

SEASONAL PLANS MADE BY DUMONT

PLANS for new feature programs for the late spring and early summer schedules of DuMont TV Network were to be announced yesterday (Sunday) by Chris J. Witting, DuMont's managing director.

Additionally, Mr. Witting said, the network will carry the British Broadcasting Corp. films of the Coronation of Queen Elizabeth II on June 2, as will other TV networks.

Part of the new network program schedule was placed into operation with the March 22 premiere of a fantasy-type program, *Johnny Jupiter* (Saturday, 7:30-8 p.m. EST), which stars Vaughn Taylor and Carl Harms' puppets. It is produced and written by Jerry Cooper-smith for Kagan Corp.

Next production to be introduced will be *Jimmy Hughes—Rookie Cop*, which begins on April 27. Scheduled for presentation on Monday, 8:30-9 p.m. EDT, the program will be directed by Barry Shears and produced by Stark-Layton Productions. Plans call for re-scheduling *Johns Hopkins Review* from its Monday 8:30-9 p.m. spot to Wednesday, 8-8:30 p.m., replacing *Adventure Playhouse*.

A new dramatic series to be presented by DuMont will be *Climax*, a half-hour series of three vignettes "from real life." Time still is to be designated. It will be co-produced by Gil Fates and Arnold Peyser, and directed by Frank Bunetta.

Replacement for Bishop Sheen's *Life Is Worth Living* (Tuesday, 8-8:30 p.m. EDT) will be *The Music Show*, starting May 19. Originat-

ing from WGN-TV Chicago, *The Music Show* will feature Robert Trendler conducting a 36-piece orchestra and a chorus of eight voices. DuMont noted that *Life Is Worth Living* will go on summer hiatus after the May 12 tele-cast but will return in September in the same time segment with the same sponsor, Admiral Corp.

Other DuMont programs will include one centered around the St. Louis Zoo and others on Palisades Amusement Park. The network also is planning a news commentary program featuring Drew Pearson.

ABC-TV Adds 3 Affiliates; Total Is Now 104

ADDITION of three new television stations as affiliates of ABC-TV, raising the total number to 104, was announced Wednesday by Alfred R. Beckman, national director of ABC's station relations departments. New affiliates are:

WFBG-TV Altoona, Pa., owned by Gable Broadcasting Co., operating on Ch. 10, with Jack Snyder as general manager, affiliation effective last Monday; WCOS-TV Columbia, S. C., owned by Radio Columbia, Ch. 25, Charles Puttman, general manager, effective May 1, and WGVL (TV) Greenville, S. C., Greenville Television Co., Ch. 23, Ben McKennon, manager, Aug. 1.

NBC Sets Up Pre-Coronation Plans

A WIDE variety of appropriate programs will be on NBC radio in advance of the Coronation of Queen Elizabeth II of Great Britain on June 2, the network announced last week.

On three successive Sundays, May 17, 24 and 31, from 6:30-7 p.m. EDT, NBC's news and special events department will present three special programs narrated by news commentators in London. Morgan Beatty will be featured May 17, narrating "A History of the Coronation;" Merrill Mueller on May 24, on "Who Is Queen Elizabeth?" and George Hicks May 31, on "London on the Eve."

NBC radio also has made plans for the origination of many of its network news programs from London, starting May 25, and continuing through June 3.

NBC-TV announced meanwhile that it has arranged with Paul Mantz, noted speed pilot, to fly NBC films of the Coronation from London for presentation by the network "within hours after the event," in addition to BBC films which will be flown for all networks by Royal Air Force jet bombers [B•T, April 6].

Article Depicts CBS TV City

FOUR PAGES in the April 3 issue of *Fortune* magazine are devoted to a picture story of the first unit of CBS' Television City in Hollywood. Nine photographs in full color illustrate the story. They depict the outside of the \$12 million unit, the master control room, the studio wing, audience studio, rehearsal hall, lobby of the building, rehearsal before camera and the master switchboard.

KXLY-TV to CBS-TV

SIGNING of KXLY-TV Spokane as a primary, supplementary, non-interconnected affiliate of CBS-TV, bringing the network total to 105 stations, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. KXLY-TV, on Ch. 4, is owned and operated by Symons Broadcasting Co. E. B. Craney is general manager.

Radio Upbeat

MORE EVIDENCE that radio is on the upbeat was pointed out last week by Louis Hausman, administrative vice president of CBS Radio.

Aside from the fact that radio set sales "are running at twice the rate they did last year," Mr. Hausman said, "in the last month or two the most popular nighttime [radio] programs were getting audiences running from 90 to 105% as big as they did a year ago."

"This indicates just one thing," he continued. "Despite the healthy increase of television ownership, people are more and more turning to radio for their nighttime broadcasting entertainment and information."

"And this is a very conservative statement, because the arithmetic on which these calculations are based does not take into account fully the tremendous increase of secondary sets which are being bought at the rate of 30,000 new radio sets every day, or one every 30 seconds."

TV Business in Chicago Up for Network O & Os

TELEVISION business of three network owned-and-operated stations and one major TV network affiliate has been brisk, judging by reports from their central divisions the past fortnight.

All network o and o outlets in Chicago—CBS's WBBM-TV, NBC's WNBQ (TV), ABC's WBKB and WGN-TV, affiliated with DuMont TV Network—have reported a sharp upturn in national, regional and local spot business.

Highlights are:

- WBBM-TV has contracted for more than \$750,000 in new and renewed business since Feb. 10, 1953, when it (the old WBKB) came under the ownership of CBS, according to H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station.

- WNBQ (TV) announced a flurry of new business, including two new clients for programs, two renewals and sponsorship of portions of its *Creative Cookery*. Sales Manager John McPartlin described March as one of the best months in the station's history.

- WBKB (TV) recorded its biggest commercial month since it (the old WENR-TV) started telecasting in September 1948, it was announced by John H. Mitchell, vice president and general manager of the station.

- WGN-TV announced a number of new and renewed programs and spot schedules as well as the addition of new clients who will sponsor adjacencies on baseball.

Dixie Network in New Orleans

DIXIE Network Inc., organized last February to provide "high quality programming on a commercial basis to smaller stations throughout the Southeast," will program from headquarters in New Orleans, the network reported last week.

President of Dixie Network is William E. Williamson; Keith Glatzer is programming director and James E. Lake, production director. The network reports it will begin with daytime programming, airing some supplementary evening programs, but expects to expand to a fulltime basis.

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