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From where I sit by Joe Marsh

Sales "Picking Up"

Someday when you're waiting on the corner for a bus, don't be surprised if Slim Miller from the Town Used Car Lot pulls up and offers you a ride.

"I hate to see anyone standing in the cold," Slim says. "One day when I picked up a fellow in my own re-conditioned car we got to talking about its smooth-running motor. Next day he came down to buy a used car.

"Now I drive a different car each day, so when I pick someone up I can demonstrate its slick performance. I'm selling more used cars than ever before—making lots of new friends, too!"

From where I sit, Slim's "be nice to your neighbor" campaign is one reason for his being a leading businessman in this town. But it goes further than that because he isn't only nice to potential customers. He's neighborly to everyone—local folks and tourists, Democrats and Republicans, lemonade-fanciers and those who'd rather enjoy a glass of beer. There's nothing "secondhand" about his community spirit."

Joe Marsh

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STATIONS

tion contract with WBAL-TV, Hearst-owned station in Baltimore.

Last January, B•T published this CLOSED CIRCUIT:

"PHILADELPHIA STORY AGAIN. Although talk of NBC-Westinghouse swap of stations had subsided, reports were current again last week that network would like to get KYW-WPTZ (TV) Philadelphia, in exchange for WTAM-AM-FM and WNBK (TV) Cleveland, throwing in a bundle of cash of several million to make up difference. There was no confirmation out of NBC, and Westinghouse denied current conversations. Westinghouse paid \$8.5 million to Philco for WPTZ (ch. 3) in May, 1953, and presumably isn't in trading mood after its \$9,750,000 purchase of WDTV (to be KDKA-TV) Pittsburgh, closed last week."

Subsequently, consistent inquiries regarding the status of negotiations brought unofficial word from NBC that a deal was imminent but denials from Westinghouse. Ten days ago, on Friday, May 13, reports became current in Cleveland that the transaction had been "closed." Inquiries by B•T of responsible Westinghouse officials brought the response that the situation was *status quo* and that no deal had yet been made. By Monday noon, however, word was received that the contract had been approved by both boards, had been signed and that a simple announcement would be made the following day.

Shouse to Return as Chief Of Crosley Broadcasting Corp.

RETURN of James D. Shouse as head of Crosley Broadcasting Corp. and the election of Chester G. Gifford to the newly-created post of president of the Crosley and Bendix Home Appliances Div. of Avco Mfg. Corp. was announced last week by Victor Emanuel, Avco president and board chairman. Mr. Gifford also was elected a vice president of Avco.

Mr. Emanuel said that following an extended rest Mr. Shouse, vice president of Avco who has been acting general manager of the Crosley and Bendix divisions, will resume his duties as chairman of Crosley Broadcasting, an Avco subsidiary.

Mr. Gifford was president of Schick Inc. until 1954. He had been with that company since 1940 except for a two-year period when he was vice president and director of Swank Inc. During World War II, he served with the U. S. Army Signal Corps in Europe.

B. P. Timothy Resigns Post With Avery-Knodel in Chicago

B. P. (TIM) TIMOTHY has announced his resignation as general sales manager in the Chicago office of Avery-Knodel Inc., national station representative firm, effective June 1. He said he plans to enter the station ownership field in the West or Southwest and also attributed his resignation partly to "family considerations."

Mr. Timothy has been associated with Avery-Knodel since it was founded as the Lewis H. Avery Co. in 1945, and was a director and secretary of the representative firm. Previously he was with Free & Peters, representative firm, for over three years, advertising manager of Griesedieck-Western Brewing Co. for four years and national advertising representative for Oklahoma Pub. Co. Mr. Timothy was Chicago office manager of Avery-Knodel for 13 months until October 1946.

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