What's outside WITHtown?

WITHtown is what we call the area covered by W-I-T-H. It’s Baltimore City and the heavily populated parts of the surrounding counties.

Outside WITHtown is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

Inside WITHtown are 375,000 radio homes. No other station in Baltimore—regardless of power or network affiliation—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H’s low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.
Fables of the leopard and the hippo — II

ON "BRASS TACKS"

THE HIPPO: "We've got men on all the bases . . . So I'll have to belt a homer now!"

THE LEOPARD: "But getting down to brass tacks, a well-hit single can win this and many a game with just the run you need."

THE MORAL:

Wily advertisers, too (like the Spotted Leopard) should get right down to brass tacks often.

Those who do, use Spot TV.

Because they always find Spot TV’s flexibility gives them just the local “plus” they need. On which their own products’ local sales depend. And which nails down more sales where most sales can be made. Always within their budgets.

They use Spot TV as a basic advertising medium.

Find out how Spot TV can solve your brass tacks selling problems. Through these sixteen outstanding stations.

WSB-TV Atlanta
WBAL-TV Baltimore
WFAA-TV Dallas
KPRC-TV Houston
KECA-TV Los Angeles
KSTP-TV M’p’ls-St. Paul
WSM-TV Nashville
WABC-TV New York
WTAR-TV Norfolk
KMTV Omaha
WENS Pittsburgh
WOAI-TV San Antonio
KFMB-TV San Diego
KGO-TV San Francisco
KOTV Tulsa
KEDD Wichita

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
There’s a Master Key to Detroit’s 1¼ Million Home Radios . . . and ¾ Million Car Radios

Just as easily and frequently as Detroiters turn their radio dials to WWJ, you can turn your products into profits in the great Detroit market.

Compare rates and ratings and you’ll see that WWJ costs you less than the average cost-per-thousand listeners for radio time in Detroit!

Surveys show that Detroit’s ¾-million car radios are turned on soon as the motors are started up. And in Detroit more people depend on the auto for spot-to-spot transportation than in any other major metropolitan area.

THE WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEO. P. HOLLUGBERY COMPANY

In its fifth year...

serving people

selling products

An enviable record of public service, an enthusiastic, buying
audience—that's the WGAL-TV story as another anniversary
rolls around. In the years to come WGAL-TV will continue to give its
advertisers profit for their sales message . . . continue to serve its
ever-growing loyal viewing audience with the best in stimulating
local-interest and public service programs, top shows from four
networks. The Channel 8 large, rich Pennsylvania market area—
including Harrisburg, York, Reading, Lebanon, Lancaster—offers
advertisers a great profit potential. Increase your sales, profitably,
economically—buy WGAL-TV, Channel 8.

Represented by MEEKER
New York Chicago Los Angeles San Francisco

ELEVENTH HOUR telegraphic protest against vhf Ch. 9 time-sharing grant in Kansas City to KMBC and WHB (see story page 61) not short shift at FCC last Wednesday. Stanley Durwood, Kansas City motion picture theatre operator and licensee of KEDD (TV), uhf Ch. 16, Wichita, telegraphed that he intended filing for Ch. 9. FCC did not construe telegram as formal appeal. Moreover, it was said all concerned had been on notice since April 14, 1952 (when freeze was lifted) on Kansas City allocations.

UP IN ARMS over NARTB board's action opposing his baseball bill (S 1376), Sen. Edwin C. Johnson (D-Colo.) may explode any day on Senate floor. He's particularly incensed over purported network support of NARTB resolution and reportedly threatens "monopoly" investigation. Senator, who's president of Western League, has called network representatives on carpet and has prepared bombastic speech. Comment heard on Capitol Hill: "NARTB's honeymoon is over."

VIRTUALLY unanimous approval of one year extension of contract amendment, under which CBS Radio guarantees no reduction in radio rates for one year from Aug. 24, reported last Friday. William A. Schudt, CBS Radio station relations vice president, said count was 96%, with prospect that all 170 "rate stations" will approve. Minimum of 85% of domestic rate card is necessary.

WELL OILED campaign of FCC Chmn. Rosel H. Hyde to eliminate red tape may bring broadcasters windfall in abolition of annual financial form for both radio and television stations. Budget Bureau, which must approve all forms, understood to be backing Hyde proposal on ground that it works tremendous hardship, not only on stations but also on over-taxed FCC staff.

GENE AUTRY, famed showman and station owner (KMPC Los Angeles, KOOL Phoenix, KOPO Tucson and KNOK Nogales), found himself riding two political horses during last fortnight. He visited President Eisenhower on Wednesday and had long personal chat with him. Following Saturday he was honor guest at Texas State Society meeting in Washington and went all-out for Texas Senate Minority Leader Lyndon B. Johnson as Democratic nominee for President. Some folks, it's reported, took good natured ribbing from White House habitués.

FCC LAST week hardly scraped surface of its agenda, even though it did get through mass of material having to do with theatre television, common carrier operations and miscellaneous revisions of its final TV allocation report. Still pending are numerous policy matters, including new TV processing procedure, daytime skywave and personnel appointments.

RATIFICATION of North American Regional Broadcast Agreement by Senate is now race against adjournment. Although last postponement was unintentional, new hearing date is July 8-10. Outlook is dimming in light of possible adjournment end of July or first week in August, and crush of "must" legislation. Clear channels are opposing ratification; State Dept., FCC and some non-clears are in support, with networks represented as being not opposed.

BIG BLOCK type accented RCA advertisement for color TV engineers in Washington Post last week. Ad did not appear outside Capital.

FUR CONTINUES to fly on move to name John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Neb.) to International Frequency Registration Board, established to implement Atlantic City Telecommunications Convention of 1951. McIntosh, chief, FCC Frequency Allocation and Treaty Division, had been recommended for this international post by State Dept., FCC and other agencies identified with international communications. He told home and booked passage July 8 for Geneva. Appointment to be made by State Dept. expected soon.

PROPOSAL that recently formed Television Information Committee of NARTB, set up to resist anti-radio-TV programming crusades, appoint full-time public relations counsel has been deferred. Committee itself plans to function during next quarter through NARTB headquarters without outside assistance. If circumstances indicate later that outside counsel is desired, it's believed some of top names in radio-TV public relations will be considered.

CONTEST for sweeps in production of high power uhf transmitters may get underway full-tilt in first half of 1954. RCA shooting for production early next year of 10-12 kw transmitters with 250 kw ERP potential, but it hasn't set target date. Meanwhile, General Electric, using Klystron, has been only top manufacturer which has invaded highly complex field of high power uhf.
Some spots are better

Some people have to be blasted out of bed. But millions of Americans are up long after midnight, listening to Post-Midnight Radio.

Post-Midnight Radio reaches a wide-awake audience, at a time when competition for attention is at a minimum. It will bring your sales message to myriads of new listeners, who cannot be reached at any other time.

For the best spot, at the right time, at the right place
From midnight to dawn, the five Radio stations represented by NBC Spot Sales DELIVER 18 MILLION LISTENER IMPRESSIONS PER MONTH, AT THE LOW COST OF 35 CENTS PER THOUSAND.*


*Source: Special Nielsen Audience Study, Midnight to 6:00 AM

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N.Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* *Bomar Lowrance Associates

representing
RADIO STATIONS:

<table>
<thead>
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<th>Location</th>
<th>Station</th>
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<td>Chicago</td>
<td>WMAQ</td>
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<tr>
<td>Cleveland</td>
<td>WTAM</td>
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<td>San Francisco</td>
<td>KNBC</td>
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<td>Washington</td>
<td>WRC</td>
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<td>New York</td>
<td>WNBC</td>
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representing
TELEVISION STATIONS:

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<thead>
<tr>
<th>Location</th>
<th>Station</th>
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<tbody>
<tr>
<td>Portland, Ore.</td>
<td>KPTV</td>
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<tr>
<td>Schenectady-Albany-Troy</td>
<td>WRGB</td>
</tr>
<tr>
<td>New York</td>
<td>WNTB</td>
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<tr>
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<td>WNBJQ</td>
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<td>Boston</td>
<td>WBZ-TEV</td>
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<tr>
<td>Cleveland</td>
<td>WNBC</td>
</tr>
<tr>
<td>Washington</td>
<td>WNBW</td>
</tr>
</tbody>
</table>
Things have changed in ARKANSAS, too!

Arkansas has come a long way since the old “mule-and-plow” days—the majority of farms are now far more mechanized . . . electrified . . . prosperous. Result: Arkansas Farm Income is 132.3% greater than it was ten years ago—a 16.0% greater increase than for the Nation as a whole.*

There have been other changes in Arkansas, too. Almost all the State can now be covered with one radio station, KTHS in Little Rock—now CBS and the only Class 1-B Clear Channel station in the State. KTHS offers primary daytime coverage** of more than a million people. Secondary, interference-free daytime coverage*** adds 2,369,675 people and includes practically all of Arkansas!

Write direct or ask The Branham Company for all the facts on the big, new KTHS!

*U. S. Dept. of Agriculture figures.
**Half millivolt.
***One-tenth millivolt.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKE, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Broadcasting • Telecasting
NBC Radio Affiliates To Organize July 27

ORGANIZATION meeting of new NBC radio affiliates committee to be held July 27 at Drake Hotel, Chicago, with NBC President Frank E. White invited to sit with station delegates. Invitations to attend being sent out over weekend to all regular NBC affiliates by Robert D. Swesty, WDSU New Orleans, chairman of informal study committee that has been planning project.

New committee to parallel NBC-TV Affiliates Committee formed in 1940. It will operate as committee-of-the-whole, with special committee members for specific projects, judging by present plans. Group will explore problems facing NBC radio affiliates. Suggestion had been made that affiliates invite Brig. Gen. David Sarnoff, NBC board chairman, to meeting but study committee felt group should get into operation and develop program before asking him to meet with stations.

Mr. Swesty told B+T he thought idea developed by NBC TV Affiliates Committee was soundest step forward in station relations in many years. He said Chicago session is "in any sense a protest meeting."

Ziv Considering Transferring Headquarters

FREDERIC W. ZIV Co., considering transfer of headquarters to New York and Hollywood, expected to reach final decision within two months. If decision is affirmative, most of Cincinnati operations of Ziv Co., Ziv TV programs, and World Broadcasting System probably would relocate in N. Y., which already is headquarters for TV Sales, World, public relations and some radio production, while present Hollywood production and sales operations, plus new research department, would be located at new site company is seeking.

JOHNSON WANTS BASEBALL SUSTAINING

SEN. EDWIN C. JOHNSON (D-Colo.) late last week unveiled legislative stinger understood to be leveled at strong broadcaster (particularly NARTB) opposition to his baseball bill (see early story, p. 19). It will operate as committee-of-the-whole, with special committees named for specific projects, judging by present plans. Group will explore problems facing NBC radio affiliates. Suggestion had been made that affiliates invite Brig. Gen. David Sarnoff, NBC board chairman, to meeting but study committee felt group should get into operation and develop program before asking him to meet with stations.

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BROADCASTING • TELECASTING

EARLY START TREND

FOLLOWING trend of advertisers to start early in summer to build audience for fall season, Campbell Soup Co. will start its new program Campbell TV Soundstage (NBC-TV, Fri., 9:30-10 p.m.) on July 10. Agency: Ward-Wheelock Co., Philadelphia.

F. D. R. Jr. Wants Equal Time To Answer Commercial.

EQUAL time or facilities asked CBS-TV by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), B+T learned. Rep. Roosevelt took exception to commercials broadcast on Sunday show You Are There by sponsoring electric companies. Congressman in letter to Frank Stanton, CBS president, charged commercials lent support to drive in Congress to "turn over Niagara Falls to the private utilities for the development of its hydroelectric potential." Rep. Roosevelt wants to counter what he called "political propaganda" in companies' institutional advertising. He also complained to Justice Dept. and Internal Revenue Bureau, with copy of letter to Stanton sent to FCC. CBS was non-commital as of Friday with no decision reached.

BUSINESS BRIEFLY

PACKARD IN 186 MARKETS • Packard cars planning spot radio campaign in 186 markets, effective July 13. Schedule will run for two weeks, off two weeks, and on again for another two weeks, totaling 20 spots for each station. Spots will promote new 1953 car. Maxon Inc., N. Y., is placing.

BLOCK TO NAME • Block Drug, Jersey City, expected to name Kastor, Farrell, Chesley & Clifford, N. Y., to handle advertising associations as members, named Mr. Ryan to represent BAB on its board of directors.

ABC Sells American New Danny Thomas Show

IN ITS BIGGEST sale since merger with United Paramount Theatres last March, ABC has signed American Tobacco Co. to sponsor its new Danny Thomas TV show on alternate-week basis, starting in October, and also has company's commitment to sponsor another half-hour ABC-TV program in fall. Announcement being made today (Monday) by Robert E. Kintner, ABC president, who led network negotiations on sale, with M. Hahn, American Tobacco Co. president.

Time and talent costs on Thomas show estimated unofficially to be about $75,000 per program. Exact time of series uncertain, but officials said earlier in week, before sale was disclosed, that Thomas program probably would go into a weekday 9:30-10:30 p.m. slot. Negotiations for other ABC-TV show still in progress with time and program undecided.

AGENCIES for American Tobacco: BBDO New York (Lucky Strike cigarettes), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall cigarettes).

BAB Joins AFA

AFFILIATION of BAB with Adv. Federation of America announced Friday by Elton G. Burton, AFA president, and William B. Ryan, BAB president. AFA, which now has 16 national advertising associations as members, named Mr. Ryan to represent BAB on its board of directors.

at deadline

June 29, 1953 • Page 9
July, 1953, marks the Fifth Anniversary of WSPD-TV.

WSPD-TV is happy to salute you, the Sponsors and Advertising Agencies, who pioneered with Television by foreseeing the limitless possibilities offered by this new baby of the radio industry.

To you who became members of the WSPD-TV family of sponsors in 1948, when we could offer only 1800 TV set circulation, and to you who have joined our family in the intervening five years and now enjoy a Billion Dollar Toledo Market, we humbly say, "THANK YOU."

"Speedy"

'
KDYL-AM-FM TV Sale Gets Green Light; Other Actions

TIME Inc.'s $2.1 million purchase of KDYL-AM-FM-TV Salt Lake City from Sidney S. Fox and associates was approved by FCC Friday [B+T, May 25, 18, April 6] and closing of sale will be Tuesday (today), according to G. B. Peterson, who becomes president-general manager and 20% owner under TIME Inc. ownership.

TLP Bestg. Corp., 80% owned by TIME Inc. and remainder owned by Mr. Larson, former vice president and general manager of WPIX (TV) New York, assumes operation Wednesday. No changes in personnel or representation (Blair) is contemplated at this time, he said.

Other broadcast actions by FCC:

WSPB-AM-FM-TV Birmingham, Ala., granted assignment for $275,000 from Birmingham News Co. to Jemison Bros. Co., later headed by investment banker John S. Jemison Jr. Birmingham Co. paid $1.4 million purchase of WAFB radio-TV outlets there was approved earlier by FCC.

KULA Honolulu transferred control of Interstate Broadcasting Corp. (KLO Oglen, Utah) to AM-FM-TV stations in WMT (Cedar Rapids) and KJIBS (KCBS San Francisco).

KCNA-AM-TV Tucson, Ariz., granted acquisition of radio from Erskine Carew, editor and majority owner, from purchase of 91% of station by William Johnson, William A. Small and Clare Bixler.

KKNV-AM-FM-TV Las Vegas, Nev., granted assignment from Charles Wilbur Lamar Jr. to KCLC Inc. controlled by Denver H. Brannen, one-third owner WCMI Waverly, Ga. Consideration $464,000 with option to buy for $532,000.

WPBN-AM-FM Sleighton, Mich., for assignment of Ch. 22 permit from Santeron-Best Inc. to MCL TV Corp. was set for hearing on date to be set later. MCL is part-owned by WQAN there. Cont. Paul A. Walker, George E. Sterling and Robert S. Best Jr. was granted.

WYON-AM-FM Syracuse, N. Y., license renewal application was set for hearing on date to be determined and application for transfer of ownership was processed. File issues include whether station has been transferred without FCC knowledge and whether date Oct. 22, 1949, was real.

FCC dismissed petition by WNOE New Orleans against new station grant to Village Platte Bestco. Co., as petition was served on department of INK Independence. Kansas, granted new Class A station on channel 35 to be operated on ERP 230 w.

TV actions included:

WTC Savannah, Ga.—FCC made final initial decision to grant channel 57 to BEC-TV, with ERP 258 kw visual. Martin & Minard, competitive applicant. WJAC-TV, Johnstown, Pa.—FCC made final initial decision to grant channel 15 with ERP 199 kw visual. West Newspapers Inc. gave up competitive bid, acquired for $1 for license extension.

John Poole Bestco. Co., Sacramento, Calif.—FCC made final initial decision to grant call letters 40 with ERP 207 kw visual and to discontinue competitive application of Jack O. Moore. Mr. Poole owns KRCB Bakersfield, Calif. and is permitted of uhf Ch. 22 KPIX (TV) Los Angeles.

By memorandum opinion and order, FCC post-poned application for license of Ch. 13 at Eugene, Ore., to Eugene TV Inc pending notice of change in ownership of station. John Allen, permits call letters KTVF (TV), there.

Hattiesburg TV Corp., vhf Ch. 9 applicant at Hattiesburg, Miss., was advised hearing is re-quired because of joint ownership by principals in Ch. 11 there. Sigurd H. Yaw, for FCC expressed concern for continued competitive operation of two AM stations. Application was put in clear by wire from Mr. Yaw, Mississip-.. Inc. Latter includes part owners of Planters, Inc. and McAuliffe, Inc. at Hattiesburg, Miss. In, in petition Friday to enlarge in issue in Ch. 11, granted hearing by FCC.

WKHM Jackson, Mich., petitions for allocation of Ch. 10 to the Jackson area. Filings closed June 20.

Legal inquiry of community television sys-tems is set forth in FCC letter to J. E. Belknap & Assoc., Poplar Bluff, Mo., asking additional information on proposed use of microwave

KFMB-AM-TV Petry Named in Branhom Co. Damage Suit

SUIT for $400,000 damages, listed as potential return on investment for Branhom Co. was made against KFMB-AM-TV San Diego, filed in Los Angeles Superior Court by Branhom Co. Petitors named are Whithrer-Alvarez Broad-casting Corp. and defendants of Ch. J. D. Whithrer Jr., Helen Alvarez; Edward Petry & Co., and Edward Petry.

Branhom Co. charges breach of contract and inducing of breach, contending its agreement to represent KFMB-AM-TV was to run to August 1955. Suit has been made to have Kennedy Broadcasting Co., which sold stations to Whithrer-Alvarez Broadcasting Corp. several months ago. Charge made that Edward Petry & Co. induced new owners to cancel representa-tion effective July 1 though pact had two years to run.

TV Target Dates

JULY 15 is on air date set by KEDD (TV) Wichita, Kan., uhf Ch. 15, with commercial programming scheduled before Aug. 1. Bennett, general manager, said Friday. Station will be affiliated with both NBC-TV and ABC-TV. He added that construction is nearly completed and tower going up rapidly.

Bill Ware, KSTM-TV St. Louis president, sadly reported building strike has stopped con-struction of station; he hopes early settlement will still allow uhf Ch. 36 station to go on air in September.

KMTV (TV) Omaha, pre-freeze vhf Ch. 3 station, reported hundreds of letters and calls after power boost was set for Ch. 9, maximum allowed (other starting dates, page 72).

relay stations at Oscoda, Ark., and Kenneth, Mo., to transport TV programs to local dis-tributors. FCC must determine whether such operation would be common carrier, how rates would be handled and nature of property rights in program material on part of originating TV stations and community distributors.

Three new TV applications tendered Friday:

Toledo, Ohio—Maumee Valley Bestco. Co., vhf Ch. 11, ERP 316 kw visual. Principals include Hubert Taft Jr. and David G. Taft, associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WTVN (TV) Columbus. Five others are permitted for Ch. 11.

Grand Rapids, Mich.—Peninsula Bestco., uhf Ch. 62, ERP 216 kw visual. Principals in-clude George in-movie exhibitor John D. Lederer and associates. Ch. 62 has been operated by FCC since it was then WGNB and K. Barber. Lincoln Theatre Inc.


Legal right of Notre Dame U. under state corporations law to seek commercial TV stacio-n through subsidiary firm, Michiana Tele-casting Co., challenged by WHOT South Bend, Ind., in petition Friday to enlarge in issue in Ch. 46 hearing ordered by FCC.

WKHM Jackson, Mich., petitions for alloca-tion of Ch. 10 to nearby Parma, Mich. WHPE High Point, N. C., asks amendment of Zone 1 to include West Virginia and for sub-stitution of vhf Ch. 4 for Ch. 6 at Beckley, substitution of Ch. 3 for Ch. 6 at Wilmington, N. C., and assignment of Ch. 6 to High Point.

PEOPLE

JOHN DONALDSON, 39, timebuyer at Ruth-rauff & Ryan, N. Y., died suddenly in N. Y. Friday morning. Mr. Donaldson had been with A&P and the Harry B. Cohen Adv. Agency, N. Y.

MAKTIN B. MONROE and ARTHUR DAW- SON, WOR N. Y., account executives, were honored Friday for bringing in $1 million in net billings apace since joining station.

WILLIAM ORCHARD, 65, copy editor of BBDO, died Thursday at his home in N. Y. He joined Geo. Batten Co. in 1919 and remained when it merged with Barton, Durstine & Osborn in 1928. He taught advertising for 27 years at Columbia U., Pace Institute and Washington Irving High School. Surviving are his wife, Mrs. Mildred Peck Orchard, and two sons, William Jr. and Joseph T. Orchard.

PAUL TIEMER, New England manager of Paul H. Raymer Co. and previously sales manager of N. Y. office of firm, appointed to staff of Bertha Bannor, Boston, radio and television representatives.

LEAVITT J. POPE, assistant to general man-ager of WPIX (TV) N. Y., named operation manager of station in addition to his present duties.

BILL LAUTEN, manager of business pub-licity, NBC press department, has resigned effective July 2. Future plans not announced.

CARL L. SHIPLEY, Washington radio-TV at-torney, named special assistant to U. S. At- torney General Herbert Brownell Jr. Mr. Shipley will continue private practice.

Florida Broadcasters Protest Johnson Bill

VIGOROUS protest against Johnson Bill (S. 1376) to exempt baseball from antitrust laws in radio-TV contracts made by Florida Assn. of Broadcasters at Friday meeting. FAB approved proposed NARBA treaty and reaffirmed long-standing opposition to radio power over 50 kw.

L. Herschel Graves, WTAL Tallahassee, elected president. John B. Browning, WSPB Savannah, was elected secretary-treasurer. Other officers are J. J. Glirsch, WTMG Orlando, second vice president; A. B. Letson, WCNH Quincy, secretary-treas-urer. Directors elected were H. Denison Par-ker, WDFD Clearwater, Fla.; Geo. Truesdell, WPTL Ft. Lauderdale; Owen F. Eldridge, WQAM Miami; Charles E. Davis, WWPFG Palm Beach, and George W. Thorpe, WVGC Coral Gables.

Music Licensing Group Meets

ALL-INDUSTRY Local TV Music License Committee, at first meeting in N. Y. Thursday, made plans for opening negotiations with ASCAP for blanket and per program licenses. Group will collect information to advance negotiations and suit brought by 56 stations seeking per program rates. No date has been set for first meeting with ASCAP.

Eight New Y & R VP's

EIGHT EXECUTIVES of Young & Rubicam, N. Y., have been promoted to vice presidents, Monday. They are Edward L. Bond, Aldis P. Butler, Robert W. Clayton, Wilson H. Kierstead, G. M. Miller, Gerrand Pagenstecher, P. C. Rich-ardson and Luis G. Weil.

WORZ Names Taylor

WORZ ORLANDO Fla., names O. L. Taylor Co. as its representative, effective July 1.
Fill out this list according to your studio's requirements. Then—either show it to your area's General Electric representative or send it directly to General Electric Co., Section 263-29, Electronics Park, Syracuse, New York.

<table>
<thead>
<tr>
<th>ONE STUDIO</th>
<th>TWO STUDIOS</th>
<th>THREE STUDIOS</th>
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<tbody>
<tr>
<td>STUDIO</td>
<td>INPUTS</td>
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<td>Studio Camera Channel or Portable Camera Chain</td>
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<td>Studio or Film Camera</td>
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TC41A: Newest and most versatile G-E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.

TC30A: Switches, fades and dissolves manually or electronically. Local, remote or network switching with three-position selector switch. Two sets of projector controls for remote operation. Use for rehearsals without disturbing on-air signal with bypass switch. Five-position monitor selector switch.
the unit that fits your needs best!

General Electric offers you switching systems to meet any and all studio requirements!

One studio? Two studios? Three studios? General Electric's switching systems answer all your requirements. G.E. offers such a wide variety of TV switching combinations that you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, G.E. also provides that extra margin for expanding facilities when necessary. Any General Electric switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: General Electric Company, Section 263-29, Electronics Park, Syracuse, New York.

**TC31A:** Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels. Clamping and sync-mixing save cost of a Stabilizing Amplifier. Instantly by-pass any input to output during rehearsals.

**TC39A:** New broadcasters! Need a one-man TV equipment operation? G.E. has designed a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance, with just a single operator!

Complete Television Equipment for UHF and VHF
index

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

National Representatives:
THE KATZ AGENCY

C. TOM GARTEN
Station Manager

Advertisers & Agencies 40
At Deadline 9
Awards 78
Closed Circuit 5
Editorial 122
Education 78
Facts & Figures 48
Feature Section 91
Film 44
For the Record 110
Government 60
In Public Service 22-D
In Review 18
International 78
Lead Story 91
Manufacturing 76
Networks 75
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Copyright 1953 by Broadcasting Publications Inc.
In this 5-Station Market, **WSYR is FIRST**
Any way you look at it

**PULSE OF SYRACUSE**
April, 1953

WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(that's all there is)

**NIELSEN 1952**
WSYR FIRST
by 47% to 212%

**SAMS 1952**
WSYR FIRST
by 29.8% to 239%

WSYR-AM-FM-TV – the Only Complete Broadcast Institution in Central New York

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed
IN THE LEAD...AND THEN SOME!

KNXT heads the field
in Los Angeles television!
Out front with...

Biggest ratings, daytime
and night...
35% bigger during the day!

Greatest share-of-audience...
9.2% greater all week long!

The most top programs
...network and local,
day and night!

And you are even farther ahead!
KNXT delivers its greater
audiences at an average cost
of less than a dollar
per thousand viewers.

If you’re looking for the most
customers at the least cost in the 10-billion dollar

Source: ARB, May 1953.
Los Angeles TV market, the hunt ends at **KNXT** Channel 2
CBS Television's key station in Hollywood
Represented by CBS Television Spot Sales
WILLYS THEATRE
CBS-TV, alternate Thursdays, 8:30-9 p.m.
Sponsor: WILLYS Motors Inc.
Agency: Ewell & Thurber, N.Y.
Executive Producer: William Dozler.
Director: Bob Stevens.
Writer: Ben Hecht.

UNLESS things pick up later in the series, Ben Hecht's excursions into television will enhance his bank account far more than his reputation, even if, as it is to be doubted, he is working at minimum scale.

The first offering on the new Willys Theatre, an every-other-week presentation of Hecht scripts, opened with a narration in praise of New York, and no cliches were spared in describing the city as big, small, heartless, kind, crowded, lonely, not to mention hot and cold. The story that followed the introduction maintained the same standards of originality.

A Cedar Rapids girl who had once unsuccessully attempted an acting career in New York returns to the big city for a vacation with her Cedar Rapids husband, who raises cows. Trouble is that although she had never usual, a part, she had told the folks back home she was the toast of Broadway. Naturally her husband believes she is a crony of the illustrious and expects to be introduced to all the famous of the New York stage.

Needless to say, her fraud is at last exposed, but Cedar Rapids love triumphs over New York glitter. "I lied," she says miserably. "No, darling," says the cowherd, "you were only day-dreaming." Is this the author who helped to write "The Front Page"?

BLIND DATE
DuMont Television Network, Tues., 8:00-
8:30 p.m. ET.
Sponsors: Toni Co. and Hazel Bishop Lipstick.
Producer: Mike Dutton for Bernie Shur-
bert.
Director: Larry Schwab Jr.
Announcer: Terry O'Sullivan.
M. C.: Jan Murray.
Orchestrations: Ray Bloch.
Agency for Toni: Weiss & Geller.
Agency for Hazel Bishop: Raymond Spec-
ed Agency.

WAY up on the list of contrived "spontaneous" telecasting is a recent addition to the DuMont Television Network's Tuesday evening schedule called Blind Date, a program idea nearly as old as the practice it purports to explore. On the basis of the June 23 show, it's a format that is not growing old gracefully. If the program were to attract a sizable audience, it would be because of interest in the intrigue accompanying plots of the boy-meets-girl vari-
ety. But what happened last Tuesday night gave rise to a suspicion that these boys and girls had met before—probably at a run-through preceding the telecast. The show was disturb-
ingly rehearsed.

In each go-round two young men, compet-
ing for a date with a pretty young girl, are introduced by Jan Murray, the show's m.c. Each is given a chance to talk with his prospec-tive date explaining his reason wanting to escort her round the town for an evening. Since the young lady wears a blind fold, her date choice is based solely on one boy's ability to out-talk the other.

The television audience can get into the act too. If you have a friend interested in dating a well-known personality, Mr. Murray is the man to contact. You will be instructed to lure your unsuspecting companion to the studio where the celebrity will be on hand. Your friend will have her desired blind date if she chooses correctly between the celebrity, who on June 23 turned out to be violinist Florian Za-
bach, and a stand-in participant of a sort, co-
median Henny Youngman.

Blind Date offers no surprise, no suspense, no new twist. The format, rather than being limited to the amusement that might accompany date arrangements sight-unseen, serves as a comic vehicle for Jan Murray. Mr. Murray isn't very funny to begin with. Subordinating format to his comic antics does more to harm the show than to help it.

Several sets are used on the show. They are used well by the director. The camera smoothly moves the viewer from one setting to another for different portions of the telecast, giving some visual interest to the program. Toni, which co-sponsors Blind Date with Hazel Bishop lipstick, is aiming its home permanent sales merchandizer at the junior-high-school age group and at the woman whose gray hair need no longer be a permanent problem thanks to a new Toni product. Before-and-after shots stress the necessity of getting a "Toni" immedi-
ately after shots rather than after the girl convinces you that Hazel Bishop lipstick "can't smear off!" The latter company persists in using printed caption on its TV commercials in the tradition of foreign films or silent pic-
tures, a practice that seems redundant since the lady doing the talking speaks English, or something very like it.

BOOKS
BEGINNING TELEVISION PRODUCTION, by Melvin R. White, Burgess Publishing Co., 426 S. Sixth St., Minneapolis 15, Minn. 111 pp. $2.50.

STUDENTS who are concerned with the high cost of textbooks should greet with enthusiasm this television production book. Not only is the book relatively inexpensive for a text containing the information and pictures that this one does, but also it covers virtually all facets of television production. Mr. White discusses the problems of black and white television, personnel needed for TV produc-
tion and equipment and lighting requirements. Some of the most valuable portions of the book, however, are those which take up TV properties and sets, costing, makeup for TV and the vitally important, but sometimes overlooked (in textbooks), acting and directing requirements of television. Mr. White is an authority on theatre and TV, being supervisor of Walt Whitman Hall and the George Gershwin Theatre, at Brooklyn College.


WRITTEN for the design engineer, student and experimenter, this book has been 12 years in preparation since the third edition in 1940 and is more than four times as large as the lat-\ner. It contains 1,000 illustrations, cross index of 7,000 entries and 2,500 references.

Covering design principles of radio and audio circuits and equipment, its 38 chapters are under seven major headings including radio tubes; general theory and components; audio frequencies; radio frequencies; rectification, regulation, filter-
ing and hum; complete receivers, and sundry data including tables and graphs.
IN AND AROUND AUSTIN THERE'S A MARKET OF

535,028

TEXANS

that can be reached by Austin's first and only TV station—KTBC-TV.

FOR YOUR FACT BOOK:
- 100,000 Watts-Channel 7
- Antenna 740 Feet Above Average Terrain
- 535,028 population, 0.1 mv/m coverage
- $506,960,000.00 1952 Retail Sales, 0.1 mv/m coverage
- 336,447 population, "A and B" Contour Coverage
- $327,783,000.00 1952 Retail Sales, "A and B" Coverage
- Capital of Texas
- 5th City in the State
- 68th City in the Nation
- CBS NBC ABC DUMONT NETWORKS

KTBC-TV

CHANNEL 7 • AUSTIN, TEXAS

Represented nationally by The O. L. Taylor Company

Population and retail sales data from Sales Management, adjusted to contour map calculated by A. Earl Cullum, consulting engineer, Dallas. Sales Management figures are copyrighted and may not be reproduced without permission.
KTBC-TV
Multiplies Power by FIVE!

KTBC-TV is now radiating 100 kw ERP with an RCA 10-kw VHF Transmitter (Type TT-10AH)—and a new RCA High-Gain, 50-kw rated Antenna (see illustration).

Says J. C. Kellam, General Manager of KTBC-TV:
"The RCA 12-section Antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."

Reports Ben Hearn, Chief Engineer of KTBC-TV: "KTBC engineers liked the ease of broadbanding and the simplicity of 'tune-up' while the station was broadcasting test patterns. The high-level modulated transmitter provides full power output of peak visual and aural power."
This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

Make certain YOU get the same top operating performance that has been achieved by KTBC-TV. Specify the finest television equipment you can buy—RCA! There's an RCA antenna-and-transmitter combination to meet your specific coverage and power needs. And remember, RCA antenna-transmitter combinations have been "proved-in" by TV stations "on-the-air."

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination. However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination, too.

Ask your RCA Broadcast Sales Representative to sit down and help you plan the most practical and economical equipment set up for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on-the-air... with the power you want. Call him today. Or write RCA Engineering Products Department, Camden, New Jersey.
IN THE SUMMER of 1949, when a midwest network TV sales department was on the planning boards of top CBS Television Network officials in Manhattan, a native New Yorker was persuaded to become a Chicagoan.

The results proved beneficial both for CBS Television and for George Arkedis, who put the network's midwest TV sales office on record with a fistful of sales.

It was probably inevitable that H. Leslie Atlase, vice president in charge of CBS Central Div., should install Mr. Arkedis as sales manager of WBBM-TV when this outlet came into being last spring with CBS' purchase of the old WBKB (TV).

And, once again, Mr. Arkedis moved in where other salesmen might have feared to tread—as a one-man sales force at the outset.

The transplanted New Yorker has rolled up an impressive record for the CBS o&o TV outlet.

Local TV selling is a little different from network selling, he admits. "You're closer to a sale and closer to a man's dollar," is the way he puts it.

Mr. Arkedis was born in New York on Sept. 26, 1913. He was graduated from Fordham U. with a bachelor of arts degree. His first job was with Kimball, Hubbard and Powell. He joined Morgan Richner & Co. in 1938.

Two years later, young Arkedis joined Pedlar & Ryan as assistant account executive on Procter & Gamble's Chipso. In 1941 he moved to Joseph Hershey McGillvra, radio station representative, a tenure that was interrupted by service in the Navy. He was mustered out as lieutenant commander in May 1946 and rejoined McGillvra.

In the summer of 1946, Mr. Arkedis joined WCBS New York, working for Arthur Hull Hayes and staying about two years. Then he shifted to CBS-TV Network sales in New York for a year and a half. Next came Chicago.

As manager of CBS TV network sales, he helped build many of the Garry Moore accounts and also induced Ekco Products and Jules Montenier to sign network TV pacts. Other business: SOS, Brown Shoes, Pillsbury, General Mills, Quaker Oats, Frigidaire, Household Finance.

As sales manager for WBBM-TV, he has sold General Foods, Shell Oil, Standard Oil, Men-nen's, Ward Bread and American Family. Ford Motor also took its first dip into local TV on WBBM-TV.

