SEASONAL PLANS MADE BY DUMONT

PLANS for new feature programs for the late spring and early summer schedules of DuMont TV Network were to be announced yesterday (Sunday) by Chris J. Witting, DuMont's managing director.

Additionally, Mr. Witting said, the network will carry the British Broadcasting Corp. films of the Coronation of Queen Elizabeth II on June 2, as will other TV networks.

Part of the new network program schedule was placed into operation with the March 22 premiere of a fantasy-type program, Johnny Jupiter (Saturday, 7:30-8 p.m. EST), which stars Vaughn Taylor and Carl Harms' puppets. It is produced and written by Jerry Cooper-smith for Kagran Corp. Next production to be introduced will be Jimmy Hughes—Rookie Cop, which begins on April 27. Scheduled for presentation on Monday, 8:30-9 p.m. EST, the program will be directed by Barry Shears and produced by Stark-Layton Productions. Plans call for scheduling John Hopkins, starting May 19.

ABC-TV Adds 3 Affiliates; Total Is Now 104

ADDITION of three new television stations as affiliates of ABC-TV, raising the total number to 104, was announced Wednesday by Alfred R. Beckman, national director of ABC's station relations departments.

Three new stations are: WGFB-TV Altoona, Pa., owned by Gable Broadcasting Co., operating on Ch. 10, with Jack Smith as station manager; and WCTO-TV Columbus, S. C., owned by Radio Columbus, Ch. 25, Charles Putman, general manager, effective May 1, and WQVL (TV) Greenville, S. C., Greenville Television Co., Ch. 23, Ben McKen- non, manager, Aug. 1.

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NIGHTLY REPORTING TAPE

Radio Upbeat

MORE EVIDENCE that radio is on the upbeat was pointed out last week by Louis Hausman, administrative vice president of CBS Radio.

Aside from the fact that radio set sales "are running at twice the rate they did last year," Mr. Hausman said, "in the last month or two the most popular nighttime [radio] programs were getting audiences running from 90 to 105% as big as they did a year ago."

"This indicates just one thing," he con-
tinued. "Despite the healthy increase of television ownership, there is more turning to radio for their nighttime entertainment and information.

"And this is a very conservative state-
ment, because the arithmetic on which these calculations are based does not take into account fully the tremendous increase of secondary sets which are being bought at the rate of 30,000 new radio sets every day, or one every 30 seconds."

TV Business in Chicago

Up for Network O & Os

TELEVISION business of three network owned-and-operated stations and one major TV net-
work affiliate has been brisk, judging by reports from their central divisions the past fortnight.

All network o and o outlets in Chicago—CBS's WBBM-TV, NBC's WBBK (TV), ABC's WKBK and WGN-TV, affiliated with DuMont TV Network—have reported a sharp upturn in national, regional and local spot business.

Highlights are:

• WBBM-TV has contracted for more than $750,000 in new and renewed business since Feb. 10, 1953, when it (the old WKBK) came under the ownership of CBS, according to H. Leslie Alass, vice president in charge of CBS Central Div. and general manager of the station.

• WNBQ (TV) announced a flurry of new business, including two new clients for pro-
grams, two renewals and sponsorship of por-
tions of its Creative Cookery. Sales Manager John McPartlin described March as one of the best months in the station's history.

• WKBK (TV) recorded its biggest com-
mercial month since it (the old WENR-TV) started telecasting in September 1948, it was announced by John H. Mitchell, vice president and general manager of the station.

• WGN-TV announced a number of new and renewed programs and spot schedules as well as the addition of new clients who will sponsor adjacencies on baseball.

Dixie Network in New Orleans

DIXIE Network Inc., organized last February to provide "high quality programming on a commercial basis to smaller stations throughout the Southeast," will program from head-
quarters in New Orleans, the network reported last week.

President of Dixie Network is William E. Williamson; Keith Glazer is programming di-
rector and James E. Lake, production di-
rector. The network reports it will begin with daytime programming, airing some supplement-
ary evening programs, but expects to expand to a fulltime basis.