

# at deadline

## NARTB Mails Ballots For Radio Board Election

FINAL ballots for election of directors to NARTB Radio Board—including odd-numbered and at-large classifications—mailed Friday by C. E. Arney Jr., secretary-treasurer. They must be returned to NARTB's Washington headquarters by March 13.

Automatically elected without opposition [B•T, Feb. 16] are F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent), Dist. 13; R. M. Brown, KPOJ Portland, Dist. 17.

Incumbent directors who did not run for re-election were Hugh B. Terry, KLZ Denver, medium stations; Leonard Kapner, WCAE Pittsburgh, Dist. 3; Thad Holt, WAPI Birmingham, Dist. 5; Robert T. Mason, WMRN Marion, Ohio, Dist. 7; H. Quenton Cox, KGW Portland, Ore., Dist. 17.

Incumbents who are candidates for re-election are William B. McGrath, WHDH Boston, Dist. 1; Harry W. Linder, KWLM Willmar, Minn., Dist. 11; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations. Merrill Lindsay, WSOY Decatur, Ill., did not run for re-election as Dist. 9 director but is a nominee in the FM category.

Of those nominated in more than one category, selections were as follows: Paul R. Bartlett, KFRE Fresno, Calif., Dist. 15; Victor C. Diehm, WAZL Hazleton, Pa., Dist. 3; Fred

## TV BEATS BATHTUBS

THERE are now more TV sets in use in Chicago area than home telephones or bathtubs, Admiral Corp. reported Friday. W. C. Johnson, vice president of sales, pegged latest TV census at 1,360,000, compared to 1,320,000 telephones and 1,260,000 bathtubs in area. Many cities which have had TV at least five years boast more receivers than phones, among them L. A., Philadelphia, St. Louis, Cleveland and Boston, Mr. Johnson added.

Fletcher, WRAL Raleigh, N. C., FM stations; E. J. Gluck, WSOC Charlotte, N. C., FM; Simon Goldman, WJTN Jamestown, N. Y., small stations; Robert B. Hanna Jr., WGY Schenectady, N. Y., large stations; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; John F. Meagher, KYSM Mankato, Minn., Dist. 11; G. Richard Shafto, WIST Charlotte, N. C., medium stations; Calvin J. Smith, KFAC Los Angeles, medium stations; Jim Woodruff Jr., WRBL Columbus, Ga., Dist. 5.

Nominees who withdrew their names from balloting were George D. Coleman, WGBI Scranton, Pa., Dist. 3, W. B. Smullin, KIEM Eureka, Calif., Dist. 15 and medium stations, Otto P. Brandt, KING Seattle, large stations; Ted Leitzell, WEFM (FM) Chicago, FM stations; Nathan Lord, WAVE Louisville, medium stations; William B. Quarton, WMT Cedar Rapids, Iowa, medium stations.

## • BUSINESS BRIEFLY

**GENERAL FOODS SPRING DRIVE** • General Foods, N. Y. (Sure-Jell), planning to start its annual spring spot announcement radio campaign in April in about 125 markets. Starting dates varied following fruit jelly making seasons. Agency: Benton & Bowles, N. Y.

**GM BUYS DINAH** • General Motors Chevrolet Div. and Chevrolet Dealers to sponsor Dinah Shore musical show on full NBC radio network, Mon. and Fri., 10-10:15 p.m. EST, for 15 weeks March 23 through July 3, and also are extending sponsorship of *Dinah Shore Show* on NBC-TV, Tues. and Thurs., 7:30-45 p.m., for six additional weeks, through July 2. Agency: Campbell-Ewald, N. Y. and Detroit.

**LIFE ADDS 15** • *Life Magazine*, through Young & Rubicam, N. Y., adding about 15 markets to radio chain breaks and minutes campaign. Magazine uses announcements three days weekly for 13 weeks to boost newsstand sales.

**HUBINGER CAMPAIGN** • Hubinger Co. (Quick-Elastic), Keokuk, Iowa, buying minutes, 10- and 15-minute program participations on Don Lee network and 10 other major cities, starting March 16 for 39 weeks. Some TV spots will be placed. Agency: Compton Adv., N. Y.

**SPOTS FOR LINCOLN-MERCURY** • Lincoln-Mercury cars, through Kenyon & Eckhardt, N. Y., buying radio spot announcement campaign for six weeks in Kansas City, Atlanta and Jacksonville areas starting about March 29.

**THOR ON ABC-TV** • Thor Corp. (home appliances) to sponsor *Quick as a Flash* quiz show with Bobby Sherwood, on ABC-TV on alternate Thursdays, 10:30-11 p.m. EST, effective March 12. Agency: Henri, Hurst & McDonald, Chicago.

**HOWDY DOODY BOUGHT** • Continental Baking Co. (Hostess cakes) to sponsor another segment of *Howdy Doody* on NBC-TV, Mon.-Fri., 5-6 p.m., effective May 6, Wed., 5-5:15 p.m. portion and Standard Brands (Royal dessert) starting March 17 adds Mon., 5-5:15 p.m. segment. Both contracts signed through Ted Bates, N. Y. Show completely sold except for one quarter-hour on Fridays.

for gradual but steady development of new programs and new talent, aiming primarily for sales for next fall's season. Members volunteered to scout own areas, for programs that might be developed for network use.

