

Ziv Co. Adds 6 Salesmen, Sets Drive on 'Cantor'

ADDITION of six new sales representatives to the staff of the Frederic W. Ziv Co. was announced last week by Alvin E. Unger, vice president in charge of sales, coincident with the start of the sales drive on behalf of Ziv's new five-day-a-week radio serial, *The Eddie Cantor Show*.

Release of the show has been set for Jan. 31.

The new salesmen are Jack Frohlich, San Francisco; Larry Austin, Cleveland; John Dunnigan, Charlotte; Lee Cannon, St. Louis; Russell DeMarks, Grand Rapids, and William Pennell, Phoenix.

Mr. Unger expressed confidence in the outlook for the company's transcribed radio operation, pointing out that two major regional sales had been concluded since Jan. 1. One was a renewal by the Frankenmuth Brewing Co., Frankenmuth, Mich., through Ralph Sharp Advertising, Detroit, of the five-day-a-week *Red Skelton Show* in 19 Ohio and Michigan markets. The other was a purchase by Oriental Foods, Los Angeles, through Welsh, Hollander & Coleman, Los Angeles, of a quarter-hour strip of the across-the-board *Hour of Stars* on 10 stations in the Los Angeles area.

Another substantial radio sale completed by Ziv, according to Mr. Unger, was the purchase by Wagner Baking Corp. (Mrs. Wagner's pies), Newark, through J. M. Mathes Inc., New York, of five half-hours per week of *Cisco Kid* on WIP Philadelphia.

Eastern Talent Agents Set Up Own Association

PAPERS were filed in Albany, N. Y., last week to incorporate the first formal association of East Coast talent agents as Federation of Artists Representatives Inc. (FAR), Henry C. Brown, temporary chairman, announced in New York.

Current plans are to set a dues scale rather than adopt a procedure of having members' dues scaled to gross commissions, Mr. Brown said. A meeting to elect officers and adopt a set of by-laws is planned. FAR's aim is to serve the interests of actors' "representatives" in their relationships with artists and artists' organizations while standardizing and promoting uniformity in agents' practices and customs. Its formation was an outgrowth of activity by a group of agents formed last August under Mr. Brown's chairmanship and which negotiated with the Screen Actors' Guild on regulations of dealings of franchised agents and artists whom they serve on a non-exclusive basis. This meeting resulted in a signed agreement.

KWIZ, Papers Set Up County News Service

TO GIVE the residents of Orange County, Calif. (just south of Los Angeles, with a population of 300,000 and some half-dozen cities), good local news coverage, the management of KWIZ Santa Ana and the publishers of the local newspapers, have organized the Orange County News Service, according to Hal Davis, KWIZ manager.

The station and five newspapers, with others expected to join soon, are connected by 24-hour-a-day teletype service, Mr. Davis said, the news staffs of the papers and of KWIZ each contributing the news it has collected, giving full county coverage to the OCNS member papers and to KWIZ, which broadcasts local news roundups every hour.

WQXR 'THANK YOU'

PROMOTION PIECE designed as a thank you to 145 advertising agencies which placed business on WQXR New York during 1954 has been distributed by the station. The folder lists the agencies and thanks them for giving WQXR the largest volume of business in its 18-year history. The sales volume for the past year was 7½% higher than in 1953 with 64% of the sponsorship on WQXR being national advertising. The main increased classes of advertising on the station during the year were from the automotive industry, travel and finance.

GIL HOUSTON BROCHURE

BROCHURE on *The Gil Houston Show* has been prepared by KIMN Denver, a station which is vociferously enthusiastic over its balladeer and folk music artist, Gil Houston. Mr. Houston, who joined KIMN last October, has been broadcasting his show over 44 Inter-mountain Network stations and two weeks ago began airing it over MBS. Termed "one of the most authentic folk artists of our time . . ." by *Fortune* magazine, Mr. Houston has an extensive background in dramatics, folk music, radio-tv, recording and composition. Mr. Houston, whose mail has increased from a trickle to a steady stream since he started his program, also was selected by the BBC as the balladeer for its series on life in the U. S.

WATV (TV) ITALIAN PROGRAMS

NEW SEVEN-DAY weekly, 11 a.m. to noon, block of live Italian programming began last week on WATV (TV) Newark, N. J., involving two variety and one half-hour programs. *Musical Moments*, sponsored by V. LaRosa & Sons (LaRosa Macaroni) is being seen Monday through Friday, 11-11:15 and Saturday, 11-11:30; *The Aldo Aldi Show*, seen daily, Monday through Friday, 11:15-12 noon and Saturday and Sunday at 11:30-12 noon, has a number of sponsors including S. A. Schonbrunn & Co. (Medaglia D'Oro Coffee) and Caruso Products Distributing Corp. (Caruso Olive Oil); the Sunday dramatic show, 11-11:30 also is being sponsored by LaRosa.

'CAREERS UNLIMITED'

PROMPTED by letters of women listeners over 40 who couldn't find employment, Marjorie King, supervisor of women's programming for KNBC San Francisco, organized with the aid of several local civic leaders "Careers Unlimited for Women," a group



CONFERRING on plans for "Careers Unlimited for Women" are Marjorie King, supervisor of women's programming, KNBC San Francisco; George Greaves (c), KNBC general manager, and Ben Swig, civic leader who helped organize the group and now is its board chairman.

which attempts to find jobs for women over 40. The group is operated entirely on a volunteer basis. Miss King focuses attention on the problem on her daily program, as the group endeavors to (1) offer listings of qualified women to business firms in need of mature help, (2) promote better business by helping unemployed northern California women return to being normal spenders and (3) serve the unemployed women over 40 in northern California communities as well as San Francisco by cooperating with professional employment agencies in an exchange of job and applicant information.

HOGS' HEADS AND CHITTERLINGS

OVER two tons of chitterlings and whole hogs' heads were sold in a two-week period by disc m. c. Maurice Jackson of WVKO Columbus, Ohio, on his *Jackson's Beat* program, according to the station. In connection with the product promotion, Mr. Jackson staged a contest asking for recipes for hogs' heads. The entries have been sent to food authority Duncan Hines for his comments, after which a winner will be chosen.

'PREVIEW'

PROGRAM for rating new records has been inaugurated by WAVE Louisville. Each week on the new program, *Preview*, a panel consisting of a musician, teenager and retail record dealer, sit in judgment on the records presented by major recording firms as their best bet for success. The panel rates each record




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