

Cowles, Slocum to Address Nov. 10-13 SDX Convention

JOHN COWLES, president and publisher of the *Minneapolis Star & Tribune*, (part owner of WCCO-AM-TV there), and Richard W. Slocum, general manager of the *Philadelphia Bulletin* (WCAU-AM-FM-TV) and president of the American Newspaper Publishers Assn., will be among the speakers at the 45th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Columbus, Ohio, Nov. 10-13.

Four other nationally-known journalists, including Hugh Baillie, president of United Press, are scheduled to address the SDX meet. Reception will top opening day activities on Wednesday, with the SDX executive council slated to meet earlier. Robert U. Brown, *Editor & Publisher*, SDX president, will officially open the convention on Thursday, and Mr. Cowles will deliver the keynote talk. Gov. Frank J. Lausche of Ohio will be among the honored guests.

AAAA Eastern Conference Plans Radio-TV Sessions

RADIO-TV sessions are among highlights scheduled for the eastern annual conference of the American Assn. of Adv. Agencies, which will be held Nov. 22-24 at New York's Roosevelt Hotel.

The conference, sponsored by the AAAA's eastern region and chairmanned by Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, will be attended by agency executives from Alabama, Connecticut, Delaware, Florida, Georgia, Maryland, Massachusetts, North Carolina, New Jersey, New York, Eastern Penn-

sylvania, Rhode Island, South Carolina, Virginia, the District of Columbia and Puerto Rico.

In addition to radio-tv meetings, the 4-A's eastern event will include sessions on marketing, copy and art, media, research, publicity-public relations and other phases of agency operations.

Advance agenda follows.

Mon. (Nov. 22)—10-12 a.m., publicity and public relations; 2-4 p.m., marketing; also 2-4 p.m., trade and industrial; 3-5 p.m., radio and television administration. Tues. (Nov. 23)—10-12 a.m., contact; also 10-12 a.m., research; 2-4 p.m., copy and art; also 2-4 p.m., media; also 2-4 p.m., mechanical production; 4:30-6 p.m., general meeting. Wed. (Nov. 24)—three group meetings all at 10-12 a.m., including agencies with up to \$2 million billings; \$2-10 million, and over \$10 million; 12:30-2 p.m., management luncheon.

NARTB Convention Planners Meet in Chicago Wednesday

NARTB's 1955 Convention Committee will meet at Chicago's Conrad Hilton Hotel Oct. 6 to plan for the association's 33d annual convention to be held in Washington the week of May 22, Henry B. Clay, KWKH Shreveport, and Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairmen of the committee, said last week.

The Convention Committee's two subcommittees on radio and tv, are headed by Messrs. Clay and McCollough, respectively.

On Mr. Clay's subcommittee are E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLR Roanoke, and Ben Strouse, WWDC Washington. On Mr. McCollough's group are Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank Russell, NBC, Washington.

Kenyon Brown, KWFT Wichita Falls, Tex., 1954 convention chairman, will act as member

"emeritus" of the 1955 group, and John H. DeWitt Jr., WSM Nashville, also a member of the Convention Committee, will serve as liaison for the ninth annual NARTB Broadcast Engineering Conference to be held concurrently with the 1955 convention.

Harold Fellows, NARTB president, his assistant, Howard H. Bell, and A. Prose Walker, engineering manager, also will attend the Chicago meeting.

Howe and Strouse Head NARTB Am, Fm Committees

MEMBERSHIP of NARTB's Am and Fm Radio Committees were announced last week by NARTB President Harold E. Fellows, who said James L. Howe, WCTC New Brunswick, N. J., will head the am group, and Ben Strouse,



MR. HOWE

MR. STROUSE

WWDC-FM Washington, will head the fm unit.

Others of the Am Committee: Grover C. Cobb, KVGB Great Bend, Kan.; William Doerr Jr., WEBR Buffalo; E. K. Hartenbower, KCMO Kansas City; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Harry Peck, WISN Milwaukee; Todd Storz, KOWH Omaha; J. S. Younts, WEEB Southern Pines, N. C.; William H. Fineshriber Jr., NBC; Earl M. Johnson, MBS; Adrian Murphy, CBS.

Mr. Strouse's fm group includes: Walter J. Brown, WDXV Spartanburg, S. C.; H. Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network, Ithaca, N. Y.; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill.; Edward A. Wheeler, WEAU-FM Evanston, Ill.

Four Component Areas Set Up For New Conn. Agency League

ESTABLISHMENT of the Connecticut League of Advertising Agencies, composed of 16 major firms and patterned after the New York League of Advertising Agencies, was announced last week following the first formal meeting of the group on Sept. 24.

The new league has been divided into four major areas, from which one agency in each location was chosen as a board representative. Ted Somers Inc. will represent the Bridgeport region; Remsen Adv., the New Haven region; Hugh Graham Assoc., the Hartford region, and W. Hill Field Adv., the southwest Connecticut region. In addition, the F. W. Brelle Co., the E. J. Lush Co. and P. S. Adv. Inc. were elected to the board as members-at-large.

Jahncke Selected

ABC's representative on NARTB's Tv Board will be Ernest Lee Jahncke Jr., vice president and assistant to the president of the network. He was designated by ABC President Robert E. Kintner to replace Alexander Stronach Jr. who has resigned from the network [B•T, Sept. 27].

TRADE ASSN. PEOPLE

John L. Del Mar, formerly marketing director, Cast Optics Corp., Riverside, Conn., to American Assn. of Adv. Agencies, N. Y., as staff executive.

Karl Steeves, field supervisor, Fact Finders Assoc., N. Y., to research staff, BAB, same city.

Top Rated in the Nation

Broadcasting's most purchased 5000-watt transmitter, like a good football line, out-weighs all opposition. The Gates BC-5B has the big line in component size — actually nearly 2 to 1 weight-wise and is No. 1 in the nation.

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