Mr. Arkedis married the former Sally Payne in 1946. They have two children, George Jr., 5, and Janie, 3. His hobby is golf.
Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market...gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

**KFYR**

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
Can you find
Are you ever unwittingly caught in a crowd... finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation." This means that serious thought is given to your individual needs... special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage... not now and then... but consistently, steadily, efficiently.

Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.

PAUL H. RAYMER COMPANY, INC.
RADIO AND TELEVISION STATION REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD
Radio-TV Support Cancer Drive

Broadcast support of the 1953 educational and fund raising campaign of American Cancer Society was well ahead of that of previous years, according to a preliminary analysis of ACS references on network radio and TV programs released by Walter King, director of radio and television for the health organization.

There were 360 radio network references this spring, compared to 346 in the spring of 1952, and 370 TV network references, up from 208 last year. Mr. King reported, a reference being anything from a "Fight Cancer" announcement to a complete program built around the campaign theme. These figures are incomplete even for network programs and do not include the many ACS plugs broadcast by individual stations, he pointed out, noting that cancer messages were integrated during the campaign month in the script services of World Langworth, and AP.

Manchester Trio Helps

Contributions for tornado victims of the Worcester, Mass., area were raised during a pooled broadcast June 20 by three Manchester, N. H., radio stations. WFEA WMUR and WKBR there joined forces to present the show. WTAG Worcester lent an assist when the Manchester broadcasters went to the disaster areas to record features for the show. Julie Blanks, WFEA home service director; Tom Power, WMUR news director, and Norm Bailey, WKBR program director, handled the show. That day was Worcester Relief Day in Manchester, and WFEA's George Christie arranged a baseball game between American Legion posts to benefit the relief fund.

WMNBW Benefits CPs in D. C.

PLEDGES totalling $117,379 to benefit United Cerebral Palsy organizations of the Washington, D. C., area were brought in June 20-21 by WMBW (TV)'s 14½-hour Celebrity Parade, according to Carleton D. Smith, vice president and general manager, NBC in Washington. Seventy-five per cent of the money collected will go to the local organizations with 25% donated to the national unit. An array of talent, including such stars as Jane Pickens, Ted Mack, Warren Hull, June Valli, Gabby Hayes, Bob and Ray, and a number of local personalities, appeared.

Raises $1,000 for Baseball

WMJM Cordele, Ga., raised $1,000 during a 7½-hour marathon to assist the Cordele Athletics, members of the Georgia-Florida Baseball League. The marathon included interviews with club officials, city officials, fans and players. WMJM broadcasts all the Cordele club's road games.

KXYZ Aid in Disaster

When 45,000 pounds of fireworks explosives accidentally exploded in Houston, killing four and injuring others, KXYZ that city had newsmen on the spot within minutes, with its short-wave mobile unit, to make remote broadcasts on coverage and public announcements to maintain order. KXYZ canceled all commercial schedules for three and a half hours to give continuous coverage. The station says it has received many messages of gratitude and commendation for this public service.

Page 22-D • June 29, 1953
NIELSEN PROVES
WBOK REACHES MORE HOMES
PER $ THAN ANY OTHER
NEW ORLEANS STATION!

Nielsen shows that WBOK penetrates 34 counties with a potential of 1,645,200 of which 537,400 are negroes. This vast market in the Gulf area is available to you at the lowest cost of any station in New Orleans.

Tested by the largest food accounts in America. Retested by the largest drug accounts. Proven successes in beverage, bread, milk and appliances... WBOK is the lowest cost purchase per dollar of sales and carries more national and regional advertising than all 6 other independent stations combined.

Along the Gulf Coast WBOK dominates the market that has the money to spend... the mass market... with annual family income from $5500 a year. You can reach this rich, active and easy to sell market quicker, more often and more effectively for less cost on WBOK.

Write, Wire or Phone

WBOK DIAL 800
NEW ORLEANS

AND THE OK GROUP CAN DO IT TOO!

Nobody... but nobody can reach more people or sell more goods in the gold coast of the Gulf Area than the Ok Group stations, WBOK, New Orleans, WXOK, Baton Rouge and KAOK Lake Charles at a lower cost per thousand.
On October 1, 1953...
The NBC Radio affiliate in the
nation’s 9th largest metropolitan market

KSD

THE ST. LOUIS POST-DISPATCH
RADIO STATION

550 on the dial...
joins the distinguished list of
leading Radio Stations

represented by

SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* Bomar Lowrance Associates
On October 1, 1953 . . .
the ONLY Television Station in the
nation's 9th largest metropolitan market

KSD TV

THE ST. LOUIS POST-DISPATCH
TELEVISION STATION

. . . 100,000 watts on Channel 5
joins the select list of
top market Television Stations

represented by

SPOT SALES
50 Rockefeller Plaza, New York 20, N. Y.
Chicago Washington Cleveland San Francisco
Los Angeles Charlotte Atlanta Bomar Lowrance Associates
End of Search for Researchers:

WJBO's Greater Baton Rouge Market

... $955,107,000 in effective buying income in 1952 for WJBO's coverage area.

(Source: Sales Management's Survey of Buying Power.)

Reap the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO

... that's what you like about the South

OPEN MIKE

Appreciative Author

EDITOR:

May I add a post script to B*T's excellent article on the Kraft Television Theatre [B*T, June 15] and it from a writer's viewpoint.

The cooperation, the respect, and the consideration a writer receives from the entire J. Walter Thompson Co. warms the creative cockles of any writer's heart. Too often the professional television writer has to contend with those individuals who think a rating is some sort of life force, and that dramatic art is an appendage to the commercial.

Mr. Ed Rice and company may not be unique in their treatment of a writer as a normal one-headed homo sapiens, but there are definitely them that do—and them that don't. A vote of thanks to the above gentlemen and those others who recognize television as being as much an art form as it is a display counter.

Rod Serling
Cincinnati

Disinterested

EDITOR:

On page 56 of your June 15 issue is an item regarding the protest of Gordon Allen to the TV grant to Eugene Television Inc. The statement as reported in your story is incorrect. Neither Mr. C. H. Fisher nor C. O. Fisher has ever held any sort of interest in KORE, and do not at present nor plan in the future to hold any interest in KORE. KORE and KUGN are under completely separate ownerships and are 100% competitive radio stations...

Lee Bishop, President
KORE Eugene, Ore.

ABC's in College

EDITOR:

Thank you very much for the copy of "The ABC of Radio and Television."

Congratulations to the writer and to your company for making such an excellent booklet available.

Henry Leff, Director Radio-TV
City College of San Francisco

Footnote

EDITOR:

... What with a typo ("CBS" instead of "CBC") at the bottom of page 56 [B*T, June 8] and no mention of what TV recordings were used by NBC and ABC or by what magic they were available at the time they were, the story [of the coronation coverage] isn't very complete.

The first of three Royal Air Force Canberras laid on by CBC left London at 12:36 GMT and arrived in Goose Bay at 17:45 GMT, making the flight of 2,425 miles in five hours and nine minutes. . .

CBC television recordings were to be flown to Montreal by the Royal Canadian Air Force using a CF-100 all-weather jet fighter. The CF-100 took off about three minutes after the Canberra landed—leaving Goose Bay at 2:06 p.m. EDT and making the 750-mile flight to Montreal in one hour and 25 minutes. . . The television recordings were flown from the airport to the Radio Canada building by helicopter, and the CBC-TV network began its coronation coverage at 4:14 p.m. EDT. These were the pictures seen in the United States on ABC and NBC, the latter network having joined CBC before 4 p.m. . .

The material that arrived on the first Can-berra was not "official BBC films." The pictures seen were television recordings of BBC coverage, made in London on CBC equipment by a crew of CBC technicians...

R. S. Bradley
Assistant to Director
Press and Information Services
Canadian Broadcasting Corp.
Toronto

Dig That Crazy Jock

EDITOR:

As the real cool disc jockeys say—"crazy, man, crazy." I refer to the picture and mention of the signing up of Roger Clark on WNON's All Night Show on page 94 of B*T, June 15.

Gee whiz, it isn't even the day I get a sponsor to buy 6 hours a night 7 nights a week. And look what happens when the sponsor gets his picture published, the WNON acct. exec., the sponsor's sales manager—but they clipped my smiling face...

Roger Clark
WNON Norfolk, Va.

[EDITOR'S NOTE: Plainly, B*T's picture editor is a square.]

Free Rides

EDITOR:

... Today Braniff Airways sent out their news room a press release calling attention to their 25th anniversary; in today's local newspaper they bought a half page ad calling attention to their birthday. No radio time was purchased.

Band leaders come to town. They want radio interviews; but do the promoters buy radio time? Hell no.

Record companies want you to spin their records. Many stations must pay for the records. Then the fool spinning the records gives free plugs by saying here is a "Decca," "RCA," "Capital" or what have you....

To me all this is ridiculous.

David M. Segal, Gen. Mgr.
KUDL Kansas City, Mo.

Target Missed

EDITOR:

When your good magazine makes an error, it's unusual. When you make an error twice on the same page, it's unique. When both of the errors concern us, it's downright unfair.

For the record, WDAK-TV will go on the air Oct. 1. We will be affiliated with NBC and represented by Headley-Read...

Allen M. Woodall, President
WDAM-AM-TV Columbus, Ga.

[EDITOR'S NOTE: Mr. Woodall refers to the omission of target date, network and representative affiliation for the station in B*T's June 15 list of TV station commencement target dates.]

Working Audience

EDITOR:

The carrier-current Radio Voice of Lackland is making a study of listening habits in offices and factories in an effort to determine the effect listening while you work has upon efficiency, absenteeism and office morale. We would be interested in hearing from other stations on results of any surveys on this topic, together with information on what type of programming seems to be the most effective.

A13c James W. Rassbach
Radio Voice of Lackland
Base Personnel Services
Lackland Air Force Base
San Antonio, Tex.

Broadcasting • Teletocasting
How Come?

PILOT

runs an ad for Hi-Fi Fidelity

Pilotuners and Amplifiers

without listing features!

Yes, listing of features on hi-fi equipment
is important. But — it would take a good four pages of fine
type to list all the outstanding features of these
superb PILOT instruments.

So may we suggest, — send
in the coupon below for our beautifully illustrated,
completely descriptive color folder. Read it in comfort, at your
leisure. Compare PILOTUNERS and AMPLIFIERS,
feature for feature, with any others on the market. See
PILOT's superiority for yourself. You'll be glad you did!

Write in today

PILOT RADIO CORP.

Dept 5-1, 37-06 36th St., Long Island City, N. Y.

Please send me your free folder describing

PILOTUNERS and Amplifiers.

NAME: ......................................................

ADDRESS: ...................................................

CITY: .................................................... STATE: ................

PILOT RADIO CORP., "The Standard of Excellence," LONG ISLAND CITY, N. Y.
IT IS conceivable that his book treating sociological conditions might have been published and he might have become somewhat of a John Steinbeck, thus depriving television of his industriousness.

As it turned out, Sterling (Red) Quinlan has no regrets. ABC apparently agrees. The network has appointed him general manager of WENR Chicago, its owned-and-operated radio outlet, and of WBKB (TV) Chicago.

In this dual capacity, Mr. Quinlan will have his work cut out for him. But if imagination and hard work are prime requisites for the job—not to mention varied background and experience—he comes to these posts (officially July 1) well fitted.

ABC has indicated that it wishes to enhance its Chicago facilities as a radio and television program production center. To Mr. Quinlan will fall a share of the responsibilities—mostly on the operating level—formerly held by John H. Norton Jr., who resigned as vice president in charge of the ABC Central Div.

Until recently, Mr. Quinlan had been WBKB program director, an appointment given him last May after the ABC-United Paramount Theatres Inc. merger. He came up through the ranks of the old Balaban & Katz WBKB when it operated on Ch. 4. (WBKB now operates on Ch. 7.)

Joins Newspapers at 13

"Red" Quinlan's experiences in life were many. Soon after the death of his father he worked on community newspapers, Column Index and the South End Reporter, when he was only 13.

At the age of 14, Mr. Quinlan convinced Ralph Atlass, then head of the old WJKS Gary, Ind. (now president-general manager of the successor WIND Chicago), he was the man to handle an amateur talent show.

Messes. Quinlan and Atlass parted company in 1935 when Mr. Quinlan got a migratory itch. With two other colleagues, the carrot-topped youth traveled westward on a series of trips during which he slept in freight cars and jotted down notes.

Even then he was a man with a purpose: Compiling information for a story on the devastating dust storms and the subsequent migration of families in the mid-'30s. Along about that time, John Steinbeck was working on his famous novel, The Grapes of Wrath.

In his travels Mr. Quinlan visited Los Angeles, San Francisco and other West Coast cities. The youth then met radio people of that time, including Carlton Morse, the script-writer, and Sid Stroiz, then NBC Chicago executive. Mr. Quinlan tried—but failed—to induce Mr. Morse to introduce a new character into his One Man's Family, based on young Quinlan's sociological observations.

Mr. Quinlan then returned East to New York where, if young Quinlan had taken the advice of his agent and condensed his work (from a prestigious three part book to one) and made other changes, his career as an author might have been launched.

The Quinlan writing efforts, however, were not for naught. The material later formed the basis for an NBC Red Network documentary series, titled The Open Road, and subtitled "The Adventures of a Modern Tom Sawyer." Young Quinlan wrote the scripts and played the leading role.

Later, in January 1936, Mr. Quinlan joined WTAM Cleveland as a staff announcer and continuity chief. The next three years he shuttled between Chicago and Hollywood, writing for such shows as Curtain Time, the Rudy Vallee Show, First Nighter and Silver Screen Theatre.

In November 1940, "Red" Quinlan began five years in the Navy as chief petty officer. It was perhaps inevitable that Mr. Quinlan should decide to make his home in Chicago from 1947 on through the years. Although a native of Maquoketa, Iowa, where he was born on October 23, 1916, he moved to Chicago's South Side at the age of seven. He attended Fenger High School (as well as other schools—Western Reserve U. in 1936-37, New York U. in 1945, and Roosevelt College).

Sterling Quinlan got his early TV grounding at the nation's pioneer TV outlet—B & K's WKB (TV)—in April 1947 at the time Capt. William C. Eddy began pioneering this station and leaving his own mark on Chicago TV. Mr. Quinlan worked on remote crews and other odd jobs around the WKB studio, moving to the engineering department and becoming assistant director, and then to the stage crew. In 1950 he was named publicity chief and finally director and program director in 1951.

When WENR-TV got the old WKB call letters in the ABC-UP TV merger and CBS bought B & K's WKB, Mr. Quinlan moved to ABC along with the nucleus of other B & K stalwarts. He became program director of WKBK for the second time last May 11.

Mr. Quinlan is vice president of the Chicago Television Council and was vice chairman of Chicago Unlimited. He has served as vice president of Sterling Television, a B & K subsidiary set up in 1947 to merchandise and distribute the multiscope television projector. "Red" Quinlan married the former Elizabeth Longton. They have a child, David, 7.

Young Quinlan—he'll be 37 next October—is a handball and table tennis enthusiast. He lives on Chicago's South Side.
This month CKLW is celebrating its twenty-first birthday and a fitting memorial to this one score and one milestone is the announcement that in the early months of 1954 you will enjoy CKLW-TV with Channel Nine.

The successes we’ve enjoyed over this short span of years are many. As a youngster we were powered by a 5,000 watt transmitter which was expanded in step with our continual progress to its present 50,000 watt strength.

The intervening years since 1932 have been a succession of successes—a challenge to serve equally the local listening regions of two nations in war, in peace, in good times and bad as “The Good Neighbor Station.”

Our many awards for outstanding public service and character of broadcasting are testimony to how well we’ve met our challenge.

All of this—and there’s much, much more—but today is one of our proudest. The announcement that soon we will be broadening our service to these great regions with the twentieth century wonder, television.

The knot is tied. Work is now in progress to bring you channel nine in the shortest possible time. We’re proud of the “marriage” and pledge that our family of broadcasting and televising will be consistent with the fine quality and meritorious service of the past that have made possible this great new step forward.

GuARDIAN BLDG. • DETROIT
Adam J. Young, Jr., Inc. • J. E. Campeau
National Representative • President
Mutual Broadcasting System
Another Reason Why WPTF is North Carolina's Number One Salesman

DREAM BOAT ........ JIMMY CAPPS!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

90 per cent of the night time college-high school audience in the WPTF market listen to a program called "Our Best To You." It's an atmosphere show as romantic as the fabled Carolina moon. Pilot for this record dream boat is Jimmy Capps. If your product is used by the under 35 year group, take a sales ride with Jimmy Capps. And don't be surprised if us oldsters buy, too. He is a proven purchase juvenator on the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

North Carolina's Number 1 Salesman

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 WATTS 680 KC
FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

Page 30 • June 29, 1953
COLOR TV IN YEAR?
RCA PUTS IT UP TO FCC
RCA-NBC's plans for color TV are outlined in last Thursday's RCA-NBC petition for rule-making proceedings looking towards approval of compatible color standards. Brig. Gen. Sarnoff, board chairman, emphasizes that RCA-NBC is ready to act quickly to get commercial color under way.

COLOR television, most spectacular of all advertising media, will become a new commercial art early in 1954 if FCC accepts the new RCA-NTSC (National Television System Committee) standards by autumn.

The color question was again dropped firmly and in elaborate detail, into the Commission's lap last week when RCA-NBC filed a petition asking rule-making proceedings leading to approval of compatible color standards for the RCA dot-sequential color TV system on a commercial basis.

As submitted, the RCA-NBC 697-page petition embraces the standards developed by NTSC, which has spent two years pouring industry brains into standardization of the compatible technique developed and demonstrated by the RCA-NBC staff. No existing TV sets will be rendered blind to the color transmissions, RCA-NBC emphasized.

Next to come (probably July 22) will be a petition by NTSC itself in which FCC will be asked to approve the color standards, according to Dr. W. R. G. Baker, General Electric Co., NTSC chairman (see NTSC story page 36). What then?

The answer depends on FCC, and on the steps to be taken by electronic manufacturers.

There's no surface sign now, but some elements in the manufacturing industry would much prefer to hold up color and focus on black-and-white sets as TV finally enters the full-scale expansion following FCC's unhawing of this medium. They would like, too, to solve all their uhf set problems before starting to design sets under the new color standards.

It's too soon to predict whether any individual manufacturer will try to throw legal hooks into the RCA-NBC color TV.

FCC Isn't Talking
FCC isn't talking at this time. At best, assuming everybody were happy about the RCA-NTSC petitions, FCC could slash red tape furiously and solve the whole thing in a month.

That would amaze even the most violent color advocates. More realistic is the optimistic hope of a decision in three or four months, with another month or more before final effective date of commercial color TV using compatible standards, according to those familiar with Commission procedures and attitudes [BT, June 12].

Complications, however, could ensue. CBS still is sure of the lone color TV system bearing FCC's official sanction. Other color systems could suddenly appear, though RCA-NBC point out they know of no such prospect. The CBS field sequential system has been haunted by the need of converting existing receivers if they are to receive CBS color pictures in black-and-white, a dilemma the RCA-NBC system has avoided via its technique.

If RCA-NBC are guilty of alleged attempts to stall off color TV, there's no indication to that effect in the enthusiastic petition filed Thursday. This four-pound book was delivered formally to the FCC in petition form, and to appropriate legislators and committees on Capitol Hill. Its contents, along with a statement by Brig. Gen. David Sarnoff, RCA-NBC board chairman, emphasize readiness to act quickly in an effort to get commercial color under way by this time next year.

Make Patents Available
RCA-NBC promise to make all patents and the knowledge gained by many years of costly ($25 million by the end of 1953) research available to the entire electronics and broadcasting field. Gen. Sarnoff said RCA-NBC stand ready to invest an additional $15 million during color TV's introductory year to establish the service on a solid foundation (see Gen. Sarnoff's statement page 34).

RCA-NBC promise to expedite production of color receivers and tri-color tubes, along with broadcast station equipment. First sets are expected to sell for $800-$1,000 but costs will come down rapidly under mass production and competitive influences.

Forty-one NBC affiliates have already agreed to start telecasting network-originated color programs promptly, the petition says (also see WHAM-TV story page 39).

Gen. Sarnoff hopes the 210 set makers and...
70 tube makers, as well as 190 TV stations now on the air, "will participate in the effort to take the color television 'baby' out of the cradle and teach it to walk."

The new standards permit development of individual receiver systems and leave room for future perfection of the color art.

GC has a test laboratory on Long Island where TV will be "revo-

lutionary in its effect upon communications."

He reminded that color "greatly enhances the beauty and attractiveness of objects and scenes."

It gives more information, increasing powers of memory and identification, he said, "a powerful aid to advertising."

Pilot Work in Spring

Pilot production of color sets can start next spring, according to Dr. C. B. Jolliffe, RCA vice president and technical director, if FCC approves the standards by the end of this summer.

Broadcast transmitting equipment, he promised, will be produced on a custom basis to enable broadcasters "to proceed with color television early in 1954." (See text of Dr. Jolliffe's statement page 36).

There's one point in the FCC's 1951 color criteria that worries RCA-NBC—the proposal that petitioners put a color signal on the air in Washington. RCA-NBC want to originate programs in color because, they contend, they're a suitable studio in Washington; net-

working a New York program to Washington and then putting it on the air involves facilities over which petitioners have no control; NBC-

Washington, he is busy remodeling its WNBW (TV) plant; NBC has New York studios fully equipped; WNBW (TV) New York is ready to transmit color; WPX (TV) New York is equipping its facilities for the system; RCA-

NBC has broken the compatible color barrier.

It has petitioned the FCC for approval of new standards, and is putting $15 million on the line to back up its claim of feasible, compatible color television, in keeping with the specifications of the National Television System Committee.

Thus, just two years after the great de-

bate over compatible versus incompatible color systems, Court action against the color issue again emerges. Two years ago CBS was the victor. But the exigencies of a defense economy, plus the unwillingness of the manufacturing industry to get behind an incompatible system while the black-and-white market was far from exhausted, blocked its flowering.

RCA-NBC makes a formidable presenta-

tion. It assumes the public that not a single black-and-white re-

ceiver will become obsolete—they will still receive the colorcasts in black-and-white.

But things won't happen overnight.

Implicit in the FCC regulations is the re-

quirement for rule-making procedure. First the FCC must examine the petition to as-

tertain whether it meets all of its criteria (RCA says it does). Then it must allow time for other parties in interest to come forward. What will CBS' position be? And that of DuMont? There appears little doubt that the NTSC will go along, since RCA worked diligently with the committee in the formulation of the compatible system.

Unlike the acrimonious situation of a few years ago, when CBS pressed for and won FCC approval, the manufacturing industry appears to be ready for the introduction of color. Color, at best, will be a gradual process, assuming FCC finds the NTSC standards acceptable.

There can be no doubt that the advertisers will want perfected color. Its potency can't be exaggerated. If black-and-white shook up the whole advertising art, color is destined to force revolution in the testing and adjust-

ment, manufacturing techniques will be ba-

sically the same as for black-and-white tele-

vision receivers.

He said the technical specifications allow for future improvement in the set and receiver without need for a change in stan-

dards and without making receivers obsolete.

RCA outlined its color programming plans and policies in the Thursday petition. Assum-

ing FCC approval of the signal specifications, the network first proposes an "introductory year" of experience and training for all engi-

neering and programming groups.

This would be done by producing present black-and-white television shows in color pre-

miering.

NBC would accomplish actual transition to a color broadcasting schedule within the black-

and-white service, gaining experience in such matters as time rates, telephone line charges, production charges, still photography, television policies and program control—all in an effort to insure continuing excellence of the black-and-white service during color shows inasmuch as all existing TV sets could get a monochrome picture under the compatible system.

A rough schedule of colorcasts has been pre-

pared for two New York studios. Colonial Theatre, that city, has been set up for broad-

casting. NBC's 3H Studio has been set aside for continued technical experiments.

Premieres Première Policy

NBC proposes to show what present TV sponsors and parties to begin scheduling of each colorcast. All the processes and personnel involved will be given experience during the introductory year. NBC prefers the premiere policy to a FCC requirement that it operate a minimum number of hours in color.

"If any such minimum hour policy were adopted," according to NBC, "not only would we restrict color experience by increasing the number of hours on the air to a fixed stand-

ard, and reducing the quality and variety of the entertainment offered, but we would be transmitting series which would serve neither the need in showing a range of color experi-

ment in all show types, all production tech-

niques, in all time periods; nor would it offer the public any inducement to become at-

tracted to color."

"Today our great stars are working in black-

and-white. Our best creative staffs are now working to do the best shows they can devise, using a large plant with many facilities which have been developed over a number of years of experimenting in color. The great color shows, or some of them, in color, or vari-

ations on these shows, as color programming techniques are learned, these shows will then be publicized for us to see in color."

NBC promises it will be "an attempt to create substantial commercial color programming itself on a regular basis" during the introd-

ictory year. This hinges on delivery and instal-

lation of color equipment already ordered and on complexity of the problems that develop.

The network has 20 color cameras and chas-

ts, with remote gear, on order. This is enough to broadcast from five additional studios, making "the great sound stage in Broo-

lyn that we purchased from Warner Brothers into a huge color studio, to equip or build new color studios in Hollywood, to equip theatres and studios in New York, depending on what we learn about color programming tech-

nology."

NBC posed this promise for the future: "The real possibilities of the great art of color pro-

duction have yet to be learned. We do not be-

lieve that we should too fast force this new audience to watch us experiment in program-

ming techniques in color. Under our plans, by the time the manufacturers have tooled up for mass distribution of color receivers, and a large audience watches our program-

ning work, we will have learned the program tech-

nology just as our engineers have learned the proper use of their new tools. Meanwhile, be-


dercast.
What Would Color Conversion Cost The Individual Station?

TELEVISION stations can adapt their transmitting equipment to carry network-originated programs at a cost of around $25,000 in the early days of the art, according to requirements listed in RCA's color TV petition filed at the FCC Thursday.

Adding three more types of service—slide camera and related gear, film pickup equipment and live pickup apparatus—the total cost of color TV gear was estimated at $187,850.

All these prices are based on present equipment designs and limited production. It was explained, with substantial price reductions "when commercial production designs are finalized and the production of color equipment is placed on a standardized basis."

The RCA-NBC petition explained that 41 NBC-TV affiliates already have signed a color TV supplement to their affiliation contracts agreeing to equip their stations to carry NBC color programs and receiving first refusal rights to color programs in their areas.

Cost 'Not So High'

Dr. C. B. Jolliffe, RCA vice president and technical director, said (see text of statement, page 36) the cost of station apparatus "is not so high as unduly to restrict the class of persons who can afford to operate a television station."

He added that the amount and total cost of equipment would depend on the kind and extent of local color program material the broadcast station elects to provide.

Dr. Jolliffe told B+T the detailed lists of equipment are "minimum amounts" and each station will want to determine its own special needs. It may have some of the items already, he said, adding that a network-only color station might want to include extra equipment listed in other types of service—a color bar generator, for example.

The RCA petition, in an appendix, lists in detail the kind and cost of equipment required for various types of color broadcast service. These services are described as follows:

Stage 1. Network Operation Only. In the early days of commercial television broadcasting, it is likely that most color programs will be originated in the studios of the major networks. The only steps that the owner of an existing television station must take to provide color service are the adjustment of his transmitter to radiate a color signal, and the provision of equipment to monitor the signal received from the network.

Stage 2. Provision for Slides. Still pictures in color may be produced at a local broadcast station by the addition of a color slide camera and the auxiliary equipment needed to produce a color signal in accordance with the transmission specifications.

Stage 3. Film Pickup. More intense local programming may be provided by the addition of color film scanning equipment. The auxiliary equipment needed to process the signals is the same as that already provided in Stage 2.

Stage 4. Live Pickup. Eventually, most broadcast stations will want to originate live programs in color from their own studios or from points of interest in their own communities. To do this, they will require live color cameras and microphone equipment, and distribution facilities to provide the programming flexibility provided in present day black and white studios. The amount of this equipment will vary widely from station to station based on individual requirements.

The equipment for Stage 1 (network only) service follows:

- Color pickup amplifiers, tricolor monitor, low-frequency phase equalizer, high-frequency phase equalizer, transmitter, conversion kit, $11,500. Miscellaneous standard power supplies, racks and hardware, $8,000.

The following recommended test equipment (depending on individual station requirements):

- Convergence dot generator, color monitor, color monitor, color monitor, color monitor, $12,000.

Deliveries of Stage 1 items expected to start in third quarter of 1954. Estimated cost of Stage 1 equipment, $24,400.

Equipment for Stage 2 (slides) follows:

- Color slide camera, color frequency standard, burst flag generator, modification kit for blanking bar pattern generator, $15,000. Color monitor, master monitor with auxiliary unit, additional test equipment for master monitors, $10,000. Standard stock items, including synchronizing generator, $11,000. Deliveries of Stage 2 (slides) equipment expected to start in third quarter of 1954. Total for stage 2, $40,000.

Equipment for Stage 3 (color film gear):

- 16mm film chain, color separator, color separator, color separator, color separator, $43,000. Standard stock items, including power supplies, distribution equipment, $12,000. Delivery of Stage 3 film equipment expected to start in second quarter of 1954. Total for Stage 3, $55,000.

Equipment for Stage 4 (live pickup in color) follows:

- 3-tube camera, viewfinder and hood, set of camera control equipment (circuits for control of image orthicon, color, shading, voice, etc. and video signals), master monitor with auxiliary unit, color separator, color separator, $29,000. Standard stock items, including set of standard TV lenses for camera, studio pedestal, tripod mounting for camera, color separator, studio camera shield, color separator, audio sets, circuit breakers, meters, etc., miscellaneous distribution equipment, $15,000. Deliveries of Stage 4 equipment expected to start in first quarter of 1954. Total for Stage 4, $44,000.

RCA described the four stages as "a logical pattern of growth for the majority of broadcast stations" but recognized some will want to start in a bigger way. It will accept orders for larger quantities of custom-made equipment when and will be prepared to change the system of color television broadcasting and distribution systems. Amount of test equipment depends on the individual physical layout, with some test equipment possibly duplicated if studio and transmitter are separated.

Color Affiliates

The list of NBC-TV affiliates signing the color TV supplement to their affiliation contracts follows:

- WPTZ-WPTZ-Plattsburgh, New York;
- WJAC-TV-Johnstown, Pennsylvania;
- WWJ-TV-Detroit, Michigan;
- WJTV-TV-Washington, D.C.;
- WATN-TV-Nashville, Tennessee;
- WICS-TV-Ste. Louis, Missouri;
- WJIM-TV-Moline, Illinois;
- WTTV-TV-Milwaukee, Wisconsin;
- KHTV-TV-Kansas City, Missouri;
- WTTN-TV-Des Moines, Iowa;
- KPTH-TV-Poughkeepsie, New York;
- WVTM-TV-Wilmington, North Carolina;
- WGBS-TV-Chicago, Illinois;
- WRGB-TV-Rutland, Vermont;
- WITB-TV-Baltimore, Maryland;
- WATF-TV-Atlanta, Georgia;
- WNTN-TV-Youngstown, Ohio;
- WPLR-TV-Waterbury, Connecticut;
- WAGS-TV-Wichita, Kansas;
- WABC-TV-New York, New York;
- WDDX-TV-Santa Monica, California;
- KFTV-TV-San Diego, California;
- WCLM-TV-Richmond, Virginia;
- WCMY-TV-Camden, New Jersey;
- WSB-TV-Atlanta, Georgia;
- WJTV-TV-Birmingham, Alabama;
- WYJU-TV-Indianapolis, Indiana;
- WOR-TV-New York, New York;
- WFTV-TV-Orlando, Florida;
- WTAZ-TV-Oklahoma City, Oklahoma;
- WOC-TV-Davenport, Iowa;
- KRTV-TV-Moline, Illinois;
- KWW-TV-Wichita, Kansas;

Today, we must view color as we viewed the art of entertainment and the presentation of reality, in color, will have progressed far, before we have seen our own color pictures on the set in the trade.
Johnson Delighted

LONG-TIME exhortor on behalf of quick action to bring color TV service to the nation, Edw. C. Johnson (D-Colo.), voiced delight at filing of the RCA-NBC petition calling for FCC approval of compatible standards. He is a member and former chairman of the Interstate & Foreign Commerce Committee. Johnson told BPT: "I am glad that color has reached this essential stage in its development. I look for steady progress from now on until the people are blessed with color television. I stand by my original prediction that color service will come to certain areas by July 1, 1954, and will spread quickly. "RCA and NTSC have done a marvelous job in producing a compatible system and deserve credit. I hope the day of dog-in-manger tactics within the industry will be relegated to the dim and distant past." (See Sen. Tobey's color comments, page 36).

Upper Adjacent Channel Interference—Color is somewhat more susceptible than monochrome (6-8 db) in the present tests. Transmitter attenuation in the adjacent channel is the determining factor to the extent that picture carrier attenuation for the adjacent picture carrier is sufficient. However, the ratio desired carrier to interfering carrier of -16 db for tolerable interference is well above the ratio of 9 db set by the FCC.

Random Noise—Color is only slightly more susceptible to random noise only about 1 db.

Sine Wave Interference—Color is more susceptible to sine wave interference only in the vicinity of the 1-2 db level. Multipath—Color is only slightly more susceptible—only about 1 db.

Impulse Noise—Color and monochrome are substantially equally susceptible.

A well-illustrated section describes fully the terminal equipment needed for the RCA color system.

An appendix lists broadcast station equipment requirements.

NBC's operating experience with the RCA color system is reviewed, including Washington field tests three years ago and subsequent New York tests. Following October, 1951 tests, equipment was modified to conform to proposed NTSC color field test specifications released Nov. 21, 1951. After "relatively simple circuit changes in the encoder unit and synchronizing generator counters," field tests were begun using NTSC specifications.

Looking toward uhf, NBC transmitted 160 hours of color programs and technical tests over its former uhf experimental transmitter at Bridgeport, Conn. These tests led to this prediction: "It is our belief that color broadcasts on uhf can be accomplished as successfully as on vhf and should present no particular problem.

Problems of networking color TV are dealt with. Having transmitted over the 4 mc bandwidth microwave relay circuits of AT&T, RCA set about squeezing its color information into the 5 mc bandwidth provided by coaxial cables. Pictures were difficult to distinguish from those carried by the wider microwave facility, it is explained, after the process had been developed.

RCA is convinced distance is not a serious problem in transmission of television signals from one city to another over AT&T microwave and coaxial cable facilities.

The RCA-NBC petition asks FCC to "institute rule-making proceedings with the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting."

Original black-and-white FCC standards adopted in 1941 "have made possible the miraculous growth and development" of present TV service, it is pointed out, and the Commission "should now take a similar stand in respect of adoption of standards for color television to encourage rapid growth of the service.

Signing the petition are John T. Cahill, Robert L. Werner, Ray B. Houston and Eugene E. Beyer Jr., attorneys.

The petition exhibits and appendices represent work by many persons in the RCA-NBC organization, it is stated.


The petition exhibits and appendices are 20 exhibits and 290 pages representing work by many persons in the RCA-NBC organization. The petition and exhibits are signed by 21 witnesses.

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Gen. Sarnoff's Statement on RCA-NBC Color TV Plans

OUR POSITION as a pioneer imposes upon us both the right and the responsibility to bring to the public, the reading public, the viewing public, the educational public, the scientific public, and the art public, the story of the early introduction and orderly development in the interests of the viewing public, our sponsors, and the independent stations affiliated with our network. We have a responsibility to invest as much as $15 million during color television's initial years to establish this new service on a solid foundation. This would be in addition to the $25 million RCA will have spent by the end of 1953 in pioneering research and development of compatible color television.

RCA and NBC risked $50 million in developing and introducing black-and-white television before getting a cent in return. We are now spending $40 million in creating this new industry of color television. This is an obvious expenditure. We believe it is essential to mass production in manufacturing and substantial broadcasting of color programs.

The new service provides for the achievement of our scientists and engineers into color programs on the air and color sets in the nation's homes. This calls for a broad-scale effort by the entire radio-television industry.

