

'QUIZ HOUSE'

A FIFTEEN-MINUTE show, *Quiz House*, produced on behalf of *Small Homes Guide* magazine, has been extended to four stations for local sponsorship by lumber companies, hardware outlets and similar firms. The program premiered last year on WAIT Chicago on a test basis and is now heard on WILE Cambridge, Ohio; WCYB Bristol, Va.; WMUS Muskegon, Mich., and KBLA Burbank, Calif. The show answers questions about building and modernizing homes and is sent to stations free.

HERB SHELDON TOYS

POINTING UP the popularity among children of Herb Sheldon, radio-tv personality on WRCA-TV New York, the Kagan Co., NBC merchandising subsidiary, has reported manufacturers of children's toys and games have been licensed to produce six items under the Sheldon name for the fall. Promotion of the item will be handled by Kagan in conjunction with the manufacturers, including Pressman Toy Corp. for a doctor-nurse kit and school bag; Jure Novelty for a Miss Teevee and Egbert doll and hand puppet, and Fountain Hill Underwear Mills, for a pullover sweater and a pajama set. Although Mr. Sheldon is a local personality the items will be marketed nationally.

'770 PLAN'

SALES formula bearing the label "770 Plan" was announced last week by Chuck Bernard, newly-appointed sales manager of WABC New York. The new plan gives local advertisers time in and around the 770 kc station's best programs for \$770 a week. The package includes three-minute participations each on programs hosted by Ernie Kovacs and Martin Block plus 10 additional minutes either in participating programs or between ABC Radio network shows, depending on the advertiser's product and the audience to be reached.

AUTRY RETURNS

GENE AUTRY, tv-movie and rodeo star and station owner, will rejoin the "old gang" when the *WLS National Barn Dance* plays the Illinois State Fair in Springfield, Ill., Aug. 13. Entire program will be broadcast from the fair grounds by WLS Chicago. Mr. Autry, who sang on the program in the early '30s, will bring with him Pat Buttram, his movie-tv sidekick and another former alumnus of the *Barn Dance*. The station will originate its *Dinnerbell* program from the grounds each day and maintain a WLS tent as in past years.

CANADIAN IN RUSSIA

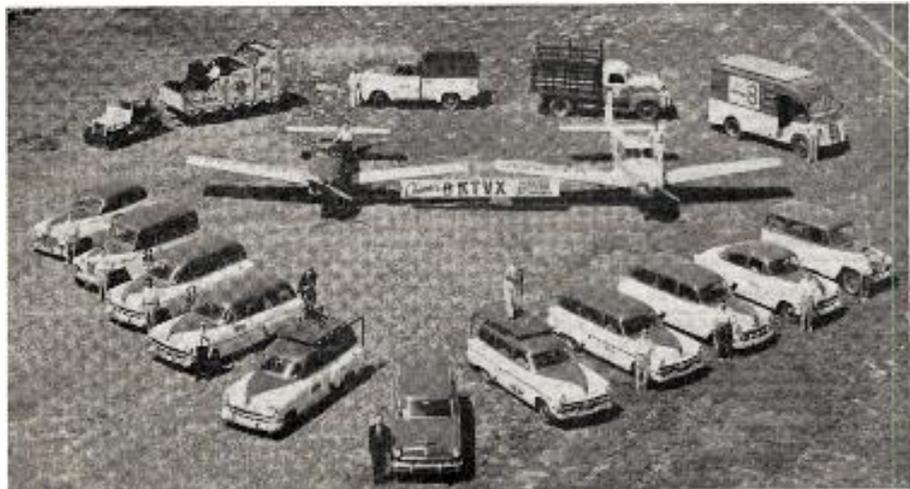
JOAN PRITCHARD, women's commentator of CFPL London, Ont., has returned from a tour of Russia with a group from the Canadian

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KTVX (TV) Moves on the Land and in the Air



KTVX (TV) Muskogee-Tulsa, Okla., rolled out its fleet of 15 motor vehicles in a police-escorted parade across Tulsa to the city's Municipal Airport, where with the station's two airplanes, this picture was made. With studios in both cities and its transmitter midway between, KTVX keeps the armada on the go serving the eastern Oklahoma and western Arkansas trade area. The station's "rolling stock" includes an

administration car (center foreground), used by Vice President-General Manager L. A. Blust; two news cars equipped with film cameras and police radios; five engineering vehicles; two sales department cars; a promotion station wagon; two property trucks; a fully-equipped remote truck; a jeep-hauled circus-type bandwagon with a calliope, and two Navion planes used in emergency area news coverage and special events.

Women's Press Club. Miss Pritchard brought back taped interviews of the trip and is using them for a series of 18 ten-minute shows and for her two daily women's programs. She was the only representative of Canada's independent stations on the tour and reports she was free to go where she wanted in the cities visited by the group.

NEWS CONFERENCE ON THE AIR

WHEN a Huntington, W. Va., news conference with Sen. William Knowland (R-Calif.) was cut short because newspaper reporters were late and Sen. Knowland was scheduled to appear on a news program on WSAZ-TV there, station News Director Nick Basso invited the pressmen to continue the questioning on the air. Once the cues and the pre-committed commercials were cleared, the news conference of the air continued, with Mr. Basso serving as moderator. Five other newsmen in addition to Lawrence H. (Bud) Rogers, WSAZ Inc. vice president and general manager, participated in the questioning.

SAVE ON WLOW

SAVINGS ACCOUNTS for local agencies have been opened by WLOW Norfolk, Va., to point up the savings of advertising on the station's "sensible rate structure." A letter was sent with the account book to agencies telling ad men they always save money for their clients when they buy WLOW. The letter also says Norfolk advertisers have been using the station for eight years and have been "banking on the profits."

WBBA COVERS FAIR

WBBA Pittsfield, Ill., broadcast from a mobile unit to cover the Western Illinois Fair at Griggsville, Ill. From 1:30 until 5 each afternoon for five days WBBA broadcast from a 46-ft. trailer at the fair. The trailer was equipped with a control board utilizing two mikes and two turntables, a teletype machine and a record library.

WHAT PEOPLE LIKE ABOUT FM

CONTEST to determine what listeners like best about fm radio and at what hours they listen most is underway at WXYZ-FM Detroit. Prizes will be 40 hi-fi albums and seven fm radio sets, but the station has announced all listeners who send contest cards to WXYZ-FM will receive a gift of some kind.

RADIO, RADIO, RADIO

CFBC St. John, N. B., has designated July, August and September as "Portable Radio Month," "Car Radio Month" and "Clock Radio Month," respectively. The station reminds listeners that during the summer months a portable radio doubles the fun at the beach or at camp. As an added inducement CFBC is featuring a "Portable Radio Contest." Listeners are asked to complete the sentence, "I would like a portable radio because . . ." in 25 words or less and the station is presenting new portables for the best three entries.

LISTEN WHILE YOU WATCH

PLAY-BY-PLAY of the National League Philadelphia Phillies' games is being aired from loudspeakers in special sections of Connie Mack Stadium by WIP Philadelphia. The new service started July 14 and makes it possible for fans watching the game from behind third base to hear the commentary of announcers Byrum Saam and Gene Kelly.

'LOONEY TUNES'

TO MAKE its *Looney Tunes* cartoon film series more attractive to viewers as well as potential sponsors, Guild Films Co. has prepared detailed format suggestions for stations and current advertisers. For example, Guild suggests the m.c. of the show be cast as an artist, a ship captain or a farmer. Guild also recommends local tie-ins be tried, such as live interviews with the audience or special 4H Club guests.