



AGENCY executives who place millions in tv time were among those who attended formal dedication of KWTV (TV) Oklahoma City Oct. 16. The CBS ch. 9 outlet, featuring the "World's Tallest Tower" (1,572 ft.), represents an investment of \$2,500,000. It began interim operation last Dec. 20.

Photographed at the tower base are (kneeling) Penelope Simmons, Foote Cone & Belding, New York, and Edgar T. Bell, KWTV-KOMA general manager. Standing (l to r): Eddie Coontz, KWTV m.c.; W. J. Knodel, Avery-Knodel, Chicago; Ed Fitzgerald, J. Walter Thompson, Chicago; Clyde Melville, Avery-Knodel, Dallas; Bill Thomas, J. Walter Thompson, New York; Art Sherin, Avery-Knodel, New York; B. P. Timothy, Avery-Knodel, Chicago; Wendall Moore, Grant, Detroit; Edward P. Shurick, CBS-TV New York; Newman McEvoy, Cunningham & Walsh, New York; Ruth Jones, Compton, New York; Chet Slaybaugh, Ted Bates, New York; Frank Silvernail, BBDO, New York; Dan Byrd, Ideco, Columbus, designers of the tower; Mrs. Edgar T. Bell; Lew Avery, Avery-Knodel, New York; Bert Lown, CBS-TV, New York; Fred Vance, KWTV sales manager; Lewis J. Nelson, Geoffrey Wade, Chicago; John J. Flannigan (almost hidden), McCann-Erickson, New York; Johnny Carson, CBS-TV, Hollywood; Ken Carson, CBS-TV New York (*Garry Moore Show*), and Gene Riesen, sales manager, KOMA.



BRASS at KWTV (TV) dedication (l to r): John Griffin, Muskogee, chairman of the board and president of KOMA Inc.; FCC Comr. John C. Doerfer; Edgar T. Bell, general manager of KWTV (TV) and KOMA; Roy J. Turner, president and former governor of Oklahoma; James C. Leake, Muskogee, board member, both stations.

J. C. Hetherington Retires After 15 Years With Blair

RETIREMENT of J. Chris Hetherington, manager of the St. Louis office of John Blair & Co., effective Jan. 1, is being announced today (Monday) by John Blair, president of the radio representative firm.

Mr. Blair said Mr. Hetherington, who man-

aged the St. Louis office the past 15 years, is the first Blair executive to retire under the company's retirement pension plan. Appointment of a new manager is expected in 10 days to two weeks.

Mr. Hetherington opened the St. Louis office in September 1939, after being associated with CBS as salesman for the network's Chicago station WBBM and sales manager of KMOX St. Louis. During that interval he was also account executive for International Radio Sales. He entered the advertising business in 1919 with the *Chicago Tribune* and was general advertising agent for the Wabash Railroad.

WTOP-TV Goes to 316 Kw After \$250,000 Expansion

WTOP-TV Washington, D. C., recently increased its effective radiated power from 54.9 kw to maximum 316 kw, George Hartford, vice president for television of WTOP Inc., has announced. The changeover, which cost an estimated \$250,000 and will add \$50,000 to the station's yearly maintenance costs, is expected to make the station's signal available in an area of 14,900 square miles in Virginia, West Virginia, Maryland and Pennsylvania.

The station estimates that 646,900 sets are now able to pick up its signal.

another DU MONT
Multi-Scanner
now serving ...

KULA-TV
HONOLULA, HAWAII