There are approximately 210 set manufacturers and 70 tube manufacturers in the radio-television industry, and approximately 190 television stations operating on the air. It is my great hope that all of them will participate in the effort to take the color television "baby" out of the cradle and teach it to walk.

RCA is following the same policy in introducing color as it did in black-and-white television, making the inventions, technical improvements, and educational efforts available to the entire industry. In addition, we will manufacture and sell component parts, including the color tube, to other manufacturers who will build and sell sets. Our approach, then, is to bring color to the public at a price they can afford, and to make it available for everyone to enjoy. It is our conviction that the viewing public, through its interest, enthusiasm and actual patronage, will make color television a success.

The radio-television industry can avail itself of the scientific and technical "know-how" that are the fruits of RCA's color television developments, without incurring the major capital risks. This means that it is economically practical for other members of this highly competitive industry to get into the color television field quickly.

I am confident that those members of the industry who help to advance color television in its early stages will be proud of the part they play in the development of this new service. Once black-and-white television was off to a good start some of those who feared "it wouldn't work" became color television's most enthusiastic supporters. We can expect the same thing to happen in the case of color television.

Like the tracks of a railroad, these standards provide color television with a gauge for a high-quality right-of-way. Like railroad cars, color television receivers can be changed and improved in the future, and still operate on the same standards or tracks.

Color television is a major step forward in the art and science of motion by radio. It will be revolutionary in its effect upon communications. Color greatly enhances the beauty and attractiveness of the scenes. It gives more information and interest to our programs, especially programs of news events, entertainment and education.
Petition of Radio Corporation of America and National Broadcasting Company, Inc.

1. Radio Corporation of America and National Broadcasting Company, Inc. (hereinafter referred to as "Petitioners") petition the Commission to institute rule-making proceedings for amendment of certain recent technical signal specifications annexed to the FCC's Findings in Broadcasting and Television, Vol. 36, Pt. 11, No. 11, 1941, and accordingly to amend the standards for color television programs and color television broadcasting, and to adopt new technical signal specifications as standards for color television broadcasting, which shall be incorporated into the FCC's Findings and which shall be self-contained and shall be mutually compatible with the technical signal specifications for black-and-white television programs and broadcasting.

2. Petitioners have developed the RCA color television system, which utilizes the standards proposed in this Petition. These standards have been approved by the NTSC. The proposed standards are compatible with the color television system and programs broadcast using the RCA system can be received in natural color in the United States and in high definition black and white on the more than 24,000,000 color television standards already in the hands of the American public without changing these black and white receivers or adding to their color apparatus.

3. The RCA color television system satisfies the requirement for a color television system which is self-contained and is compatible with the existing black-and-white television standards. As was the case with the introduction of black-and-white television, the FCC has recognized the public interest in a television system that will be compatible with the existing black-and-white television system and adopt new standards for color television broadcasting which will encourage rapid growth and development of color television as a service to the American public.

4. The high standards adopted by the Commission in 1941 for black-and-white television broadcasting are compatible with the minimum growth and development of the present black-and-white television service to the American public. Petitioners submit that the Commission should now take a similar stand in regard to adoption of standards for color television and adopt new standards for color television broadcasting which will encourage rapid growth and development of color television as a service to the American public.

5. The high standards adopted by the Commission in 1941 are based on twenty-one and a half million dollars in research and development work on and field testing of the RCA color television system and the proposed color standards. On the basis of the field testing of the RDF Model 90 color television receiver, it is believed that the public interest is best served by the public the advantage of color television and the advantages of the color television system.

6. For the reasons stated above, two tests the proposed color standards are self-contained and are compatible with the existing black-and-white television system and the proposed color standards. On the basis of the field testing of the RDF Model 90 color television receiver, it is believed that the public interest is best served by the public the advantage of color television and the advantages of the color television system.

7. The Petitioners have proposed color television programs and color television broadcasting which it will be possible to receive on color television equipment and color television programs which will be compatible with the existing black-and-white television programs and broadcasting. The Petitioners propose a color television program which will be broadcast on a frequency which is different from the frequency assigned to black-and-white television programs and broadcasting.

8. Petitioners believe that the present field sequential color television standards based upon an incompatible color television system are still subject to public interest. First, the public has been given 24,000,000 black and white television receivers now in the hands of the American public, representing an investment by the public of billions of dollars, would be "blind" to incompatible color broadcasts.

9. The Petitioners' color television program and color television broadcasting will encourage rapid growth and development of color television as a service to the American public.

VIEWERS ENJOY COLOR, OR FINDS

Survey of 671 non-industry persons who viewed RCA color programs during NBC tours in New York shows 85% think color TV is "much more enjoyable" than black-and-white. They liked quality, too.

COLOR television is more enjoyable than regular black-and-white, according to the virtually unanimous opinion of those interviewed in a survey conducted by Opinion Research Corp. last June 2-5. The survey was designed to obtain opinions regarding RCA color programs shown in the lounge of Center Theatre, New York.

The audience was composed of members of the public from NBC tours. Viewers filled out their own questionnaires after receiving instructions. The same program was presented three times a day for the four days. For 10 of the 12 tests, programs were transmitted from the theatre studio over a telephone circuit to the RCA Bldg. and then to a miniature transmitter in the theatre building, with this output fed by cable to color receivers.

For the remaining two tests the programs were transmitted on microwave relay and coaxial cable to a point near Washington and back to the miniature transmitter.

The 671 non-industry persons reported these findings in a survey of which is more enjoyable, color or black-and-white, much more much more enjoyable 85%; somewhat more much more enjoyable 13%.

Asked about over-all quality of the pictures, 70% said excellent, 37% very good, 11% good, near-fair, 2% only fair.

As to cleanness of detail, 46% said excellent, very good, 12%, good, 2% only fair.

Other findings:

Trueness-to-life of colors—Excellent 39%; very good 38%; good 13%; only fair 8%.

Variety of colors—Limited variety 19%; wide variety 69%; in between 15%.

Vividness of colors—Too vivid 38%; about right 73%; too weak 2%.

Over-all brightness of screen—Much too bright 2%; a little too bright 17%; just about right 76%; a little too dim 4%.

Quality of pictures in action scenes—Excellent 34%; very good 44%; good 18%; only fair 8%.

About one-fourth (3%) of non-industry audience, asked if they found anything wrong, said that there were some defects, but a major part of the group indicated the defects they noted interfered only a little with their enjoyment of the program.

Answering a question calling for other comments brought this result—favorable comments 81%; non-industry persons, 11% both favorable and unfavorable 4%. Among those who commented favorably, 25% thought color TV "wonderful."

Detailed tables showing the results of the survey do not show many marked differences in the attitudes of subgroups. These broad generalizations, with the warning they should be interpreted with caution in view of fact that differences are small, make it evident that these subgroups themselves are small, were made.

AGE—Persons over 40 were slightly more favorable than were those between 20 and 39. Those under 20 tended to be in an intermediate position.

TEST CONDITIONS—As a rule, persons who viewed the microwave relay showing tended to voice less favorably than did those who viewed the telephone relay showing. The reason here is that the reverse is true on the comparison of the enjoyment of color television with that of black and white. By and large, closed-circuit viewers were more favorable than those who saw telephone relay. Of the telephone relay showing, it is the case with most subgroup differences, however, differences in the attitudes of closed-circuit and network viewers are largely in the degree of favorable opinion expressed.

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RCA color television system or the proposed color standards.

(b) The transmitting facilities of Station WNBC Channel 4, New York, owned and operated by Petitioner National Broadcasting Company, located on the Empire State Building, New York, are equipped to broadcast RCA color television signals using the proposed color standards.

(c) The transmitting facilities of Station WPXJ, Channel 4, New York, owned and operated by WPXJ, Inc., and affiliated with the New York Daily News, with antenna located on the Empire State Building, New York, are now being equipped to broadcast RCA color television signals using the proposed color standards.

(d) Petitioners maintain a laboratory for color television tests in Astoria, Queens, New York City. There is a polyethylene cable connection between their New York color television studio facilities and their Astoria laboratory which is in use to make test signals available to color receivers in the laboratory when Petitioners' New York transmitter is pre-empted by commercial commitments and at other times. If at any time the Commission, or members of the Commission staff, should desire to test the RCA color television system and the proposed color standards both at the transmitting and receiving end of the Astoria laboratory, Petitioners would arrange to make available Telephone Company looped circuits across the Hudson River and into other cities, so that observers at Petitioners' Astoria laboratory would be able to test the RCA color television system and the proposed color standards both at the transmitting and receiving end.

(e) Petitioners offer to make their laboratory, studio, transmitter, test equipment and other facilities, freely available to the Commission and to members of the Commission staff for testing the RCA color television system and the proposed color standards.

1. In compliance with the Commission's Public Notice of July 16, Petitioners will file representative receiver apparatus to the Commission's laboratory in Astoria, Queens, New York, within thirty days. Petitioners request that the within Petition be granted and that the Commission take such action as is necessary to secure a representative receiver apparatus as provided above. Petitioners further request that the Commission publish for public comment a report of the practicality of color television "in six to eight months" rather than manufacture of color receivers on a production-line schedule.

Respectfully submitted,
John T. Cahill
Henry L. Werner
Ray E. Houston
Engene E. Beyor, Jr.
Attorneys for Petitioners

NTSC PLANS JULY ADOPTION PETITION

With paper work completed on standards, probably by July 21, petition can be filed next day.

PETITION calling on FCC to adopt its compatible color standard will be filed by National Television System Committee immediately after standards are finalized, probably July 21, according to Dr. W. R. G. Baker, General Electric Co., chairman of NTSC.

At meeting of an NTSC weekend Wednesday, Dr. Baker said the committee hopes to have its formal standards ready at that time. With paper work completed, the committee could file a petition the next day, he said. RCA-NBC and NTSC color TV standards are identical.

NTSC is understood to be planning a formal petition to the FCC, making it one of the originators of the case. At one time it was believed that NTSC that its petition would consist of comments on the RCA-NBC petition. Other manufacturers besides RCA are considering filing petitions with FCC in which adoption of the NTSC standards would be advocated.

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TOBEY PREDICTS COLOR TV SOON

Senate Commerce Committee chairman says RCA demonstration was "fine". He praises RCA's Sarnoff. Senator's assistant is even more encouraged.

SEN. CHARLES W. TOBEY (R-N. H.) last Thursday predicted "color will come [before the public] in six to eight months." Senator Sarnoff to B&T that he was "impressed" with the RCA demonstration of the National Television System Committee standards. The color television show was held Monday for members of the Senate Interstate & Foreign Commerce Committee and their wives at the Sheraton Park Hotel in Washington.

Lauds Sarnoff

It was presumed the Senator added the practicality of color transmission "in six to eight months" rather than manufacture of color receivers on a production-line schedule.

The Senator said the show (and the color) was "fine." After the demonstration, "fine." Senator reported. Sen. Sarnoff, chairman of the committee, gave an impromptu talk in which he highly commended Brig. Gen. David Sarnoff, RCA board chairman. The Senator credited Gen. Sarnoff for his hard work and genius in the industry and the role he has played in stimulating color TV research.

The show began at 1:30 p.m. and continued some 40 minutes. Among scenes were cabinet singers, magician employing brightly colored cloths in his tricks, and trained parakeets. The program was microwaved to Washington from New York. It emanated from the Colonial Theatre.

Sen. Tobey was the only member of the 15-man committee to attend. However, Senators' wives and administrative assistants were present. Also at the show were Robert D. L'Heureux, chief counsel, Edward Jarrett, clerk, and Robert Zapp, professional staff member (communications), all of the Senate committee.

L'Heureux Boosts Color

Mr. L'Heureux said color is "now more perfect than the black-and-white with which TV began." Color TV, he said, "should come out now" and "all the broadcast industry should unite on color; Mr. L'Heureux said the color shown was "very good" and as good as it was in Princeton which is only 45 miles away from New York. Previously the system was shown to the House Interstate & Foreign Commerce Committee, the FCC and newsmen at Princeton [B&T, May 25, April 20].

Color is ripe for commercial showing even if no "single improvement" is made, Mr. L'Heureux said. But, he noted, there will be improvements, lowering the cost of broadcasting and the cost of color TV sets.

Another observer said the demonstration "came through with flying colors." Senators' slim attendance at the showing was not because of any lack of interest, it was explained. A vote on the controls bill in the Senate tied up the legislators, preventing their attendance, it was said.

Statement by
Dr. C. B. Jolliffe,
Visc President,
Technical Director of RCA

RCA AND NBC have built, operated and tested the signal specifications contained in Exhibit 1. This system satisfies the criteria established by the Commission for a color television system.

The signal specifications used in the RCA color television system are the same as those approved by the Commission for the signal specifications contained in Exhibit 1, 1953.

The Commission has defined the criteria for color television systems, based on the signal specifications proposed for publication in the National Television System Committee on February 2, 1953.

The color television system is a complete color television system (Exhibits 4, 7, 10). Compatibility is of extreme importance. As the Commission stated in 1950: "The Critical Issue is the possibility of the color system being made compatible and operating within a 6-megacycle channel allocation structure."

The signal specifications contained in Exhibit 1 have been extensively field tested by RCA and NBC and they are suitable for adoption as standards.

RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting and to build sets that will receive these color programs. In addition, RCA and NBC have a nucleus of trained personnel ready to do all this.

If the Commission approves the proposed color television standards, NBC will commence broadcasting compatible color television programs and will offer these programs to the commercial sponsors and NBC affiliated stations throughout the United States.

RCA is already manufacturing prototype compatible color television receivers, tricolor tubes and studio equipment. If the Commission authorises standards for commercial color broadcasting, RCA will manufacture and sell this apparatus to the public, to broadcasters and to other manufacturers.

The color television system meets all of the criteria established by the Commission for a satisfactory color television system.

Criterion 1

The Commission's first criterion for a satisfactory color television system is: It must be capable of operating within a 6-megacycle channel allocation structure.

The signal specifications contained in Exhibit 1 are identical with those used for standard monochrome television except that a color subcarrier has been added. Measurements of interference between adjacent channels establish that the RCA color television system operates within the Commission's six-channel allocation structure (Exhibit 8).

There have been many hours of on-the-air color television transmissions, using the signal specifications contained in Exhibit 1, while standard monochrome television stations were broadcasting on adjacent channels. There are reports of interference on adjacent channels have received.
been received and no interference has been observed by trained observers (Exhibit 4).

Criteron 2

The Commission's second criterion for a satisfactory color television system is: It must provide a color television picture which has a high quality of color fidelity, has adequate apparent contrast, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly broad vertical structure.

It has been established by public reaction tests, theoretical analyses and engineering observations that the RCA color system produces a color picture which has a high quality of color fidelity (Exhibits 2, 4, 7).

Color fidelity in a color television system is now measured by the number of colors that can be distinguished by the eye. The objective is to produce in the mind of the viewer a pleasing and satisfying sensation. The test forward motion (Exhibit 2).

Engineering observations have resulted in favorable conclusions as to the color fidelity of the pictures produced by the RCA color television system (Exhibit 7). The viewers and test engineers receiving the same pictures as a result of normal viewing conditions, have been favorably impressed with the RCA color television system. In view of this favorable evidence, the RCA color television system achieves this objective (Exhibit 2).

Criteron 3

The Commission's third criterion for a satisfactory color television system is as follows: The color picture must be sufficiently bright to be observable in the normal range and so as to be capable of being viewed under non-home conditions without objectionable flicker.

It has been established by public reaction tests, theoretical analyses and engineering observations that the RCA color television pictures are sufficiently bright so as to permit an adequate contrast of being viewed under normal home conditions without objectionable flicker.

Flicker may be present in any cyclic process which depends upon the rapid presentation of a sequence of pictures for conveying the impression of continuity. The question is whether flicker is present and whether, at the repetition rates which have been tested, adequate brightness levels employed, the flicker is noticeable to, and objectionable to the particular viewing device.

As a practical matter, the RCA color television system is capable of being used in the normal home environment with field and frame rates and interlacing, which determine flicker, are the same in the RCA color television system as in standard monochrome television. As a result, flicker is no more of a problem in the RCA color system than it is in the standard monochrome system. Despite considerable increase in the design and development of this color television system, the stability of color television has been maintained at a high level.

Criteron 4

The Commission's fourth criterion for a satisfactory color television system is as follows: It must be capable of operating through receiver apparatus that is simple to operate in the home, does not require critical registration or color controls, and is cheap enough in price to be within the reach of the great mass of the American purchasing public.

In testing the RCA color television system, color receivers have been evaluated for thousands of hours (Exhibit 10). As part of all of these tests, the transmissions were viewed on RCA color television receivers (Exhibit 6). This has resulted in the high standards of performance of RCA color receivers.

The RCA color television system is capable of operating through receiver apparatus that is simple to operate in the home and does not require critical registration or color controls. The viewing characteristics of color receivers (Model No. 3A) are precisely the same as on standard monochrome receivers with the addition of one color control knob—chroma (Exhibit 8). The usual viewer complaints on monochrome receivers as compared with this color receiver are tabulated below.

<table>
<thead>
<tr>
<th>Viewer</th>
<th>Monochrome Color Viewer Controls</th>
<th>Color Television Receiver Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Select</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Fine Tuning</td>
<td>Yes</td>
<td>Same</td>
</tr>
<tr>
<td>Brightness</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sound</td>
<td>Yes</td>
<td>Same</td>
</tr>
<tr>
<td>Contrast</td>
<td>Yes</td>
<td>Same</td>
</tr>
<tr>
<td>Vertical Sync</td>
<td>Yes</td>
<td>Same</td>
</tr>
</tbody>
</table>

Thus, the only new viewer control on this color receiver is the chroma knob. This control is not critical and is simple to operate in that it is readily turned from left to right. At the extreme left position (Exhibit 8), the knob is turned to the right, the color is most saturated. At the extreme right position, the knob is turned to the left, the color is most unsaturated. The viewers differ as to the degree of color saturation. They develop their own personal liking to adjust this knob to the desired degree of color saturation. Accordingly, this personal wont of all of these have been equipped with knobs.

Work of development is now nearing completion on the RCA color television receiver identified as Model No. 4 and described in Exhibit 6. This model approximately duplicates the basic design of the Model No. 3 receiver, and would be put into production if the Commission were to order the model in any appreciable quantity. In Model No. 4, with recent trends in design of black and white receivers, several customer and service controls have been relocated under the control cover and for external use. These controls are simple and are to the taste of many home viewers.

In a production model the service controls would be superfluous as they would normally not be used by the viewer. The color hue control and color controls, which are usually used in a production model under the control cover as a viewer control, experience has shown this may be eliminated without impairing a viewer to make minor adjustments in the appearance of the picture according to personal liking. Thus, in this receiver the viewer control has both chroma and hue of the picture. These are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers. They are simple and are to the taste of many home viewers.
COLOR TV IN YEAR? RCA PUTS IT UP TO FCC

terms of 1953 dollars would be approximately $1,650.

Another comparison can be made with the first color television receiver using a 16-inch kinescope introduced by RCA on January 1, 1949. The average price of this model, adjusted to 1953 dollar levels in accordance with the Bureau of Labor Statistics 'Consumer Price Index' for the 17-inch color television console receiver is $270, less than one-third the price of the model described above.

A major item in the price of a color television receiver is the tricolor kinescope (Exhibit 1). Since that time, the cost of this device has increased relatively small quantities in which the tricolor tube will be produced initially, the tube will see the price of color television receivers between $175 and $200. The design characteristics of such a tube have not been finally determined; consequently, a price for such a tube can not be definitely established at this time.

The cost of any kinescope is a complex function of cost of material, labor, automatic machinery involved in its production and other factors. The number of tubes produced has a major effect on the price of any type of vacuum tube.

The price and size history of black and white kinescopes will be followed in color kinescopes, as produced and sizes of kinescopes of increased size or quality increased as production is attained by manufacturers of kinescopes.

The effect of quantity production on the price of kinescopes is shown by the manufacturing of the 16-inch round kinescope, which increased in '17-inch' kinescope.' The first 16-inch round kinescopes were manufactured in quantities of approximately 200,000 tubes of this type in 1949. At the end of 1949, a new type of 16-inch round kinescope, circular in cross-section, was introduced. The price then was approximately two-thirds of the original price. In 1950, RCA produced about 1,200,000 of tubes of this type. During that year the price was reduced to approximately one-third of the original price.

The price of the newer 17-inch rectangular tube at the end of 1951 was approximately one-third the original price of the 16-inch round tube.

RCA has built millions of monochrome receivers and millions of tubes of different design and mechanical design experience in manufacturing techniques and the design and use of automatic production machinery. The price of color kinescopes with respect to tricolor kinescopes and color television receivers are realizable and that reduction of the cost of tricolor receiver to a color television receiver to be manufactured on a mass production basis, experience and competition will inevitably result in bringing about substantial reductions in the price of color receivers (Exhibits 6, 9).

As to the future trend of color receiver prices, Dr. Elmer W. Engstrom, Vice President in Charge of the RCA Laboratories Division of RCA, who testifies concerning the difference between the cost of a black and white television set. In testimony on March 24, 1953, before the Commission, the state and Foreign Commerce of the House of Representatives, says:

I indicated during the (FCC color) hearings that I thought that when we got into mass operations of color television that we could expect that a color set would cost approximately 50 per cent more than a black and white set and that we would also reduce the size of the set along and might some day get as close as not many years. I cannot look at the possibility of them being the same, because one must do more in order to have color.

In this discussion of kinescope prices, no attempt was made to follow the Bureau of Labor Statistics 'Consumer Price Index' for the 16-inch round kinescope with the 1953 data. A transcript of the Hearings on Color Television before the Committee on Interstate and Foreign Commerce, House of Representatives, March 24, 1953, p. 81.

I agree with Dr. Engstrom's estimate.

**Criterion 5**

The Commission's fifth criterion for a satisfactory color television system is as follows:

It is not an advantage to have an apparatus at the station that is technically within the competence of the type of personnel hired by a station owner who does not have in his employ adequate personnel for guarding against loss of color and the costs of purchase, operation, and maintenance of such equipment must not be such as to prohibit the class of persons who can afford to operate a television station.

Extended experience in testing and transmitting color television has demonstrated that the RCA color television system is capable of operation when technical personnel that is technically within the competence of the type of personnel hired by a station owner who does not have in his employ adequate personnel for guarding against loss of color and the costs of purchase, operation, and maintenance of such equipment must not be such as to prohibit the class of persons who can afford to operate a television station.

The operation of color television studio equipment is more complicated than the operation of black and white television equipment and the amounts and the total cost of such equipment will require more information. Extensive testing of the RCA color television system has been carried on in the NBC studios by technical personnel recruited from monochrome operations and by engineers trained in color television during the period of the development of the color television system (Exhibits 2, 9).

It is the practice of the station owner to select his personnel training and experience so that the ratio of desired carrier to interfering carrier is substantially higher than the ratio set by the Commission's allocation structure. With regard to random noise, color is only slightly more susceptible than monochrome.

The amount of color television set production is less than for monochrome television and the cost of capital and labor, successfully adapted to the operation of television equipment. The cost of purchasing station apparatus for the color television system is so high as to unreasonably restrict the class of persons who can afford to operate a television station.

A television station is required to equip studio in color to broadcast network color programs. The station can take color programs for its own use, but it will be necessary, but the situation is like that which existed in the days of monochrome television when technical personnel, previously trained for sound broadcasting, succeeded to the operation of television equipment.

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The station operator may expand his operations to include color program production, color equipment and color cameras if he desires to provide programs from local sources. The amount of such equipment will depend on the kind and extent of local color program material the broadcasting station owner desires to produce. There are several steps that may be taken by a typical station owner in equipping his station for color (Exhibit 10).

The present prices are preliminary estimates based on existing conditions, present equipment and production cost data. Provided that other conditions remain the same, it is anticipated that further reductions will be made when commercial product designs are finalized and the production cost of color equipment increases.

The extensive testing of the RCA color television system by NBC shows that the cost of operating and maintaining station apparatus for the RCA color television system is not so high as to unreasonably restrict the class of persons who can afford to operate a television station.

At the transmitter no additional personnel is required for upper grade maintenance. Also, the transmission of slides and motion pictures requires no additional technical personnel.

The operation of television studio equipment for originating live programs, whether monochrome or color, depends on a great extent upon the nature and amount of the program material being televised. NBC's extensive color broadcast network during the past 24 months has shown that the stations, to the owners who wishes to originate live color television shows, the normal technical crew for color television is made up primarily of television operators and assistants. This number of technical personnel as are assigned to a monochrome operation, except perhaps for the video color camera operator (Exhibit 10). In monochrome television the color technician usually handles two or three television cameras. However, in the present state of development activities in color television, NBC has found it expedient to assign a monochrome technician to each color television camera, due primarily to the unexpected complications which are expected that future developments will bring about. A modification of this practice (Exhibit 10).

The additional cost of equipment used for a studio plant is more complicated than the comparable cost of equipment added to the fact that color television requires additional components. The complications in any electronic equipment is usually a function of the amount of information being transmitted and considerably more information is transmuted in color television than in monochrome systems.

The costs of maintenance and other costs associated with broadcasting live programs using the RCA color television system will not unreasonably restrict the class of persons who can afford to operate a television station (Exhibit 10). If it is the practice of the station owner to select his personnel training and experience so that the ratio of desired carrier to interfering carrier is substantially higher than the ratio set by the Commission's allocation structure. With regard to random noise, color is only slightly more susceptible than monochrome.

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system shows that the RCA color television system operating on the basis of the signal specifications contained in Exhibit 8, fully satisfies in all respects the criteria set by the Commission. Further, the RCA color television system has been satisfactorily field tested (Exhibits 2, 4, 7, 8, 10, 11).

Signal Specifications Proposed as Standards

The color television signal specifications which RCA has proposed and with which the Commission has cooperated to adopt as standards for commercial color television broadcasting are identical with those previously approved by the National Television System Committee (Exhibit 1).

RCA engineers and scientists have worked with the NTSC in developing the recommended technical signal specifications and in the technical signal specifications. RCA has furnished many color television transmission and the use of their facilities for NBC's television signal specifications (Exhibit 10). RCA has cooperated with the NTSC and furnished information obtained in their research and field testing to the NTSC.

Future Developments

RCA and NBC believe that in an industry as dynamic as the television industry, any set of signal specifications adopted as standards for color television should be so constituted that future improvements in equipment may be incorporated without unduly burdening the specified performance. The proposed technical signal specifications make provisions for such future improvements, setting sufficiently high standards and not limiting the standards to the capabilities of existing equipment. Research and development in the future can result in better equipment at both transmitter and receiver giving better performance and a greater picture quality. RCA has a change in standards or obsoleting receiver tubes in the near future. For example, RCA has under development, and has already demonstrated, tricolor kinescopes having greatly increased brightness. As such tubes are developed to the point of commercial practicality, they can be incorporated in the RCA color television system without necessitating any change in the proposed standards.

RCA has also developed and demonstrated a single tricolor camera tube. This camera tube is being further tested and when it reaches the commercial stage, it likewise can be incorporated in the RCA color television system with no change in the proposed standards.

Work is also in progress on developing larger picture tubes and improved projection methods. Both of these can result in improved picture quality. New camera tubes, having improved characteristics, can also be made available. These can be incorporated in the RCA color television system without any change in the proposed standards.

Color Telecasting Plans

Up on adoption by the Commission of the signal specifications in Exhibit 8, these standards for commercial color television broadcasting, RCA would put into effect the plans and policies contained in Exhibit 8. NBC would commence broadcasting compatible color television programs and would offer such programs to commercial sponsors and NBC affiliated stations throughout the United States.

NBC has already equipped two studios for color television (Exhibit 10). Demonstrations have shown that these existing studios permit the production of color television programs comparable to monochrome programs (Exhibits 2, 10).

NBC has ordered additional color television studio equipment. When such equipment is delivered and if the proposed standards have been authorized for color television broadcasting on a commercial basis, NBC will expand its studio operations and increase color programming.

RCA's Manufacturing Plans

RCA has established a pilot plant for the production of RCA tricolor kinescopes within its tube plant at Lancaster, Pennsylvania (Exhibit 6). Within a few months, this pilot operation can attain a production rate of 2,000 tubes per month.

In response to demand for more tricolor kinescopes than can be produced in the pilot production unit, operations can be expanded into existing black and white kinescope production facilities with suitable modification of such facilities and the addition of the specialized items needed for tricolor kinescope production (Exhibit 6).

If the signal specifications contained in Exhibit 8 are approved by the Commission as standards for commercial color television broadcasting, RCA will take steps immediately to institute developmental color television programs similar in basic respects to the latest model receiver described in Exhibit 6. The final production model may or may not be for both hf and vhf reception. Factories being used for producing RCA color television receivers are available and necessary test equipment has been determined. Manufacturing personnel have examined the engineering staffs of model RCA color television receivers and agree that no unusual manufacturing problems are involved. While a substantially increased number of component parts are required, the RCA color television receiver, as compared with a black and white receiver, and circuits require a greater degree of testing and adjustment. Nevertheless, RCA believes that this will be basically the same as for black and white television receivers.

If the Commission approves the proposed standards by the end of the Summer of 1953, engineering schedules will be prepared for engineering sign-off on a production model in the Fall of 1953. It is estimated that, on this schedule, pilot production of color receivers could start before the Spring of 1954 (Exhibit 6).

If the Commission approves the proposed standards by the end of the Summer of 1953, RCA would plan for the production of substantial quantities of color television receivers during 1954.

RCA plans to produce and offer for sale the RCA color television equipment when in commercial production. In order to facilitate the introduction of commercial color television broadcasting, RCA's initial plans are to produce appropriate broadcast equipment on a custom basis.

This would enable RCA to participate in color television early in 1954. Meanwhile, RCA will continue its development and design activities leading toward a regular commercial production program (Exhibit 9).

It is expected that color television will conform to the general pattern of the introduction of new products or developments in the electronics field. Developmental that result in better equipment take place continuously as commercial equipment is designed, built and used by the broadcast-engineers will use new tools of doing things are devised and incorporated in new equipment as it is produced. Rapid progress in improving manufacturing techniques after production is commenced, mounting production volume, and subsequent engineering development, will all combine to reduce cost and increase production.

The natural forces of American enterprise and competition result in better service at less cost in any product. Color television will be no exception. The sooner the actual production can be made, the sooner the factors of mass production and experience will assert themselves, resulting in better color television equipment at lower prices.

WHAM-AM-TV Stay NBC; Color TV Contract Signed CONFIDENCE is tendered NBC Thursday by WHAM-AM-TV Rochester, N. Y., the Stromberg-Carlson Co. & 0 stations.

WHAM-TV announced signing of a color TV supplement affiliation with the network. At the same time, William Fay, the station's vice president and general manager, confirmed that both the AM and TV outlets are continuing their NBC affiliation.

Mr. Fay lauded NBC's compatible color system and said once standards are FCC-approved the station will "lead in bringing color programs to the people of the Rochester area."

On the stations' affiliation, he said: "Because of rumors in the trade concerning possible change in our stations' network affiliation, we want to set the record straight by announcing publicly that we are remaining with NBC."

He said WHAM has been affiliated with NBC for 26 years and the TV station has been a basic affiliate since 1949. The affiliation, he said, has been regarded as "one of our most valued assets."

NBC programs with WHAM-AM-TV's own "have gained in position of leadership in Rochester," he added.

NBC's vice president in charge of station relations, Harry Bannister, lauding the decision, noted the Rochester outlets are broadcasting pioneers. He said: "Pioneers have a habit of sticking together in blazing new trails of progress and NBC's association with both stations has been mutually productive."

June 29, 1953 • Page 39
NEWSCASTS BUYS OF SEVEN FIRMS
REFLECT POPULARITY OF RADIO NEWS

Confidence in radio generally, and in radio news particularly, is reflected as more advertisers sign for radio newscasts. Many buy a quarter hour or more daily on 50 to 100 or more stations.

THE CONTINUING popularity of radio news programs—with both the advertiser and the public—was brought into dramatic focus last week by the actions of three such diverse sponsors as Chevrolet, the CIO and Armstrong Rubber Co., each of whom has settled on that type of show for the summer.

Four other national advertisers who continue to assert confidence in the radio newscast are Mennen, Esso, Shell and Murine. Currently the CIO is negotiating with ABC for a five-a-week, quarter-hour news show in the 6:15 p.m. time and with NBC for the 10:30 p.m. period on a more than 100-station hookup. It was understood that ABC probably would get the time slot. The CIO is presenting the program as a public service feature and the placement is being handled by Reggie Scheubel, of Wynn & Scheubel, New York, radio and TV consultants for the Henry Kaufman Agency in Washington.

Chevrolet and Chevrolet Dealers have contracted for what was said to be the largest concentrated block of time ever purchased by a single advertiser, a total of 24 five-minute newscasts each weekend, beginning Saturday and continuing Saturday and Sunday thereafter over 364 ABC stations. These 24 special weekend teletcasts—12 in behalf of the dealers and an equal number for the manufacturer—will be handled by various members of the ABC news staff.

Total ABC News

For ABC this means that an overall total of 16 hours and 35 minutes of radio news reporting and commentary will be heard on that network each week.

The Chevrolet transaction was handled through Camelot—Detroit.

Armstrong Rubber Co. has taken over for 13 summer weeks the list of regional quarter-hour news programs previously sponsored by Peter Paul Candy for Mounds. The contract runs from June 1 to August in above 100 markets. In September Peter Paul resumes the newscasts and uses more than 100 markets for national coverage. Most programs are placed in top early-morning segments to appeal to an adult audience.

Maxon Inc., New York, is the agency.

Meanwhile, Mennen's men's products, Morris-town, N. J., one of the veteran news sponsors, is continuing to cover more than 100 markets with five, ten and fifteen-minute radio newscasts, a schedule originally placed, incidentally, by Miss Scheubel, who is negotiating this week's bid by the CIO for entry into the radio news field. Kenyon & Eckhardt, New York, now handles the account.

Esso Standard Oil Co. has been sponsoring news programs since 1935. At that time it started out with a 14-market lineup.

Today the advertiser places its Esso Reporter on 35 radio stations with 52-week contracts. The pattern followed in most markets is to use the five-minute news show from three to four times a day hitting at breakfast, lunch and dinner listentship. Marschall & Pratt, New York, is the agency.

Shell Oil Co. New York, another veteran in news sponsorship for more than a decade, currently is in 50 markets with five, ten and 15-minute programs. Contracts for 52 weeks are placed through J. Walter Thompson Co., New York.

Murine Co., through Foote, Cone & Belding, Chicago, also uses newscasts on a spot basis to promote its products.

The Murine Co., Chicago, also sponsors news programs. It picks up the tab for seven out of 13 weeks of the Gabriel Heater show on the full Mutual network, 7:30-45 p.m. EDT, and for six of the 13 weekly John Vandervanter and the News programs on the same network, Sundays, 1:15 p.m. The Heater-Murine sponsorship is rotated on different days each week.

Both contracts are for 13 weeks and were placed through BBDO.

Enfield Suit Filed in L. A.

WOULD SET ASIDE JUDGMENT

SUIT to set aside a judgment entered in Federal Court seven years ago in an unsuccessful $100,000 copyright infringement case, was filed in Los Angeles June 15 by Charles T. Lester, administrator for the estate of the late Harold Hugh Enfield, movie-radio actor, known professionally as Craig Reynolds.

As defendants are NBC, Philip Morris & Co., The Blow Co. and Underwriters at Lloyds, London.

Equity action, filed through attorney Jesse A. Levinson, charges that Mr. Enfield, who died in 1949, did not receive "a fair, just and equitable" settlement when his estate was paid $1,132 in 1946 because of alleged "pressure and undue influence" exerted on the late Federal Judge J. F. T. O'Connor by motion picture executive Louis B. Mayer on behalf of Ginny Simms, then star of NBC's Talent Theatre.

Mr. Enfield had contended that the network program was taken from his "Veteran's Cartoon" show.

