



"I didn't like to cook very much until I started watching your program..."

"... and now I *like* to cook," says a viewer from Trenton, Tennessee, writing to Carolyn Godman of WMCT.

This is just one excerpt from thousands of letters Mrs. Godman has received since she has conducted the Homemakers Program with Trent Wood, over WMCT, Memphis. Some others:

"I'm sure you're giving great pleasure to many housewives."

"Your recipes are good. I try lots of them and pass them on to others."

"You make cooking look so easy and enjoyable."

She really does — every day, Monday through Friday. Some participations still available.

WMCT

MEMPHIS' FIRST TV STATION

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

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THE COMMERCIAL APPEAL



Cleveland station exchange, NBC expects to transfer its top management team in Cleveland to Philadelphia, and WBC will move its key Philadelphia executives to Cleveland. The rest of the NBC and Westinghouse personnel will remain in place under the new ownership.

Lloyd E. Yoder is general manager of WNBK (TV) and WTAM-AM-FM Cleveland. Top WBC executives in Philadelphia are Roland V. Tooke, station manager of WPTZ (TV), and Frank A. Tooke (no relation), station manager of KYW.

Conversations have been held off and on between Messrs. Heffernan and Witting since early last fall, but there had been discussions also between Westinghouse and CBS regarding possible switches in affiliation, dating back to 1953. These, it was learned, had been revived as recently as several weeks ago. CBS, however, was reportedly loath to change its long-established affiliation with WCAU-AM-TV, now owned by the Philadelphia Bulletin but established by the Levy brothers, both of whom had served on the CBS board of directors almost from start of the network's operation.

In some quarters it was reported that NBC would make an acquisition in Philadelphia whether or not it was with Westinghouse. Last fall there were reports of conversations regarding a possible shift in affiliations by NBC from Westinghouse to WFIL-AM-TV, owned by the Philadelphia Inquirer. Reports of a possible even-up swap of the Inquirer properties for NBC's Cleveland properties were never verified.

Last January it had been said that the NBC board had approved the very transaction agreed to last week—exchange of the Cleveland properties for the Philadelphia properties with \$3 million to boot for Westinghouse. At that time it was reported that Westinghouse was reluctant to trade because of the profitability of the Philadelphia operations.

The Westinghouse Electric board, it is understood, last fall authorized the subsidiary WBC to engage in the negotiations. There was one postponement after another until last week.

FCC Notified

Last Tuesday, F. M. Russell, vice president of NBC in Washington, and Joseph E. Baudino, WBC vice president, called on members of the FCC informally to notify them of the transaction. Transfer papers, it was indicated, would be filed within a fortnight.

In the negotiations over the past several months, Messrs. Witting and Heffernan conferred frequently. Mr. Witting also had discussed the transaction several times with Brig. Gen. David Sarnoff, RCA's board chairman, and, as such, the policy head of NBC. Also in the conversations for NBC from time to time were Robert W. Sarnoff, executive vice president of NBC, and Charles R. Denny, vice president in charge of owned-and-operated stations. E. V. Huggins, vice president of corporate affairs of Westinghouse Electric Co., and chairman of WRC, and Mr. Baudino also sat in from time to time for Westinghouse.

Originally NBC had suggested not only the Cleveland-Philadelphia swap, but also a sister transaction involving NBC's Washington properties, WRC-AM-FM-TV, for Westinghouse's Boston properties, WBZ-WBZA and WBZ-TV. Mentioned then was the prospect that Westinghouse could locate WRC-TV (ch. 4) at a point midway between Washington and Baltimore (separated by about 40 miles) to cover both markets. Westinghouse has important factory operations in the Baltimore area but would not consider this proposal, and the conversations settled down to Cleveland for Philadelphia.

Subsequently NBC renewed its regular affilia-