

## McLENDON PLANS TRINITY BASEBALL

PLANS to broadcast major league baseball games, one each afternoon and one each night, were reported last week by Gordon McLendon, operator of Trinity Broadcasting Co. and its KELP El Paso and KLIF Dallas, on the heels of the FCC ruling which denied baseball club protests of Trinity game re-creations [B•T, March 8].

FCC renewed the license of KELP and turned down petitions by the Yankees, Dodgers and Cardinals. The Commission found that Trinity's sponsored re-creations of other station broadcasts did not constitute mis-appropriation of property rights, citing several court cases it considered pertinent (for text of decision, see page 112, FOR THE RECORD).

Mr. McLendon described the FCC ruling as the "most important victory for radio since FCC gave us the right to editorialize."

Meanwhile, Liberty Broadcasting System's \$12 million suit against 13 major league ball clubs is scheduled for April 19 in Chicago Federal District Court. However, attorneys feel the case might not come to trial until fall because of the great number of depositions to be gathered. Baseball broadcasts were a highlight on the now defunct Liberty, the fifth national network, founded by Mr. McLendon.



WALB-TV Albany, Ga., signs for a Standard Electronics Corp. 10-kw tv transmitter with delivery scheduled this month to the vhf ch. 10 outlet, which expects to be on the air May 1. L to r, John L. Rivard, chief engineer and Tommy Stillwagon, general manager, both WALB-TV, and Jimmie Evans, Standard's district sales engineering manager.

## Houston Ch. 13 Merger Organizes, Names Officers

A BOARD of directors and executive committee have been formed and officers elected by Houston Consolidated Television Co., which was granted Houston ch. 13 by the FCC last month [B•T, March 1] after a merger agreement among four applicants, it was announced last week by John T. Jones Jr., president of the grantee and president of the Houston Chronicle Publishing Co. (*Houston Chronicle*).

Officers, who also are board members, are: Board chairman, Wright Morrow, National Democratic Committeeman for Texas and Houston attorney; president, Mr. Jones, president of the publishing firm and of Houston Endowment Inc.; vice presidents, Roy Hofheinz, mayor of Houston, real estate operator and 25% owner of KTHH Houston which in-

terest he has agreed to dispose of under the merger if so required, and John Paul Goodwin, former Houston advertising man now in tv and commercial film production; secretary, B. F. Orr, president and chairman of KTRH Broadcasting Co. (KTRH), president of Rice Hotel and manager of Texas State Hotel.

Other non-board officers are: assistant secretary, Frank Wozencraft, and treasurer, George Bruce.

Other directors: Gail Whitcomb, Houston attorney, rancher and oil operator; Tom Gregory, local banker; Howard T. Tellepsen, president of Tellepsen Construction Co. and of the Houston Chamber of Commerce, civic leader and chairman of the United Fund there; F. J. Heyne, president of Commerce Co. and board chairman of Chronicle Publishing Co.

Members of the board's executive committee to function for the board under its directors are Messrs. Gregory, Hofheinz, Whitcomb and Jones.

It was presumed the Houston outlet would seek CBS-TV affiliation, since the four merging applicants originally had specified CBS.

Mr. Jones said no managerial or staff personnel have yet been appointed and no studio and transmitter sites selected.

## Karns Quits ATN, WING; Reeder Acting WING Head

ADNA H. KARNs, vice president and general manager of WING Dayton and Air Trails Network, has resigned to help form a production firm in New York, J. P. Williams, executive vice president of the station and network, said last week. Mr. Williams said Charles Reeder, manager of WCOL Columbus and former WING program director, has been appointed program director and acting manager to succeed Mr. Karns at WING.

Mr. Karns, who has been with ATN 10 years and general manager for five, joined WING as an announcer, becoming successively production director, program director and station manager in less than five years. He has joined Marshall Jamison, New York producer and director, to form Jamison-Karns Productions.

## WDAS Building Plans

WDAS Philadelphia, owned by Max M. Leon, conductor and leader of the Philadelphia "Pops" Orchestra, has set plans for new construction, following its grant by the FCC to increase its power to 1 kw, the station reported.

Mr. Leon has announced that he will build a new modern station in Fairmont Park, with studios and transmitter located at the same site. He stated: "This is the opportunity that I have waited for to expand our facilities and program our station so that the greatest number of people will get the most diversified programming possible in radio."

## New Studios for WGVL (TV)

NEW studios have been completed in the Calhoun Towers, Greenville, S. C., for WGVL (TV) that city, according to an announcement from the station. The outlet moved to the new quarters late last month. Station, operating on uhf ch. 23, went on the air in August 1953.

## Crawford to WATV (TV)

BILL CRAWFORD was named last week as sales director of WATV (TV) Newark, tv affiliate of the Bremer Broadcasting Co. (WAAT). Mr. Crawford previously had been with WOR New York for 13 years, most recently as sales man-

## Puppet Previews Programs

KTVQ (TV) Oklahoma City, faced by city newspapers' ban on free radio-tv logs, has come up with a puppet show as a method of informing viewers of its program listings. Production Director Vlada Dimac originated the idea of using a puppet on a small stage to carry on a conversation with an announcer,



ANNOUNCER Dick Kirchner discusses upcoming KTVQ programs with puppet operated by hidden announcer.

while written program notes are rolled past an opening in the background. The mid-afternoon (3:30-4 p.m.) show appeals to children and also to adults, says KTVQ, which contemplates development of the feature into a full puppet show with a local flavor. The uhf ch. 25 outlet is offering prizes to viewers for naming the puppet, which is operated by a second announcer hidden behind the "stage."

## William L. McLean Jr., WCAU Treasurer, Dies

WILLIAM L. McLEAN JR., 58, treasurer of WCAU Inc., Philadelphia, and president-treasurer of the *Philadelphia Evening Bulletin*, died Wednesday night of a cerebral hemorrhage. He was stricken a few hours earlier at his home in Wynnewood, Philadelphia suburb. He was a brother of Robert McLean, president of the *Bulletin* and of the Associated Press.

Survivors include his widow, Eleanor Ray Bushnell McLean, a son, William L. III, and a daughter Ray. Funeral services were to be held Saturday at All-Saints Episcopal Church in Wynnewood.

## WCBS Record Sales Week

RECORD sales week was achieved by CBS Radio's WCBS New York for Feb. 23-26 with gross billings of more than a quarter of a million dollars, it was announced last week by Carl Ward, general manager, and Henry Untermeyer, sales manager. The largest single contract was with Shell Oil Co., through J. Walter Thompson Co., for the new *Herman Hickman Show* (Mon.-Fri., 6:30-6:40 p.m. EST), starting March 22. Among the 17 sponsors signed were Wyler & Co., Chicago (soups); Hunt Foods Inc., Fullerton, Calif.; Columbia River Packers Assn. Inc., Astoria, Ore.; Canada Dry Ginger Ale Inc., New York; Bank of Manhattan Co., New York, and Spratt's Patent (America) Ltd., Newark (dog and cat food).