MCCARTHY RETIRES FROM R&R

CAL J. McCARTHY retires from active management of Ruthrauff & Ryan, effective July 1, after 31 years with the agency where he served as senior vice president, treasurer and director.

He will continue in a consulting capacity. Mr. McCarthy will devote a good part of his time during the next six months to the launching and promotion of a new line of products of Calmac Inc., which he recently organized.

DIRECT MAIL USE UP

AMERICAN business used $419,578,903 worth of direct mail advertising during the first four months of 1953, up 6.3% from the same period of last year, according to an estimate made by the Direct Mail Advertising Assn. For April, DMAA reports the estimated dollar volume as $105,653,499, a gain of nearly 8% over April 1952.

WAGEMAN IDENTIFICATION

MURIEL WAGEMAN, head of Muriel Wage- man Adv., Chicago, was incorrectly identified as timebuyer for another agency in a picture showing agency representatives being shown Catalina Island by John Poole, KBIG Avalon owner [B+T, June 8].

Timebuyers Strike Oil

RADIO and television timebuyers received their first dividends on gift shares of oil well stock last night: Checks amounting to $2.13 each. The shareholders were originally given the oil certificates as a Christmas gift by North Dakota Broadcasting Co. (stations KSJB Jamestown, KCIJ and KCJIB-TV Minot).

To mark the occasion, John W. Boler, president of the stations, also invited the shareholders to attend a cocktail meeting to hear his "State of the Oil" message at the Gotham Hotel in New York. The invitation urged recipients to "polish up the Cadillacs, all you oil tycoons, and attend the big meeting.

Stations are represented by Weed-TV Inc.
COSMETIC FIRMS BUY SUMMER SHOWS

Hot-weather television network campaigns are put in motion by Hazel Bishop, Revlon and Toni. Bishop switches network spots for two of its programs in a move designed to increase audiences for both.

MANUFACTURERS of beauty preparations are plunging into summer replacement time in network television, with Hazel Bishop Inc., Revlon Products Corp., and Toni Co. all carrying hot-weather campaigns.

Toni Co. has bought another half-hour audience participation show, Place the Face, which will be seen on NBC-TV for eight weeks starting July 2 in the Thursday, 8:30-9 p.m. period normally occupied by Borden Co.'s Treasury Men in Action. The Borden show returns in the fall. Leo Burnett Co., Chicago, is the agency for Toni.

Hazel Bishop continues sponsorship of This Is Your Life on NBC-TV (Wednesday, 10-10:30 p.m.) and additionally has added Candid Camera on the same network (Tuesday, 9:30-10 p.m.) for the summer. The firm also alternates with Toni Co. on sponsorship of Blind Date on DuMont in the Tuesday 8-8:30 period.

The Bishop firm meanwhile is launching this week a switch of its NBC-TV shows, putting Candid Camera into the spot now occupied by This Is Your Life, and vice versa. Purpose of the move is to increase audience of both. Raymond Spector Co., New York, agency for Hazel Bishop, indicated belief that this in one of the first such exchanges in TV. In the fall, Life will return to its regular spot and Camera, if continued beyond the hot-weather period, presumably will move to a new time period.

Revlon last week started Revlon Mirror Theatre on NBC-TV (Tues., 8-8:30 p.m.) in one of the periods normally filled by the Milton Berle show, now in hiatus until fall. Revlon also has signed for a new dramatic show to start in the fall on CBS-TV, in the Sunday 10:30-11 p.m. period. William Weintraub, New York, is the agency for Revlon.

NEW BUSINESS

Edison Chemical Co., Chicago (Dermassage), signed to sponsor Tues. and Thurs. broadcasts of Edward R. Morrow News on 22 CPRN stations, 5-5:15 p.m. PDT, for 26 weeks, from June 30. Agency: Critefield & Co., Chicago.

Reardon Co. (paints) buys three weekly spot appearances on NBC-TV’s Today Mon.-Fri., 7-9 a.m. EDT, for four weeks starting Sept. 8. Agency: Kruipnek & Assoc., St. Louis.

Sterling Drug Inc. renews sponsorship of My True Story on full NBC network, Mon.-Fri., 10-10:25 a.m. EDT, effective July 6 for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

The Greyhound Lines will again be among the sponsors of Omnibus when it is resumed Oct. 4 over CBS, for entire 26-week season. Agency: Beaumont & Hohman Inc., Chicago.


General Mills Inc., Minneapolis (Red Band flour), renews Joe Emerson’s Hyena Time over ABC radio, Mon., Fri., 3-3:15 p.m. EDT, for 52 weeks. Agency: Knox Reeves Adv., Minneapolis.

Toni Co., Chicago, sponsoring Tues. and Thurs. segments of Turn to a Friend program, ABC Radio, Mon.-Fri., 11:55 a.m.-12:25 p.m., EDT, effective last Tues. Agency: Weiss & Geller, Chicago.

James Lees & Son Co. (rugs and carpets), renews sponsorship of quarter-hour segment of NBC-TV’s Kate Smith Show for fall, effective Sept. 7. Lees sponsors 3:30-4:30 p.m. portion of 3-4 p.m. strip. Agency: D’Arcy Adv., N. Y.

Carter Products, N. Y., will sponsor Anyone Can Win, Procter Television Enterprises package, effective July 14, Tues., 9-9:30 p.m., alternate weeks on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

AGENCY APPOINTMENTS


Skinner & Eddy Corp., Seattle (Icy Point Salmon), appoints Paris & Peart, N. Y. Radio and TV will be used.

Angelique Inc., Wilton, Conn. (Black Satin, White Satin and Gold Satin Perfumes and Toilettries), Scrabble Enterprises (promoters of new word game, Scrabble), and Production & Marketing Corp. appoint Platt, Zachary & Sutton Inc., N. Y.

Maxie Co., Needham Heights, Mass., appoints Ingalls-Miniter Co., Boston. Radio will be used.

Silverhill Corp., Riverside, Calif., appoints Adrian Bauer, Phila. Kenneth A. Syfrit is account executive.


Dennis Mitchell Industries, juvenile furniture, appoints Aitkin-Kynett, Phila.

Cole of California, L.A. (swim suits and beach wear), appoints Young & Rubicam Inc., that city.


U. S. Waterproofing Corp. appoints The Get schul Co., N. Y.


Allied Plastics Corp., Phila. (Daycor), appoints Gray & Rogers, that city.


Tesco Antennas appoints Conti Adv. Agency Inc., N. Y.

“March of Freedom” Campaign, headed by Sen. Frank Carlson (R-Kans.), appoints Jaeger & Jensen Inc., Chicago. Radio and TV will be used.

RADIO NEWSREEL

TYING up his own contract for Follow the Leader on WICC Bridgeport is William J. Leother (l), pres., Pepsi Cola Bottling of Fairfield. Stan Edwards, WICC acct. exec., observes.

CELEBRATING 45th birthday of Bob De Haven (c), m.c. of a morning show on WCCO Minneapolis-St. Paul, are Larry Hoeg (l), WCCO gen. mgr., Mr. De Haven and Bayard Buckmaster, Our Own Hardware Co., sponsor.

YEAR’s contract for 17 news and sports programs a week on WTAM Cleveland by Texas Co. is signed by (l to r): Seated, Hamilton Shea, WTAM gen. mgr., and Donald W. Steward, adv. mgr., Texas Co.; standing, William Dix, WTAM sls. mgr. and Jerry Johnson, acct. exec., Kudner Agency, New York.

FOURTH year of advertising on Tom McCarthy’s morning show on WKRC Cincinnati by Phil Stewart Electric Shop is signed by (l to r): Hubbard Hood, WKRC sls. mgr.; Phil Stewart, and Mr. McCarthy.
During the next twelve weeks, NBC will use this space to provide the facts that will enable you to examine the essentials of network superiority. In the process we will use established, fully accepted data and will clearly label our sources.

In place of exaggeration, NBC will offer fully documented facts. Instead of citing an exception to prove a point, NBC will tell the full story. In case after case you will be given complete proof of the real values that have earned for NBC the enviable position of America's number 1 network.

NBC's purpose is to set the record straight... and keep it straight.

a service of Radio Corporation of America
DEMAND MAY PUSH TV TAPE RELEASE

By early 1954 Crosby Enterprises' VTR may be released to meet federal defense needs and competition from other firms, BCE official says.

DEMANDS by the government, plus competition from other firms researching the same field, may force release of Bing Crosby Enterprises' VTR (Video Tape Recorder) system to the television industry by early 1954.

Frank T. Mullin, president-director of the electronic division of BCE, told the Hollywood Ad Club last Monday that various federal agencies are interested in VTR for radar, moving target and guided missile programs, and are pressing for quick development.

He said GE, Magnacord, RCA, Armor Research Labs and Ampex are working on their own video tape recording systems, but that, "Bing Crosby Enterprises has put a lot of money into this and we hope to be first."

At the meeting John T. Mullin, chief engineer of BCE electronics division and one of the pioneers on video tape, explained the VTR advantages. He cited instantaneous playback and reduced production costs of VTR.

Mr. Mullin admitted present recorders are bulky, but stated that BCE engineers hope to reduce the size soon.

Mentor Films Formed By Shipley, Associates

ESTABLISHMENT of Mentor Films, New York, a television film production company for both commercials and programs was announced last week by Albert F. Shipley, vice president-general manager. He said Mentor has set up offices and studios at 846 Seventh Ave., New York 19.

Mr. Shipley is a sales executive, who is said to have had wide experience with leading radio, motion picture and TV firms.

Associated with Mr. Shipley are Madge Tuckler, for 25 years a producer, director and writer for NBC, who will be vice president and program consultant, and Lydia Schiller, formerly scenario and production assistant to David O. Selznick, executive director of research.

Mr. Shipley announced appointments of Edmund Stevens, chief studio supervisor of broadcast operations for NBC for four years, as production director; M. Macy Elwell, consultant on scenic design for ABC-TV, as director of scenic design and costume; and Syd Landi, artist and illustrator, as art director.

Mrs. Shipley will be secretary-treasurer.

Fast Fight Films

BY USE of film recording, fight fans on the West Coast and in the mountain states were able to see the telecast of the International Golden Gloves championships in Chicago June 16 on the same night the rest of the country saw the events live. Film recordings of the contests, which were sponsored by the Admiral Corp. over the ABC TV Network starting at 10:30 p.m., EDT, were transmitted from New York by cable for showing in California and mountain cities at 10:30 p.m., PDT, and in the state of Washington at 9:30 p.m., PDT.

ABC WEIGHS PLANS FOR FILM DIVISION

PLANS for eventual establishment of an ABC-TV film division were indicated last week by Robert M. Weitman, ABC vice president in charge of talent and programming.

Mr. Weitman told a news conference in New York that ABC, in a move in the direction of film sydication prompted the decision to film shows which will star Danny Thomas and Ray Bolger. He pointed out that a program featuring Barry Sullivan also is filmed.

Under questioning, he acknowledged that ABC was giving "serious consideration" to George Shupert, now United Artists vice president in charge of TV, as possible head of the projected film organization. He pointed out he was familiar with Mr. Shupert's talents and experience, citing his previous association with Paramount. He added, however, that other candidates also are being considered for the position.

Beckwith Named VP To Head G-K Sales

AARON BECKWITH, director of sales for United Television Programs, last week was named vice president of Gross-Kraine Inc., to devote full time to the direction of G-K sales activities. G-K is one-third owner of UTP.

In his new post Mr. Beckwith will continue to occupy his present quarters and will work closely with Ben Frye, UTP vice president in charge of sales, in connection with UTP's syndication of the G-K Heart of the City film series, and future series.

Officials said the move is in line with expanded production activities stemming from G-K's acquisition of California studios. Aside from supervising sales of Heart of the City, Mr. Beckwith will direct the company's national sales and commercial spot business. He plans to work direct with advertisers and agencies to set up deals for film packages as well as spot commercials, for which G-K is establishing a special department.

Film Sales

United Television Programs' new telephone quiz show, Look Photoquits, will start July 6. The 15-minute, 5-day-a-week filmed program has been sold in 22 markets, with latest sales to WLWA (TV) Atlanta, KROC (TV) Rochester, Minn., WCOS-TV Columbia, S. C., and Coca-Cola Bottling Co. of KSTP-TV St. Paul-Minneapolis.

Harriscope Inc., formed by Burt L. Harris and Irving B. Harris (Toni home permanent developer), announces four new markets under contract: WDAY-TV Fargo, N. D., WBFM-TV Indianapolis, Ind., KSWO-TV Lawton, Okla., and KFOR-TV Lincoln, Neb.

The company also reports that production has just been completed on 13 30-minute wrestling films, the fourth series to be completed. The next series will start production within two weeks, according to Burt Harris, company president.

Mr. Harris also disclosed that Dr. I. Q., a television adaptation of the radio program, will be packaged for presentation this fall.

Five Star Productions, Hollywood, has completed for July 1 release 12 60-second spot announcements for Cinch Products Inc., Los Angeles (Cinch Cake Mix, Corn Bread Mix, Biscuit Mix). They feature "serious consideration" announcer-personality on ABC-AM-TV's Dianeh Shore Show and ABC-TV's You Asked for It. And his wife, former actress Alice Weaver.


Availability

Milton Hammer, Washington, D. C., announces a September release date for another series of Washington Spotlight, weekly forum discussion program featuring Marquis Childs. The 15-minute feature was telecast in 40 markets last year and is entering its third year of production.

Milton Hammer also announces a new TV film series, What's Your Problem, a 5-minute program featuring Marquis Childs. The 15-minute feature was telecast in 40 markets last year and is entering its third year of production.

Sack Television Enterprises, Dallas and New York, announces three recent additions to its feature film library: "Tunisian Victory," "Next of Kin" and "Coastal Command." Other feature films with war themes include "The True Glory" and "Desert Victory," which the firm also is releasing to television.

Alexander Film Co., Colorado Springs, Colo., is announcing release of a new package series of television film commercials especially de-
YOUR COPY IS READY!

NEW 250 Page GATES Catalog

...is finest, most complete ever offered to the industry!

Yes, the new big GATES 250 page catalog of radio transmitters, speech input equipment, tape recorders, antenna towers, remote apparatus and hundreds of complete items as well as materials for the radio or TV station is now off the press! It also contains a wealth of informative, handy reference material that no radio station should be without. Over two truck loads of 80 pound enamel paper have gone into what we believe is the finest and most complete catalog ever offered to the specialized industry of radio broadcasting, communications and industrial electronics.

No doubt you are on our mailing list, but we want to be sure. Will you take just a moment and fill out the coupon? Tear it off and mail to:
Richard Eickmeyer, GATES RADIO COMPANY
Box 390, Quincy, Illinois
He'll do the rest. And of course, if you are not already on the mailing list, you'll be on. No charge of course.

GATES RADIO COMPANY
Gentlemen:
Please check your mailing list to be sure I will receive the new GATES 250-page catalog.

Name ____________________________
Company _________________________
Address __________________________
City __________________ State _______

BRANCH OFFICES
- 2700 Polk Avenue, Houston, Texas
- Warner Building, Washington, D.C.
- 51 East 42nd Street, New York City
- International Div., 13 E. 40th St., New York City
- Canadian Marconi Co., Montreal, Quebec
signed for banks. Principal bank services are included in thirteen 20-second and four 60-second films, with sponsors getting exclusive, unlimited use of the package commercials in markets of their choice for a six-month period. Cost of the complete 17-film series starts at $25 per week and up, depending on the size of the TV market.

Harry S. Goodman Productions, New York, has released a new series of radio sports programs titled Champs on Parade. The series centers around interviews of sports personalities conducted by sports writer Joe Gooter.

Distribution

Harry S. Goodman Productions, New York, has been appointed exclusive distributor of Jump Jump of Holiday House, a series of 65 quarter-hour films for television.

Production

King Bros. Productions Inc., Hollywood independent motion picture producer, currently shooting the feature "Carnival," will start production on 50 half-hour adventure TV films in October. Series will be based on Sago Magazine spy stories. George Bagnall & Assoc., Beverly Hills, will distribute.

Lion Productions, new Hollywood company, has been formed by Desi Arnaz and Lucille Ball primarily to produce theatrical motion pictures, but also will do TV filming. Desu Productions Inc., headed by Mr. Arnaz and Miss Ball, will continue to produce CBS-TV's I Love Lucy and other TV films now under contract.


Leo A. Handel Productions, Hollywood, is editing for full distribution a new 13-quarter-hour TV film series, The Magic of the Atom, which in story form concentrates mainly on peaceful use of atomic energy.

Random Shots

United Television Programs, to obtain children's reaction to its new science fiction series, Rocky Jones: Space Ranger, will screen the series during the coming summer weekends at the Evans Hotel in the Catskill Mountains. A UTP spokesman said that "reaction cards" will be distributed to the youngsters and their comments will be used as a selling tool if they "turn out to be as enthusiastic as expected." UTP plans a similar experiment among adult guests at the hotel for its new Enchanted Music series and for a new 15-minute comedy series starring Henry Morgan, which now is in production.

Sportsvision Inc. and Consolidated Television Sales have announced plans for Play Golf With the Champions, a new series of 15-minute weekly television filmed programs to feature outstanding golf professionals.

Stuart Reynolds, president of Reynolds Production, Beverly Hills, Calif., has acquired TV film rights to a half-hour series, Background to Disaster, written by Horace Black Jr. Stories deal with political and emotional forces which aggravated the Civil War.

Film People

Francis D. Smith, formerly with RKO Radio Pictures and subsequently New York representative for Pitney-Bowes Inc., has joined Tele-Pictures Inc., New York. Mr. Smith will assist Joseph P. Smith, vice president and general sales manager, and will contact stations and agencies in the eastern division.

Al Levine, United Television Programs sales manager, joins Consolidated Television Sales, Chicago, as an account executive covering Illinois, Missouri, Iowa and Nebraska.

Charles E. Moria, commercial manager for KPOA Honolulu and previously sales manager of the Columbia Pacific Network, to Consolidated Television Sales, as Pacific Coast account executive.

Carl Ritchie, TV actor and producer, has been signed by D & R Productions, Astoria, Long Island, to produce and star in a new series of 15-minute filmed TV shows titled Norbert.


Arthur Hoff, associate story editor with Columbia Pictures, Hollywood, joins Jack Chertok Productions, Hollywood, as story editor on CBS-TV's Private Secretary film series.

Joe Cheney, associate producer and story editor with Columbia Pictures, joins Stanley Murphy Productions, Hollywood, in same capacities. His first assignment is to develop properties for Musical Magic, a half-hour TV film series to star Mimi Benz. In preparation is the television version of Dixie Digan, based on the syndicated cartoon strip.

Edward Scofield, Hollywood publicist, also has joined Stanley Murphy Productions.

Matthew Rapf, M-G-M producer, signed to long term contract by Lewison Enterprises Inc., Hollywood, as producer on TV film series, Letter to Loreta, starting on NBC-TV in September for Procter & Gamble Co.

Edmund Beloin, producer on NBC-TV's My Hero film series, is en route to South America to gather material for new Pleasure Island film series, scheduled by the network for fall production.


Seek Filmed TV Outlets For Ad Council Messages

THE Advertising Council, which has long had excellent cooperation in presentation of its public service messages from sponsors of live TV programs, is now soliciting similar support from advertisers using video filmed shows, following a successful four-month test by Procter & Gamble Co. with its three filmed network TV programs.

William R. Baker Jr., chairman of the board of Benton & Bowles, chairman of the Council's Radio & TV Committee, told a news luncheon in New York that since the first of the year P&G TV film shows have carried special messages on behalf of the National Blood Program, U. S. Defense Bonds, and Religion in American Life campaigns on Red Skeleton Show, Fireside Theatre, and The Donna.

The Council supplied P&G with 20-second film spots which were edited into the program films for specific dates. Mr. Baker said, the spots chosen being appropriate for use at any time of year. If the programs are released for second showing, the spots can be left in or deleted.

Council is now offering free 20-second film spots to other TV advertisers on six continuing public service campaigns as well as TV flip cards, balops and slides, which can be inserted in film programs if preferred. Material for each campaign is prepared by a volunteer agency, as follows: National Blood Program, Cunningham & Walsh; Savings Bonds, G. M. Baseford Co.; Ground Observer Corps, Ruthrauff & Ryan; Religion in American Life, J. Walter Thompson Co., Stop Accidents, Young & Rubicam; Better Schools, Benton & Bowles.

ACLU Attacks Codes Of Radio, TV, Films

CODES in the radio, television and motion picture industries were termed restrictions upon "freedom of expression" in a statement released Wednesday by the American Civil Liberties Union.

ACLU reaffirmed its opposition to codes to support the position of Otto Preminger, who, according to ACLU, refused to revise his film, "The Moon Is Blue," to meet the objections of the movie industry's Production Code Administration. ACLU added: "In the radio and television field, a code is even more vulnerable from a civil liberties standpoint because the subscribers to a code are operating their business on a franchise obtained from the public domain."

ABC-TV Shows 'Danny Thomas' PILOT film of the new Danny Thomas Show, scheduled for fall on ABC-TV, was shown to newsmen Tuesday at ABC-TV's New York studios.

Robert M. Weltman, vice president in charge of programming and talent, said the half-hour program probably will be scheduled on a weekday between 9-10 p.m. He said the network is discussing sponsorship with two advertisers. He estimated production cost of the pilot film at "less than $40,000."
PITTSBURGH WOMEN TELL ALL

about radio-listening habits; KDKA is station named most

Guide-Post Continuing Consumer Panel recently posed a question to a scientific sample of women in Allegheny County: "What stations did you listen to last week?"

In the replies, tabulated from unsigned mail questionnaires, KDKA won most mentions. This was expected. But of even greater interest to advertisers is the consistency with which KDKA led in replies from all economic groups—

<table>
<thead>
<tr>
<th>Family Income</th>
<th>No. of respondents</th>
<th>KDKA</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>Percent naming</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500 and over</td>
<td>600</td>
<td>63%</td>
<td>46%</td>
<td>43%</td>
<td>29%</td>
<td>24%</td>
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<tr>
<td>$3500 - $5000</td>
<td>558</td>
<td>58%</td>
<td>49</td>
<td>43</td>
<td>29</td>
<td>32</td>
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<td>$2500 - $3500</td>
<td>335</td>
<td>57%</td>
<td>50</td>
<td>43</td>
<td>29</td>
<td>32</td>
<td>51%</td>
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<tr>
<td>Under $2500</td>
<td>256</td>
<td>57%</td>
<td>48</td>
<td>39</td>
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<td>All families surveyed</td>
<td>1750</td>
<td>59%</td>
<td>49%</td>
<td>42%</td>
<td>27%</td>
<td>31%</td>
<td>49%</td>
</tr>
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</table>

For consistent top coverage like this in the Pittsburgh area, there's no substitute for KDKA! Get up-to-the-minute availabilities from KDKA or Free & Peters.
CBS, NBC BATTLE TO DRAW IN MAY NETWORK TIME SALES TOTALS

Publishers Information Bureau listings show CBS in first place in AM billings, NBC leading the television column. All radio-TV network billings gross $32,341,453.

HONORS were even in May between NBC and CBS in their battle for top position in network time sales, according to Publishers Information Bureau's tabulations for May 1953. CBS was first among radio networks, with gross billings of $5,304,211 for month; NBC headed TV network list, with May gross of $8,026,635. CBS also topped radio network roster for fifth month, January through May, and NBC was similarly in first place among TV networks for first five months of 1953.

Overall, May gross time sales of four nationwide radio and four TV networks combined to total $32,341,453, a gain of 12.8% over May 1952 gross of $28,675,061. Radio network gross barely exceeded that of years before, with May 1953 plus amounting to only 0.3%. TV network gross for this May was up 24.6% from May a year ago.

For January-May period, combined radio and TV network gross time sales totaled $156,882,805, a gain of 7.5% over the like period of 1952 gross of $145,925,478. Network radio, for five-month period, was down 1.7% in time sales this year as compared to last, but network television was up 16.1%.

Network-by-network gross time sales, as reported by PIB, follow:

<table>
<thead>
<tr>
<th>Network</th>
<th>May 1953</th>
<th>May 1952</th>
<th>April 1953</th>
<th>April 1952</th>
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</thead>
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<tr>
<td>ABC</td>
<td>$2,939,923</td>
<td>$2,329,092</td>
<td>$1,314,204</td>
<td>$1,203,972</td>
</tr>
<tr>
<td>CBS</td>
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TOTAL $14,012,531 $13,790,339 $49,352,363 $71,519,200

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TOTAL $18,227,922 $17,740,799 $87,550,742 $85,406,278

Nielsen Adds 30 Subscribers

THIRTY new subscribers—26 radio stations—a TV outlet and three advertising agencies—have applied for Nielsen Coverage Service in the past 60 days, A. C. Nielsen, president of the market research firm, announced June 19.

Three agencies are Kudner Inc., New York; Ward Wheelock, Philadelphia, and Dan B. Miner Co., Los Angeles. Of the 27 stations, 22 have already ordered NCS report #2, Mr. Nielsen said.

Analysis on Negro Market

WANN Annapolis, Md., reports it has published a booklet containing an analysis of the Negro market in the Baltimore-Washington-Maryland Eastern Shore area that is of special interest to timebuyers and account men “merchandising” to the Negro market. Report is available free and can be obtained by contacting WANN, P. O. Box 749, Annapolis, Md.

U. S. Shows Take 8 Places Of Canada Top 10 AM List

EIGHT of the 10 leading evening radio network programs in Canada were of American origin during May, according to the national ratings report of Elliott-Hayes Ltd., Toronto. Leading were Edgar Bergen Show with rating of 23.1 followed by Amos 'n' Andy 21.8, Radio Theatre 22, Our Miss Brooks 23.7, Great Gildaesrude 16.7, Ford Theatre (Canadian) 14.8, Share the Wealth (Canadian) 14.7, The Tydles 14.6, Suspense 14.1, and Twenty Questions 13.9.

Daytime leading five network programs were Ma Perkins 14.4, Pepper Young's Family 14.2, Aunt Lucy 14, Right to Happiness 13.9, and Road of Life 12.9.

Leading French-language network evening programs were Un Homme et Son Pech 38.3, Radio Carabin 32.1, Metrope 24.2, Banco Banco 21.8 and Tambour Battant 20. Five leading French-language daytime network shows in May were Jeunesse Doree 29.8, Rue Principals 28.2, Francine Louvain 27.1, Les Joyeux Troubadours 26.8, and Vies de Femmes 25.9.

NEW NRI ADDS MORE MULTI-SET HOMES

The four radio networks have approved the revised Nielsen Radio Index service which, using the new “Multiple-Receiver Metering,” will measure a larger proportion of multiple-set homes, says President A. C. Nielsen.

A REVISED Nielsen Radio Index service taking into account a larger number of multiple-set homes will be launched shortly by A. C. Nielsen Co., the market research firm, with the blessings of the four major radio networks.

A. C. Nielsen, president, announced the plan last Monday, saying that it is an effort to measure the full dimensions of the radio audience "to reflect changing conditions of set ownership and usage." He described it as a "new tool in the history of broadcasting," and a move to evaluate "the full effect of listening on secondary receivers.

Mr. Nielsen also revealed a new engineering development, "Multiple - Receiver . Metering" (MRM), which he says will permit a single Automatic receiver to measure the combined usage of four radio-TV receivers simultaneously. The device, which will form the core of the expanded index service, records data in code on a single strip of film.

It was understood the revised service will go into effect in July. The plan also has the backing of a substantial number of advertising agencies and advertisers, he said.

One feature of the new NRI is that it will report network radio listening four weeks each month, the same as television, instead of the present two. It will include homes with two or more sets, complying with data in the recent Nielsen Coverage Service (NCS) study of U. S. multiple-set ownership.

This measurement took into account the amount of listening (not programs) on home, automobile and other type receivers.

Discussions with the major networks were held in the past two months, the upshot being negotiation of new long-term agreements for the improved service. The plan was described as a revision of service, taking note of the changing conditions in the radio industry.

Dr. H. K. Knapp, A. Shepard To Head IRMM Divisions

Dr. H. K. KNAPP, formerly of the market research division of Charles H. Ruggles & Co., Rochester, N. Y., last week was appointed psychological assistant to Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, Montrose, N. J.

Albert Shepard, assistant to the president of International Foodcraft Corp., at the same time was named administrative assistant to Dr. Dichter.

Dr. Knapp, who studied for her Ph. D. at the U. of Colorado, will administer an expanded division of projective testing and psychological experimentation dealing with consumer motivations. Dr. Shepard will develop a new division of business information, which will provide Dr. Dichter with additional trade and sales findings based on depth interviews with retailers and field observations at the point of sale.
The TIME of Your Life—
on the
New WJASAM & FM

IN THE MORNING . . .

With “The Bill Brant Show”, The Tri-state area’s popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.

IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product.
BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ’s in the land. All Pittsburgh is listening to “The Barry Kaye Show”.

ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES. under the direction of one of the nation’s veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation’s top news stories, including the dramatic on-the-spot report of the Hindenberg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
PICTURE, SOUND, ORDER WIRE, REMOTE CONTROL—ALL ON YOUR OWN TV MICROWAVE LINK

TV Broadcasters! Now you can have your own Philco Microwave Relay to link your remote transmitter to a studio or distant pickup point. Over a single microwave path, you can transmit program picture and sound, order wire and cueing circuits—even remote control signals, if you desire. With Philco Microwave you will enjoy the same reliability and high fidelity transmission characteristics of microwave network installations. Here is better program quality at minimum cost. Investigate Philco high quality TV Microwave Relay Equipment.

CHECK THESE PHILCO FEATURES:
- Full-fidelity Five Megacycle Video Bandwidth.
- High Gain, Interference-free 6000-7000 MC Band.
- Long Distance, Multi-hop Relaying.
- "Power House" Klystron... Full Watt Output... Life Expectancy 10,000+ Hours.
- Excellent Frequency Stability.
- Built-in Metering and Test Jacks for All Major Circuits.
Two Sensational Developments for TV BROADCASTING

A REVOLUTIONARY NEW FILM PROGRAMMING SYSTEM

This new Philco TV Film Scanner will put realism and life into your film programs. It will build audience acceptance surpassing anything you have ever experienced with conventional film projection systems. Developed by Philco, this unique Film Scanner is a complete, yet inexpensive program source for both film and slides. It is quiet, compact and easy-to-operate. New design principles employing continuous film motion and flying-spot scanning techniques result in superb film reproduction and greatest reliability. Film motion is continuous and smooth, resulting in greater film life and utmost dependability. Moreover, this Philco Film Scanner is adaptable to any color system or any TV standard.

CHECK THESE PHILCO FEATURES:

- Operates at any Film Speed... Can Project Stationary Frames.
- Cold Illumination Source—No Film Burning.
- Smooth Film Movement... Reduces Film Wear.
- Distortionless Optical Compensation for Film Shrinkage.
- Automatic Film Registration and Extreme Picture steadiness.
- Shading Adjustments Eliminated by Flying-Spot Scanner.

Philex 35 mm Film Scanner.
Once upon "A" time...

there was a foxy jewelry store manager who got to be a success because he always figured all the angles. One day, he got all his angles figured and decided that the right way to sell jewelry was to buy the right TV show with the right audience (WHIO-TV's, naturally). He bought hard when he bought—harder than any retailer in the area had ever bought: 15-minutes' worth of popular Ernie Lee—5 nites a week—a firm 52-week contract—and on Class Double "A" time! No "testing" first. And no other media, either. Sounds like a fairy tale?

Does... but isn't. It looks like the jeweler (Rogers & Company), Ernie Lee and WHIO-TV are going to live happily ever after. Brand name watches, rings and silverware are going over big because Ernie Lee's big audience is the right audience for Rogers. Special promotions get amazing reception. Rogers' foxy manager is all smiles.

Moral?

WHIO-TV offers more than best coverage—more than best audience. Type of audience counts, too. We've got all types. We fit the program to the product to the audience. George P. Hollingbery representatives tell you how.
## Telestatus®

Weekly TV Set Summary—June 29, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are located, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in the same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

### Fact's & Figures

#### CITY

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RADIO TV GET THREE-CENT SHARE OF DEPARTMENT STORE AD DOLLAR

Broadcast media repeat their 1951 percentage of the publicity money, while newspapers gain four cents to corner 61 cents of each dollar.

Radio and television got three cents of the department stores' publicity expense dollar in 1952, the same share as in 1951, according to a breakdown of the publicity expenditures of stores grossing over $1 million a year included in the 1953 edition of "Merchandising and Operating Results of Departmentized Stores," published by the Controllers' Congress of National Retail Dry Goods Assn.

In contrast to the small part of the department stores' overall expenditures for advertising and display devoted to radio and TV, newspapers in 1952 received 61 cents of the stores' publicity dollar, four cents more than in 1951. Other items in the 1952 breakdown include 14 cents for display, including payroll; nine cents for the sales promotion payroll, excluding display; four cents for direct mail; seven cents for other media and three cents for supplies and miscellaneous expenses.

Stores in the $1-2 million class are the heaviest users of radio and TV, the NRDGA figures show. This group last year allotted 6% of its publicity money to broadcast media, compared to 3% for the $2-5 million group, 4% for the $5-10 million group, 2% for the $10-20 million and $20-50 million groups and 1% for stores grossing more than $50 million a year. Specialty stores with annual sales of more than $1 million spent 2% of their publicity funds on radio and TV.

Total publicity expenditures of the stores averaged 4.26% of their gross sales in 1952. Figure was 4.05% for stores in the $1-2 million class, 4.36% for $2-5 million, 4.20% for $5-10 million, 4.42% for $10-20 million, 4.23% for $20-50 million, 3.90% for the over $50 million class and 5.43% for specialty stores with annual sales of over $1 million.

Amount of time used by the various sized stores in analyzed by NRDGA in the table below.

Radio, TV Networks Keep Most Sponsors for Summer

LARGE majority of both radio and television sponsors are retaining all or part of their network time during the summer months, according to the new edition of the FACTury published last week by Executives Radio-TV Service, Larchmont, N. Y.

In radio, only 17 of 127 network advertisers are taking a complete summer hiatus, the study showed. A total of 25 programs are vacations, with six sponsored replacements scheduled. Sponsored programs throughout the summer total 167.

In television the FACTury reported that all but 23 of 139 sponsors will remain on the air. A total of 39 regularly scheduled shows will leave for the summer, but of this number 16 have sponsored replacements. Sponsored TV programs remaining on the air total 121, plus 16 scheduled as replacements.

A breakdown of program types shows that dramatic fare still heads the list on both network radio and television, TV dramas total 44 and radio dramas, 33.
Power

NOW 250,000 WATTS!
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National Sales Manager Radio Cincinnati

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY
5 MILLION MORE RADIO SETS REPORTED BY NETWORKS

Comparison of '52-'53 figures shows 105 against 110 million, with new radio homes rising by four million. Estimated totals are termed "conservative."

INCREASE in the number of radio sets in working order in the U. S. from 105,300,000 on Jan. 1, 1953, to 110,000,000 on Jan. 1, 1954, was reported in an estimate released Thursday by a joint committee of the research departments of ABC, CBS, MBS, and NBC.

New radio households were said to account for 2 million of the virtuality 5 million increase, with the total of new radio homes rising from 42,800,000 to 44,800,000 during the year.

A breakdown of the 110 million set total was reported as follows:

| Sets in use | 44,800,000 |
| Sets in two-room homes | 20,000,000 |
| Sets in private autos | 2,600,000 |
| Sets in hotel, office, etc., and personal portables | 9,000,000 |
| Total radio sets in working order | 110,000,000 |

The joint network committee said the Jan. 1, 1953, radio home estimate was supplied by the A. C. Nielsen Co., with the Nielsen estimate of 44,756,000 rounded off to 44,800,000. The totals for the other categories were said to be estimates through analyses of RTMA's reports on production and set sales and checked for reasonableness by projecting forward the 1952 Nielsen advertisers service survey data.

It was pointed out by researchers that they believe their estimate of 5 million more radio sets is conservative because network estimates for 1952 eventually proved to be lower than the figures produced in later Nielsen surveys, and the the rate of radio sets sales continued at a high level in 1952.

