

## Broadcasters Begin Tour Of Europe, Middle East

ABOUT 35 broadcasters and newspaper editors and publishers were scheduled to leave New York by air Friday for a look at the world situation in Europe and the Middle East.

Government officials, including Mutual Security Administrator Harold Stassen, briefed the group in Washington Thursday. The group, each person paying his own expenses, was to visit Germany, Austria, Yugoslavia, Greece, Egypt, Lebanon, Italy, France and Britain. Broadcasters include:

J. Patrick Beacom, WVVW Fairmont, W. Va.; Mr. & Mrs. John Biddle, WHUN Huntington, WCPA Clearfield, WAKU Latrobe, all Pennsylvania, and WJCM Sebring, Fla.; Mrs. Martha Holles, WFAH Alliance, Ohio; Josh Horne, WCEC Rocky Mount, N. C.; F. Parker Hoy, WLAM Lewiston, Me.; Bennett O. Knudson, KATE Albert Lea, Minn.; Mr. & Mrs. Karl F. Steinmann, WCUM-AM-FM Cumberland, Md.; Mrs. Sarah M. Scanlon, KRJF Miles City, Mont.; A. W. Schweider, KID Idaho Falls, Idaho; Marjorie R. Vickers, KPAC Port Arthur, Tex., and Ronald E. Woodyard, WONE-AM-TV Dayton and WTVQ (TV) Pittsburgh.

## KING-TV Signs With NBC

OFFICIALS of KING-TV Seattle have signed a basic affiliation contract with NBC. The station became the primary affiliate in the Seattle-Tacoma area yesterday (Sunday). Plans for a new, 100 kw output are complete, and new equipment is expected to be operating by early summer, station executives report.

## WAVE-TV Hoists Antenna

WHAT it claims to be the largest TV antenna ever completely assembled on the ground—with bat wings, coaxial cable and beacon lights in place—was hoisted last Tuesday to the top of a 500-ft. tower by WAVE-TV Louisville at its new tower site nine miles northwest of that city.

The new RCA six-bay antenna was 120 ft. long and weighed 9¼ tons, and WAVE-TV claims its coverage area will be increased 50% when it changes from Ch. 5 to Ch. 3 in April. A new RCA transmitter will boost the outlet's power from its present 24 kw to 100 kw, the station reports. Tower Engineering Co. Inc. of Houston, Tex., installed the antenna.

## Representatives Shorts

Sears & Ayer Inc. appointed national representative by KARE Atchison, Kan.

Everett-McKinney Co., N. Y., appointed national representative by KLBS Houston, Tex.

National Radio Representatives, West Hempstead, N. Y., relocates at Empire Theatre Bldg., Glens Falls, N. Y.

Robert S. Keller Inc., N. Y., named New York representative by KPOL Los Angeles.

Everett-McKinney Co., N. Y., appointed representative for WNLC New London, Conn.

Stephens & Towndrow, Toronto, appointed eastern Canadian representative for CHUB Nanaimo, and CJAV Port Alberni, B. C.

## It's Now WABC-AM-FM-TV; ABC Also Changes Slides

ABC was set to integrate its network call letters into those of its owned AM, FM, and TV stations in New York yesterday (March 1), changing them from a WJZ base to WABC-AM-FM-TV and at the same time adopting new station identification slides for all five of its owned TV outlets.

The network, still busy on plans for expansion under its new sponsorship and operation by American Broadcasting-Paramount Theatres Inc. [B\* T, Feb. 16, 23], also was slated to start use yesterday of a new symbol: An American eagle on a "Federal Mirror," which will be featured on the TV network identification signa-



ture, on ABC equipment and buildings, and on advertising, promotion and other printed material of the network (see cut).

The new station identification slides of ABC-owned stations—WABC-TV, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—feature the call letters over a bolt of lightning, symbol of communications, and bear a large "7," the channel number of all five outlets.

The switch of WJZ's call letters to WABC returns that call to New York where, until a few years ago, it was used by CBS' key station, now WCBS.

## Stone Succeeds Hede at ABC

ROBERT L. STONE, business manager of ABC-TV's sales department, has been named business manager of the network's television services department, effective today (Monday), succeeding Henry Hede, who was named administrative assistant to the ABC treasurer Jan. 1.

Malcolm (Bud) Laing, business manager of ABC-TV station clearances, will succeed Mr. Stone. In turn, George Smith, manager of ABC-TV's co-op sales department, will replace Mr. Laing as business manager of station clearances for TV.

## 'Doc Corkle' Settlement

SETTLEMENT of contracts involved in the NBC-TV *Doc Corkle* program, sponsored by Reynolds Metals Co. last fall and cancelled after four weeks, has been completed by Freeman Keyes, packager. Eddie Mayehoff, comedian and star of the short-lived show, reportedly accepted a settlement of \$50,000 for his 39-week contract; and Arnold Stang, a supporting player, received \$10,000. Other contracts yet to be settled, it is understood, include those of Billie Burke, Hope Emerson and Connie Marshall, and writers Robert Fisher, Devery Freeman and Alan Lipscomb.

The "HOOSIER HEARTLAND"  
is the 26th TV Market in America.  
Served and sold by  
**WTTV**  
from BLOOMINGTON  
2 Million People...  
\$2 Billion Retail Sales

**26th**

WTTV — affiliated with all nets — maintains its own micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER HEARTLAND." WTTV is owned and operated by Sarkes Tarzian, and represented nationally by

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