

KRLD-TV DEBUT

Notre Dame-SMU Opener

KRLD-TV, Dallas' second television station and third for the Fort Worth-Dallas area, began scheduled operations Saturday, Dec. 3, with a telecast of the Notre Dame-Southern Methodist U. football game in the Cotton Bowl.



Mr. Rembert

Humble Oil & Refining Co. sponsored the debut program, Clyde W. Rembert, KRLD managing director,

announced.

Yesterday (Sunday), Fred Waring and his Pennsylvanians saluted KRLD-TV, which is the CBS outlet for Dallas and Fort Worth in the television field, as the station has been on AM and FM.

Telecasts originated from the new KRLD Radio-Television Bldg. in Herald Square in downtown Dallas.

Station, which test patterned two weeks prior to the debut, features a six-bay antenna said to be the first built by General Electric in the U.S., the station reports. It will give KRLD-TV, on Channel 4, a potential power of 28 kw. Programs, including film and live shows, will be aired seven days a week with 31 hours 21 minutes scheduled for its first week of operation.

In addition to Mr. Rembert, officials include Jim W. Crocker, assistant manager; W. A. Roberts, commercial manager; Roy George, program director, and Roy M. Flynn, technical supervisor.

WYNN FOR CAMELS

Speidel Drops Its Plans

R. J. REYNOLDS Tobacco Co., (Camels), Winston-Salem, will sponsor the *Ed Wynn Show*, half hour, once a week on CBS-TV beginning in January. The program is said to cost \$12,000 weekly for talent.

The show, currently sponsored by Speidel Corp., New York (watch bands), will be cancelled by that company early in January. The cancellation was due to a disagreement over the program format between the network and the agency, Cecil & Presbrey, representing Speidel. Speidel had been slated to sponsor the program every other week [BROADCASTING, Nov. 28] starting in January, but the advertiser wanted the program extended to a full hour with Ed Wynn augmented by other Hollywood talent. CBS however, insisted that the format of the program remain the same and that it continue to be a half-hour show.

The program is telecast Thursday, 9-9:30 p.m. now, but the same time has not been definitely signed up by Camels. William Esty Co., New York, is the agency for Camels.

'VEEP' AND BRIDE

NBC-TV Records Famous Wedding Ceremony

WHEN Vice President Alben W. Barkley and the former Mrs. Carleton S. Hadley were married last month, an estimated 10½ million people literally accompanied them through the ceremony. NBC-TV telecast the church activities to a 27-station network [BROADCASTING, Nov. 21].

Cameras began grinding at 11:45 p.m. outside of St. John's Methodist Episcopal Church in St. Louis giving a pictorial review of the social set's highlight of the season. The network received the pickup, handled by NBC's affiliate, KSD-TV St. Louis, of the church activity and wedding luncheon until 1 p.m. George M. Burbach Jr., KSD-TV manager, supervised the telecast.

While the newlyweds were inside the church NBC showed a film roundup of highpoints in the Veep's career and then shifted its scene to the home of Mrs. Thomas Sayman, reception hostess, who was interviewed by a KSD-TV commentator.

AT 12:15, the cameras focused on

the Barkleys and the wedding party leaving the church. The couple stopped before entering the car and received congratulations from Frank Eschen, chief NBC narrator of the activities. Later, the Barkleys' arrival at the Sayman house was recorded. Mr. Eschen, assisted by David Barkley, the Veep's son, introduced various relatives in the Barkley-Hadley



Vice President and Mrs. Alben W. Barkley before NBC-TV cameras.

families until 1 p.m., sign-off time. Behind this undertaking, first of its kind, a total of 35 staff members were on hand to record the event. They included announcers, technicians, cameramen and technical directors. NBC also recorded the activities for its TV newsreel and film was shown eight hours after the ceremony on the *Camel News Caravan* (7:45 p.m.) after it was flown to Chicago.

'CRUSADE' SPONSORS

First Two Contracts Made

FIRST local sales of the ABC-TV film series *Crusade in Europe*, were announced last week by the network.

Detroit Edison Co., starting early in January, has signed with WXYZ-TV Detroit, to present the entire 26-week series of telecasts. Account was placed through Campbell-Ewald Co.

Stromberg-Carlson, placing directly, will sponsor the film on WHAM-TV Rochester, starting the second week in January.

Each ABC-TV affiliated station will receive a special print of the General Eisenhower series, edited for cooperative sponsorship to provide for inclusion of copy from the local advertiser.

SANTA'S HELLO



WENR-TV, 'News' Promote

WENR-TV CHICAGO and the *Chicago Daily News* collaborated Nov. 19 to stage one of the most "tremendous" pre-Christmas celebrations on record.

"I have witnessed many a Christmas opening in New York, but never have I seen anything so tremendous as today's opening of the Chicago Christmas season," said ABC Vice President John Norton after viewing the arrival by boat of Santa Claus, followed by his triumphal parade down the city's famous State St.

Randall Cooper, executive secretary of the State Street Council, added:

"This was the closest to V-E Day that we've had. The crowd took over the street and nothing else moved. It was a capacity crowd. I don't know where we would have put any more people."

Many hours of preparation by the combined promotion staffs of WENR-TV and the *Daily News* preceded St. Nick's visit to Chicago aboard the "S S Santa Claus." Here's WENR-TV's log:

Oct. 31—Carried teaser announcements that an S-Day was scheduled for Chicago Nov. 19.

Nov. 2—S-Day was identified as "Santa Claus Day."

Nov. 3—Contest was started on WENR-TV's *Larry on Location* show (Monday through Friday, 5:15 to 5:45 p.m.) when children from 6 to 12 years of age were asked to submit their own drawings

of Santa. It was stipulated that no child should enter the contest who could not ride down the Chicago River in the "S S Santa Claus."

Nov. 12—Contest closed with the selection by WENR-TV and *Daily News* promotion men of six boys and girls, who would join Santa's crew as his boat entered the Chicago River from Lake Michigan. They would ride with him to the *Daily News* plaza, nearly a half-mile down the stream.

Nov. 16—Contest winners were announced on the *Larry on Location* program. (More than 2,000 entries had been received.)

Nov. 19—Contest winners and

the cast of WENR-TV's *Super Circus* joined Santa at 9 a.m. along with sports personalities and radio's Bob Hope. The boat docked at the *Daily News* plaza at 10 a.m. where thousands awaited it.

Chicago traffic experts estimated that more than a million persons lined the banks of the river, jammed the plaza, and later bordered State St. during the demonstration. WENR-TV carried more than 90 S-Day announcements in the period from Oct. 31 to Nov. 19. The proceedings were filmed and condensed into a 30-minute series which WENR-TV telecast the night of S-Day and on the following Sunday.

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BOB HOPE (center) shivers from cold aboard S S Santa Claus as performers on WENR-TV's *Super Circus* register amusement. L to r: Claude Kirchner, ringmaster of *Super Circus*; Mary Hartline, director of the circus band; Mr. Hope; Cliff Soubier and Phil Patton, circus clowns "Cliffy" and "Scampy."