"Data from RTMA indicates that 11 million new radio sets were sold in 1952," the joint committee noted. "This total, which is substantially greater than the sales of new automoblies, electric refrigerators, television sets or any other home appliance, reflects a continued public interest in expanding its accessibility to the radio medium."

LISTENERSHIP HIGH IN MULTI-SET HOMES

THE MORE radio sets a family owns, the more that family listens to the radio.

That in essence, is what Pulse found out last January, when its interviewers, making their monthly rounds checking on listening in a representative sample of 6,600 homes in 12 metropolitan communities, determined the number of radios in working order and in actual use in each home.

Pulse’s findings:

- Owners of New York families own more than one radio; 39% have three sets or more. (Breakdown: One set—32.9% of families; two sets—28.2%; three or more—38.9%).
- The more radios in a home, the more listening. Sets-in-use in three-or-more-set homes is more than double the level in single-set homes. (Breakdown: Average quarter-hour, 6 a.m. to midnight, homes with one radio—13%; homes with two radios—18.7%; homes with three or more—22.5%).
- Families with three or more radios account for more than half of all radio listening in New York. (Breakdown: Share of radio audience, 6 a.m. to midnight, homes with one radio—21.4%; homes with two radios—26.4%; homes with three or more—52.2%).

Reporting these findings at meetings of New York advertising agency executives on Thursday and executives on Friday, Dr. Sydney Roslov, director of Pulse, added a competitive footnote: That when Pulse data for one-set and two-set homes is compared with data of Hooper and Nielsen it is a close agreement between Pulse and Nielsen figures, but much higher than those reported by Hooper. (Breakdown: Hooper January-March sets-in-use—8.9%; Nielsen January sets-in-use—14.7%; Pulse January sets-in-use for one-radio homes—13.9%, for two-set homes—16.7%).

"It is unlikely that many homes with three or more radios are monitored by Nielsen audiometers," Dr. Roslov said.

"These findings," he concluded, "emphasize the need for a new measurement technique which (A) samples a true cross-section of all radio homes and (B) measures listening on all sets in these homes."

ANPA, PIB Studies Show Relationship of Media Use

ADVERTISERS’ use of network radio, and TV bears little relationship to their use of newspaper space.

That truism is clearly shown by comparison of the top 100 national newspaper advertisers in 1952, released last week by ANPA’s Bureau of Advertising, and comparable lists of leading radio and TV network advertisers compiled by Publishers Information Bureau [B+T, March 23].

General Motors Corp., top newspaper client, is a good example. This company spent $20,251,551 for newspaper space last year. In network TV, where it ranked eighth, GM spent $5,008,803 for time during 1952. In network radio, GM’s 1952 time purchases aggregated $1,221,289; its rank was 31.

Procter & Gamble Co., number one user of time on both radio and TV networks, ranked eighth on the newspaper list, spending $7,973,507 for newspaper space, $16,235,022 for time on the network TV.

The top 10 newspaper advertisers were:

- General Motors Corp.
- Colgate-Palmolive-Peet Co.
- Gillette
- Chrysler
- Ford Motor Co.
- Distillers Corp. —Seagram’s Ltd.
- General Foods
- Procter & Gamble
- Samseney Distillers Products Corp.

Three of the top 10 newspaper advertisers are producers of hard liquors, whose advertising is not accepted by the broadcast networks. Of the remaining seven companies, three soap companies (Procter & Gamble, Lever Bros., Colgate-Palmolive-Peet) and one food product company (General Foods) also are among the top 10 clients of the radio and TV networks.

The final three top network advertisers are automobile manufacturers—General Motors, Chrysler, and Ford. As noted above, GM ranked eighth in the TV network client list, 31st on the radio list. Chrysler’s rank among radio network advertisers was 31st, among TV network advertisers it was 23rd. Ford ranked 14th in TV network list, but did not even make the top 100 radio network clients.

STRENGTHEN RADIO, BMI CLINICS TOLD

The challenge of new competition is pointed out at sessions throughout the country. Industry speakers also advise how to maintain and further enhance radio’s position.

BROADCASTERS were advised by speakers at various BMI clinics throughout the country last week to meet the challenge of "new competition" by strengthening radio programming.

The thesis that radio would continue to grow and meet "the pressure around us from other media" was enunciated by Alan Torbet, general manager of KSFO San Francisco, at a meeting in that city last Monday. He told 130 radio executives that radio will prosper if management properly apprises its programming, employs imagination and stays close to the public pulse.

Murray Arnold, program director of WIP Philadelphia, addressed a BMI clinic in Portland on Wednesday on "The New Competition Is Here to Stay. . . . Let’s Face It." He urged stations managers to schedule "fresh, bubbling programming" and warned that "radio is going forward, with or without us."

Localizing programming was described by Joe Chytil, manager of KCLA Centralia, Wash., as "radio’s best offense." In a talk before the Seattle session on Friday, he declared that stations have a "gold mine of local programs" in their own communities. He recommended appearances of many local personalities on programs, pointing out "you are not only making listeners, but also advertisers."

DICK GREGORY (!), KOAT Albuquerque, and John Outter, WSB Atlanta, huddle during BMI Clinic luncheon at Albuquerque.

As part of BMI’s southern tour, David Willburn, general manager of WXGI Richmond, Va., addressed clinics in Little Rock on Monday, Jackson, Miss., on Wednesday and Miami Beach on Friday on the value of music programming. He recommended proper selection of musical tunes to give a program "poise, individuality and distinction."

The Miami Beach session also heard a talk from Ewald Kockritz, program director of WGBS Miami, on "The Value of Teamwork and Doubling in Brass." He stressed the importance of receiving the "whole-hearted interest and enthusiasm" of each staff member and of a cooperative attitude on the part of management.

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HOCHHAUSER TAKES APS, MUZAK POSTS

APPOINTMENT of Edward Hochhauser Jr., general sales manager of Associated Program Service, as general manager of APS and vice president of the Muzak Corp. was announced last week by H. E. Houghton, Muzak president.

Mr. Hochhauser succeeds Maurice B. Mitchell, who has been elected president of Encyclopaedia Britannica Films Inc. [B*T, June 15].

Active in the broadcasting field since 1941 when he served as an announcer for stations in Virginia, Mr. Hochhauser has been associated with APS since January 1951. He served Transcription Sales Inc. from 1946 until 1951 as account executive, sales manager, eastern division manager and vice president.

Nesbitt Regains Radio Series

NORMAN NESBITT, freelance announcer-newscaster and originator of the five-minute transcribed radio series, Layman's Call to Prayer, has been awarded sole ownership of the property by Los Angeles Federal Court referee in bankruptcy David B. Head. He regained the property from the trustee in bankruptcy for Bruce Eels & Associates, which had sales and promotion rights since 1948. The property, consisting of 180 programs and masters, has been in litigation since early 1950. The series is heard on approximately 200 stations.

Savings Bonds Program

LIST of radio stations which broadcast Guest Star, the Treasury Dept.'s U. S. Savings Bonds Div. program, now is well over 2,900, Elihu E. Harris, director of the division's advertising and promotion branch, said last week. Produced under direction of Edmund J. Linehan, division advertising section chief, weekly programs feature the following: July 5, Modern- aires; July 12, Walter Brennan; July 19, Connie Haines; and July 26, Joni James.

Adds to Damage Suit

ANOTHER $250,000 was added last fortnight in Los Angeles Superior Court in orchestra leader-songwriter Freddie Rich's $500,000 suit for damages on charges the music score he wrote for the Paramount movie "Wildcat" in 1942 turned up in the song "Buttons and Bows" in the Paramount movie "Paleface" in 1949. Mr. Rich is adding $250,000 because "Buttons and Bows" also is being used in Paramount's "Son of Paleface." Defendants in the original suit were Paramount, Decca, Famous Music, songwriters Jay Livingston and Ray Evans, RCA Victor, Columbia Records and Capitol Records.

AAW HOLDS 50TH ANNIVERSARY MEET

San Francisco convention of the Advertising Assn. of the West sees 500 members participating in sessions on radio, TV and other media. Robert Gros is elected president.

ADVERTISING Assn. of the West, meeting for its 50th anniversary convention June 21-24, drew members from western states and Canada to San Francisco's Fairmont Hotel for discussions of how best to sell advertised products by radio, television and other media. Delegates were welcomed by California's Gov. Earl Warren. Principal speakers included Walter Williams, undersecretary of commerce, Bruce Barton and Fairfax M. Cone.

Of special interest was a media panel discussion on "The Psychological Impact of Tele- vision" by Lindsey Spight, vice president and Pacific manager of Blair TV Inc., San Francisco, and "The Psychological Impact of Radio" by Kevin Sweeney of Broadcast Advertising Bureau, New York.

Mr. Spight outlined the tremendous demand for television built up in non-TV areas of the West during the FCC freeze.

Mr. Sweeney cited the example of Denver last year where the original rate card was pred- icated on 30,000 sets but actual set sales by the end of the year totaled more than 100,000.

Speaking for radio, Mr. Sweeney described the medium as appealing to the laziness in all of us; the listener can allow his own imagination to paint the picture he desires.

To the question, "Can television be operated profitably in small cities?" Mr. Spight said the answer at the moment is yes and no. He said, however, that television is coming to the small cities. But in the meantime, there might be a number of financial failures; there certainly will be consolidations in both applications and operations and more economical techniques must be developed.

Announcement of awards for excellence included the following winners in the broadcasting field:

Radio advertising, commercial programs (in cities of 100,000 and over, or on networks), White King Soap Co., Los Angeles; Frank Hem- ingway News, Don Lee Broadcasting System, Raymond Morgan Co., Hollywood.

Commercial spot announcements (one minute or less, on radio), Bardahl Oil Co., Los Angeles.

Perpetual trophy donated by Vancouver Adv.

TRADE ASSNS.

DR. W. R. G. BAKER receives the Radio Television Manufacturers Assn.'s 1953 Medal of Honor "for outstanding contribu- tions to the nation's radio-TV-electronics industry." Presenting the medal is A. D. Plemmonson Jr. (r), last year's president of RTMA. Waiting to congratulate Dr. Baker is Leslie F. Muter, president of the Muter Co. and chairman of RTMA's Annual Awards Committee. Dr. Baker is vice president and general manager of General Electric Co.'s Electronics Division and chairman of the National Television System Committee. The award was made at the end of RTMA's 29th annual convention [B*T, June 22].

AT THE speakers table for the Radio-Television Manufacturers Assn.'s industry banquet which concluded RTMA's 29th annual convention in the Palmer House, Chicago, June 15-18 [B*T, June 22], were (r): Max F. Balcom, Sylvania Electric Products Inc.; FCC Comm. George E. Sterling; Robert C. Sproge, chairman of the RTMA Board of Directors; Frank Stanton, CBS president, and Paul V. Galvin, president of Motorola Inc.
of California, San Francisco; KABC, Los Angeles; KGET, Bakersfield, Calif.; KBFI, Anchorage, Alaska.

Sweepstakes trophy donated by the Hollywood Ad Club for best overall entry selected from the winners of all classifications—Barnhart, Mfg. Co. of Seattle. This is a perpetual trophy to be held by the winner for a year.

Robert E. Gross, manager of publicity advertising for the Pacific Gas & Electric Co., was elected president of AAW for the coming year. He will be installed at the golden anniversary banquet at Hotel St. Francis.

Among the officers elected were: Senior vice president, Clair G. Henderson, Arthur G. Rippe & Co., Denver; vice president at large, Mrs. Reata Howard Tromby, Charles F. Berg & Sons, Inc.; secretary-treasurer, Charles O. Kyte, General Electric Co., Los Angeles.

District officers: vice president, Dist. 1, Thor Mykleby, Hayward-Larkin Co., Spokane; associate vice president, Dist. 1, Marjorie Hardy, The Guide, Tacoma; associate vice president, Dist. 2, Bay J. Pierson, E. J. Pierson & Assoc., Ogden, Utah; associate vice president, Dist. 3, Neva Elliott, Sevier & Elliott, Portland, Ore.; vice president, Dist. 4, Richard Ryan, Radio KLOK, San Jose; associate vice president, Dist. 5, Nat Tanenbaum, Mutual Savings & Loan Assn., Golden, Colo.; vice president, Dist. 6, W. T. Fraser, Vancouver, B. C.; associate vice president, Dist. 6, O. C. Cook, Vancouver, B. C.; vice president, Dist. 7, Bessye Pittman, Steinfeld’s, Tucson.

Holdover officers, whose terms run another year, are:


Carl Bengston of Seattle was elected chair- man of the Junior Executive Committee.

BAB MEET DECRIES TOO MUCH RESEARCH

At San Francisco, Beverly Hills, Phoenix and Albuquerque, BAB panel talks and other discussions center on such subjects as research, package deals, promotion and agency commissions.

ENSLAVEMENT of radio broadcasters to re- search that "is not necessarily always accurate" was condemned during a panel discussion at BAB’s sales clinic in San Francisco last week.

This commentary on research was offered by Jules Dudc, director of sales and advertising, KBAS San Francisco, and was applauded by virtually all the 122 Bay Area radio executives attending the session last Tuesday.

Mr. Dudc recommended that the radio in- dustry spend "as much time and energy on developing success stories as it has on rating research.

Other panel members were Gene Chenault, KYNO Fresno; David Greene, KSTN Stockton; Roger Hunt, KUBA Yuba City; Jay B. Rhodes, KJBE Palo Alto, and Alan L. Tobet, KSFO San Francisco.

At a BAB session in Beverly Hills June 20, a panel discussed "package deals provided by stations don’t represent cuts and are available only to all advertisers." Announcement packages, which are aimed at giving advertisers saturation cover-
WTIC ANNOUNCES
THE APPOINTMENT OF THE
HENRY I. CHRISTAL COMPANY
AS ITS NATIONAL
SALES REPRESENTATIVE
EFFECTIVE JULY 1, 1953

NEW YORK
CHICAGO
SAN FRANCISCO
DETROIT
BOSTON
CBA SPEAKERS COMPARE MEDIA

TELEVISION isn't coming close to its potential in dramatizations and other entertainment, thereby raising the viewing public to fear from the increasing popularity of the medium.

So observed Sister Mary Rosalie O'Hara, director of the Federation Radio School, Pittsburgh, at the opening session of the 1953 annual Catholic Broadcasters Assn. Convention at the Hollywood (Calif.) Roosevelt Hotel, June 19 and 20.

"Right now," she charged "television is doing nothing more than imitating the movies."

William H. Sener, director of intercommunic-ications of the Allen Hancock Foundation, Los Angeles, discussed training of competent personnel on a collegiate post-graduate level.

Brother Aloysius Blume, CBA college and university representative, said since many people are coming to use their leisure time to enhance their education, educational television is one of the best ways of giving them the opportunity.

Other speakers included Don Martin, head of the radio-television school which bears his name; Norman Nelson, managing director, Southern California Radio Broadcasters' Assn.; Bud Coleson, Don Lee Broadcasting System; Jack O'Mara, KTTV Los Angeles; Leslie Rad-dock, NBC's Johnathan of Family

Mr. Walker

of broadcast rights among broadcasters. Whereas, in the first instance there was a sale of tangible property (the phonograph record) there was now a sale of broadcast rights in the use of a tangible commercial record. This, in substance, is similar to the sale of a phonograph record and hence all payments made as a result thereof should likewise be characterized as royalties."

The Davis firm reported last week that on May 15 the New York State unemployment insurance liability and determination section ruled as follows:

"Since the payments received for the re-use of the recordings appear to be in the form of royalties, we are holding that such payments do not constitute remuneration within the meaning of the New York State unemployment insurance law."

Macaroni Industry Urged To Use More Advertising

EXPANSION of advertising budgets by the macaroni and allied industry urged at the National Macaroni Manufacturers Assn.'s convention by Thomas A. Guneo, president. The Colorado Springs, Colo., meeting of the 200-member association ended Thursday.

Mr. Guneo told the delegates that trade media and publicity are the most precious and jealously guarded possessions, and stated that advertising is a way to keep it "vigorous and alive."

NARB Hearing in Senate Postponed to July 8-10

SENATE hearing on the North American Regional Broadcast Agreement (NARB) again was postponed last week.

Date for the Senate Foreign Relations sub-committee to hold sessions on NARB was put back from July 1-3 to July 8-10. Sen. Charles W. Tobey (R-N.H.), sub-committee chairman, requested the postponement because of the waterfront hearings on crime he is conducting away from Washington.

The pact has been awaiting Senate ratification since February 1951 when it was sub-mitted to Congress. Since then the treaty has been largely on hold because of foreign aid legislation and fear of controversy. NARB binds North American allocations of standard broadcast channels among the North American countries, including Mexico. The latter coun-try, which was a party to the first NARB, and its extension, refused to take part in the second agreement.

WALKER HEADS NARTB ENGINEERING


A. PROSE WALKER, one of the developers of the Conelrad radio alert system and widely known in domestic and international broadcasting circles, will become manager of the NARTB Engineering Dept., effective July 20. He has resigned as FCC's eastern supervisor of Conelrad.

Mr. Walker succeeds Neal McNaughten as head of the association's technical activities, the latter having joined RCA June 1 as administrative head of the broadcast market planning section of the Engineering Dept.

Like his predecessor, Mr. Walker has had broad experience in broadcasting and television allocations matters at the FCC, including participation in the major international conferences that have resolved the worldwide frequency picture.

In his 13 years at FCC, Mr. Walker has served as general radio engineer for the Broadcast Bureau, serving AM, FM and TV, examining engineering qualifications of applicants for construction permits. For two years he was working on the Conelrad plan, providing technical assistance to the Air Defense Command and reporting to FCC Comr. George E. Sterling.

Shortly after the war he handled TV color work for the FCC as chief of the Allocations Branch, TV broadcast. Among conferences he has attended are Geneva high-frequency, 1948; Mexico City high-frequency, 1948-49; Paris Planning Committee, 1949; CCIR, Switzerland, 1949; Florence-Rapallo high-frequency, 1950; Conelrad, Cuba, 1952. He joined FCC in 1940 as a radio operator, rising quickly to general radio engineer with the Broadcast Bureau. He is a graduate of Denison U., and did graduate work in electrical physics at Ohio State U.

Ruth Brewer continues as secretary to the department manager.

Spot Radio Sales Aids Distributed by SRA

FACTS, opinions and ideas that radio stations and their representatives can use in selling spot radio campaigns to national and regional advertisers are contained in an eight-page booklet distributed last week by Station Representatives Assn. as the first of a series of quarterly reports which SRA has promised stations subscribing to its Crusade for Spot Radio.

With 250 stations already supporting the drive, SRA has added Reg Rollinson as director of advertising relations. Tom Flanagan, SRA managing director, has urged the enrollment of many more station subscribers.

N.Y. RULING AIDS USERS OF TALENT

Producers of radio and TV transcriptions see financial relief in a New York State interpretation that payments for talent to re-use of the recordings constitute "royalties," not remunera-

FINANCIAL succor for producers, agencies and sponsors is indicated in a New York State ruling reported last week in which talent payment on radio and television transcriptions was interpreted as a "form of royalties" and not as remunera-

With this construction on the state laws gov-

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SECOND VHF OUTLET FOR KANSAS CITY AS FCC GRANTS SHARE-TIME BID

KMBC’s Church predicts service within 60 days after that station and competitor WHB have share-time application for Ch. 9. approved. Also authorized are three new uhf stations.

SECOND vhf TV service for Kansas City will be available within 60 days, Arthur B. Church, president and founder of KMBC, said last week following FCC approval of the applications of KMBC and competitor WHB for new TV stations to share time on Ch. 9.

The two veteran radio rivals solved the Ch. 9 deadlock by amending their applications last Tuesday, on the eve of the Commission’s regular weekly meeting on Wednesday, to propose the share-time operations. KMBC and WHB will maintain separate studios and distinctly separate operations but will share a common transmitter site at 23d St. and Topping Ave., the transmitter location originally proposed by KMBC.

Mr. Church said it is planned to construct an interim TV transmitter atop the Power & Light Bldg. which, barring unforeseen construction delays, “should be on the air well within 60 days.”

Donald D. Davis, WHB president, and Mr. Church late last week signed contracts with CBS-TV which make WHB-TV and KMBC-TV primary CBS-TV affiliates. KMBC-AM is the sixth affiliate of the CBS Radio network, Mr. Church related. WHB is a Mutual outlet.

Kansas City for 3½ years has been served by a single TV station, WDAF-TV, vhf Ch. 4 outlet of the Kansas City Star which for a month was off the air because of labor conflicts, now resolved [B*T, June 22]. A fortnight ago, Empire Coil Co.’s new uhf Ch. 25 KCTV (TV) took the air for regular operation.

Earlier, FCC authorized vhf Ch. 5 at Kansas City to KCNO, made possible by the withdrawal of a competitive application by KCKN there [B*T, June 8]. KCNO-TV, however, is not expected to be ready for operation until sometime in the fall.

In other television actions last week, the Commission:

New Uhf CPs
- Issued permits for three new uhf stations in addition to the Kansas City vhf Ch. 9 authorizations.
- Proposed the first group of allocation changes in several communities since expiration on June 2 of the one-year general ban on such revisions.
- Announced an examiner’s initial decision recommending grant of uhf Ch. 41 at Trenton, N. J., to WITM there, made possible by withdrawal of the competitive application of WBUD.
- Awarded special temporary authorization to WRBM-TV Chicago to change from vhf Ch. 4 to Ch. 2, pending outcome of court appeal by Zenith Radio Corp., competitive applicant (see separate story).
- Denied request of the motion picture industry for a separate allocation of channels for networking theatre TV programs, ruling theatre TV transmission should be a common carrier operation on frequencies already allocated to common carrier service (see separate story).
- Heard oral argument on another “economic injury” TV protest case under Sec. 309(c) of the Communications Act, involving complaint of uhf Ch. 28 KICU (TV) Salinas, Calif., against share-time grants on vhf Ch. 8 to KMBY Monterey and KBSW Salinas (see separate story).

Construction permits for new commercial TV stations were granted by the Commission as follows:

- New Haven, Conn.—Connecticut Radio Foundation Inc. (WELI), granted uhf Ch. 59; effective radiated power of 19.5 kw visual and 10.3 kw aural, antenna height above average terrain 560 ft. Grant was made possible by withdrawal of the competitive application of WAVZ there a fortnight ago [B*T, June 22].
- Kansas City, Mo.—Midland Besteq. Co. (KMBC), granted vhf Ch. 9 on share-time basis with WHB there; ERP 316 kw visual and 155 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site will be used but separate studios will be maintained.
- Kansas City, Mo.—WHB Besteq. Co. (WHB), granted vhf Ch. 9 on share-time basis with KMBC there; ERP 316 kw visual and 155 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site; separate studios.
- Beckley, W. Va.—Appalachian TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 21; ERP 19.5 kw visual and 9.77 kw aural; antenna height above average terrain 680 ft. Comr. Hennock voted for letter of further inquiry.

Setting July 20 as deadline for comments, the Commission adopted notices of proposed rule-making looking toward amending its table of TV channel assignments on the basis of the following petitions for allocation changes:

- By Lynne C. Smeby, Washington, D. C., consulting engineer, to add vhf Ch. 5 at Lake Placid, N. Y., and to amend the offset carrier requirements on Ch. 5 at Bangor, Me., to plus and at Boston to minus.

- By WAYS-TV Charlotte, N. C., uhf Ch. 36 grantee, to delete Ch. 36 at Harlan, Ky., and to substitute Ch. 73-plus. WAYS-TV wants to relocate its transmitter at the AM site of WAYS and faces co-channel spacing problem on Ch. 36.
- By WTVB-TV Peoria, III., uhf Ch. 19 grantee, to substitute uhf Ch. 66-plus for Ch. 26, reserved for noncommercial educational use, at Springfield, Ill., to widen minimum spacing between its Ch. 19 transmitter and any proposed use of Ch. 26 at Springfield.

By Holdrege Chamber of Commerce, Holdrege, Neb., to transfer vhf Ch. 4 from North Platte to Holdrege.

By KREK Roseburg, Ore., to transfer vhf Ch. 4 from Medford to Roseburg.

By Eastern Oklahoma TV Corp., Ada, Okla., to switch vhf Ch. 12 from Elk City to Ado, substituting uhf Ch. 26 at Elk City.

By WAIM Anderson, S. C., to transfer uhf Ch. 48 from Elizabethton, Tenn., to Anderson, substituting uhf Ch. 22-plus at Elizabethenton. WAIM is in contest for sole uhf Ch. 58 there with Anderson TV Co.

By Sam Louis Ackerman, Eau Gallie, Fla., to add uhf Ch. 87-minus to Melbourne, Fla., now without a channel.

FCC denied a petition by Robert R. Thomas Jr., operator of WOAY Oak Hill, Va., asking reconsideration of a ruling on May 29 which rescinded the Commission’s assignment of vhf Ch. 4 to Fayetteville, W. Va., on grounds a missed putt CAN lose THE GAME...

But...
YOU CAN ALWAYS BREAK PAR with WICU TV

CHANNEL 12, ERIE, PA.

National Representative
Headley-Read Co.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

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Mr. Thomas wanted to use the facility at Oak Hill rather than at the city allocated. The WOAY licensee asserted FCC was advised of his plans to build at Oak Hill with auxiliary studio at Fayetteville [B-T, June 22, 8]. Two channel contests at Corpus Christi, Tex., involving multiple applicants for vhf Chs. 6 and 10, were designated for hearing July 24 in Washington. Ch. 6 competitors include KRIS and the Baptist General Convention of Texas. Four Ch. 10 competitors are Corpus Christi TV Co., Superior TV Inc., KEYJ and KSIX.

KITO-TV San Bernardino, Calif., permittee for uhf Ch. 18, was sent a letter questioning the diligence of its efforts to put the station on the air. FCC said no construction has begun and no equipment has been ordered.

KOWL Santa Monica, Calif., applicant for uhf Ch. 52, was advised its bid indicates necessity for a hearing. KOWL has filed for Corona, Calif., channel.

Howard-Yale Inc., community antenna firm at Palm Springs, Calif., was granted modification of an STA issued March 26 for an experimental TV booster station to allow not more than three months of experimental operation after completion of construction, but not beyond Dec. 26. Authority also was given to retransmit signals of other than the Los Angeles stations, including XETV (TV) Tijuana, Mex., provided permission is obtained.

John Johnson Ignores NARTB Resolution on Baseball Bill

SEN. EDWIN C. JOHNSON (D-Colo.) said last week he expects "no trouble at all" in the Senate when his bill on baseball comes up for consideration [Also see later developments, April 26].

As reported May 27, Sen. Johnson said he was not paying any attention to it. NARTB said an analysis of the bill along with comments were sent to all senators and to members of the House Interstate & Foreign Commerce Committee.

The Senate told B*T that the measure (S 1396), which would permit organized baseball to bring back restrictions on radio-TV coverage while being protected from anti-trust laws, has "good prospects." He said that "as soon as we [Senate] get some of the rush out of the way we will pass the bill."

Meanwhile, a third companion baseball bill was introduced in the House. Rep. C. W. Bishop (R-III.) is the author of HR 5858.

The bill, which is on the Senate calendar (rollcall of bills), can be called up at any time. Next calendar day in the Senate is scheduled for next week. At the first call on the baseball measure a fortnight ago, Sen. Everett Dirkson (R-III.) asked that it be set aside.

FCC Staff Honors Walker

STAFF party honoring veteran FCC Comr. Paul A. Walker’s retirement will be held tomorrow (Tuesday) in the dining room of the U. S. Postmaster General, New Post Office Bldg., where FCC is headquartered. Fellow Commissions and the Commission staff will pay their respects to Comr. Walker, whose term of office expires the same day. Chairman of the Commission confer several months prior to the elevation of Comr. Rosel H. Hyde to the top post, Comr. Walker has been an FCC member since July 11, 1934, the day FCC superseded the former Federal Radio Commission. A Democrat, Comr. Walker is a native of Oklahoma.

GOVERNMENT
FCC DENIES SPECIAL CHANNELS TO ADVOCATES OF THEATRE TV

Five-to-one vote rules that theatre television must stick to the common carrier frequencies. Comr. Hennoch dissents, saying that the "public interest" issue of theatre television is still open.

MOTION PICTURE theatre interests last Thursday lost their fight for their own special theatre television transmission channels.

In a five-to-one decision (Comr. John C. Doerfer did not participate), the Commission ruled that theatre television transmission should be a common carrier operation. As such, the Commission said, it can use the frequencies already assigned for common carrier use. If there are not enough, then, it was suggested, the theatre TV operators could petition FCC for more common carrier frequencies.

In a 17-page report and order, FCC detailed the past history of the theatre TV proceeding (Docket 9552), and reported that the Commission felt there was no reason to pass upon the merits of theatre TV. "Our concern . . . being what is the best possible approach to the basic problem . . . . i.e., whether or not use of radio for theatre television is in the public interest . . . ."

The report and order ends an eight-year struggle by motion picture interests for theatre TV channels.

In 1945 FCC allocated certain frequencies for experimental use of the theatre TV proponents, but following the so-called 1000-13,200 mc proceeding which began in the spring of 1947, the Commission in February 1948, allocated to other services the frequencies which had been used for the theatre TV experiments.

At that time FCC said the "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use . . . ."

In June 1949 the Commission invited Paramount Television Productions Inc., 20th Century-Fox Film Corp. and the Society of Motion Picture Engineers to submit statements concerning the needs of theatre TV. Several other motion picture firms and motion picture groups also filed their comments on theatre television.

Three Problems

In setting forth the issues for the theatre TV hearings, FCC emphasized three basic problems:

(1) What is meant by "theatre television service" and how it would be operated, (2) why cannot theatre TV develop and operate on existing or proposed common carrier facilities, and (3) why should frequency allocations be made exclusively for use of a theatre TV service.

"In fact," the Commission continued, "the impression given was that the entertainment producers were being suggested as the licensees."

Last June the Motion Picture Assn. of America and the National Exhbitors Theatre Television Committee filed a joint petition for

hearing. Sessions were held in October 1952. The theatre groups completed the direct engineering and cost presentations in hearings last January.

In early February AT&T, RCA and Western Union presented their direct testimony. In essence, they said special theatre TV frequencies were not needed and that existing common carriers could provide the necessary service [BT, Feb. 16].

On Feb. 27, the NETTC and MPAA filed another joint petition. They wanted the Commission to allow common carriers which furnished only theatre TV transmission service on common carrier frequencies.

AT&T promptly filed opposition to the request, and said NETTC-MPAA wanted preferential treatment in the use of frequencies "for a special and limited transmission service not required or in the public interest."

A few days later Theatre Network Television Inc. filed a petition which commented on AT&T's opposition. TNT said that although common carrier theatre TV service which NETTC and MPAA wanted deserved consideration, FCC also should consider alternative procedures to meet requirements for theatre TV service.

FCC found in last week's report and order that the NETTC-MPAA petition of Feb. 27 had found a possible solution to the problem [BT, March 2]. The Commission pointed out that in January it had asked if theatre TV couldn't establish its own common carrier to use the common carrier frequencies.

The only other major question was whether theatre TV might be considered an industrial service.

FCC said it didn't believe so, since a communications transmission system which can be licensed to anyone for operation without regard to special licenses' eligibility requirements, operated for hire and offering a service that anyone could subscribe to, actually is a common carrier type of service, and that the common carrier frequencies are the only logical places for the location of such services.

Public Interest

The AT&T arguments do merit consideration, FCC said, when they ask if the public interest would be served by the grant of a particular application which requests use of common carrier frequencies for theatre TV.

But whether the application should be granted or not, FCC said, can be determined after it's filed, so "we see no need to ascertain, at this time, who such applicants may be and the nature and scope of their prospective operations."

In reaching its conclusions, FCC said it expects that there will be cooperation between common carriers in resolving frequency conflicts. Accordingly, it sees no need at this time to determine when interconnection might be necessary or what type of interconnecting service should be furnished.
FCC Files Appeal Support Against 'Giveaway' Decision

Following a N. Y. court decision that FCC "misconstrued" the lottery law and acted as a censor in its giveaway rules, the Commission filed a formal brief supporting its stand that it formulated lottery policy for the licensees' "guidance."

FCC has filed a formal brief in support of its appeal to the U. S. Supreme Court against a 2-1 decision by the U. S. Southern District Court of New York favoring ABC, NBC and CBS networks in their move for permanent injunctions against FCC rules which term network "giveaway" shows as lotteries and therefore illegal.

FCC earlier had filed notice with the lower court of its intention to appeal the latter's decision, upon which counsel for the networks filed motions with the Supreme Court to affirm the lower court's decision in their favor without argument.

Won Injunction

The New York district court ruled that FCC's giveaway rules, adopted in August 1949 but suspended after the networks won a preliminary injunction pending a court decision, for the most part misconstrue the lottery law and represent "censorship" in violation of the First Amendment to the Constitution [B*T, Feb. 9].

In its "Reply to [the networks'] Motions to Affirm" the lower court decision, counsel for FCC stated that "the Commission undertook to formulate its interpretation of the [lottery] law for the guidance of its licensees." FCC holds that its appeals raise "a substantial point of law" and that the networks' motion for affirmance, "without argument," should be denied. The FCC brief was filed June 15.

FCC cited the lottery law applying to radio stations prohibiting "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ."

Radio Farm Directors Plan U. S. Data Review

REVIEW of the information service offered by the Dept. of Agriculture is planned by a group of radio farm directors at the suggestion of Secretary of Agriculture Ezra Taft Benson.

Secretary Benson called a meeting June 22 of representatives from radio stations, newspapers, farm magazines, colleges and others who use the service. Subcommittees were formed to evaluate the service from the standpoint of the various needs.

One such group includes Mal Hansen, WOW Omaha, president, National Assn. of Radio Farm Directors; Robert C. Miller, farm director, WLW Cincinnati, and Hollis Seavey, director, Clear Channel Broadcasting Service, Washington. Its report is to be submitted to William Ward, information director, Cornell U., by Aug. 15. On Sept. 17 another meeting of all the subcommittees will be held in Washington.

Senate Confirms Howard

SENATE last Monday confirmed the nomination of Katherine G. Howard of Massachusetts to be Deputy Federal Civil Defense Administrator.
that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD
MORE RADIO-TV RECRUITING FUNDS ASKED

House Appropriations subcommittee testimony reveals the 1954 budget for radio-TV would be $53,005 more than in 1953.

AN INCREASED Army-Air Force budgetary allowance is being asked Congress for the services' 1954 recruitment program. The additional money asked is $53,005 more than in 1953.

This was revealed in last Thursday's release of testimony delivered in hearings March 5 to June 11 held by a House Appropriations subcommittee and subsequent questioning of Pentagon officials by R*T.

The services are cutting their radio production, however; it was indicated. Television request for 1954, increasing the amount spent for TV in 1953, nevertheless is less than the proposed expenditure for radio in 1954.

The request of the services for meeting costs of radio and TV production in the recruiting program, starting tomorrow (Tuesday), comes to $296,000 compared to $242,995 the last (1953) fiscal year. Congress, however, may cut this figure.

Pentagon officials told R*T that the cost squeeze, felt by commercial operations, is greater for the services because of budget limitations.

Highlights of testimony:

- The entire "advertising program" would be increased $250,000 overall—most by increased costs.
- According to figures shown the subcommittee, Dancer-Fitgerald-Sample, the Army-Air Force's agency, would get $192,000 for radio-TV production, a greater proportionate share of money than to the other media used.
- For network programs put on by the two services they receive $7 to $8 for every $1 they spend—nearly all of the higher return coming from free time.
- Col. Lawrence E. Schlanser of Personnel Procurement said the Pentagon gets "a lot of plugs" from disc jockeys. "From the platter shows," he said, "we actually get more distribution than the expense would seem to indicate. We use practically 2,000 radio stations a week, which is almost a coverage of the whole nation."

Production cost to the services, the colonel said, is the recording and mailing—they (stations) put it on on their own time.

In the breakdown of advertising budget figures: In 1954, the request is $104,000 for TV production, $192,000 for radio production; in 1953, $203,154.35 was spent for radio, $39,841.24 for TV.

