

PROVOST NAMED; PECK HEADS WISN

PROMOTION of two broadcast executives of the Hearst Corp. was announced last week.

D. L. (Tony) Provost, vice president and general manager of the Radio & Television Division of the Hearst Corp., was appointed to the corporation's board. Mr. Provost supervises operation of WBAL-AM-TV Baltimore and WISN Milwaukee.

At the same time, Mr. Provost announced elevation of Harry Peck, manager of WISN



Mr. Peck

Mr. Provost

Milwaukee since May 1952, to vice president of the station.

Mr. Peck has been in the broadcast business 20 years, associated with KFBI Abilene, Kans.; KFAB Lincoln, Neb.; KOIL Omaha and in April 1946 as vice president and manager of WDGY Minneapolis-St. Paul before taking over WISN's management.

Richard Stanton Wolfe Dies While Cruising Caribbean

RICHARD STANTON WOLFE, 46, president of RadiOhio Inc. (WBNS Columbus, Ohio) died Dec. 26 while on a holiday cruise in the Caribbean with his family.

Mr. Wolfe also was a newspaper publisher and bank executive. He was vice president, treasurer and director of the Dispatch Printing Co., publishers of *The Columbus Dispatch* and *The Ohio State Journal* and owners of WBNS-TV Columbus. In the financial world, he held the position of executive vice president and director of Banc-ohio Corp. He was a director of the Wolfe Wear-U-Well Corp., shoe manufacturers.

Mr. Wolfe died on the steamship *Cornia* near the Dutch island of Curacao off the coast of South America. News of his death was cabled to Columbus by his wife. Cause of death was not given. Mr. and Mrs. Wolfe and sons, Richard Martin Wolfe, 19, and Bruce Fowler Wolfe, 10, sailed on Dec. 24.

WOR Reports Top Year

OUTLOOK for WOR-AM-TV New York in 1954 was pictured as "bright" by station officials last week in yearend statements that noted that the tv outlet ended the year 1953 in "the strongest position in its history" and that WOR's list of radio advertisers had grown from 375 in 1951 and 525 in 1952 to 775 in 1953. The radio outlet was said to have had the "largest gross billing and more advertisers than any single station in the country." It was pointed out the most significant developments at WOR-TV were the station's move to the Empire State Bldg., which resulted in increased power, and its improved programming.

Program to Save Uhf

A NEW program idea designed to solve every problem of the small uhf station is being used by WACH (TV) Newport News, Va. The two-hour program is arranged like a movie schedule, e.g., news, cartoon, short subject and feature movie, and will be repeated three times each evening (6, 8 and 10 p.m.).

"The viewer can now watch his favorite shows on network stations and still catch one of our three performances," Frederic F. Clair, station manager, said. "An advertiser is assured that all the local audience will see our whole show every evening," he continued. Savings resulting from using one-third the material, production and continuity required for a full evening schedule, make the new idea a low-budget operation with maximum expected audience, it was explained.

The idea was originated by a local tv serviceman, Dave Berents of Norfolk, and will feature a new playbill each day.

WNHC-TV Switches From Six to Eight

WNHC-TV New Haven, Conn., switched to ch. 8 Dec. 19, making the change from ch. 6 in accordance with the FCC Sixth Report and Order [B•T, April 14, 1952].

WNHC-TV operated on both channels for a 10-day period ironing out any technical difficulties on its new carrier. Reports on signal clarity have been encouraging.

Highlighting the program commemorating the changeover was a talk by Sylvester L. (Pat) Weaver, NBC president.

Elmer Davis Honored

ELMER DAVIS, radio and television news analyst, last Tuesday was presented with the Lauterbach Award for 1953. Award, consisting of \$1,000 in cash, is given annually by the Authors Guild of the Authors League of America for contribution in the field of civil liberty. Ceremony was held in the studios of WABC New York and carried by the ABC Radio network.

WTRF-TV Sets Boost to 316 Kw

WTRF-TV Wheeling, W. Va., plans to boost its output to 316 kw in February, Robert W. Ferguson, station executive vice president, has announced. Station also will increase its programming to 105 hours weekly, with about 22% of the programs originating from the Ogden Bldg. studios.

Letters of Approval

WHUM-TV Reading, Pa., increased its uhf ch. 61 power to 260 kw and installed a new antenna atop its 1,000-ft. tower—and local viewers and sponsors responded with letters of praise and congratulations at the improved picture.

Typical of the comments received was one by a sponsor in Phillipsburg, N. J.: "I am in a bad location for tv, bound in by College Hill in Easton (Pa.) and Phillipsburg Hill in New Jersey—so surprised at next to perfect reception. Kept you on all night."



SPECIALLY-equipped station wagon to be used by KOMA-KWTW (TV) Oklahoma City for am-tv news services is inspected by Edgar T. Bell (standing), KWTW general manager, and Bruce Palmer, news director for both stations.

NBC SPOT SALES REPORTS RECORD '53

A \$5 million increase to \$22 million puts the sales figure 33% over 1952, McFadden announces.

RECORD-BREAKING \$22 million in billings was recorded by NBC Spot Sales in 1953, representing an increase of \$5 million over 1952 billings, Thomas B. McFadden, director of NBC Spot Sales, announced last week.

Pointing out that the 1953 figure was 33% over billings in 1952, Mr. McFadden said total billings for radio reached \$4½ million and for television, more than \$17½ million. He stressed that the \$5 million overall increase represents net dollar bookings after agency commissions and discounts are considered.

Mr. McFadden said that total billings for radio in 1953 were \$860,000 over the 1952 figures, representing a 23% increase for NBC Spot Sales as compared with an industry-wide published figure of an 8% gain. He noted that these increases were recorded for stations long represented by NBC Spot Sales, adding that one station had increased billings over 1952 by 64%.

Tv Billings

In television, Mr. McFadden continued, total billings were more than \$4½ million over 1952. He reported that billings at NBC owned-and-operated stations were 22% greater than in 1952, while at non-owned tv stations represented by NBC Spot Sales, they were 56% ahead of 1952, with one station registering a gain of 61%.

In releasing the report, Mr. McFadden explained 1953 was the first full operating year under the new organization. He said:

"In the last six months of 1952, we went through a major reorganization at NBC Spot Sales. In 1953 we expanded and consolidated our staff which resulted in the record-breaking sales story we have to tell today."

In the process of reorganization, Mr. McFadden said, the selling staff of the unit was ex-