

tions from Katz representation.

The agreement with NBC Spot Sales expires Oct. 31, 1955, it was explained, but may be terminated upon 120 days notice or in the event of termination of the network affiliation.

In the prospectus, Storer noted that it intends to apply for listing on the New York Stock Exchange of all of its outstanding common stock.

WABC'S RENAULT NAMED GEN. MGR.

APPOINTMENT of Michael A. Renault as general manager of WABC New York, ABC's key station, was announced last week by Robert E. Kintner, president of the network. Mr. Renault has been acting general manager since November 1954.

Mr. Renault joined the station (then WJZ) in December 1950 as an account executive. Two years later he was named commercial manager, the position he held until he was appointed acting general manager.

Before joining WABC, he was with spot representative firms including Donald Cooke Inc., where he was New York office manager, and Headley-Reed Co., where he was an account executive.

Mr. Renault served with the U. S. Army for five years during World War II. His appointment as general manager of WABC is effective immediately, Mr. Kintner said.



MR. RENAULT

\$3 Million Credit Pact Set Between Bitner, Mellon Bank

A \$3 million credit agreement has been arranged by the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. with the Mellon National Bank & Trust Co., Pittsburgh. The agreement carries a 4½% interest charge and was established for the \$3.35 million purchase of Minneapolis-St. Paul sharetime ch. 11 stations WTCN-TV and WMIN-TV, and WTCN [B•T, Jan. 31].

Consolidated, which was formed into a public corporation last year, owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WFDF Flint, both Mich., and WEOA Evansville (Ind.). The latter two stations are fighting FCC decisions granting tv channels in those cities to other applicants.

The \$3 million credit agreement is the second Consolidated has with the Mellon bank. It already has a \$750,000 bank credit with that bank, running to July 31, 1955.

The Minneapolis-St. Paul purchase is still pending FCC approval.

Shaw Joins Headley-Reed

WILLIAM H. SHAW, formerly general manager of KHMO Hannibal, Mo., has joined the Chicago staff of Headley-Reed Co., station representative firm, as account executive. Mr. Shaw, who resigned his KHMO post April 1, will concentrate on radio in Chicago and radio-tv elsewhere in his territory. He joined KHMO in August 1953 after serving as midwest advertising representative and, later, midwest sales manager of B•T for two and a half years.

WBRZ (TV) Goes on Air; 4 Tvs State Progress

WBRZ (TV) Baton Rouge, La., on test patterns since March 31, is slated to make its commercial debut Thursday. The ch. 2 station, affiliated with NBC and ABC, is the second tv outlet there.

RCA equipment will be used, including a 12-bay, 232-ft. antenna which will stand 1,001 feet above sea level when mounted on a triangular steel tower. The antenna, the station reports, is the largest of its type. WBRZ is represented by George P. Hollingbery Co.

Construction progress has been reported by four more new tv stations:

KFDM-TV Beaumont, Tex., which expects to begin regular programming April 24, went on regular test patterns April 1. The ch. 6 station will be affiliated with CBS and represented by Free & Peters Inc.

KRNT-TV Des Moines (ch. 8), owned by Cowles Broadcasting Co., expects to begin operation by Aug. 1, Robert Dillon, general manager, has announced. Remodeling has started on the KRNT Theatre Bldg. The tv operation will be located on the first two floors, the radio operation on the third.

KTBS-TV Shreveport, La., on ch. 3, has set Sept. 3 as starting date. It will be the second tv outlet there. E. Newton Wray, president, has estimated the station, the second tv outlet there, will cost about \$750,000. The planned tower will measure 1,150 ft.

WITN (TV) Washington, N. C., the first video outlet there, expects to be on the air in September affiliated with NBC. The ch. 7

Tragedy Averted

MAYOR Harry D. Breighner, of Clinton, Ill., has cited WHOW Clinton for "public service beyond the call of duty" in a letter to NARTB President Harold E. Fellows. The tribute was based on a service station error that might have led to tragedy. A Clinton attendant mistakenly gave a jug of gasoline to a customer who ordered kerosene the night of March 4. After he discovered his mistake he notified WHOW which went on the air with a warning to the unidentified purchaser. The message was repeated every 30 minutes. The whole area was anxious lest the buyer dump gasoline into a hot stove. The WHOW announcement was heard by the buyer, whose youngsters had turned on *Uncle Jim's Kid Show*.

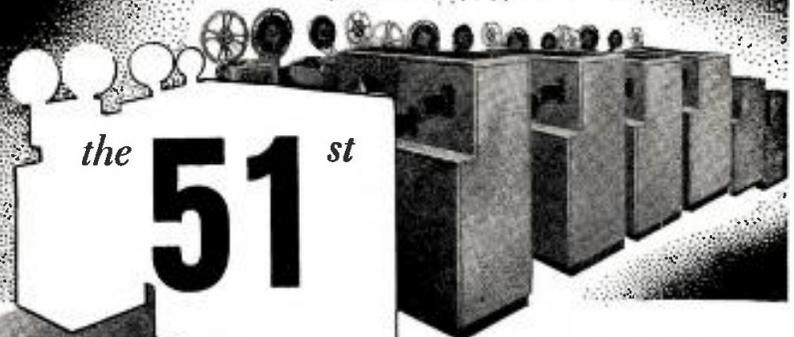
station has asked the FCC for permission to operate at maximum 316 kw. Tower height will be 949 ft. above sea level and General Electric equipment will be used throughout. The station estimates that it will serve more than one million people. W. R. Roberson Jr. is president.

Suttlemyre General Manager Under New KOPP Ownership

STAFF appointments at KOPP Ogden, Utah, have been announced by Milton Scott, president of M. B. Scott Inc., new owner of the station. Larry Suttlemyre continues as general manager. Larry Buskett, former commercial manager of

out-selling... out-performing

ALL OTHER TV FILM SYSTEMS



the 51st
DUMONT® multi-scanner

installed at KFBB-TV

GREAT FALLS, MONTANA