In their recruitment publicity, some of the yearly fiscal 1953 cost figures developed by the Army-Air Force are:

- Weekly recruiting program: Proudly We Hail on radio, Army-Air Force cost, $129,701; commercial value, $5.1 million, Army-Air Force musical platter shows on radio, $15,184; commercial, $1,348, 152.
- TV recruiting program, Guide Right (Dumont) $53,123.20, commercial, $1,008,618; TV recruiting program, Talent Patrol (ABC) $348,006, commercial, $1,444,961.44; live or tape programs aired on national radio networks, $6,792; commercial, $1,700,400, and one-time public-service-support projects for Army-Air Force, $20,446, normal commercial cost, $840,150.

STRONG VOA CHIEF SOUGHT

AN independent information agency could attract top people in the media industry, Dr. Robert L. Johnson, International Information Administration chief, last week told the House Government Operations Committee.

The committee is considering reorganization plans to set up a new U. S. Information Agency with autonomous administration but under policy direction of the Secretary of State (AP DEADLINE, June 8).

Dr. Johnson Wednesday revealed before the committee that he has contacted a $75,000-a-year executive of a "very prominent advertising agency" to head the Voice of America program. He said the executive, whom he did not identify, is "one of the top five or eight men in the U. S." He said some 'six or seven good men from the radio field' were looking for the job.

He also disclosed that VOA operates with $20 million, that the reorganization plan is "the best means so far developed" for handling the Government's overseas information programs, and that under his direction VOA broadcasts have been changed to "straight commentary and news, plus religious programs."

Dr. Johnson predicted considerable economy with the reorganization—purpose of the agency: "To get things done more quickly."

Earlier in the week, he said he would tell Congress a proposed $112.5 million budget for IIA is not enough. Although he would ask approval of the figure, Dr. Johnson asserted, "We need a minimum of $123 million or even more.

The Budget Bureau set the $112.5 million limit.

Grim Denies NFL Plea To Stay Antitrust Case

REQUEST of National Football League to hold up a decision in the Government's antitrust case against the professional clubs was denied by Judge Alan K. Grim in U. S. District Court at Philadelphia. Judge Grim headed the Government's plea that it is not essentially a football case but actually a radio and television case in which sale of broadcast rights was in interstate commerce. Ex-Sen. Francis Myers, for the league, said the basic issue in the baseball reserve-clause cases now in the Supreme Court is whether professional sports are engaged in interstate commerce. Walter Murphy, government counsel, argued the reserve-clauses cases are purely baseball cases.

In handing down the order, Judge Grim said: "The defendants have not made a clear case of hardship or inequity in being required to go forward. Moreover, there appears to be more than a fair possibility that the requested stay would work damage on someone else—radio, television, the advertising industry, and perhaps the vast radio and television audience which allegedly are being damaged by the defendants' continuing violation of the antitrust laws."

"A prompt decision is desirable. If stayed until the cases before the Supreme Court have been decided, another football season will pass before there is a decision in the present case."

KKXEL Protest Dismissed

PROTEST by KKXEL, Waterloo, Iowa, against the new station grant of 10 kw daytime on 1540 kc at Columbus, Miss., to J. W. Furr was dismissed by the FCC last week. The Commission ruled that KKXEL is not entitled to the extent of protection from interference which it claimed in its petition (R*T, June 22).
IWII. SENATE PASSES RADIO-TV BAN BILL

WITNESSES appearing under subpoena before courts or legislative committees or investigating commissions would not be required to face radio microphones or TV cameras if they expressed prior objections—under action taken by the Illinois Senate last week.

That is the substance of a bill passed Tuesday and sent to the House for its concurrence. If approved there, it would become law with Gov. William Stratton's signature.

The measure represents a compromise between the original proposal, which would have banned outright radio-TV coverage of all such proceedings, and open access to coverage by broadcasters.

The Illinois Broadcasters Assn. fought the original bill. Both the Chicago and Illinois Bar Assns. have been in the forefront of a fight to prohibit such coverage where witnesses' rights are involved.

Oliver Keller, president of WTAX Springfield, told B&T it was "not a good bill." He said WTAX-AM-FM has been carrying certain committee sessions of the House each week.

Among broadcasters in opposition to the bill were William Ray, news director, NBC Chicago, and Con O'Dea, news chief, ABC Central Division.

WROV (TV) WOULD DROP UHF FOR VHF

Roanoke outlet cites losses in seeking change from uhf Ch. 27 to vhf Ch. 7.

BECAUSE of great financial losses in a relatively short time, WROV-TV Roanoke, Va., last week asked FCC for authority to change from uhf Ch. 27 to vhf Ch. 7.

This is believed to be the first time that an operating uhf station has requested a change to vhf for economic reasons.

WROV-TV contends that under present conditions uhf stations cannot compete with vhf facilities.

Radio Roanoke operator of WROV-TV, Inc., filed for Ch. 7 in early 1951, FCC records show. A competitive application was filed later and Radio Roanoke amended from Ch. 7 to the unsought Ch. 7. Subsequently, Polan Industries, one of the applicants which had filed for uhf Ch. 10, the third commercial channel allocated to Roanoke, amended its application to specify Ch. 7. The Commission soon thereafter issued construction permits for uhf Ch. 27 and vhf Ch. 10 Roanoke Bestg. Corp. (WSLS).

Vhf Ch. 7 still remains in contest between the Times-World Corp. (WDBJ) and Polan Industries.

Radio Roanoke requests that the FCC accept its application and waive the requirements of Footnote 10 of Rule 1.371 of the Commission's Rules and Regulations (commonly known as "Temporary Processing Procedure") which prohibits applications by operating stations from applying for a TV channel other than that presently authorized.

Radio Roanoke contends that although it has expended great effort to obtain public acceptance of uhf Ch. 27 and has been successful in obtaining 50% circulation for uhf in the Roanoke area, it has still found operations economically unfeasible.

In setting forth its reasons for the change, Radio Roanoke points out that:

...although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and has since dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with competitive vhf Ch. 10.

WROV has shown. Its figures show over 80,000 uhf sets in a wide area covered by Ch. 10 in Roanoke against less than 20,000 vhf sets in a limited area.

The indifference of some set manufacturers, distributors, dealers, service people and the general public toward a uhf station with relatively poor pictures in a city and area served by a vhf station with excellent pictures from three national television networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures indicate that uhf is not acceptable nor financially feasible in a city where vhf facilities are or will become available.

Radio Roanoke has indicated that if the Commission will waive the provisions of its rules prohibiting applications by operating stations from applying for a TV channel other than that presently authorized, it will operate uhf Ch. 27 as long as its resources permit or until a construction permit is issued to any applicant for Ch. 7.

If the Commission does not waive its rules Radio Roanoke is prepared to surrender its uhf Ch. 27 facilities in order that its application for vhf Ch. 7 may be considered.

Hofheinz Sells KSOX
To KGBS for $225,000

HOUSTON's Mayor-Broadcaster Roy Hofheinz has sold KSOX Harlinger, Tex., to KGBS Harlingen for $225,000, subject to FCC consent. KGBS would be deleted.

Harbenito Broadcasting Co., KGBS licensee, has pending an application to change facilities of KGBS from 1240 kc with 250 w unlimited to 850 kc and 5 kw. Upon approval of the application for acquiring KSOX (1530 kc, 50 kw day, 10 kw night directional), Harbenito Broadcasting Co. will surrender its license for KGBS and dismiss the application for frequency change.

KGBS-TV, assigned vhf Ch. 4, will be retained by Harbenito principals and will be transferred to Harbenito Broadcasting itself. KGBS-TV grant was made possible by withdrawal of competitive application of KSOX.

Principals include President McHenry Tichenor (35%), owner of Magic Triangle Televsion, Inc. (KGBS-TV); Vice President James Cullen Lochey (30%), owner of KERO El Paso, Tex., and Secretary-Treasurer Troy R. McDaniel (10%).

Earlier the FCC had approved the sale by Hofheinz of 75% interest in KTHT Houston to Texas Radio Corp. for $600,000 (B&T April 13).

Total of 2,000 shares of new common stock are to be issued to increase the capitalization of Harbenito Broadcasting, the application showed. Mr. Looney will purchase 1,950 shares for $175,000. Mr. McDaniel will purchase 50 additional shares for $5,000 and will acquire 140 shares from Genevieve Tichenor for $12,600.

Mr. Looney's commitment is conditioned on authorization to increase stock and upon transfer of KGBS-TV to Harbenito Broadcasting Co. He will not acquire office or stock interest unless he disposes of KURV.

Flemming Confirmed

SENATE last week confirmed Arthur S. Flemming as director of the newly reorganized Office of Defense Mobilization.

BROADCASTING • TELECASTING

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KICU (TV) CLAIMS RIGHT TO HEARING

ORAL argument does not constitute a fair hearing under the TV protest rights of Sec. 309(c) of the Communications Act, FCC was told last month by KICU (TV) of Monterey Park, Calif., the uhf Ch. 28 grantee owned by S. A. Cisler and Grant R. Wrathall. KICU (TV) appeared to press its economic protest of the uhf Ch. 8 share-time grants issued by the Commission to Channel 30, Salinas, charging injury from "monopoly" of major network services [B[T, April 13, March 30].

Stephen Tuyh Jr., counsel for KICU (TV), attacking the nature of his client's "day in court" before FCC, contended:

New Sec. 309(c) specifically states that the Commission be "directed to set an application for hearing. It does not say oral argument. We contend that an oral argument is not a hearing. It specifically provides that the protestant has the burden to prove the matter in controversy within the introduction of evidence. I am at a loss to know, after 15 years of practice, how we can proceed with this introduction of evidence without the benefit of testimony, . . . witnesses for the opposite side, . . . witnesses for the opposing in a logical manner.

Tuyh related that KICU (TV) alleges injury because KMBY, through the CBS connections of part owners Bing Crosby and Kenyon Brown, and KSBW, through ownership ties with NBC-TV affiliate KRON-TV San Francisco, "is able to monopolize the economic support for TV stations in the Salinas-Monterey area."

Clair L. Stout, counsel for KMBY, argued that Sec. 309(c) entitles KICU (TV) to a hearing based on the facts that Messrs. Wrathall "did not set forth any issues in the protest," and since FCC set none, there are no issues on which to hold a hearing. Sec. 309(c) requires specific issues to be posed by the protestant, he said, contending KICU (TV) allegations were too general to constitute issues.

KS BW counsel Norman E. Jorgensen reviewed the Sanders Bros. case and noted the Supreme Court considered economic injury not an element of itself to entitle a station to protest privilege, but "it would be likely that such person would have sufficient interest to bring errors of law to the attention of the appellate commission."

Wrathall "did not set forth any issues in the protest," and since FCC set none, there are no issues on which to hold a hearing. Sec. 309(c) requires specific issues to be posed by the protestant, he said, contending KICU (TV) allegations were too general to constitute issues.

The Commission "inadvertently" removed the KFDW application from the hearing docket, KWTW asserts, and granted its request for 5 kw night in 1947.

The petitions filed by KWTW and WHBQ, however, FCC later amended the KFDW grant by adding a condition to the grant that KFDW would accept whatever interference resulted from the granting of KWTW and WHBQ applications. KWTW contended the condition and has reaffirmed its acceptance of the condition ten times since then on subsequent license renewals and modifications.

On the other hand, KWTW says, KFDW has not fought against all efforts of KWTW to increase its nighttime power to 5 kw. This action, KWTW believes, is an effort to render meaningless the clause in KFDW's license which states KFDW will accept the interference resulting from granting of the KWTW application. This violates the terms of KFDW's original grant and all the later license renewals and modifications, according to KWTW.

KWTW said that KFDW never did object to the conditions imposed in the original grant and subsequent licenses so that KFDW accepted the condition, and has continued to accept it for almost six years, but in action KFDW does not accept the condition or grants of the KWTW application. This violates the terms of KFDW's original grant and all the later license renewals and modifications, according to KWTW.

In one petition, KWTW asks that FCC issue an order for KFDW to show cause why its license should not be revoked.

In the other petition, KWTW asks FCC to hold a hearing in an effort to determine if KFDW has violated the terms of its license and is a fit party to hold a license.

Attorney for KWTW is George O. Sutton, Washington.

Brewer Urges Congress To Let EPT Die Tuesday

CONGRESS last week was urged to let the excess profits tax expire tomorrow (Tuesday) by Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., licensee of WNBH WFMF (FM) New Bedford, Mass., and permissible for uhf Ch. 28 WBNH-TV.

Brewer, also publisher of the New Bedford Standard-Times, and Hyannis (Mass.) Cape Cod Standard-Times, in a letter to Chairman Daniel A. Reed (R-N.Y.) of the House Means Committee, said: "Republicans, including President Eisenhower, state that the excess profits tax is entirely inequitable but urge retention rather than favor a few corporations as against many. If the President is correct the tax is inequitable. Let’s stop the inequity June 30 as provided in the Act."

III. Senate Approves Modified Educ. TV Bill

THE U. of Illinois at Champaign-Urbana last week was preparing to move ahead with plans for an educational television station on vhf Ch. 12 after two new developments in its favor.

The state Senate voted to reverse an earlier proposal that would have denied the university and other schools authority to build and operate such stations or at least deprive them of state funds. The bill was returned to the House, which earlier had approved the ban.

At the same time, U. of Illinois trustees reported a $100,000 Ford Foundation grant for educational TV. The grant, plus final legislative action, was hailed as paving the way for TV plans on at least a skeleton basis.

The Senate amended the proposal to curb the use of tax funds for TV, limiting annual expenditures to $424,000 for the next two years. The Senate voted to allow the university to use grants and gifts, such as donated by the Ford Foundation.

The proposal to prohibit educational TV had been supported by the Illinois Broadcasters Assn. and other groups [B[T, June 15].

WWBZ Calls 'Misleading' Bookmakers' Delight' Charge

FRED WOOD, manager of WWBZ Vineyard, N.J., last week declared "misleading" the term "bookmakers' delight" used by Chief of FCC Broadcast Bureau in describing the horse race programming of WWBZ.

Broadcast Bureau Chief had used this phrasing in a petition to the Commission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application [B[T, June 22].

That petition said in part: "It is difficult to comprehend what legitimate community needs are being served by the extensive, year-round and detailed racing coverage provided by station WWBZ."

Mr. Wood said that he does not believe that they are operating illegally and added: "I could name several other stations in this area which are giving more racing information. . . . This area has horse breeders, owners and patrons of the sport and the stations are performing a public service in supplying information these people want."

Florida Ban Bill Fails

A BILL which would ban radio-TV coverage of public hearings in Florida, and which had been killed in committee, has been refused a place on the Florida House calendar, apparently closing the issue. The bill was authorized by Sen. Wallace O. Sturgis of Ocala.

KFDW-KWTW DUEL RENEWED

KFDW Beaumont, Tex., either should have its license revoked or should participate in a hearing to defend a request that its license should not be renewed. That is the essence of two petitions filed last Thursday at FCC by KWTW Springfield, Mo.

KWTW bases its requests upon what it alleges are violations by KFDW of FCC rules and orders.

In 1946, KWTW claims, KFDW, WHBQ and KWTW all had pending before FCC applications for operation on 560 kw at night. KFDW and KWTW sought an increase of nighttime power to 5 kw and WHBQ wanted to change its frequency to 560 kc with 5 kw daytime, 1 kw nighttime. FCC set all three applications for hearing.

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BROADCASTING • TELECASTING
Correspondents Named For Bermuda Conference

THE WHITE HOUSE has listed these radio and TV representatives for the Bermuda conference:

Radio — Martin Agonsky, John Edwards ABC; William Costello, CBS (Eric Severin, and David Schoenbrun or Howard Smith tentatively scheduled); Richard Harkness, Ray Scherer, Leroy Van Winkle (engineer); Ray Henle, 3-Star Extra; Leslie Higbie, MBS; James M. Minife, Canadian Broadcasting Corp.; Peter Von Zahn, Northwest German Radio; Charles F. Sebastian, WFIL (FM) Chicago.

Television—John Krumpelback, Robert Butterfield, John E. Hofen, Joseph Vadaile, NBC-TV; Robert Hess, William Macy, Charles Von Fremd, CBS-TV.

Jobs Order on CSC Status Hurts FCC Lawyers Little

NEW Executive Order issued Thursday by the White House will deprive some government attorneys of civil service protection under Schedule A but only two or three FCC lawyers are likely to be affected. These would be attorneys who came into civil service status since 1947 and would be confined to those of Grade 12 or under, it was indicated at the FCC.

Attorneys protected by the Lloyd-LaFollette Act or having veterans preference would not be affected. The new order will amend one handed down some weeks ago.

Status of 68 FCC staff executives became doubtful last March when a Civil Service Commission list enumerated positions available to the new Administration because they lacked civil service protection [B**T, March 2].

Strauss Named AEC Chief

LEWIS L. STRAUSS, member of the RCA board, last week was picked by President Eisenhower to be the new chairman of the Atomic Energy Commission. He is a financier and was adviser to the President on atomic energy matters. His nomination is for a five-year term for which he is being designated as chairman. He will succeed Gordon Dean, who retires tomorrow (Tuesday).

Mr. Strauss will be principal speaker July 2 at ceremonies marking the 30th anniversary of the Naval Research Lab. The laboratory has 12 scientific divisions, three of them in radio. Using “radio” telescopes, laboratory scientists are studying microwave radiations from the sun, moon and the stars. Information gathered is expected to improve long-distance radio communication. The laboratory also has been studying radio-frequency propagation.

Hurry, Hurry, Hurry

TELEVISION legal and engineering staffs at FCC are alerted for emergency duty each Tuesday night, eve of the Commission’s regular meeting day, to process last-minute mergers and amendments resulting from the new speed-up policy [B**T, May 25]. The Commission also has put on notice Washington attorneys and the staff of its Secretary’s office that 5 p.m. closing time will be strictly observed and that last-minute amendments must be stamped in by FCC before 5 p.m. Tuesday to be eligible for Wednesday consideration.

WORZ proudly announces

TWO IMPORTANT MILESTONES IN OUR PATH OF PROGRESS . . .

appointment of

THE O. L. TAYLOR COMPANY

as National Representatives

and

Increase in Daytime Power to

5000 WATTS

As this goes to press, WORZ is completing final tests of its new 5000 watt transmitter—an increase in power, giving coverage “from the Gulf to the Sea” over Central Florida. The best advertising buy in Central Florida at no increase in rates.

Join a growing list of satisfied advertisers—Beginning July 1, see your O. L. Taylor man.

WORZ

ORLANDO

NBC for Central Florida

John E. Surrick

General Manager
STORER SELLS WMMN AFTER BUYING KABC

Transaction was made to keep within FCC's limit of seven AM stations. Sale price for WMMN is reported at $340,000; KABC cost $700,000.

SALE of WMMN Fairmont, W. Va., by Storer Broadcasting Co. to Peoples Broadcasting Corp. was announced last week on the heels of the Storer company's acquisition of KABC San Antonio (Closed Circuit, June 15). Both transactions are subject to the customary FCC approval.

Sale price in the KABC transaction is approximately $700,000 while the WMMN figure is reported at $340,000, plus net quick assets. KABC operates on 680 kc with 50 kw day and 10 kw night and WMMN is on 920 kc with 5 kw.

The WMMN sale was "necessitated" by Storer's acquisition of KABC, in view of FCC's policy against common ownership of more than seven AM stations.

With the acquisition of KABC, Storer will own combination radio-TV operations in five major markets. The company already owns KEYL (TV) San Antonio. It also operates both AM and TV in Atlanta, Detroit and Toledo and has received FCC approval for its purchase of WBAM-AM-TV Birmingham. It also owns WWVA Wheeling and WGBS Miami.

"It was with great regret that the Storer Broadcasting Co. decided to dispose of WMMN, but the exigencies of the situation required this action," said President George B. Storer in announcing the sale jointly with Herbert E. Evans, vice president and general manager of Peoples, a subsidiary of the Farm Bureau Mutual Automobile Insurance Co.

Peoples owns and operates WRFD Worthington, Ohio; WOL Washington and WTTM Trenton.

"We look forward with great interest to working with the people of Fairmont, Morgantown, Clarksburg and other communities served by WMMN in the further development of public service programming," Mr. Evans said, and "we wish to have a part in the great development under way in the Monongahela Valley."

WMMN is almost 25 years old. It started operations Dec. 22, 1928. One of its programs, Campus Hi-Lites, has been presented weekly by Fairmont State College for 22 years. WMMN is a CBS Radio affiliate.

Peoples Broadcasting is headed by Murray D. Lincoln, who also is president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The transaction was negotiated by Howard E. Stark, radio and TV station broker, of New York. Negotiations for purchase of KABC, an ABC affiliate, were completed by Mr. Storer, and for KABC, Sid Richardson, and Gene Cagle, present owners. Mr. Cagle is president of the Texas State Network.

Mastin Takes WNBF Reins

CECIL M. MASTIN has taken over as general manager of WNBF Binghamton, N. Y., due to the serious illness of Guy Cunningham, who had fulfilled those duties. In making the announcement last week, Mr. Mastin, who is vice president of Clark Assoc., station licensee, said that a permanent replacement for Mr. Cunningham will be announced soon. Mr. Mastin had managed WNBF for many years.


WBBM-TV SETS SWITCH TO CH. 2

CBS' WBBM-TV to move from Chicago Ch. 4 to 2 with FCC's special temporary authorization pending Zenith Radio Corp.'s protest before U. S. Appeals Court of D. C. in which Zenith also seeks Ch. 2. WMJ-TV Milwaukee to move from Ch. 3 to 4.

WBBM-TV Chicago will change from vhf Ch. 4 to 2 next Sunday, Henry Haskell, vice president in charge of the CBS Central Div., announced last week after FCC issued a special temporary authorization to the CBS-owned station for the channel shift.

The STA is conditional upon the outcome of Zenith Radio Corp.'s protest, now before the U. S. Court of Appeals for the District of Columbia, which challenges the final TV reallocation order by FCC requiring WBBM-TV to move from Ch. 4 to 2 and denying Zenith's bid for a new TV station on Ch. 2.

As a result of the WBBM-TV move, WMJ-TV Milwaukee will change from Ch. 3 to 4 on July 11, according to Walter J. Damm, vice president and general manager of radio-TV for the Milwaukee Journal publications. He said the channel switch will eliminate conflict with the signal of WKZO-TV Kalamazoo, Mich., operating on Ch. 3.

Move Required

The channel moves were required by FCC's Sixth Report & Order of April 14, 1952. Zenith, which has been operating an experimental station on Ch. 2 since 1939 and seeks a regular commercial outlet on the facility, appealed to the court. Several weeks ago, Zenith won a stay on a permanent basis, until its formal appeal could be heard [BT, May 25].

Because of the urgency of the Ch. 4 interference problem, the Commission invited CBS and Zenith to submit applications for temporary operation on Ch. 2 under an STA, pending termination of the litigation.

With Comr. Frieda B. Henneck dissenting and Comr. E. M. Webster issuing a concurring statement, the FCC majority by memorandum opinion and order granted the STA to CBS subject to the following terms:

(a) It will be in effect until final court action in the Zenith appeal, or (b) until award of a license to operate on Ch. 2 after comparative hearing between CBS and Zenith. (c) The STA also is subject to the express condition that if a comparative hearing is held neither party shall urge, and the Commission shall not consider pertinent to that controversy, the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA.

FCC authorized transmitter output power of 5 kw visual and 3 kw aural to WBBM-TV, using its present antenna, 650 ft. above average terrain.

Majority View

The Commission majority, in choosing between CBS and Zenith as the temporary Ch. 2 operator under the STA, commented:

"It is our view that an STA for operation on Ch. 2 should be issued to Columbia upon the conditions set forth in the order of the Court of Appeals of May 26, 1952. In our view it would be inappropriate to require Columbia, the present licensee of WBBM-TV operating on Ch. 4, to cease that operation and to authorize someone other than the existing licensee to operate a television broadcast station in Chicago on the new channel."

Neither Comr. Eugene F. McDonald, Zenith president, nor other top officials would comment on FCC's decision.

WBBM-TV last Wednesday started converting its technical equipment from Ch. 4 to 2, with the aid of CBS-TV New York engineers. Adjustments are being made with the station off the air.

In Milwaukee, Mr. Damm said WMJ-TV plans to shift channels in the middle of a special program that Saturday evening. The station also will put into use a new RCA 10 kw transmitter with 25 kw amplifier, which, coupled with antenna gain of 9.8, would give an effective radiated power of 100 kw.

WMJ-TV to stage test patterns on Ch. 4 June 21, and is running them each morning and after signoff. Dealers in Wisconsin and Michigan will be asked to report on reception. Viewers of the special program will be told how to tune their sets for better reception.
ARRIES TO WTTG; COMPTON RESIGNS

APPOINTMENT of Leslie G. Arries Jr., assistant director of programming and production for the DuMont Television Network in New York for the past two and a half years, as manager of the network's WTTG (TV) Washington is being announced today (Monday) by Chris J. Witling, DuMont's managing director.

In his new post, Mr. Arries will succeed Walter Compton, who has resigned. Mr. Compton has directed the station since January 1948.

Mr. Arries began his career in television with WTTG seven years ago as a junior engineer. He also worked there as a cameraman, production assistant and director of special events until February 1948 when he joined DuMont's WDTV (TV) Pittsburgh as program operations manager. At the network's headquarters in New York, Mr. Arries has worked under James L. Caddigan, director of programming and production, on the development of network programs and program policies.

Mr. Compton has been in radio and TV more than two decades. Originally a newscaster on WOL Washington, he later became an MBS commentator and was the first quizmaster on the MBS Double or Nothing, one of the first radio quiz shows. Joining WTTG, he became one of TV's first newscasters.

KOSA TV Bid Withdrawal Seen If KECK Builds Outlet

KOSA Odessa, Tex., president-general manager Cecil L. Trigg has promised his competitor for vhf Ch. 7 in that city, Ben Nedow, owner-general manager of KECK there, that he will withdraw his mutually exclusive application for TV in Odessa if Mr. Nedow will promise to build a TV outlet.

Mr. Trigg's offer to take himself out of the TV picture, provided Mr. Nedow will build an Odessa outlet, was carried in a news story June 17 in the Odessa American.

Mr. Nedow is sole owner of Ector County Broadcasting Co., applicant for Ch. 7 and licensee of KECK.

According to FCC records, Mr. Trigg joined forces several months ago with Cecil Mills in Mr. Mills' Ch. 7 application under the name of Odessa Television Co.

An initial application by the Odessa Broadcasting Co., licensee of KOSA, now dismissed, carried Mr. Trigg as 75% owner; Brooks L. Harman, vice president, as 16% owner; John Vacca, secretary, as 10% owner, and William B. Stowe, treasurer, as 5% owner.

From where I sit by Joe Marsh

Heard About the Electric Weather Predictor?

Squint Smith has built up quite a reputation the last month or so by predicting the weather. What he says usually comes true.

Folks often go out of their way and sit around his little Antique Shop just to get his "expert" opinion.

Last Monday he said he didn't know what the weather was going to be like next day. That surprised us and when we asked what happened, Squint said, "Slipped up on my electric bill and was turned off. I'll hear my radio tomorrow though." Squint had been getting the weather over the radio—just like anyone else!

From where I sit, that's the way it goes with some "experts." They often don't have any more inside information than you can get for yourself. Like those who "know" cider is the only thirst-quencher after a day's work. Far as I'm concerned, I'll take a temperate glass of beer. But—I won't try to "predict" your choice for you.
ROUNDUP OF POST-THAW TELEVISION: 80 STATIONS NOW IN BUSINESS

Post-thaw stations reach 80 as programming begins from KROC-TV Rochester, Minn., KWSV-TV Roswell, N. M., and WFAM-TV Lafayette, Ind. The score now: 42 post-thaw vhf and 38 uhf outlets, of which one vhf is noncommercial educational.

THE NUMBER of operating TV stations in the U.S. and Hawaii crept closer to 200 last week as three more began commercial programming. There are now 80 post-thaw stations programming regularly, of which one is noncommercial educational. The stations put on the air within the last year, plus 108 pre-freeze commercial vhf outlets, raise total operating stations to 188.

There are 42 post-thaw vhf stations and 38 uhf stations.

Newest stations are KROC-TV Rochester, Minn., vhf Ch. 10; KWSV-TV Roswell, N. M., vhf Ch. 8, and WFAM-TV Lafayette, Ind., uhf Ch. 59.

Last Saturday WOSH-TV Oshkosh, Wis., uhf Ch. 48, was to have started programming, and KCBS-TV Pueblo, Colo., vhf Ch. 5, was planning its debut this week. Five more outlets hope to begin about July 1 (see complete listing below).

Here are late reports from some of the stations and the plans of a few of the newer grantees:

• KWSV-TV Roswell, N. M., vhf Ch. 8, went on the air with commercial programming June 24, John A. Barnett announced. He said the first test patterns were aired June 18 (B*TV, June 22).

• KTXXL-TV San Angelo, Tex., vhf Ch. 8, held an open house June 20 and 21. A half-page announcement in a San Angelo newspaper invited readers to see the new station's studios, equipment and offices. The June 14 issue of San Angelo Standard-Times included a 16-page section on KTXXL-TV and television in general. The station plans to begin operating July 4.

• KTVAH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, put its first test pattern on the air June 22 at midnight. Bill Ritchie, the station's promotion manager, said the pattern was picked up 73 miles away with "very good results." The station, a CBS-TV affiliate, plans programming for July 1.

• KIMA-TV Yakima, Wash., uhf Ch. 29, will begin commercial programming July 19, Thomas C. Bosic, president in charge of television, reported. He said the station's GE transmitter had been shipped and that it was due to arrive this week. Testing he added, probably will begin June 30.

• KFSD-TV San Diego, Calif., vhf Ch. 10, has a Sept. 1 target date for commercial operation, according to Thomas E. Sharp, president. He said the station plans to air its test pattern in August, and that RCA promised delivery of the station's 10 kw transmitter by the end of this month. Mr. Sharp estimates that it will take four or five weeks to assemble, install and wire the station.

• WIFE (TV) Dayton, Ohio, vhf Ch. 22, now is building its studios at 380 West First St., Ronald B. Wooyard announced. He says the cost of studios will be between $125,000 and $150,000. Two studios, one 40x60 feet and the other 35x30 feet, are being constructed. Mr. Wooyard said all GE equipment was being used, including a 12 kw transmitter which has an ERP of 254 kw visual. The expected on-the-air date for WIFE (TV) is Sept. 15.

• KSTV-TV St. Louis, assigned uhf Ch. 36, is still making progress in its excavation work for the new building and antenna tower, but William E. Ware, president, reports that if strikes of building materials, construction drivers, and steel workers, are not settled within a few days, construction will have to stop. "Every day of delayed work means a day's delay in telecasting target date," Mr. Ware lamented.

• WERE-TV Cleveland, uhf Ch. 65 grantee, will begin operation as soon as equipment can be obtained, according to R. M. Klaus, station's general manager. He said it was too early to predict an exact on-the-air date.

• WBNL-TV Bloomington, Ill., uhf Ch. 15, will be an ABC-TV affiliate when it goes on the air, probably next Oct. 1, Cecil W. Roberts, president, reported.

• Armistead Rust, president of KTXXL-TV San Angelo, Tex., vhf Ch. 8, last Thursday said the station was to begin airing its test pattern at 10 a.m. last Friday. Opening night, he added, is planned for July 6 and the starting date for regular programming is set for July 7.

• RCA Victor has shipped two more low-band vhf transmitters. The units were sent to KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, and KYTV (TV) Springfield, Mo., vhf Ch. 3. KFEQ-TV will have an ERP of 52 kw visual and KYTV (TV) will have an ERP of 60 kw visual.

• RCA shipped a uhf transmitter to KAFY- TV Bakersfield, Calif., on Ch. 29. The station's antenna and other equipment will be sent next month, RCA said.

• WTVP (TV) Decatur, Ill., uhf Ch. 17, probably will air a test pattern the first week of July, W. L. Shellabarger, president, reported. The transmitter now is operating, he said, and RCA has advised the station its antenna was to have been shipped by last Friday.

Live network programs will be available in October, Mr. Shellabarger said. He referred to the telephone company's scheduled date for
ANNOUNCING

THE AMPEX 350 TAPE RECORDER

• A NEW MODEL by the leader in tape recording
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  In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

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  Ultra high fidelity recording is now priced within reach of discriminating users in every field—radio stations, home fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

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For further details write today to Dept. D-1228C

ELECTRIC CORPORATION

914 Charter Street, Redwood City, California

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STATIONS

sented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. (now on the air with a test pattern).

WTVP (TV) Decatur, III., uhf Ch. 17, represented by George W. Clark.

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

KIMA-TV Yakima, Wash., uhf Ch. 29, represented by Weed Television.

July 25

KEYT (TV) Santa Barbara, Calif., uhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KKEQ-TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMKT (TV) Austin, Minn., uhf Ch. 6, represented by John E. Pearson TV Inc.

KOTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., uhf Ch. 9, represented by John E. Pearson TV Inc.

KTVF (TV) Long Lake, Wis., uhf Ch. 32.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WGVL-TV Greenville, S. C., uhf Ch. 22, represented by See-Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., uhf Ch. 11, represented by John E. Pearson TV Inc.

WTU (TV) Scranton, Pa., uhf Ch. 7, represented by The Bolling Co.

Aug. 15

KFQZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KFYR (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WBUP-TV Buffalo, N. Y., uhf Ch. 17, represented by B-R Television Inc., affiliated with ABC-TV and DuMont.

WPJA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 22

WSTV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRD-O-TV Colorado Springs, Colo., uhf Ch. 18, represented by Joseph Hershey McGilvra Inc.

Aug. 5-Sept. 1

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau, affiliated with NBC-TV.

Sept. 1

KFQX-TV Nampa, Idaho, uhf Ch. 6, represented by George P. Hollingbery.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

KTV (TV) Greenville, N. C., uhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOR-TF Columbia, S. C., uhf Ch. 67, represented by Paul H. Baymer Co., affiliated with

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KNUZ-TV ‘Square Deal’

KNUZ-TV Houston, which expects to begin commercial operation on Ch. 39 late this summer, has introduced a “Square Deal” rider to its rate card No. 1. The rider provides for flat time rates based on a 13-week period broken out in sets in the area, with rates readjusted at the end of 13-week periods until sets in the area reach 35,000, at which time the regular rate card with frequency discounts goes into effect.

CBS-TV and DuMont.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

Sept. 10

WNLG-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

KPSD-TV San Diego, Calif., uhf Ch. 10, represented by The Katz Agency.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe & Co.

WBOK-TV Columbus, Ohio, uhf Ch. 88, represented by Headley-Reed TV Inc.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Aug. 1

KCOM-TV Kansas City, Mo., uhf Ch. 5, represented by The Katz Agency.

WMT-TV Des Moines, Iowa, uhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., uhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Dunville Tells NBC Guests Ratings Don’t Show All

RATINGS fail to tell the complete story of what a client receives when he purchases radio and TV time. Robert E. Dunville, Crosley Broadcasting Corp. president, told NBC executives and salesmen visiting Cincinnati June 19-20.

Headed by William Finsher, NBC vice president and general manager, the network sales force from Chicago, New York and Detroit toured the facilities of Crosley in Cincinnati. A closed circuit telecast brought in the Crosley TV setup in Dayton and Columbus.

Describing the merchandising and promotional work of the cross-country organization, Mr. Dunville said that plus services are both tangible and intangible, and the client should base buying decision on those extra services.

The weekend project, “Mission Main Street,” stressed the importance of the Ohio Valley market in radio and television plans of the advertiser.

WFBG-TV Plans 316 kw

WFBG-TV ALTOONA is slated to increase power to the 316 kw maximum July 5. Managing Director Jack Snyder reported last week. He said the boost will make the station the most powerful in the eastern U. S. The station, on uhf Ch. 10 and in operation with 75 kw since March 1, is owned by Gable Broadcasting Co. George P. Gable is president.

Lamb Names Reynolds for D.C.

