

FIVE MEREDITH STATIONS BECOME CBS AFFILIATES

Two weeks after losing CBS-TV to Gene Autry in Phoenix, Meredith links its other stations in Omaha, Kansas City and Syracuse with CBS Radio and CBS-TV.

CBS last week wrapped up affiliation agreements with all Meredith Publishing Co. radio and television stations in Omaha, Kansas City and Syracuse.

The agreements were a sequel to the loss two weeks ago of CBS-TV affiliation by Meredith's KPHO-TV Phoenix to KOOL-TV, of which Gene Autry is principal stockholder [B•T, Jan. 10]. KPHO-AM is an ABC Radio affiliate. Mr. Autry's KOOL-AM has been a CBS Radio affiliate for some time.

The affiliation package put together last week by Meredith and CBS involved WOW-AM-TV Omaha, KCMO-AM-TV Kansas City and WHEN-AM Syracuse. WHEN-TV was already a CBS-TV primary affiliate.

WOW-TV and KCMO-TV become CBS-TV secondary affiliates effective today (Jan. 24). According to Herbert V. Akerberg, CBS-TV vice president in charge of station relations, both will "subsequently" become primary affiliates. Presumably they will reach that status upon expiration of their current network contracts. WOW-TV has been an NBC affiliate, KCMO-TV an ABC station. In Omaha CBS-TV was formerly on KMTV (TV) and in Kansas City on KMBC-TV.

WOW-AM, KCMO-AM and WHEN-AM become secondary basic affiliates of CBS Radio effective today. William A. Schudt Jr., CBS Radio vice president in charge of station relations, said they would "subsequently" become primary basics. WOW has been affiliated with NBC, KCMO and WHEN with ABC. Until now CBS was affiliated with KFAB Omaha, KMBC Kansas City and WFBL Syracuse.

WOW (5 kw on 590 kc) and WOW-TV (ch. 6) are licensed to Meredith WOW Inc. Frank P. Fogarty is vice president and general manager.

KCMO (50 kw daytime, 10 kw night, on 810 kc) and KCMO-TV (ch. 5) are licensed to Meredith Engineering Co. E. K. Harten-

bower is general manager.

WHEN (5 kw daytime, 1 kw night, on 620 kc) is licensed to Meredith-Syracuse Radio Corp. WHEN-TV (ch. 8) is licensed to Meredith-Syracuse Tv Corp. Paul Adanti is vice president and general manager of both stations.

All the licensees are subsidiaries of Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*.

Payson Hall, Meredith's director of radio and television, represented the company during negotiations with CBS.

Mutual Names Poor As Executive V.P.

APPOINTMENT of John B. Poor, vice president and general counsel of General Teleradio Inc., as executive vice president of Mutual, effective immediately, was announced last week by Thomas F. O'Neil, Mutual president.

In his new post, Mr. Poor will undertake the administration of Mutual network activity, according to Mr. O'Neil. Mr. Poor fills a vacancy that has existed for several years, dating from the time William H. Fineshriber resigned from the position to join NBC as vice president in charge of the radio network.

Mr. Poor was graduated from Wesleyan U., Middletown, Conn., in 1938 and from Harvard Law School in 1941. He served in the U. S. Navy in 1942-45 and was released as a lieutenant.

He joined the law firm of Nutter, McClennen & Fish, Boston, in 1946, and remained there until 1952 when he became associated with General Teleradio.

Mr. Poor is married to the former Betty Rome of Brooklyn. They live with their five children in Garden City, L. I.

Sullivan Toasts Radio

IN A TRIBUTE to radio, Ed Sullivan's *Toast of the Town* (CBS-TV, 8-9 p.m. EST) will present "Cavalcade of Radio, 1920-1935" on the Jan. 30 program. The show, which will originate in New York and CBS Television City, Hollywood, will be based on the book, *I Looked and I Listened*, by Ben Gross, radio-television editor of *The News*, New York. Among the guests set to appear on the program are Jack Benny, Edward R. Murrow, George Burns, Eve Arden and Rob Rockwell, Rudy Vallee, The Pickens Sisters, Gene Autry, Edgar Bergen, Gertrude Berg, Edward Arnold, Milton Cross, Norman Brokenshire, Ed and Pegeen Fitzgerald, George Shelton, Paul Whiteman and his orchestra, Ben Grauer, Vincent Lopez, Red Barber, David Ross, Ted Mack, Lanny Ross, Jessica Dragonette, Jay Jostyn and John Gambling. *Toast of the Town* is sponsored by the Lincoln-Mercury Dealers through Kenyon & Eckhardt.

B. B. Pen Co. Charges ABC With Fraud, Breached Pact

BREACH OF CONTRACT and fraud in connection with the former *George Jessel Show* was charged against American Broadcasting-Paramount Theatres Inc., in a suit filed in Los Angeles Federal District court last week by B.B. Pen Co., that city, co-sponsor of the program.

Through the Beverly Hills law firm of Desser, Rau & Hoffman, the pen company asked the refund of \$1.5 million, covering program and time charges, costs of an extensive advertising and merchandising campaign tied in with the show and the loss of goodwill and profits caused by the network's alleged failure to live up to commitments.

Not only did ABC-TV allow the program time to be pre-empted in some cases by local stations, or to start at other than the scheduled and advertised time, but the network also "sent the plaintiff improper, excessive and duplicate bills," the pen firm alleges. These billings included charges for showings which examination of station logs reveal were never telecast. B. B. Co. attorneys state.

The *George Jessel Show* was sponsored on from 50 to 85 ABC-TV stations by B. B. Pen Co., through Hilton & Riggio Inc., New York, and the Gemex Co., New York (watch bands), through BBDO, New York, from Sept. 13, 1953, to April 11, 1954.

AT&T. Elects Miller, Cousins

ELECTIONS of Bartlett T. Miller as vice president in charge of merchandising for American Telephone & Telegraph Co., New York, and of Sanford B. Cousins as vice president in charge of public relations were announced last week by Cleo F. Craig, president. Mr. Cousins succeeds Mr. Miller in the public relations post.



WILLIAM D. PABST (3d l), general manager of KFRC San Francisco, is congratulated by Frank Marsh, general manager of the San Francisco Bay Area Council, in award presentation for KFRC's record of 26 regularly-scheduled originations to 45 stations of the Don Lee Network. L to r: Dink Templeton, KFRC sports director; Lou Pfeifer, KFRC chief announcer; Mr. Pabst; Leslie Hood, public relations director of the council; Mr. Marsh, who holds the award letter; Lyle Bardo, musical director of KFRC; Mel Venter, station program director, and Cliff Engle, news chief of the station.