

# NEW AND RENEW

## NEW ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bridgeport Brass, Bridgeport, Conn	Hazard, NY	ABC	When A Girl Marries; Tu, Th 10:40-10:45 am, W F 10:35-10:40 am; 2 Apr
Campana Sales Co, Batavia, Ill	Erwin, Wasey, NY	ABC	Breakfast Club; M 9:05-9:10 am; 15 Apr
Cowles Magazines, NY	Mc-E, NY	CBS 201	Jack Benny, Su 7-7:30 pm; 7½ min spon; 10 Mar 13 wks
Cowles Magazines, NY	Mc-E, NY	CBS 201	Robert Q Lewis; Sa 11:40-11:45 am; 9 Mar, 14 wks
Charles E. Hires, Phila	Ayer, Phila	ABC	Late News; M-F 7:55-8 pm; 29 Apr
Hudson Vitamin, NY	Pace, NY	CBS 201	Robert Q. Lewis Sa 11:35-11:40 am; 23 Mar; 13 wks
Lever, NY	FCGB, NY	MBS	Charles Warren News; M-F 12:30-12:35 pm; 1 Apr
Lever, NY	FCGB, NY	MBS	Henry Gladstone News; M-F 5:30-5:35 pm; 1 Apr
P. Lorillard, NY	YGR, NY	CBS 201	Amos 'n' Andy; Th, F 7:10-7:15 pm; Sa 12:05-12:10 pm. 21 Mar; 13 wks
P. Lorillard, NY	YGR, NY	NBC 15B	Monitor; 20 5 min sports segs per weekend; 23 Mar; 52 wks
P. Lorillard, NY	YGR, NY	CBS 201	World Tonight, W, Th, F 9:10-9:15 pm; 20 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Robert Q. Lewis; Th, F 8:05-8:10 pm; 21 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Saturday Night Country Style; Sa 7:20-7:25 pm; 23 Mar. 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Sports; Sa, Su 8:45-9 pm; 23 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Suspense; Su 4:30-4:45 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Indictment; Su 5:10-5:15 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Johnny Dollar; Su 5:30-5:35 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Our Miss Brooks; Su 7:40-7:45 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Mitch Miller; Su 8:10-8:15 pm; 24 Mar; 13 wks
Midas Muffler, Chi	Bozell & Jacobs, Chi	ABC	Late News; M-F 6:30-6:35 pm, 8 Apr
Minnesota Mining, Detroit	B8DO, Minneapolis	CBS 201	Amos 'n' Andy, M, Tu, W, 7-7:45 pm; 5 min seg; 4 Mar. 4 wks
Northwest Airlines, St. Paul	Camp-Mithun, Minneapolis	NBC 15B	Monitor; partics; weekend of 23 Mar & 27 Apr
Schieck, Lancaster, Pa	Warwick & Legler, NY	NBC 155	Bandstand; partics; M-F 10-12n; 25 Mar; 2 wks
Schieck, Lancaster, Pa	Warwick & Legler, NY	NBC 95	Bill Goodwin Show; M-F 1:05-2 pm; 25 Mar; 2 wks
Simoniz, Chi	YGR, Chi	CBS 116	George Hermon; Th, F 8:30-8:35 pm; 28 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	Eric Sevareid; Th, F 9:25-9:30 pm; 28 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	News; Sa 11-11:05 am, 2-2:05 pm, 6-6:05 pm; 30 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	Sports; Sa 12:55-1 pm, 5-5:05 pm; 30 Mar; 20 wks

## RENEWED ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bell Telephone, NY	Ayer, NY	NBC 188	Telephone Hour; M 9-9:30 pm; B Apr; 13 wks
Schlitz, Milwaukee	JWT, Chi	CBS 201	Arthur Godfrey; W, F 10:15-10:30 am; 3 Apr; 3 wks
Sterling Drug, NY	DFS, NY	A8C	My True Story; W, F; Apr; 26 wks
Toni, Chi	North, Chi	CBS 201	Robert Q. Lewis; Sa 11:45-11:50 am; 30 Mar; 52 wks

## BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Louis F. Allen	WOV, NY, sls	WABC-TV, NY, sls
John J. Alves	WSJV-TV, Elkhart, Ind, production mgr	RCA Recorded Program Services, Dallas, southwest sls rep
T. K. Barton	KARK, KARK-TV, Little Rock, vp & gen mgr	Same, exec vp
Edwin W. Buckalew	Wayne Stener Productions, Hy, dir sls	Same, vp chg sls
Ken Light		WCCO, Minneapolis-St. Paul, merch dir
Collin W. Lowder	KIMN, Denver, vp & gen mgr	KFMB, San Diego, program dir
Bernard J. McGuiness, Jr.	WGIR, Manchester, NH, asst gen mgr	Same, gen mgr
Patrick McGuirk	KCBS, SF, producer-dir	KNX & CPRN, Hy, exec dir sports & public affairs
Jill Medby	D'Arcy, Houston, r-tv dir	KTRK-TV, Houston, sls
Thomas A. O'Neill	Ernst & Ernst, Phila	WFIL, WFIL-TV, Phila, asst business mgr
Guy J. Parry	Rochester Poster Advtg Co, Rochester, NY, sls rep	WROC-TV, Rochester, NY, sls rep
Donald R. Powers	WRDO, Augusta, Me, mgr	Maine Broadcasting System, Portland, mgr
Douglas J. Romine	KARK, KARK-TV, Little Rock, asst gen mgr	Same, vp & stn mgr
John F. Screen	WDSU-TV, New Orleans, asst commercial mgr	WSDU Radio, New Orleans, mgr
Gerald A. Vernon	JWT, NY, asso media dir	NBC Tv Net, NY, dir sls services

## STATION CHANGES

KACT, Anacortes, Wash, is now an affiliate of the Keystone Broadcasting System	WAPA-TV, Puerto Rico, has sold 80% of its stock to the Winston-Salem Broadcasting Co, subject to FCC approval
KATZ, St. Louis, has been bought by Rollins Broadcasting, subject to FCC approval	WBBR, Brooklyn, has been bought by Tele-Broadcasters; call letters will be changed to WPOW
KETV, Omaha, will become an affiliate of the ABC Tv Net in Sept	W8LA, Elizabethtown, NC, is now an affiliate of the Keystone Broadcasting System
KGHI, Little Rock, Ark, is now an affiliate of the Keystone Broadcasting System	WDKD, Kingstree, SC, is now an affiliate of the Keystone Broadcasting System
KHON, Honolulu, has appointed Weed & Co natl reps	WDSR, Lake City, Fla, is now an affiliate of the Keystone Broadcasting System
KHVH, KHVH-TV, Honolulu, has appointed Duncan A. Scott natl reps	WEAT, WEAT-TV, West Palm Beach has been bought by Palm Beach Tv Co, subject to FCC approval
KHVH, KHVH-TV, Honolulu, will be represented in the east by Roy V Smith & Asso	WGKV, Charleston, W Va, has been sold to the Evans Broadcasting Co
KITO, San Bernardino, Cal, is now an affiliate of the Keystone Broadcasting System	W!CO, Salisbury, Md, is now an affiliate of the Keystone Broadcasting System
KNDC, Hettinger, ND, is now an affiliate of the Keystone Broadcasting System	WKNA, Charleston, W Va, has been sold to Kanawha Valley Broadcasting Co; call letters were changed to WKAZ
KOLY, Mobridge, SD, is now an affiliate of the Keystone Broadcasting System	WLW-I, Indianapolis, will become an affiliate of the ABC Tv Net effective 14 Sept
KRKS, Ridgecrest, Cal, is now an affiliate of the Keystone Broadcasting System	WRGR, Starke, Fla, is now an affiliate of the Keystone Broadcasting System
KVLV, Fallon, Nev, is now an affiliate of the Keystone Broadcasting System	WSFC, Somerset, Ky, is now an affiliate of the Keystone Broadcasting System
KWOE, Clinton, Okla, is now an affiliate of the Keystone Broadcasting System	WSWW, Platteville, Wisc, is now an affiliate of the Keystone Broadcasting System
Mt. Hood Radio & Tv Broadcasting has appointed Cole & Weber advtg agency	WYTI, Rocky Mount, Va, is now an affiliate of the Keystone Broadcasting System
WAAT-AM-FM, Newark, has expanded its FM schedule from 8 to 18½ hours daily	
WANE, WANE-TV, Fort Wayne, has appointed Edward Petry natl reps	