

THINK GENTLEMEN!

An opportunity to participate in a national promotion! Are you going to hold a premiere of a new picture, new product? Do you have a sales problem in New England? Or what would you like to say to a million (plus) people? Mutually beneficial ideas wanted!

New England enterprises, governments, civic organizations, in organized cooperation will conduct the 1955 NEW ENGLAND WATER FESTIVAL, July 2nd, 3rd, and 4th, Charles River, Boston, Mass. Potential two million live audience, five mile natural outdoor theater, spectacular parade of boats and floats on water, all media coverage. Allied events: industry displays, regattas, power races, water carnival, beauty contests, purses and trophies, etc. Preliminary events in other New England communities. Concessionary theory of operation. Tie in with a float or promotion of your own. Originate your TV show here, etc., etc.

AD MEN: There is a unique, very-low cost-per-thousand advertising "buy" available for 20 national advertisers, sponsoring floats in this pageant—all media coverage.

Grandstands, tents, docks, etc. wanted. Details, brochures available

NEW ENGLAND WATER FESTIVAL ASSOCIATION
2208 John Hancock Building
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James P. Wilber, Gen. Mgr.

KLAC Los Angeles and co-owner-vice president of Clubtime Productions Inc. (syndicated transcriptions), has been retained as management and program consultant.

N. Pratt Smith, who has been in freelance show syndication, has been appointed commercial manager. Dave Page, with KOPP for about one year and before that program director at KMUR Murray, Utah, has been named assistant manager and head of the program department. Dick Kingston has been named chief engineer and a member of the disc m.c. staff, which also includes Dave Page, Bob Rudd and Bud Trewett. Other members of the KOPP staff are Mary Ketts, James Nixon, Clifford Pomeroy, Max Whittington, Don Steffey and Garth Wheeler.

COTT CONSIDERED AS WABD (TV) HEAD

TED COTT, former vice president and operating head of NBC's radio network, was reported last week to be high in the running for the post of heading DuMont Television Network's WABD (TV) New York.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, the broadcasting unit's parent organization, told B•T that Mr. Cott was one among others under consideration. The others were not identified.

Dr. DuMont indicated it might be either days or months before a decision is announced.

The future assignment of George L. Baren-Bregge, who was brought in from being sales manager of WDTV (TV) Pittsburgh to manage WABD some months before WDTV was sold by DuMont to Westinghouse Broadcasting Co., apparently has not been determined.

Mr. Cott resigned from NBC as of March 1 [B•T, Feb. 28]. He joined NBC in April 1950 as general manager of the network's WNBC-AM-FM and WNBT (TV) New York (Now WRCA-AM-FM-TV). He formerly was vice president in charge of programming for WNEW New York, independent station.

McCormick Will Name Five To Head 'Tribune,' Stations

FIVE TRUSTEES, including Chesser M. Campbell, former director of MBS, have been named in the will of the late Col. Robert R. McCormick to operate the *Chicago Tribune's* numerous subsidiaries, including WGN-AM-TV Chicago and WPIX (TV) New York.

Mr. Campbell, who served as a director for Mutual from 1944 to 1949, was elected president of the Tribune Co., holding organization for the *Tribune*, *New York Daily News* and 13 subsidiary companies in the U. S. and Canada. He was a director and later vice president of the Newspaper Advertising Executives Assn. and is a board member of the American Newspaper Publishers Assn. He previously was active on the board of the Bureau of Advertising.

Other trustees who will control McCormick radio-tv and other operations are J. Howard Wood, treasurer of the Tribune Co. and business manager, *Chicago Tribune*; William D. Maxwell, *Tribune* managing editor; Arthur Schmon, president of Tribune Co. paper mills and other Canadian subsidiaries, and Mrs. Garvin (Bazy) Tankersley, Col. McCormick's niece and former editor of the *Washington Times-Herald* which was purchased by the *Washington Post*. All are executors of the McCormick-Patterson trust.

Herald of Spring

A NOVEL way to welcome spring was found by WRRR Rockford, Ill., when it offered \$5 to the first young lady who would step up to its outside microphone in a bathing suit and take a short stroll through the downtown area with the station's m.c. Every 30 minutes, beginning at 12 noon on March 21, the \$5 prize was increased. Self-restraint had its reward for Miss Eva Harris who waited until 2:17 p.m. to appear in a strapless bathing suit. By then the award money had been raised to \$15. Miss Harris, amid 40 degree temperature, was dubbed "Miss Springtime."

WJR Directors, Officers Re-elected by Stockholders

WJR Detroit stockholders re-elected the incumbent directors and corporate officers for another year term, John F. Patt, director and corporation president, revealed last week.

Directors re-elected were: Mrs. Frances S. Parker; Mr. Patt; Worth Kramer; William G. Siebert; Selden S. Dickinson; F. Sibley Moore, and G. F. Leydorf.

Corporation officers named were: Mr. Patt; Mr. Kramer, vice president and general manager; Mr. Siebert, secretary and treasurer, and Mr. Moore and George W. Cushing, vice presidents.

In his report to the stockholders Mr. Patt said that WJR received 45% of the total volume of radio advertising in the Detroit area and that \$3 million sales were recorded by the station last year.

Mr. Patt also stated that if an FCC transmitter site grant is made in the near future he hopes to inaugurate WJRT (TV) Flint, Mich., operations by late summer.

Empire Coil Gen. Mgr. Named

APPOINTMENT of R. F. Willett as general



MR. WILLETT

manager of Empire Coil Co., New Rochelle, N. Y., has been announced by George B. Storer Jr., vice president of Storer Broadcasting Co., parent firm of Empire Coil. Mr. Willett began his engineering career in 1937 with General Electric Co., Schenectady, N. Y., where he served until 1942. After leaving

GE, he was active in the electronics manufacturing field in sales and application engineering, advertising and management, and for five years was sales and application engineer with the F. W. Sickles Co. For the last three years he has been plant manager at Essex Electronics.

REPRESENTATIVE APPOINTMENTS

WNDU-TV South Bend, Ind., has appointed Meeker Tv Inc., N. Y.

KTHT Houston, Tex., has appointed Paul H. Raymer Co., N. Y.

KAKE Wichita, Kan., has appointed Joseph Hershey McGillvra Inc., N. Y.

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