



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to four billion dollars — a symbol of booming productivity making this America's 23rd TV market. Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.



NBC Rechristens WKNB-TV To WNBC(TV) West Hartford

CEREMONIES today (Monday) will mark the change in call letters of NBC's WKNB-TV to WNBC (TV) in West Hartford, Conn. Ownership of the uhf ch. 30 station, which went on the air Feb. 11, 1953, was assumed by NBC on Dec. 13, 1956. Studios are located in West Hartford and the transmitter at Farmington, Conn.

A 20-minute telecast, featuring Tex and Jinx McCrary, will be seen on both WNBC and WRCA-TV New York. Following this telecast, a 10-minute local program will include the presentation of the new call letters from Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales, to the station's general manager, Peter B. Kenney. Also scheduled are brief talks by government and civic leaders, including the mayors of communities in the area. A portion of the ceremonies will be shown on NBC-TV's *Today* tomorrow morning. Charles R. Denny, executive vice president of operations, will be among the top NBC executives on hand.

A luncheon for 200 advertising agency executives and civic leaders will follow at the studio building. Along with the ceremonies, an extensive promotional campaign will get underway including air announcements, newspaper advertising and displays in tv stores.

The WNBC call letters first belonged to a radio outlet in New Britain, Conn., and from November 1946 to Oct. 18, 1954, was used for NBC's flagship stations in New York (now WRCA-AM-TV).

Hoffman to Head Promotion, Planning for WOR Stations

ADVANCEMENT of Robert M. Hoffman to the newly-created post of director of promotion and planning for WOR-AM-TV New York was announced last week by Gordon Gray and Robert Leder, general managers, respectively, of WOR-TV and WOR.

Mr. Hoffman joined WOR in 1948 as director of research, and in 1954 was promoted to director of sales planning and development for WOR-AM-TV. In his new post, he will be largely concerned with planning on a management level for both stations. In addition, he will continue to direct the activities of the promotion, advertising, public relations and research departments.



MR. HOFFMAN

In another move, James A. Yergin, a writer in the WOR-AM-TV promotion department, has been named manager of presentations for the stations. Robert J. Sullivan continues as director of advertising and Richard A. Jackson as director of public relations.



NATIONAL representation for WCOV-AM-TV Montgomery, Ala., is arranged with Young Television Corp. handling tv and Adam Young Inc. am, effective Feb. 1. At contract signing (l to r): Hugh Smith, WCOV-TV general manager; Adam Young, head of the representative firms, and Joe Petranka, WCOV station manager. James S. Ayers represents both stations in the Southeast.

WBBM-TV Reinstates Hockey

WBBM-TV Chicago announced Tuesday it will carry remainder of the 10-game national Hockey League CBS-TV schedule, starting this past Saturday—after complaints from the local Blackhawks' management against Chicago being blacked out on Saturday afternoon telecasts. Earlier, station spokesmen explained the initial contest (Jan. 5) was not carried because of lack of sponsorship. The Blackhawks believe the telecasts will help stimulate hockey interest in that city.

Lanphier to Head WHFC Cicero

CHARLES J. LANPHIER has been named general manager of WHFC Cicero, Ill. He formerly owned WFOX Milwaukee and at one time was with WEMP Milwaukee.

Shaver, Kahn Buy WAGR Lumberton

WAGR Lumberton, N. C., has been sold by Hector McLean and associates for \$50,000 to local businessmen D. M. Shaver and Albert E. Kahn. The sale, subject to FCC approval, was negotiated by Paul H. Chapman Co. of Atlanta. The Lumberton station operates on 1480 kc with 1 kw.

PROGRESS IN PA.

HISTORY was made at the opening of the 1957 session of the Pennsylvania General Assembly as WGBI-TV Scranton became the first station in the state, it reports, to take sound cameras into the legislative halls. Film of the opening ceremonies and excerpts of the governor's State of the Commonwealth message were shown on WGBI-TV news shows the day they were shot. Coverage also included a special quarter-hour report highlighting the governor's speech and comments by majority and minority leaders from both houses of the assembly.