J. LACEY REYNOLDS has been named by Edward Lamb Enterprises Inc. as its representative in Washington, D. C. Mr. Reynolds has been a capital newsman for 20 years, and in his new post will represent Lamb radio, television and newspaper interests in Pennsylvania, Florida and Ohio.

E. P. H. James Appointed To KVOA-TV Post

E. P. H. JAMES has been appointed coordinator of television planning and public relations at KVOA-TV Tucson, according to R. B. Williams, president of the license, Arizona Broadcasting Co.

Mr. James

Mr. James is a former NBC promotion director and vice president of MBS. Before he left New York for Arizona for his children’s health, Mr. James was a director of the American Television Society and active in NATB, BAB and other industry groups.

Noting that Mr. James was in charge of NBC’s commercial TV planning in its formative period, Mr. Williams said his experience will “be of great value not only to our operations but also to the advertisers and agencies we hope to serve as KVOA-TV. He is one of the pioneers in broadcasting and has taken a key part in the development of both radio and television advertising, with particular emphasis on the merchandising and audience building activities which make the advertiser’s dollar more productive.”

KVOA is granted for uhf Ch. 4 in Tucson. It will be affiliated with NBC-TV. Target date for service to begin is Sept. 15.

Funeral Services Held For J. Frank Gallaher

FUNERAL services were held Tuesday for J. Frank Gallaher, 68, treasurer and director of WONE Dayton, Ohio, widely known as an organizer of a midwestern drug chain compris ing 56 stores.

Mr. Gallaher died the night of June 19 at his Dayton home. He had been ill some months, having been stricken during the winter at Miami Beach, Fla.

His broadcast interviews included participation in the partnership of Gallaher, Berry & Woodward, applicant for TV Ch. 42 in Memphis. The application was dropped last week.

Survivors are his wife, the former Frances Roberts, of Shelbyville, Ill., and a daughter, Mrs. Rodney J. Reynolds, of Barrington, R. I.

Arthur T. Brush Dies

FUNERAL services for Arthur T. Brush, commercial manager of WHDH Boston, were held Wednesday at the Newton Highlands (Mass.) Congregational Church. Mr. Brush died after a heart attack June 21. He is survived by his wife, the former Lois Newton, and two children.

Harry Geise Dies

FUNERAL services were held Thursday in Burbank, Calif., for Harry Geise, 53, one time manager of KSTP St. Paul, Minn., who died Monday following a heart attack. He was the first announcer for Amos ‘n Andy when the radio duo were on WMAQ Chicago in the late 1920s.
KFAD Amplifier Stolen

KFAD Fairfield, Iowa, new outlet now under construction, has reported that a remote amplifier has been stolen from the station. Amplifier, Model CB-65, was manufactured by Gates Radio Co. Serial number is 28872.

WEAR Names Hollingbery

WEAR Pensacola, Fla., has named George P. Hollingbery Co. as national representative, Mel Wheeler, WEAR president and general manager, has reported. Hollingbery also is to represent proposed WEAR-TV there, the station becoming sole applicant for vhf Ch. 3 with the dismissal of the competitive application of WCOA [B*T, June 1]. Mr. Wheeler reported Hollingbery likewise has been appointed national representative of WJDJ (TV) Panama City, Fla., new vhf Ch. 7 licensee of which he also is manager. WJDJ (TV) plans a Sept. 6 starting date.

H-R Reps. Plans Move

IN LINE with its expansion plans, H-R Representatives Inc. and H-R Television Inc. will move to larger quarters at 380 Madison Ave., New York, in mid-September, Frank M. Headley, president of the radio and television representative companies, has announced. The Chicago office recently moved to larger quarters in the Pure Oil Bldg.

Christal Opens New Offices

HENRY I. CHRISTAL Co., radio station representative, has opened offices in Boston and Detroit in addition to those already operating in New York, Chicago and San Francisco, it was announced last week. Boston office is located at 581 Boylston St., telephone Copley 7-1180. The manager is Richard Carlton, formerly with the New York office of George P. Hollingbery Co. Joseph Spadea, for the past eight years in charge of the Detroit office of the CBS Radio, is now in charge of the Christal office in that city, with quarters in the Book Bldg. Telephone is Woodward 3-2365.

Representatives Shorts

WCAN-TV Milwaukee appoints O. L. Taylor Co. as national representative.

Ksan-AM-TV San Francisco appoints Joseph Hershey McGillivera Inc. national representative, effective Aug. 1.

WEHT Henderson, Ky., appoints Meeker TV Inc., as national representative.


CHUM Toronto has appointed, effective June 1, Omer Renaud & Co., as representative at Montreal.

KIWW San Antonio, Tex, appoints National Time Sales as representative, effective June 1.

NBC Spot Sales Moves to Expand Station Representations List

The network's Spot Sales Dept., with KSD-AM-TV already on its national representation list, adds KONA (TV) and KGU Honolulu and signifies its intention to add at least one more radio-TV operation. Although SRA is noncommittal, independent representative firms speak up.

A DRIVE to expand its station representation list has been launched by NBC's Spot Sales Dept., evoking prompt but thus far unofficial protests from independent representatives who once before sought to put the networks out of this business.

Spot Sales Director Thomas B. McFadden announced Thursday his department had added KONA (TV) Honolulu to its list and has signed KGU there, besides the previews week's addition of the Post-Diplay's KSD-AM-TV St. Louis as of Oct. 1 [B*T, June 22].

Top officials made it clear that Spot Sales intends to build up its list, and acknowledged negotiations are in progress for signing at least one other major radio-TV entity. The build-up, they said, will not necessarily be in number of stations signed but in the quality of those added.

Spokesmen for independent representation firms described themselves as alarmed by the NBC move and, without indicating whether any such formal move now is being considered, recalled the heated hearings which, at their instigation, FCC conducted on the subject in the winter of 1948-49.

It was the networks' activity in representing affiliates in the sale of national spot business which served at the catalyst leading to formation of Station Representatives Assn. (then known as National Assn. of Radio Station Representatives) in the summer of 1947. In October that year the organization filed a petition with FCC charging that network representation of stations was contrary to the Commission's rules or at least was against public interest.

After detailed hearings in December 1948 and January 1949, FCC finally handed down its decision: This network activity is not contrary to any existing FCC regulation, but FCC would keep under consideration the question of whether rules should be adopted to control such activity [B*T, July 24, 1950]. There has been no indication of recent FCC study on the question.

SRA, successor to NARS, had no comment last week on NBC's expansion of its list.

While other representation firms contend network representation activity in the national spot field gives the networks too great a "monopoly," "control," and "dominance" over the stations' time and income, the networks claim the field is a perfectly legitimate one for them and that they are thus able to serve their stations and at the same time bolster the lesser revenues they derive from network operation.

NBC officials said their client list in this field now is considerably shorter than CBS. Aside from their respective owned-and-operated stations, NBC Spot Sales represents five TV and two radio affiliates while CBS Radio Spot Sales represents six radio affiliates and CBS-TV Spot Sales represents seven TV affiliates.

Mrs. Zorbaugh Named ABC General Counsel

GERALDINE B. ZORBAUGH, a member of ABC's Legal Dept. since 1934, has been appointed general counsel of ABC, Robert E. Kintner, president, announced Wednesday.

In January 1950 Mrs. Zorbaugh was named acting general counsel and in January 1952 was designated acting general attorney of the network.

Mrs. Zorbaugh, a member of the New York Bar, is a graduate of the New York U. law school. Prior to joining ABC, she was associated with the New York law firm of Crawford & Sprague.

Prominent in various phases of the broadcasting industry, Mrs. Zorbaugh is a member of the American Women in Radio & Television. She belongs to the Assn. of the Bar of the City of New York and to the Federal Communications Bar Assn. in Washington.

KSD-AM-TV, St. Louis Post-Dispatch stations, has appointed NBC Spot Sales as the outlets' national advertising representative, effective Oct. 1 [AT DEADLINE, June 22], and the pact is completed by: seated, George M. Burbach, general manager of the stations; standing (I to r) William P. Rogers, stations' auditor; Thomas B. McFadden, director of NBC Spot Sales; David Pasternak, promotion manager; Edward W. Hamlin, commercial manager, and Harold Grams, program director, all of KSD-AM-TV.

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RICE, HAUSER NAMED MBS VPs

APPOINTMENTS of Herbert Rice as vice president in charge of programs for Mutual and Bertram J. Hauser as vice president in charge of co-operative programming, were announced Wednesday by Thomas F. O'Neil, Mutual president.

Mr. Rice, who will continue his activities in the General Teleradio operation, is a radio producer of more than 20 years experience. He joined Mutual in 1945 as creative producer and has served the organization as executive producer and program sales manager.

He is credited with having played a major role in development and supervision of a large variety of Mutual shows, including Bobby Benson, Lanny Ross Show and Wonderful City.

Mr. Hauser came to Mutual from the old Blue network in January 1945 as manager of co-operative programming. The network's co-op department, under Mr. Hauser's supervision, is said to have grown to the point where Mutual currently carries more co-op programs than any other network and has more local and regional advertisers than the three other networks combined.

'Breakfast Club' Simulcast May Precede More of Same

DON McNEILL'S Breakfast Club entered its third decade of broadcasting last week with a simulcast of the ABC show's 20th anniversary from Chicago's Morrison Hotel.

Following conclusion of the program on both ABC radio and TV networks, there was immediate speculation that the early-morning program might be simulcast periodically this fall. The question loomed, however, whether advertisers may be persuaded to pick up the tab for the television end.

The sponsors to whom ABC probably would make any pitch are Toni Co. and Philco Corp., which sponsored 15-minute and 45-minute segments of the anniversary show, as well as Swift & Co. and O-Cedar. Swift sponsored 30 minutes of the broadcast, with Toni (Bobbi, White Rain) and Philco sharing the other two periods.

WHBF Sets Switch To CBS Radio Network

WHBF Rock Island, Ill., joins -CBS Radio at sign-on Wednesday, Les Johnson, station manager, announced last week. The station operates on 1270 kc with 5 kw, and claims coverage of Rock Island, Moline and East Moline, Ill., and Davenport, Iowa.

WHBF was with the Mutual network from 1939 until 1947, and with ABC from that time until now. WHBF-AM-FM-TV are owned by Rock Island Broadcasting Co., an affiliate of the Rock Island Argus.

Mr. Rice Mr. Hauser

TV Beats Heat

FACED with overflow registration for its 24th annual convention, the American National Red Cross last week solicited the aid of ABC-TV to arrange closed circuit TV system to link the meeting in Washington's Constitution Hall with extra seating accommodations in the U. S. Interior Dept.'s auditorium. Microwave link was used to span the short jump from Constitution Hall to the Interior auditorium. Not long after the June 22-24 convention was underway, Red Cross officials found more and more delegates becoming "overflow" and leaving the non-air-conditioned Constitution Hall to catch proceedings via TV in the air conditioned Interior auditorium.

'Show of Shows' Sets Format Change for Fall

FORMAT of NBC-TV's Your Show of Shows will change next season when the program returns on Sept. 5.

"We are going from format to no format at all," Max Liebman producer-director of the show reported.

He currently is in Hollywood negotiating with Danny Kaye, Judy Garland, Betty Hutton, Patrice Munsel, and other stars for appearances on the show. Other negotiations are underway with Sadie's Wells Ballet and NBC Opera.

Four regulars on the show will be the stars, Sid Caesar and Imogene Coca, and character actors Carl Reiner and Howard Morris. Each program will be different in format from the previous week.

Tobacco Network Boosts Willson

PROMOTION of Ken Willson from general sales manager to executive vice president and general manager, Tobacco Network was announced in New York last week by Harmon Duncan, president of the network of nine stations in eastern North Carolina.

Mr. Willson joined the network 16 months ago from WMRC Greenville, S. C., where he was general manager and sales manager.

Mr. Duncan also announced the appointment of H. A. Patten as farm director of the Tobacco Network.

Benny's 'Gaslight' Satire Sealed Pending Court Case

SATIRE version of MGM's "Gaslight," filmed by Jack Benny in mid-June for his next season's TV show, has been sealed until the Los Angeles Federal Court suit, brought by Loew's Inc. and Patrick Hamilton, authors of the play, against the comedian, CBS, American Tobacco Co. and several John Does and John Doe corporations, is adjudicated. Hearing is set for July 27 before Federal Judge James Carter.

The defendants originally were enjoined from filming the satire version. Because of the expense and hardship involved in a postponement of the shooting, the court allowed the filming pending hearing for injunctive relief and damages.

Copyright infringement and unfair competition are charged. An accounting of profits on previous comedy take-offs on radio and TV is asked.

RCA Announces Three TV Programming Aids

RCA Victor's Engineering Products Dept. last week announced three TV studio programming aids-film editing equipment, a dual-disc slide projectoin, and a large-screen projection TV system.

Editing gear includes a complete line of Neumade accessories. The dual-disc projector is designed with push-button control for remote operation, and allows uninterrupted presentation of 2-inch square slides.

The projection system is said to allow studio audiences to follow the program as it goes on the air and to give producers a check on quality of the pickup. Details on the equipment can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

Three Sub-Departments Created at GE Tube Unit

CREATION of three sub-departments within the General Electric Tube Dept. was announced last week by Milton Lang, department manager. The Tube Dept., in turn, is one of four product divisions of the GE Electronics Div.

Named general manager of the new Industrial and Transmitting Tube Sub-Dept. was Robert O. Bullard, who will headquarter in Schenectady with responsibility for all engineering and manufacturing activities relating to industrial and transmitting tube products of the Tube Dept.

L. Berkley Davis has been appointed general manager of the new Receiving Tube Sub-Dept., with headquarters in Owensboro, Ky., and parallel responsibilities for receiving tube operation.

Robert E. Lee has been named general manager of the Cathode Ray Sub-Dept. His responsibility for cathode ray tubes corresponds with that of the other sub-department heads.

Prior to these latest appointments all three of the general managers had headed the same operations under the old setup.

Silver Leaves Federal to Join WTVU (TV); Knight Successor

MARTIN SILVER resigned last week as manager of the television division of Federal Telecommunications Labs. Inc., Lodi, N. J., research associate of IT&T, to become vice president and managing director of the Appalachian Co., permittee of WTVU (TV) Scranton.

Succeeding Mr. Silver at Federal will be Gordon C. Knight who has been serving as assistant to the president of IT&T since Aug. 1952. Mr. Knight formerly was associated with the Capehart-Farnsworth Corp. as operations manager of the consumer products division.

After a short vacation, Mr. Silver will take up duties at the Appalachian Co. on July 6. He said that WTVU is expected to go on the air sometime in July.

Tarzian Seeks Selenium

IN AN effort to add to the short supply of selenium, the rectifier division of Sarkes Tarzian Inc., Bloomington, Ind., is offering to purchase defective rectifiers throughout the country. It is believed there are enough of these rectifiers to yield four million pounds of selenium. The company reported it would pay 25 cents on each rectifier rated at 150 milliamperes or less and 5 cents on each rectifier rated at 200 milliamperes or more.
Chicago Market Show Features New Receiver Lines

THE 1954 line of new radio-TV receivers of leading manufacturers passed on display at the semi-annual Home Furnishings Market in Chicago this week.

Keynote of the two-week display was compounded of optimism and the feeling that it will be "a hard-hitting, competitive market." There were also echoes of claims that radio-TV set business is drying up and that money is "tight." This was said to be especially true as it involved dealer payments to distributors with many of the former taking longer periods to pay for their purchases.

In addition to main displays, some manufacturers held distributor meetings on the side as a starting point for launching new sales campaigns. About 18,000 buyers were expected to attend the 12-day show.

GE's 1954 TV Set Line

GENERAL ELECTRIC Co. last week introduced a new 1954 line of 24 television receivers at the Midwestern Furniture Mart in Chicago. Three series of chassis are featured, the "Black Daylite" and "Black Daylite Deluxe," which GE says have been in process of development more than two years and represent the "utmost in economical TV receivers," and "Black Daylite with Ultra-Vision," which is "two to three times more powerful than any formerly used in GE sets and provides the best picture at any price," according to Paul H. Leslie, GE TV sales manager.

Stewart-Warner Shows Line

STEWART-WARNER Corp., Chicago, June 20 displayed its new fall line of TV and radio receivers to distributors. Included in the line are 34 TV models, with half of them featuring automatic, all-wave, single knob tuners capable of receiving all 70 uhf and 12 vhf channels. Full line of radios also was shown at the one-day session at the Drake Hotel.

Crosley's New TV Line

CROSLEY Div. of Avco Mfg. Co. last week announced a new line of 30 TV receivers ranging from 17 to 27 inches, all equipped with its new "Picture Sentry" feature, which it claims eliminates outside interference and makes tuning easier. The 1954 TV models were shown to 500 distributor principals and sales personnel at Crosley's Cincinnati headquarters.

Emerson States Meeting

EMERSON Radio & Phonograph Corp. will hold a convention for distributors from all parts of the U.S., Canada, Europe, South America, Central America and the Caribbean Islands in New York June 29-31. The complete 1954 Emerson line of television and radio receivers will be displayed.

KFBB-TV Buys DuMont Gear

SALE of a 5 kw vhf television transmitter and related gear to KFBB-TV Great Falls, Mont., was announced June 18 by Allen B. DuMont Labs. J. P. Wilkins is president and general manager of KFBB-TV, which has a Ch. 5 CP.

Plan Louisiana TV Link

A TV channel from New Orleans to Baton Rouge and additional telephone message circuits will be provided early next year by a radio-relay route between those cities to be constructed by Long Lines Dept. of AT&T and Southern Bell T & T Co. if FCC approves plans filed Tuesday.

The 76-mile system will include five channels, according to A. F. Jacobson, Long Lines director of operations, who said there would be one west-bound TV channel and two in each direction for telephone messages and protection. "According to present plans," he said, "the west-bound video channel will be ready to carry network programs to Baton Rouge next February; telephone channels will be completed later in 1954."

Rosenberg Emphasizes Farm Market Importance

IMPORTANCE of the nation's farm market, with "an annual gross income of over $40 billion," to the television set industry was emphasized June 14 by Irving Rosenberg, director of operations for Emerson receiver and cathode-ray tube divisions of Allen B. DuMont Labs. To DuMont salesmen in East Paterson, N. J., Mr. Rosenberg said the lifting of the "freeze" last year has made television coverage available to one-third of the country's farmers. He added that he based his optimism on the value of the farm market to TV set merchandisers on the results of a U.S. Dept. of Agriculture survey showing that farm income has tripled since pre-war years and that the average income is now set at a record $7,800 yearly.

DuMont Labs. C-C Sale

ALLEN B. DuMONT Labs last week announced another sale of its portable closed circuit camera equipment, this time to Green Mountain Television Corp., Burlington, Vt., which expects to bring to city local programs over the firm's new coax system. John Abajian Jr., M.D., is Green Mountain president.

WKBW's Dr. Churchill Decrees 'Featherbedding'

(See story above)

Dr. CLINTON H. CHURCHILL, president-general manager of WKBW Buffalo, N. Y., is distributing a booklet under his authorship which protests what he describes as "featherbedding" practices by the National Assn. of Broadcast Engineers & Technicians (CIO). Being sent to "those who use the facilities of the station for the sale of their products, and to others interested in the city's welfare," the booklet describes WKBW's fight with NABET after a walkout by 11 employees Feb. 3.

Titled "Featherbedding: a Vicious Practice," the booklet charges five engineers and six technicians "left their jobs without notice after disabling the station's transmitting equipment." He said the station for three years had been required to keep unneeded employees at an expense of almost $50,000 a year. Maintaining that the Taft-Hartley Act prohibits featherbedding, Dr. Churchill said 10 of the men had been employed at WKBW between 10 and 20 years, while one was employed four years.

Dr. Churchill said his company had proposed to NABET that the men be kept one year while the company installed new equipment, making their employment unnecessary. After the men left, they were replaced by qualified engineers on a permanent basis, Dr. Churchill said.

He said he now was necessary to keep WKBW's 50 kw transmitters on the air as required by FCC regulations, and that the new men "have been maligned, harassed and threatened, and their property unlawfully damaged and destroyed."

The advent of television and the resultant "decrease in radio network income" have caused the FCC to recognize the need for economical operation of all radio stations by such examples as its approval of April 13 of 33 AM and 13 FM stations to operate transmitters by remote control, Dr. Churchill said.

"Any man, displaced by new push-button methods, can find not one, but 20 eager seekers for his services," Dr. Churchill said.

WKBW SUES UNIONS FOR $250,000

The Buffalo station charges attempts to "coerce and induce" WKBW's customers and prospective customers against dealings with the station.

WKBW Buffalo has filed suit for $250,000 damages against officers and directors of a half-dozen CIO unions, including NABET's local chapter and the Greater Buffalo Industrial Union Council. The suit grew out of a Feb. 3 walkout by NABET in which WKBW was off the air 2½ hours. (See box below.)

The suit also asks a perpetual restraining order forbidding the defendants from interfering with the station's business.

The union maintains WKBW needs 11 technicians, with the station claiming it does not need that many. WKBW asks relief from NABET's alleged acts in "calling upon the customers of prospective customers of the plaintiff to coerce and induce them to discontinue their business dealings with the plaintiff."

In a second cause of action, WKBW asks $5,000 damages from the defendants and others for damage to its transmitting facilities at the DuMont walkout, claiming that they kept the station off the air "for a considerable time." WKBW states it is bringing the suit in equity because it is without adequate remedy at law and "will be compelled to bring a multiplicity of suits from time to time as the several damages and losses hereafter occur."

Radio Staff Musicians Earn $14.2 Million in '51

FIGURES on musicians employed in radio and television, presented to the 56th annual convention of the American Federation of Musicians in Montreal last week, showed that in 1951 a total of 1,976 were worked as staff musicians at U. S. radio stations and grossed $15,262,858.

The report also revealed 2,163 men had works and earned gross salaries of $4,651,152.

-PERSONNEL RELATIONS-

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AWARDS

KYW Donates Equipment To Phila. Educ. TV Group

KYM-AM-FM Philadelphia has given its television tower, FM transmitter and antennas, all valued at $90,000, to the Delaware Valley Educational TV Corp., bringing closer to reality both an educational FM station and an educational TV station, according to a joint announcement by the two groups last week.

Franklin A. Tooke, KYW manager, said the antenna, erected five years ago and "easily adaptable" to television, is 576 ft. high at its location stop the Architects Bldg. at 17th and Sansom Sts. It can broadcast FM programs at the same time, he said.

Walter Biddle Saul, president of the educational TV organization which represents more than a hundred area educational groups, and W. Laurence LePage, its chairman, said its board of directors accepted the offer with gratitude. Delaware Valley TV is applicant for noncommercial educational uhf Ch. 35 in Philadelphia.

Mr. Tooke said KYW also has offered the advisory services of its complete staff to help the educational broadcasters start operations. He said KYW will cease its FM operation upon FCC approval of FM operation by the educational group. The KYW liensee, Westinghouse Radio Stations Inc., also is licensee of WPTZ (TV) Philadelphia.

Canadian Campaigns Will Skip Television

FOUR national political parties eligible for free time on Canadian Broadcasting Corp. networks have turned down the CBC's offer of free time on its three-station network. Thus the forthcoming political campaign culminating in the Canadian federal election on Aug. 10 will see no TV campaigning this year. The parties did not give any reasons for not using TV, and inasmuch as CBC regulations do not permit the CBC to sell political time on its owned stations, there will be no paid TV political campaigning. The picture may change where there are privately-owned TV stations in operation, which will not be until after the election.

INVESTIGATING video advances for possible use in his private television laboratory. Louis Marlin (I), president-general director of Radio Luxembourg, gets a closeup look at a U. S.-made TV station tube held by Thomas C. McCray, assistant director of NBC Western Div., Raymond R. Morgan Jr., executive of Raymond R. Morgan Co., Hollywood agency, listens in on the explanation.

INvestigators name CARF to Board Chairmanship

H. H. RIMMER, advertising manager of the Canadian General Electric Co. Ltd., Toronto, was elected chairman of the board of directors of the Canadian Advertising Research Foundation Inc., at its recent annual meeting. J. M. Bowman, of Stewart-Bowman-MacPherson Ltd., Toronto advertising agency, was elected vice-chairman, and John Gailie, Assn. of Canadian Advertisers, Toronto, secretary.

It was planned at the annual meeting to reorganize the CARF with a view to admitting additional advertisers and agencies, following a similar move by the Advertising Research Foundation, New York. A study also is to be made on how to better use in advertising and merchandising campaigns the data available at the Canadian government's Dominion Bureau of Statistics.

Grants Time to Alaska U.

SIX stations of the Alaska Broadcasting Corp. will devote free time to the U. of Alaska under a grant made by William J. Wagner, president of the company. Stations involved are KFQD Anchorage, KFBR Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka.
UNITY TELEVISION CORP.

in association with

MAJOR ATTRACTIONS INC.

presents

"the plus 80" TV PROGRAM

20 Charlie Chan Mysteries
THE MAJOR SERIES ... NEW TO TV ... STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics
THE ROMANCE ... THE ACTION ... THE DRAMA OF THE GREAT AMERICAN SCENE ... STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces
MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE ... PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH ... STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features
INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

UNITY'S CATALOGUE IS GROWING BIGGER AND BETTER ..............
1001 TITLES "PLUS 80"
Unity Completes Major Deal For New Lineup Of Top Features; Package Is Called "Plus 80"

Film Pact Offers Great Array Of New TV Stars

With a view towards meeting the urgent demands for new, topflight features from TV stations throughout the country, and increasing its huge library of outstanding film product, Unity Television Corporation has just concluded an unprecedented deal with major producers which will add 80 additional all-star features to its vast library. It was announced by Arche Mayers, president of Unity.

This new group of product, Mayers revealed, has been designated as the "Plus 80" package and includes the following series: 20 All-Star Adventure Classics, produced by one of the foremost studios in Hollywood; 20 Charlie Chan mystery features offering the thrilling adventures of the famous Oriental sleuth, Charlie Chan, created for the screen from the original character by Earl Derr Biggers; 20 new all-star features from the studios of Alexander Korda, Hal Roach and others, and called International Masterpieces; the 18 major attractions produced by Sol M. Wurtzel; and two special features of unusual TV appeal—thus completing the "Plus 80" package.

Great Array Of Stars

The roster of stars in the "Plus 80" package includes several Academy Award winners and many players who have been listed among various Ten Best and Box Office champion polls during the past seasons. Double Academy Award winners are Gary Cooper for "High Noon" and "Sergeant York" and Vivien Leigh for "A Streetcar Named Desire" and "Gone With the Wind." Another Academy Award winner is Ray Milland of "Lost Weekend" fame.

Among other prominent stars appearing in the "Plus 80" package are John Wayne, Alan Ladd, Stewart Granger, Paulette Goddard, Ralph Richardson, Ann Sheridan, Randolph Scott, Marilyn Monroe, Burgess Meredith, Phyllis Calvert, Cecil Kellaway, Michael Wilding, Robert Cummings, Jeff Chandler, Buster Crabbe, Richard Arlen, Robert Newton, Eric Portman, Paul Kelly, William Gargan, Jerome Cowan, Margaret Lockwood, Richard Burton, John Justin, Marsha Hunt, and many other brilliant performers.

Stellar Casts Top "All-Star Classics"

With the recent acquisition of 20 All-Star Adventure Classics, Unity Television has added to its new "Plus 80" package a toppotch group of star-studded outdoor classics combining adventure, action and thrilling spectacle—the type of TV films that are always in great demand by young and old alike.

Each of these pictures is guaranteed to be welcome film fare at every station and suitable for any type of sponsorship.

Features and casts in the All-Star Adventure Classics include Gary Cooper and Eugene Pallette in "Blazing Arrows"; John Wayne, Alan Ladd and Marsha Hunt in "Hell Town"; Randolph Scott and Ann Sheridan in "Fighting Westerner"; Alan Ladd and Victor Jory in "Border Renegade"; Randolph Scott and Gail Patrick in "Caravans West"; Randolph Scott and Buster Crabbe in "Buffalo Stampede"; Randolph Scott and Gail Patrick in "Law of Vengeance"; Charles Bickford, Marsha Hunt and J. Carrol Naish in "Thunder Pass"; Robert Cummings, Buster Crabbe and Marsha Hunt in "Desert Storm"; Randolph Scott and Barton MacLane in "Challenge of the Frontier." Also Robert Cummings and Buster Crabbe in "Arizona Thunderbolt"; Richard Arlen and Mary Brian in "Winning the West"; Kent Taylor and Gail Patrick in "Fighting Phantom"; Randolph Scott and Sally Blane in "When the West Was Young"; Russell Hayden and Douglas Dumbrille in "Red River"; Robert Cummings and Buster Crabbe in "River of Destiny" and other features.

Academy Winners Star In Unity Group

Academy Award winners and several recent movie box office champions appear in major TV films in Unity's new "Plus 80" package. Double Oscar winners are Gary Cooper, of "High Noon" and "Sergeant York" fame—and Vivien Leigh who got her Oscars for "A Streetcar Named Desire" and "Gone with the Wind." Also Ray Milland, who got his Oscar for "Lost Weekend."
Famous Charlie Chan Series in “Plus 80”

Because of the popular demand for mystery thrillers, Unity’s “Plus 80” package was specifically designed to include just such a series. Unity has obtained a group of 20 exciting features dealing with the adventures and triumphs of one of the best known and best loved “private eyes” of all times — the master-mind, Charlie Chan.

This famous detective, created by Earl Derr Biggers, is brought to the screen in a great series. Features in this group include: "Charlie Chan in London" with Ray Milland, Mona Barrie and Alan Mowbray; "Charlie Chan at Treasure Island" with Cesar Romero and Douglas Dumbrille; "Charlie Chan at the Wax Museum" with Chapman and Marc Lawrence; "Charlie Chan in City of Darkness" with Lynn Bari and Lou Chaney, Jr.; "Charlie Chan in Reno" with Phyllis Brooks and Ricardo Cortez; "Charlie Chan in the Garden of the Desert" with Arleen Whelan and Richard Derr; "Charlie Chan in Rio" with Mary Beth Hughes and Victor Jory; "Charlie Chan in Murder Over New York" with Melville Cooper and John Sutton; "Charlie Chan in Dead Men Tell" with Sheila Ryan and George Reeves; "Charlie Chan in Panama" with Jean Rogers and Jack La Rue; "Charlie Chan in Honolulu" with Phyllis Brooks and George Zucco; and "Charlie Chan's Murder Cruise" with Marjorie Weaver and Robert Lowery.

Variety Of Thrillers

Others in the series are: "Charlie Chan in Black Camel" with Robert Young and Bela Lugosi; "Charlie Chan at the Opera" with Boris Karloff and William Demarest; "Charlie Chan at Monte Carlo" with Virginia Field and Sidney Blackmer; "Charlie Chan at the Circus" with J. Carrol Naish and Keye Luke; "Charlie Chan on Broadway" with Douglas Fowley and Donald Woods; "Charlie Chan in Shanghai" with Irene Hervey and Keye Luke; "Charlie Chan at the Olympics" with John Eldredge and Katherine De Mille; and "Charlie Chan at the Race Track" with Alan Dinehart.

This important series of mystery, action and intrigue will vie with the greatest "private eye" shows on TV. Sit back in your arm-chair, turn on your set, and try to solve these international mysteries with Charlie Chan, super master-mind detective.

Unity President Is Optimistic on the Future of TV Films

By ARCHE MAYERS
President, Unity Television Corp.

For this year TV film usage and national grosses will surpass all prior expectations and I foresee an even brighter future for TV film distributors. Films, which but a few years ago were considered the stepchild of the TV industry, are steadily growing in importance as TV material and are even now doing a man-sized job in the industry.

Today, many stations are devoting 50 and 60 per cent of their time to films — and most successfully. Stations in New York, Philadelphia, Chicago, and Los Angeles as well as smaller markets are reaping the benefits of film usage and accounting for a high level of income to station operations, which is an unmistakable sign warranting confidence and continued growth. With new stations opening almost weekly to provide additional sources of revenue beyond normal estimates, the sky may well be the limit for TV films. We are in a business of continual expansion ... new outlets ... new customers ... and new revenue.

Trend New To Library Sales

The day of spot-buying in the TV film field is gone. The trend today is for complete library sales to stations. Instead of struggling with ineflexible weekly feature film supply, new stations are taking a long-range view of their film needs, based on the programming experience of broadcasters who have been in the field. Long-term pacts, which give them access to an entire library of films, allow stations sufficient time and variety of product to tailor a film schedule to meet the individual sponsor and audience requirements in a particular market.

Under the Unity Plan, a station may buy its programming by the hour. The library is sold for a minimum of 500 hours on a year's contract. However, the majority of our library deals are for 1,000 hour sales. Financial advantage to the station is that it gets product for considerably less than a quantity buy. To the distributor, financial returns can best be estimated in terms of man-hours saved by putting all their sales in one contract. If a station insists, Unity will sell in smaller blocks.

Expanding To Co-ordinate All Services

To prepare for this affirmation of my faith in the future prosperity of TV films, Unity Television has completed plans to meet the upsurge of new business. We are doubling our field force and will have sales and market analysts to penetrate every territory. We are exploring sites in Chicago, Atlanta, Dallas, and Los Angeles to pin-point regional sales and service depots to coordinate all services. Thus, I cannot help but reiterate my optimism for 1953. Four hundred, five hundred and one thousand stations are no longer an unreality. They will soon dot the map. Millions of feet of theatrical-type film will dominate the air-waves. Unity is prepared with a huge catalog of 1,001 titles ... plus our new “Plus 80” series now being announced.

Again, I say — 1953 will be bigger and better than ever for TV films!
20 CHARLIE CHAN Mysteries

CHARLIE CHAN in LONDON
with
Ray Milland • Mona Barrie

CHARLIE CHAN in CITY OF DARKNESS
with
Lynn Bari • Lon Chaney, Jr.

CHARLIE CHAN'S MURDER CRUISE
with
Marjorie Weaver • Robert Lowery

CHARLIE CHAN in MONTE CARLO
with
Sidney Blackmer • Virginia Field

CHARLIE CHAN AT THE WAX MUSEUM
with
Marguerite Chapman • Marc Lawrence

CHARLIE CHAN in THE BLACK CAMEL
with
Robert Young • Bela Lugosi

CHARLIE CHAN in RENO
with
Phyllis Brooks • Ricardo Cortez

CHARLIE CHAN in CASTLE IN THE DESERT
with
Arleen Whelan • Richard Derr

CHARLIE CHAN in RIO
with
Mary Beth Hughes • Victor Jory

CHARLIE CHAN in MURDER OVER NEW YORK
with
Melville Cooper • John Sutton

UNITY'S 20 Charlie Chan Mysteries 20 Hollywood Major Productions
Follow the Maze of MYSTERY — ACTION and INTRIGUE with the World-famous Wizard Detective — CHARLIE CHAN!

co-starring

Ray Milland, Arleen Whelan, Cesar Romero,
Robert Young, Mary Beth Hughes, Victor Jory,
Boris Karloff and J. Carroll Naish...

