

WTVD(TV), KOVR(TV) BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, increasing to 395 the number of operating video outlets.

WTVD (TV) Durham, N. C., the first local tv there, began commercial operations last Thursday as a primary affiliate of NBC and ABC networks, Harmon L. Duncan, president, has announced. The ch. 11 station, on test patterns since Aug. 16, went on the air Thursday at 6:45 p.m. with a 15-minute opening ceremony and then switched to network shows. A formal dedication will be held in a few weeks, the station said. Headley-Reed Tv Inc. is national representative.

KOVR (TV) Stockton, Calif., serving northern California including San Francisco, will hold its inaugural program today (Monday) from the State Fair in Sacramento, A. E. Joscelyn, general manager, has reported. The ch. 13 outlet is owned by Television Diablo Inc. and began test patterns Aug. 29. Blair Tv is national representative.

Reports from other stations:

KSWM-TV Joplin, Mo., began test patterns Aug. 26 and will start regular programming Sept. 19, Austin A. Harrison, president, has announced. The station will be affiliated with CBS and represented by Venard, Rintoul & McConnell.

KUTV (TV) Salt Lake City expects to begin test patterns tomorrow (Tuesday) and test programming, local and network, Sept. 11 through Sept. 25, Frank C. Carman, president and general manager, has reported. The night of Sept. 25 is set for the opening with a two-hour program. Start of regular programming for the ch. 2 outlet will begin Sept. 26. The station is affiliated with ABC and represented by George P. Hollingbery Co.

WMTW (TV) Poland, Me., began test patterns last Tuesday and plans to start commercial programming Sept. 25 affiliated with ABC and CBS, John H. Norton Jr., vice president and general manager of the ch. 8 outlet, has announced.

WINT (TV) Waterloo (Ft. Wayne), Ind., will begin programming Sept. 26 as a CBS affiliate, R. Morris Pierce, president, has re-



REPRESENTATION contract between WTVW (TV) Milwaukee and Edward Petry & Co., New York, is negotiated by (l to r): seated, Mr. Petry; L. F. Thurwachter, WTVW executive vice president; standing, Tom Allen, business manager and a director, and L. F. Gran, chairman of the board, both WTVW. The ch. 12 station is due on the air Oct. 31.



RALPH EVANS (l) is executive vice president of Central Broadcasting Co., licensee of WHO Des Moines, Iowa. Ralph Evans (r) is director of the Color Technology Div., Eastman Kodak Co. B•T's Aug. 30 story of the NBC Radio Affiliates committee to study the future of radio networks incorrectly pictured Mr. Evans (r) when it should have pictured Mr. Evans (l).

ported. The ch. 15 station is owned by Tri-State Television.

CKLW-TV Windsor, Ont., also serving Detroit, has started test patterns and plans to begin programming Sept. 16, J. E. (Ted) Campeau, president, has reported. Opening ceremony will feature appearances by American and Canadian officials and entertainment personalities.

NBC SPOT SALES SETS AUGUST HIGH

RECORD \$4.25 million in radio and television billings was signed by NBC Spot Sales during August for a 30% gain over the total for the same month last year, Spot Sales Director Thomas B. McFadden announced last week.

"These figures represent net dollars for confirmed orders, making this the best August in terms of sales in the history of NBC Spot Sales," Mr. McFadden said.

A breakdown of the August totals showed radio billings up approximately 50% over August 1953 while tv billings gained 28%, he reported.

Mr. McFadden found the increase in radio sales "particularly noteworthy, because it reflects a growing cultivation of radio as an advertising medium by those who recognize that radio is still the most economical and best buy for advertisers."

He continued:

"The television increase reflects the growing practice of clients not to relinquish their time periods during the summer months in order to safeguard their time franchises. At the same time, part of the increase is due to the fact that other advertisers are buying time earlier each year in order to obtain the best remaining availabilities."

NBC Spot Sales represents 16 radio and tv stations, including NBC o&o's, plus the Crosley group of radio-tv outlets in markets outside New York and Chicago.

WJIM-AM-TV Appoints Petry

APPOINTMENT of Edward Petry & Co., New York, as WJIM-AM-TV Lansing, Mich., national representative for both radio and tv operations, effective Oct. 1, has been announced by Willard E. Walbridge, executive vice president and general manager of the stations.

Run-away success public service radio campaigns are few and far between, and their results are hard to measure. But in Houston, KTRH points to one such campaign that produced immediate, tangible results.

For several years, the Agricultural Experiment stations of the Texas A&M College System had been working on a new cantaloupe for Gulf Coast growing. Their new Rio Gold melon was tested by the college and, at the end of 1953, pronounced ready for wide-distribution testing. The only problem: finding people all over Texas willing to grow it.

George Roesner, KTRH farm director, offered A&M the station's public service time for announcements. Early this year, KTRH ran a schedule offering listeners the cantaloupe seeds, along with a packet of an unusual variety of cockscomb seeds. Both packets would be sent without charge. The campaign began in January and ran for five weeks, through mid-February, 1954.

Announcements were made on Farm Director Roesner's broadcasts and during early-morning hours directed to the farm and home audience. Anyone could ask for the seeds, but it had to be in writing.

The announcements stated that the Rio Gold cantaloupes had been developed for the Coast area, but no restrictions were imposed as to listeners' places of residence.

During the five weeks, more than 40,000 cards and letters came to KTRH from 209 counties and parishes in Texas and Louisiana. Of special interest to KTRH was this fact: the station's half-millivolt contour includes only 80 counties and parishes. According to the contour map, coverage extends for 600 miles along the Gulf Coast and reaches inland 80 to 175 miles, embracing 3.7 million people.

But requests for seeds came from a far greater area than that. The counties did cover about 600 miles of coastline, but extended 100 to 280 miles inland, and embraced 5 million people.

The college, of course, is delighted. And KTRH has a new mail map, and confirmation of area coverage.