

TV OUTLETS START IN TAMPA, WACO

SECOND tv outlets for Tampa, Fla., and Waco, Tex., were scheduled to begin commercial programming last Friday (April 1).

In Tampa, WTVT (TV), on ch. 13, will be affiliated with CBS and represented by Avery-Knodel Inc. Opening program was to include a half-hour film of Ybor City, local Latin section. W. Walter Tison is vice president and general manager.

In Waco, KWTX-TV, the first vhf there, is represented by John E. Pearson Tv Inc. The ch. 10 station is owned by KWTX Broadcasting Co. Equipment is RCA.

Two other new tv stations have reported construction progress:

WBRZ (TV) Baton Rouge, La., began test patterns last Wednesday and expected to begin commercial programming on April 14 affiliated with NBC and ABC. Doug Manship is president of the ch. 2 station. National representative is George P. Hollingbery Co.

KGMB-TV Honolulu (ch. 9) has announced that its satellite KHBC-TV Hilo (ch. 9) has begun test patterns and that its other satellite, KMAU (TV) Wailuku (ch. 3), will complete installation of equipment in about three weeks. The programs of KGMB-TV will be rebroadcast in their entirety. There will be no rate increase, C. Richard Evans, vice president and general manager, said.

Pearson Appoints Baird To Head Atlanta Office

PLANS for the expansion of John E. Pearson Co., New York, station representative firm, were announced last Thursday by John E. Pearson, president. The company will open a new office in Atlanta, servicing advertisers and agencies in the Southeast and going as far west as New Orleans and Memphis.

Robert M. Baird, a vice president who has



MR. BAIRD

MR. MURPHY

been in charge of the company's Dallas office for three years, has been appointed head of the Atlanta operation.

Mr. Baird will be replaced in Dallas by Thomas R. Murphy, formerly a vice president of Grant Adv. in charge of the agency's Dallas office.

Prior to his association with the agency, Mr. Murphy was with KRLD Dallas, as an account executive.

The Atlanta office is the seventh branch operation to be opened by Pearson.

KSD, 'Post-Dispatch' Head Joseph Pulitzer Dies At 70

JOSEPH PULITZER, 70, president of KSD-AM-TV St. Louis and editor-publisher of the *St. Louis Post-Dispatch*, died Wednesday night from a ruptured blood vessel in the abdomen.

Last week Mr. Pulitzer had been going about his duties normally and had been at his office

all day Wednesday after attending the annual gridiron dinner of the St. Louis Ad Club, Tuesday. He became ill about 9:30 p.m. Wednesday and was taken to Barnes Hospital where he died.



MR. PULITZER

Shortly after broadcasting began in the early 20s, Mr. Pulitzer asked his advertising manager, George M. Burbach, what he thought about radio. Mr. Burbach figured radio programs and a radio page in the newspaper would attract advertising linage. Mr. Pulitzer left business details

of the project to Mr. Burbach and the station took the air in 1922. About a year later KSD was granted its present 550 kc frequency. KSD-TV took the air Feb. 8, 1947, on ch. 5.

Mr. Pulitzer is survived by his widow; two sons, Joseph Jr., associate editor of the *Post-Dispatch* and vice president of the Pulitzer Publishing Co., and Michael, of Boston; two daughters, a brother and a sister, and eight grandchildren.

Mr. Pulitzer had been head of the *Post-Dispatch* over 40 years, taking over from his father, the elder Joseph Pulitzer, who died Oct. 29, 1911.

Col. Robert McCormick Dies; WGN-AM-TV Among Holdings

COL. ROBERT R. McCORMICK, 74, president of WGN-AM-TV Chicago, died early

Friday at his farm home west of Chicago. Col. McCormick had been hospitalized several times in recent years, having suffered from erysipelas and pneumonia as well as undergoing an abdominal operation.



COL. McCORMICK

Col. McCormick had been active in his work until early in March despite a January operation to correct adhesions and had spent part of the winter in Florida. He returned to Chicago March 10, spending a period under observation in a hospital and then moving out to his farm.

As president of the Tribune Co. he also controlled WPIX (TV) New York, a unit of News Syndicate Co. which is owned by Tribune Co.

In 1910 he joined his cousin, the late Joseph Medill Patterson, in taking over control of the *Tribune*. WGN was founded in 1924.

Col. McCormick's wife, Mrs. Maryland Mathison McCormick, survives.

Knight Replaces Chatfield As WMAZ News Director

BEN F. CHATFIELD, news director of WMAZ Macon, Ga., since 1946, has announced his resignation from the station, effective Friday. Ferrell Knight, with the WMAZ news staff since 1948, has been named successor by Wilton E. Cobb, WMAZ general manager.

Mr. Chatfield is the holder of citations, including the Peabody award given by the Henry W. Grady School of Journalism, U. of Georgia. He holds the Bronze Star and other citations for Pacific duty in World War

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→ Over 250,000 TV sets in this Billion Dollar 7-city sales area. It has a population of well over 1,000,000.

WREX-TV Rockford, Illinois, the 7-city station dominates this tremendous market with 58 top CBS-ABC network shows.

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