ABC group at meetings included Leonard H. Goldenson, president of ABC's parent AB-PT; ABC President Robert E. Kintner; Executive Vice President Robert H. O'Brien; Charles T. Ayres, vice president in charge of radio network; Ernest Lee Jahncke Jr., vice president and assistant to president; Robert M. Weitman, vice president for programming and talent; Oliver Treyz, in charge of sales development and presentations; Station Relations Director Beckman, and Station Relations Dept. Manager William A. Wylie.

Committeemen attending: Roger W. Clipp, WFIL Philadelphia, committee chairman; J. P. Williams, WING Dayton; Verl Bratton, WKTY LaCrosse, Wis.; T. B. Lanford, KRMD Shreveport; Harold V. Hough, WBAP Fort Worth; Frank Carman, KUTA Salt Lake City, and A. D. Willard Jr., WGAC Augusta, Ga. Committeeman J. Archie Morton, KJR Seattle, which gives up ABC affiliation when KING joins, not present.

## ABC PLANS EXPANSION, ADDS AFFILIATES

BROAD expansion of both radio and TV networks of ABC being announced today (Monday) on heels of meeting of top officials with ABC radio stations advisory committee Friday to discuss programs, operations, and general planning with respect to ABC radio alone. Similar meeting for TV will be held with ABC TV stations advisory committee next Friday (March 6).

Network expansion, described by national station relations director Alfred R. Beckman as both "broad and strategic," adds new TV affiliates in 14 markets, bringing total to 95, and extends radio affiliate roster to 362 by addition of five stations.

Described as "notable" among new affiliates were KING and KING-TV Seattle, both becoming basic ABC affiliates. KING-TV operating on vhf Ch. 5 became basic affiliate yesterday (Sunday). KING-AM operating with 50 kw on 1090 kc will effect its ABC affiliation in June, replacing KJR Seattle.

Other new TV affiliates, Mr. Beckman said, will greatly expand ABC television service in Atlantic seaboard, south, midwest, and southwest.

In addition to KING stations, new affiliates are:

KSTL-TV St. Louis (Ch. 36; owned by Broadcast House Inc.; William E. Ware, general manager), starting July 1; WBUF-TV Buffalo (Ch. 17; WBUF-TV Inc., Sherwin Grossman, general manager), starting June 1; WENS (TV) Pittsburgh (Ch. 16; Telecasting Co. of Pittsburgh; Larry H. Israel, general manager), starting July 6; KGUL-TV Galveston (Ch. 11; Gulf Television

Co.; Paul E. Taft, general manager), starting March 1; WFTV (TV) Duluth (Ch. 38; Great Plains Television Properties; James C. Cole, general manager), starting March 1; KFDX-TV Wichita Falls (Ch. 3; Wichtex Radio & Television Co.; Howard H. Fry, general manager), starting April 1.

Also WCOS-TV Columbia, S. C. (Ch. 25; Radio Columbia; Charles Pittman, general manager), starting April 1; KCBF-TV Lubbock (Ch. 11; Bryant Radio & Television; George L. Tarter, general manager), starting March 15; WBKZ-TV Battle Creek (Ch. 64; Booth Radio & Television Stations; Harry E. Travis, general manager), starting May 15; WEEV-TV Reading (Ch. 33; Hawley Broadcasting Co.; Thomas E. Martin, general manager), starting March 1; WABI-TV Bangor (Ch. 5; Community Telecasting Service; Murray Carpenter, general manager), already on air; WSUN-TV St. Petersburg (Ch. 38; City of St. Petersburg; George D. Robinson, general manager), starting May 1; WILK-TV Wilkes-Barre (Ch. 34; Wyoming Valley Broadcasting Co.; Roy E. Morgan, manager), starting April 1.

New radio affiliates, in addition to KING, are:

WJAN Spartanburg, S. C. (1400 kc, 250 w; owned and managed by James C. Byrd Jr.); WHKP Hendersonville, N. C. (1450 kc, 250 w; headed by Beverly Middleton as president); WERI Westerly, R. I. (1230 kc, 250 w, owned by Radio Westerly Inc., with Warren Greenwood as manager); WCON Cornelia, Ga. (1450 kc, 250 w; owned by Habersham Broadcasting Co.; John W. Jacobs Jr., manager); KLIL Estherville, Iowa (1340 kc, 100 w; owned by Estherville Broadcasting Corp.; William E. Schons, general manager); WQUA Moline, Ill. (1230 kc, 250 w; owned by Quad City Broadcasting Corp.; Dalton LeMasurier, general manager).

Meanwhile, in their first meeting since ABC merged with United Paramount Theatres, members of ABC radio stations advisory committee in all-day session in New York Friday heard top officials of network outline plans