CHARLIE CHAN AT TREASURE ISLAND
with Cesar Romero • Douglas Dumbrille

CHARLIE CHAN AT THE CIRCUS
with J. Carroll Naish • Keye Luke

CHARLIE CHAN in DEAD MEN TELL
with Sheila Ryan • George Reeves

CHARLIE CHAN in PANAMA
with Jean Rogers • Jack La Rue

CHARLIE CHAN in HONOLULU
with Phyllis Brooks • George Zucco

CHARLIE CHAN AT THE OPERA
with Boris Karloff • William Demarest

CHARLIE CHAN on BROADWAY
with Douglas Fowley • Donald Woods

CHARLIE CHAN in SHANGHAI
with Irene Hervey • Keye Luke

CHARLIE CHAN AT THE OLYMPICS
with John Eldredge • Katherine De Mille

CHARLIE CHAN AT THE RACE TRACK
with Alan Dinehart • Frankie Darro

UNITY TELEVISION CORP.
1501 B’WAY, N.Y.
LD 4-8234

“PLUS 80”
20 International Masterpieces 20 All-Star Adventure Classics
The ROMANCE . . . ACTION
.... DRAMA and PASSION
of the Great American Scene

GARY COOPER in BLAZING ARROWS
with Charles Winninger • Eugene Pallette

ANN SHERIDAN in FIGHTING WESTERNER
with Randolph Scott

ALAN LADD in BORDER RENEGADE
with Victor Jory

RANDOLPH SCOTT in BUFFALO STAMPEDE
with Buster Crabbe • Barton MacLane

CHARLES BICKFORD in THUNDER PASS
with Marsha Hunt • J. Carroll Naish

RANDOLPH SCOTT in CHALLENGE OF THE FRONTIER
with Barton MacLane

RANDOLPH SCOTT in WHEN THE WEST WAS YOUNG
with Sally Blane

HERITAGE OF THE PLAINS
with Russell Hayden • Donald Woods • Evelyn Venable

BAD MEN OF ARIZONA
with Marsha Hunt • Buster Crabbe

WINNING THE WEST
with Richard Arlen • Mary Brian

THE GREATEST STARS...
Truly 20 All Star Productions

UNITY TELEVISION CORP., 1501 Broadway, New York, N.Y. LO 4-8234

20 Charlie Chan Mysteries 20 Hollywood Major Productions
JOHN WAYNE in HELL TOWN
with Alan Ladd • Marsha Hunt

RANDOLPH SCOTT in CARAVANS WEST
with Gail Patrick • Raymond Hatton

ROBERT CUMMINGS in DESERT STORM
with Buster Crabbe • Marsha Hunt

RANDOLPH SCOTT in LAW OF VENGEANCE
with Gail Patrick • Jack La Rue

ROBERT CUMMINGS in ARIZONA THUNDERBOLT
with Buster Crabbe • John Miljan

VICTOR JORY in BAD MEN OF NEVADA
with Jean Parker • J. Farrell MacDonald

KENT TAYLOR in FIGHTING PHANTOM
with Gail Patrick • Irving Pichel

MARK OF THE AVENGER
with Russell Hayden • Douglas Dumbrille

RIVER OF DESTINY
with Buster Crabbe • June Martel

TEXAS DESPERADOES
with Buster Crabbe • Katherine De Mille

THE GREATEST AUTHOR
Adventure Classics!
from Alexander Korda,

Screened from the pages of literature's greats

VIVIEN LEIGH in
ANNA KARENINA
with Ralph Richardson

BURGESS MEREDITH in
MINE OWN EXECUTIONER
with Dulcie Gray • Kieron Moore

ERIC PORTMAN in
WANTED FOR MURDER
with Dulcie Gray • Derek Farr

WILLIAM EYTHE in
MEET ME AT DAWN
with Hazel Court • Basil Sydney

ROBERT NEWTON in
SNOWBOUND
with Dennis Price • Stanley Holloway

CECIL KELLAWAY in
HURRICANE AT PILGRIM HILL
with Virginia Grey • David Bruce

GRETA GYNT in
I AM A STRANGER
with James Hayter

JOHN JUSTIN in
HOT ICE
with Barbara Murray

FRANCES DAY in
TREAD SOFTLY
with John Bentley • John Laurie

SALLY NEWTON in
NO HAUNT FOR A GENTLEMAN
with Gus MacNaughton

20 International
Charlie Chan Mysteries
20 Hollywood Major Productions
MASTERPIECES...
Hal Roach, other Major Studios!

... DUMAS—TOLSTOY—WILDE to name a few!

PAULETTE GODDARD in
AN IDEAL HUSBAND
with Michael Wilding

STEWARD GRANGER in
LOVE STORY
with Margaret Lockwood • Patricia Roe

KIERON MOORE in
A MAN ABOUT THE HOUSE
with Margaret Johnston • Dulcie Gray

ERIC PORTMAN in
UNCENSORED
with Phyllis Calvert • Griffith Jones

JOHN HUBBARD in
THE SWORD OF D'ARTAGNAN
with Mel Archer • Robert Clarke

DENNIS PRICE in
NOOSE FOR A LADY
with Rona Anderson • Ronald Howard

RICHARD BURTON in
GREEN GROW THE RUSHES
with Jean Patterson

DEREK BOND in
DISTANT TRUMPET
with Jean Patterson

ELSIE RANDOLPH in
CHEER THE BRAVE
with Roger Livesey

PETER HAMMOND in
COME BACK, PETER

BURGESS MEREDITH

STEWARD GRANGER

RICHARD BURTON

UNITY TELEVISION CORP.
1501 B'WAY, N.Y.
LO 4-8234
20 Hollywood Major Features

Presenting to TV exciting MAJOR Hollywood Personalities including these stars

MARILYN MONROE
JEFF CHANDLER • JAMES MASON
OSA MASEN • PAUL KELLY

...Produced by Sol M. Wurtzel in Hollywood as recently as 1949... now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors, and agencies.

ROSES ARE RED
Jeff Chandler and Peggy Knudsen

STRANGE JOURNEY
Paul Kelly and Osa Massen

RENDEZVOUS 24
William Gargan and Maria Palmer

CRIMSON KEY
Kent Taylor and Doris Dowling

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan

DANGEROUS MILLIONS
Kent Taylor and Dona Drake

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan

FIGHTING BACK
Paul Langton and Joe Sawyer

DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen

NIGHT WIND
Charles Russell and Virginia Christine

MISS MINK
Jimmy Lydon and Lois Collier

TUCSON
Jimmy Lydon and Penny Edwards

INVISIBLE WALL
Jeff Chandler and Virginia Christine

SECOND CHANCE
Kent Taylor and Betty Compson

ASSASSIN FOR HIRE
SIDNEY TAFLER • RONALD HOWARD
A Killer Whose Gun Is For Hire

They Were Sisters
PHYLLIS CALVERT • HUGH SINCLAIR
**Unity HIGHLIGHTS**

- Unity's "Plus 80" represents a production cost of approximately 40 million dollars. Many of the films comprising this group cost in excess of a million dollars each to produce, but reaching an over-all estimate, officials of Unity Television Corporation have estimated the aggregate cost of this group to exceed 40 million dollars. This is why the most expensive group of films ever offered to the television market.

- Unity is proud of many "firsts." The "Plus 80" is the first multi-million dollar package in TV history. Unity's catalog listing 1,001 titles was an industry "first"; the famous Laurel and Hardy comedies were a big-time rating "first," and the stars shining in Unity’s "Plus 80" (such as John Wayne, Vivien Leigh, Gary Cooper, Paulette Goddard, Randolph Scott, Ray Milland, Marilyn Monroe, Alan Ladd, Ann Sheridan, etc.) surely represent many "firsts" in TV Hollywood star debuts.

- Twenty Charlie Chan major mysteries, starring Ray Milland, Marguerite Chapman, Robert Young, Cesar Romero, Arleen Whelan, Virginia Field, Boris Karloff, Bela Lugosi, etc., represent the first major mystery series to be available for TV, geared for programming and TV continuity.

- Hal Roach, Jr., originally got his start in films producing comedies among which are the famous Laurel and Hardy comedies and Charlie Chase series. Many famous stars of today have risen through the comedy training on the Hal Roach lot. In addition to producing "Sword of D'Artagnan" and "Hurricane at Pilgrim Hill," Hal Roach Studios produced such films as the "Topper" series, "Of Mice and Men" and "One Million B.C."

- Alexander Korda, who made many of the major features in Unity’s International Masterpieces group, has produced numerous outstanding features throughout the continent. Some of his best remembered films were "Henry VIII," "Scarlet Pimpernel," "Four Feathers" and many others.

- Sid Weiner, who handles Film Booking and Programming for Unity, has been directly responsible for two top honors awarded to the firm. In the second national quarterly TV film survey conducted by Billboard, first place in the categories of "Best Shipping" and "Best Labeling and Leaders on Film" were offered to Unity. Another prize earned by Weiner’s perfect station relations is the nickname of "Never-Miss Sid." He knows the meaning of "the show must go on" and its great importance to TV stations.

In anticipation of expanded sales activity with the acquisition of its new "Plus 80" package and ever-increasing interest in the company’s Random Library Plan, Unity Television sales force now encompasses the entire country.

Unity representatives covering various sections of the country and working closely with both stations and sponsors are: Len Firestone, formerly with radio and television stations throughout the East, North Eastern division manager; Buddy Lazar, one of the pioneer TV film representatives since the inception of the industry, Western division manager; and Bob Hoffman, formerly with NBC and MCA, now Unity’s South Central division manager. Also Bill Young, formerly with Vitapix, now handling the North Central division; Vic Bikel, formerly with UA now Unity’s Southwestern division manager; and Jim Orchard, formerly with Paramount TV and KTVT in Tulsa, recently appointed to take over the South East.

**Unity Sales Reps Cover Entire U. S.**

- **GRANGER**
- **RICHARDSON**
- **NEWTON**
- **WEINER**
- **HOFMANN**
- **BIKEL**
- **LAZAR**
- **YOUNG**
- **ORCHARD**

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**Unity TV Features Top Film Stars**

A galaxy of screen stars who have scored with millions of American audiences in many hit films appear in the 20 new major features that are included in Unity’s "Plus 80" package. Labelled "International Masterpieces" and produced by Alexander Korda, Hal Roach and others, this group offers, for the first time on television, the greatest array of international favorites in some of the finest feature films ever produced.

Among the stars and features comprising the International Masterpieces are: Vivien Leigh and Ralph Richardson in "Anna Karenina"; Paulette Goddard and Michael Wilding in "An Ideal Husband"; Burgess Meredith and Dulcie Gray in "Miss Own Executioner"; Stewart Granger and Margaret Lockwood in "Love Story"; Robert Newton in "Snowbound"; Richard Burton and Roger Livesey in "Green Grow the Rushes"; John Justin and Barbara Murray in "Hot Ice"; Kiernan Moore and Margaret Johnston in "A Man About the House"; Eric Portman in "Wanted for Murder"; William Eythe in "Meet Me at Dawn"; Phyllis Calvert and Eric Portman in "Uncensored"; John Hubbard in "The Sword of D’Artagnan"; and Cecil Kellaway and Virginia Gray in "Hurricane at Pilgrim Hill."

Other major features in this group include "Noose For a Lady"; "I Am a Stranger"; "Tired Software"; "Distant Trumpet"; "Cheer the Brave"; "Come Back, Peter"; and "No Haunt For a Gentleman." All with prominent screen celebrities who have established enviable reputations.

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**Coming Soon . . . "50 Years Of Boxing"**

Unity Television is now preparing a symposium of 56 years of boxing revealing some of the most thrilling fights of the great masters of the ring from 1907 to date. Many of these fights were fought without a "third man" in the ring and the gladiators really slug it out.

From Tommy Burns, Feddey Welsh and Jimmy Wilde to Mickey Walker, Joey Maxim and Lee Savold, this half-hour tailor-made show brings you the great moments in ring history—the highlights of 50 YEARS OF BOXING!
UNITY'S “Plus-80”

- 20 Charlie Chan Mysteries
- 20 International Masterpieces
- 20 All-Star Adventure Classics
- 20 Hollywood Major Package

“Plus-80” and 1001 Titles

1001 Titles from Unity!

- 300 Features
- 52 Laurel & Hardy Comédies
- 39 Half Hour Programs
- 125 Cartoons
- 40 Westerns
- 22 Serials

Unity Television Corporation

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Unity Television Corporation

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It Pays To Take . . .

for 5 years KTLA Channel 5 has built the top live programs in Los Angeles.

THIS MONTH It's

LAWRENCE WELK
and his champagne music

SPADE COOLEY
and his western varieties

INA RAY HUTTON
and her all girl show

FROSTY FROLICS
the musical review on ice

CAFE CONTINENTAL
with Roberta Linn

SEE IT LIVE ON CHANNEL FIVE
There is no such thing as programs remaining static, or “by formula” at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That this practice pays off in listeners is proved by the latest Standard Audit & Measurement Reports and Hooper Ratings. These reports show why we say WREC delivers the “Better Half” of both Rural and Metropolitan listeners with a single schedule.

Join the ever-increasing list of advertisers who know that their message on WREC carries MORE prestige . . . produces MORE sales, yet actually costs 10% LESS, per thousand listeners than in 1946.
A radio success story:

**A BIG BANK BANKS ON CALIFORNIA RADIO**

ALTHOUGH not confining the promotion of any of its services to a single medium, Bank of America assigns radio an important role in its effective use of California media. Success with radio in its advertising and public relations over the years has been the result of carefully matching purchases with clear-cut objectives.

"We are a mass bank, servicing all of California," says Henry L. Buccello, advertising manager. "Therefore we try to develop programs which will reach as broad a segment of the state’s population as possible. However, we must always maintain good taste, stability and dignity. Our customers expect it of us."

An occasional user of radio in past years for specific departments, it was in early 1950 that Bank of America went looking for a low-budget program which combined the appeal of a personality and a public service format for continued expansion of the company’s goodwill within the communities it serves.

The idea was tested with participation programs on various California stations. Among the personalities selected was Ralph Story, identified as the Morning Host on KNX Hollywood, the CBS owned and operated radio station. This choice proved to be an especially happy one for Bank of America, according to executives of Charles R. Stuart Advertising, San Francisco agency servicing the account.

During the KNX campaign which started in February 1950, Mr. Story and the bank developed an informative and informal approach which has since characterized Bank of America’s California radio advertising.

Quick Results, Quick Expansion

Originally assigned to present the bank’s “Timeplan” loans, that brief campaign had results that were so immediate and effective that Bank of America on March 13, 1950, started sponsoring Mr. Story in a Monday through Friday Top of the Morning strip on KNX.

It was with this program that the successful format of the bank’s radio began to hit its stride, according to Mr. Buccello. On Top of the Morning, from 7:15 to 7:30 o’clock, Mr. Story, then as now, combined his own easy-going humor with top recordings, weather information, and news of amusement and civic events of the day to come. This “calendar of events for Californians,” as it is now identified, has become an especially important feature of the program, bank officials declare. Civic groups within California communities regard a mention on the program a top interest builder for their events.

As a result the cooperation between these groups and Bank of America branches throughout the state, in the words of one manager has “been one of the best ways of gaining community recognition and goodwill.”

Using the basic format of its KNX series, Bank of America in Sept. 1950, shifting to a nighttime spot, expanded coverage with a once-weekly 15 minute Top of the Week on five CBS stations (KNX KCBS KFRE KFMB KROY KHUM KXOC KERN KMBY KCMJ KGDM). Approximately six months later, on Feb. 26, 1951, using the same regional network, the banking firm reverted back to early morning time and expanded to its present Monday through Friday Top of the Morning with Ralph Story.

Use of the early morning time, bank officials feel, gives a more economical combination of family listening and frequency of impact.

Copy on the morning broadcast is intimate and friendly. It never high pressures. The approach used recognizes that financial problems can beset all listeners. And the commercials create the feeling that the bank is interested in helping them... that their problems aren’t without a solution... and that the financial services and advice which a Bank of America branch can give will often solve those problems without creating new ones.

Service to People and Places

Because the approach is institutional in nature, yet personal in appeal, Bank of America uses the program to stress its services to individuals and through them, the community.

Thus, Mr. Story on his daily morning broadcast has presented, in addition to “Timeplan”loans, the bank’s LISA (Life Insured Savings Account) plan, its home building and home loan operations, and various savings plans such as the Christmas Club.

Mr. Story’s common sense treatment of Bank of America’s Christmas Club has been particularly successful, Mr. Buccello declares. By relating the problem of starting the savings habit in terms which listeners can readily identify and citing listeners’ experiences, he shows how the Christmas Club habit leads not only to other types of savings accounts, but also how it teaches the important lessons of money management.

With the banking firm having clients from all media, executives are reluctant to give a breakdown on radio’s pull. The bulk of Bank of America’s radio expenditure today however is for Top of the Morning, with spot announcements and special programs added in markets where additional impact is desired.

Published figures show that Bank of America spent less than $100,000 on regional network radio during 1952 and while executives refrain from discussing what percentage of new or renewed business the program has brought in return, renewal of Top of the Morning on last Feb. 23 for another 52 weeks is an indication of its success.

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News programming, including local coverage, can be as profitable for TV stations as it has been for radio. The trick is to keep the cost within recoverable limits. Here the veteran news director of WHAS-TV Louisville tells how that station makes its news pay.

When sight was added to sound and radio became a two dimensional medium, a little band of intrepid explorers went plunging off into an unexplored wilderness. Those sturdy pioneers of our industry were better outfitted than any in history. Anything and everything that money could buy was theirs. In the field of news, I cite you the classic example of the station which undertook a daily newsreel with a sorry little staff of only 40 cameramen.

It was not long, although the business office no doubt anguish through an eternity, before that station realized that it had undertaken the economically impossible. It could get a 15-minute film show of sorts together everyday. But nobody, not even the gold vault at Fort Knox if it were interested in sponsoring television, could finance such a thing and remain solvent.

Four or five years ago in New York City, one of the hardy pioneers connected with this ill-fated newsreel told the National Assn. of Radio News Directors that it was absolutely impossible to produce newsreel films for television for less than $100 per minute. That was rock bottom, he said, and he gave figures and evidence to prove his case.

It was this example and this kind of cost in the early days that discouraged a good many people from trying to use television as it should be used—that is to say, with a filmed, daily newsreel, to present news.

In all fairness let's put the blame where it belongs for that ridiculous, uneconomic, and impractical approach to what is, after all, a business proposition. There was so much money floating around in the early days of television and advertisers were so eager to buy time, any old time and any old program at all, that it must have been difficult to think in terms of profit and of balancing the budget.

In those pioneering days the trail was being slashed through an exciting wilderness. There were new wonders every day or two, and it was pretty difficult just to keep up with the crowd, let alone take occasional readings of the economic compass to find out where you were.

There wasn't much reason to find out, either, because there seemed to be no limit to the money rolling in. If you needed a new camera, you bought it. If you needed another man, you hired him. If you wanted a new car, you ordered it. Eventually the day of reckoning had come. It is with us now.

Those pioneer days with money growing on trees must have been wonderful ones. I'm happy, though, that I never knew them except indirectly. The wilderness we carved our way through in getting into television news was a somewhat different one. Our owners and management were scared to death of the totally uneconomic possibilities of a daily newsreel, because they had seen what happened to others.

Cautious Start

Our management, however, was operating on a different philosophy from that which had guided other pioneers in the business. We came onto the television scene in a competitive situation. We were the second station in the market and we were 18 months late in arriving. We decided it would be prudent policy to go slowly, and try to break even, or even, if possible, make a little profit, instead of plunging in headlong as so many others had done—and find out if we could swim after we got in the water.

So, instead of buying the extra equipment or hiring the additional manpower, we scraped along with what we had. As a matter of record, not one person was added to the payroll until there was a demonstrated imperative need. And that need had to be proved and proved again.

I'm very happy today that we followed into the wilderness, and did not have all the luxury that accompanied those very first pioneers. Our trail was not as exciting, but it was a lot more difficult. And we know where we are. We're on the black side of the ledger—and we haven't acquired any expensive luxuries along the way that will make life tough for us in the days to come, the days of economic awareness and of possible retrenchment.

Because those days are with us, and will be from now on. You can read, today, in the publications of our trade about the hard calculating eye that sponsors are casting at television costs. All of you know the difficulties the networks are having in peddling their super colossal productions of the utterly stupendous price tag. There are lots of young geniuses in television who can turn out a Cecil B. DeMille epic every two or three weeks, and they can do it for only a little more than DeMille spends.

But the boys who'll have the jobs in the next year or five or ten years, are the ones who can put on a really good show at a price that will please sponsors and completely satisfy the watching public. They don't need to be expensive shows. And that goes for news. At which point we seem to have come down to some hard facts about how to make television news pay. It can be done.

We have done it at WHAS-TV. Our news programs have been a profit item since a matter of a few weeks after we started in television three years and one month ago. They've had a high audience rating from the beginning, too.

There are five things to consider in making television news pay, make it for your TV station the goose that lays golden eggs, as it is in radio. The first thing is cost of production. This is also the second, third, fourth, and fifth items.

If your manpower and daily newsreel costs are prohibitive, you can't sell your product, and if you can't sell it, then news—or whatever the program may be—is too much of a luxury to be supported by the average station. We are in this business to perform a service and for doing it we are entitled to a profit. You can't perform your service in bankruptcy.

How much then, should your television
Can Pay Off

By Richard Oberlin

news cost? The price will come as something of a shock to the radio station manager who has a one-man news room, or a part-time reporter, or an announcer reading copy on the air. But, then, with one or two most remarkable one-man news room exceptions, those radio operations are not providing a news service.

Let's start with manpower. It will take three full-time men to give you a basis from which to work. We are including one full-time cameraman in this trio, because it is my contention that a television station that does not provide a daily news reel is not using television to present news. A trained newscaster can do a better job reading complete, well-written newscasts on radio than he can trying to ad-lib facts in front of a camera.

Your three men will be a cameraman, a co-coordinator (at least that's what we call him for lack of a better name) and a news director.

The cameraman shoots film and keeps his cameras in working condition. The co-coordinator edits film, writes narration, back-stops as a second cameraman when you have two stories at the same time, and directs the news program. The news director is general supervisor, and does the actual on-camera news and reads the film narration.

In addition to these three somebody has to process the film and, for the sake of economy, break up 1,000 foot rolls into spools of 100 feet each. That takes an average of two hours a day. The manpower can be taken from any of a number of places. Since maintenance of your developer is also an item, probably the most practical place is from the engineering crew if a man can be spared at the right time. If not, the film editor should be able to run it through. Or the cameraman—although that's likely to give him a long day and presents some complications because he should be writing out a report on what he's filmed during the day while the stuff is going through the soup.

In any case, the total payroll for these three full-time men and one part-timer will run from $300-$350 a week.

Your next basic cost is a news service. For competitive reasons none of the wire services is eager to quote an exact price, and the amount you pay is bound to depend on a lot of factors—including how shrewd a bargainer you are. To get some sort of answer, I asked the wire services: "How much would you charge for radio wire only in an average size community with 200,000 television receivers?"

The price, I gathered from much hemming and hawing and beating around the bush might be as low as $60 a week, or as much as $100. For the sake of what I believe is reasonable accuracy, let's take $75. A difference of a few dollars isn't going to make a whole lot of difference, anyhow. That makes our total cost so far for running the news room $375-$425 per week. Add to that $60 for film and developing chemicals. That figure gives you 500 feet of film per day—roughly 15 minutes—from which to edit down what is usable. It is too high, but there's no sense in figuring it too low because unusual things always are happening which throw your film budget completely out of kilter. Actually, we average about 400 feet per day for our newreel—which gives up, daily, approximately 5 minutes of edited film.

Then, to get around the city to capture for posterity the great events that a cameraman films, you need an automobile. That can be figured about any way you choose. Our experience shows our cameraman averages about 40 miles a day. There are days when he drives nearly 200 miles, but there are plenty of other days when

Mr. Oberlin (above) depends upon a three-man unit to produce the local news reel for WHAS-TV. Unit (right) consists of (l to r) Bob Boaz, day news editor who makes assignments; Cy Smith, TV news coordinator who edits film, writes narration, assembles newscast, and Jack Murphy, photographer who shoots film and gathers facts.
it's only 10 or 15. For the sake of a figure let's use the amount paid per mile by the networks, and let me note right here, I'm appalled at the lavish way the networks throw money around, their figure is 10 cents per mile. That comes to $20 a week, on the basis of a 5-day week.

And we have a grand total of just over $500 per week for operating your news room.

For this investment you get a couple of 15-minute news programs per day, in which you should have about 5-minutes of local newscast. How can you make money at those prices? What man in radio ever heard of a $100 per program production cost for a newscast? Not in these middle-sized stations in middle-sized cities that we're talking about you don't get prices like that!

Let me cite some economic facts of television life. The very cheapest kind of film that can be purchased in these middle-sized cities I'm talking about will run from $75 to $100 per half-hour—and it admittedly is not Class C or Class D but Class X stuff. You buy a package and take what you get. Sometimes you get distorted sound, and it's on film so dim you can't see it because it's been used so often since it was shot back in 1880.

In this same average city we're talking about a really good half-hour film will cost about $400. So, you see, $100 a day for a half hour of news isn't so bad at all.

But one sponsor doesn't have to foot this whole bill. Many, many stations use the same newsreel twice, first early in the evening and again for a sign-off or late evening newscast. Often the second run is a somewhat edited version. Sometimes on those rare and happy occasions when you get a really good story during the early evening hours, and can get the story filmed, processed, edited and narration written, the late show may run longer.

It is a common and sensible practice to divide up the total production cost of the newscast and assess part of the total against each newscast. Generally, the sponsor who has the film on the early show pays a higher production fee—as he should. However, don't let anybody sell short that late-evening re-run of your newsreel film.

I didn't think when we first went into a "daily" affair, that film justifies itself because it can be used on the 6:30 news program the following evening.

There are countless ways to spend money in television. There are a million little gimmicks that you can have—for a price. And we've added some of them to our news programs as we learned more about the business. However, before anything is added, we sit down and carefully go over the cost and all that's connected with it, because sometimes something that looks pretty cheap can turn out to be an expensive luxury.

Take newsreel titles for example. I suppose most of the newsreels extant today have titles. They are time consuming, and, over the course of a year, they'll use up a surprising amount of film. The stuff in quantity lots only costs 2½ or 2½ cents a foot—but you shoot it so fast! It only takes five seconds to send 7 cents worth of film through the camera. And 7 cents multiplied by hundreds or thousands begins to run into money.

You've seen those menu boards they use in some restaurants and all cafes? That's what we use for our titles. It takes a man a few minutes to set up the titles. It would take as much time to set up, anyhow, to film them. We turn our television camera on the titles on the sandwich board while about 3 seconds of blank leader runs through between newscast stories. We even can get fades and dissolves this way. It is not the best and most beautiful title in the world, but it is something with that mess of machinery they have on the control panel and wipe out the horizontal lines of the menu board, so it doesn't look too bad. Right now I'm working on a kind of adjustable plastic frame which will identify our program—and the same way that programs are identified in the titles of those big, classy newscasts our better-off friends put out.

We're not going to buy them if they won't dress up the titles considerably without making a whole lot of extra work. They've got to be worth the money or they don't go on the show.

That goes for every part of our newsreel and our news programs, which may explain why we have been able to present news on television with a local, daily newsreel, and do it profitably. It may be the whole answer to the question of how to make television news pay. There are plenty of news programs that are not paying—which is not always the fault of the news director. Maybe the owner or the manager wants something so elaborate that it is simply impossible to operate in the black.

That's a whim that an owner or manager with that much money—and rocks in his head—can afford to indulge.

Taking a Profit

Most people, though, want to make a profit. So let's tackle that problem—making a profit on television news.

First, you must have a desirable product. We think that our daily, local newscast, showing familiar faces and familiar places makes our news programs desirable. The film itself would be desirable alone, but it is supported by well-established news names who do the necessary on-camera presentation of news for which there is no film, or other pictures of any kind available. It's nice to have a man or men to do this who do not frighten the children but may send the dog cringing under the lounge when his face appears on the screen. He need not be pretty—but he shouldn't look like an unreconstructed Borneoan either.

The product must be produced at a price which makes it attractive. Because the time charges, plus production charges, no matter how low production costs are kept, are going to make anybody, even General Motors or the Chase National Bank think twice before he gobbles up what is obviously a good buy. In preparing this opus, I gathered facts from six stations. They all are in middle-sized cities, with about 200,000 television receivers. And the time charges in every case, with discounts and everything else, was within a few dollars of $200 for a quarter hour Class A time. Certainly our early evening news program will be Class A time.

There's nothing you can do about time charges. That's what makes our station money. Low production cost, though, will keep sponsors happy. It seems to me that the best and most practical way is to figure out to the penny the total

Here's an inexpensive way to make TV newsreel titles. WHAS-TV uses a cafeteria menu board which takes only a few minutes to set up. Live camera shoots titles while blank leader runs through between newsreel film stories.
Sales Success
Insured with AP NEWS

For full information on how you can join The Associated Press, contact your AP Field Representative or write:

Radio Division
The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

"One third of total revenue from AP NEWS"

"The M. Farnham Implement Company tripled sales of their Little Giant Elevators with their 6:30 a.m. AP news six days a week. When a new Picker was promoted on the same program farmers came as far as 60 miles to see it."

Continues WPRS President and General Manager Adlai C. Ferguson, Jr., "With 48 sponsored AP newscasts each week producing one third of our revenue, we're really sold on AP. In selling sponsors we stress the completeness of AP news, the close attention of listeners, and the fact that their commercials will get the same close attention."

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

Sales Success
Insured with AP NEWS

"... Wouldn't give up AP NEWS for anything"

Says George Gothberg, Manager of WFPA, Fort Payne, Ala.: "WFPA's billings are way up, with 108 sponsored AP newscasts weekly. No other news service can do the job that AP does day after day, week after week."

From Rex Mitchell, insurance underwriter at Fort Payne: "We get tremendous results from our 18 weekly AP newscasts. Never a day goes by but that I sell several policies to listeners. I wouldn't give up my AP news for anything. It's done me the most good in 15 years of insurance advertising."

George Gothberg, Manager WFPA, Fort Payne, Ala.

"Hundreds of the country's finest stations announce with pride..."
If baseball is America's No. 1 national sport, it is also one of radio's greatest revenue getters and audience builders.

The major league teams and major league sponsors can send their broadcasting crews to follow every play direct from whatever field of action, but the hundreds of stations throughout the country who carry the broadcast of their minor league teams—just as many outside of baseball rely on re-creations whenever the home team is playing out of town. For years this re-creation service has been furnished by the Western Union Co.

In these days of rising costs it was a foregone conclusion that Western Union should ask for and receive an increase in the rates charged for this re-creation material. When those rates were imposed, many broadcasters felt that rate increases had reached proportions where it would not be economically feasible to continue these re-creations. Then, too, in the early part of 1952 Western Union was confronted with a strike which hampered its ability to set up their re-creation service for the early games in the spring and broadcasters were forced to then search around for other means of securing recreation material.

It was at that time that the stations carrying Pioneer League Baseball, in Utah, Idaho and Montana, began to cast around for re-creation material that could replace those they were then using.

**Teletype Plan**

To that end I met with the officials of the Mountain States Telephone Co. here in Salt Lake City and discussed with them the possibility of setting up a private line teletype service interconnecting the eight stations carrying Pioneer League Baseball. After quite a few months of negotiation we finally consummated the following setup which we feel will be of interest to broadcasters throughout the country who have been faced with similar situations.

Radio stations releasing Pioneer League Baseball (incidentally, the Pioneer League is recognized as one of the fastest in the United States and has for years led class "C" leagues in attendance records) are as follows: KALL Salt Lake City, KLO Ogden, Utah; KLIX Twin Falls, Idaho; KIFI Idaho Falls, Idaho; KWIC Pocatello, Idaho; KDSD Boise, Idaho; KCMN Great Falls, Mont.; KBMY Billings, Mont.

The setup calls for a sending and received teletype located in the studios of each station and one located in the press box of the ball parks. A total of 16 machines. The machines went into operation at 4 p.m. each afternoon and are in continuous operation until 12 midnight. At 4 o'clock each afternoon each station is dialed in and each station in turn sends weather information, records of any new players added to member teams, pertinent sports information from each of the cities and each sportscaster sends 75 to 100 words on material that can be used by each of the other sportscasters in their nightly sports features. At that time the sending rotation of the four teams that will be playing is set up and at approximately 7 p.m. the four teams send their starting lineups and all information regarding the night's game. As soon as the game has gotten underway, each team that is playing sends each half inning as it is completed.

The sending rotation which works out very easily is that if the first team in the rotation isn't ready at, say 8:15 or 8:20 he clears and the next station comes up. If he isn't yet ready to send he also clears and the third station takes over. Presuming that he is ready he sends his first half inning and clears for the fourth station which likewise either sends material or passes for the next station, so the rotation goes on through the evening until the last game has been completed.

All stations of course receive all of this material which is either used right away or stored away for future use. And of what is happening in each of the other three games. Scores are available to them at the end of each half inning and in the event of a game being called because of rain the sportscaster can immediately pick up material from any of the other three games and continue with baseball. At the end of the game the sportscaster who then has available to him reams of material makes for a sports roundup that is readily salable at the end of each game.

**Personnel Needs**

First of all, each station requires two men in addition to its sportscaster; one, the statistician who writes down the material and the sender who must be a rather fast typist in order to transmit the material. All of our stations have been able to find men extremely interested in baseball who are more than happy for a few dollars remuneration to send this material. The teletype is easy to operate and the eight sportscasters involved have worked out a code that enables them to receive a great deal more material than they have in the past for re-creation.

Of course every broadcaster is interested in costs and while costs will vary in each locality each station here, through the use of this service, is effecting a saving of approximately $1,100 during the course of the 5-month baseball season.

* Mr. Paige, now executive vice president of Intermountain Network, Salt Lake City, started in radio in 1935 at NBC Chicago, was later promotion director of the Cowles stations and in special events at MBS, New York.
than any other 4 x 5 commercial slide projector

The famous GRAY TELOP I

Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

GRAY 3A TEOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations.

WRITE TODAY FOR BULLETIN RD-6A

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.
The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. And the station is being hailed for rebuilding confidence in boxing and combatting juvenile delinquency.

DOWN in New Orleans, where sports always has held its own in a culture which mothered jazz, Creole cooking and the Mardi Gras, WDSU-TV has endeared itself to the hearts of that city's sports lovers with a weekly series of local boxing shows.

WDSU-TV last March 21 inaugurated a weekly half-hour series of regulation "live" amateur boxing matches, completely staged, promoted and packaged by the station and televised from its own studios. The series has won the support of business, civic, religious and athletic groups.

Robert D. Swezey, vice president and general manager of WDSU-TV, feels the large audience and the general praise accorded to the station and the show's sponsor, Pepsi-Cola, can be traced to the fact that the weekly event is not just a "program," but a community "project."

The project developed from discussions by Mr. Swezey and Mel Leavitt, WDSU-TV sports and special events director. Mr. Leavitt is a former sports writer (St. Louis Globe-Democrat) and commentator (MBS), and in three years with WDSU-TV has been identified with several of the station's notable achievements, including the first telecasts of the hearings by Senate Crime Investigating group headed by Sen. Estes Kefauver, and the first network originations of the Sugar Bowl football classic and Mardi Gras.

Mr. Swezey assigned Mr. Leavitt to study the local sports picture for some method of lessening the growing hostility of sports promoters toward TV. Out of this study came the present plan, by which Messrs. Swezey and Leavitt believed the station could gain these four specific objectives:

1. WDSU-TV could rebuild confidence in boxing, which had declined steadily for some time partly because of poor professional notices and partly because of insufficient interest on the amateur level.

2. By using the glamor of TV, WDSU-TV could highlight and strengthen the program of the Amateur Athletic Union, impressing parents with the careful supervision practiced by the AAU, and combatting delinquency by influencing youngsters to join a regulated boxing program.

3. WDSU-TV might open the way to a new area of TV activity by telecasting live sporting events exclusively to large TV audiences.

4. By helping rebuild a declining sport, WDSU-TV could gain closer cooperation from promoters who have placed the blame on TV for declining gate receipts.

To put over such a project, the station obviously needed an unusually well-equipped and spacious plant, and WDSU-TV's huge modern studio, located in the historic French Quarter and measuring 55 by 100 ft., seemed made to order. The floor area affords space for seating more than 500 people and it has a high ceiling similar to sports arenas and auditoriums.

The audience angle proved to be important, for spectator response, it was shown, served to stimulate the boxers and provide an authentic "crowd reaction" to the sports event. Every effort was made to simulate the actual surroundings of a boxing arena. A ring announcer was employed to introduce boxers and announce decisions, with a special "drop-mike" rigged so it could be lowered into the ring for each announcement. A ring bell, warning buzzer and round cards were used.

Biggest problem was construction of the ring to meet rigid AAU requirements. WDSU-TV solved the problem of anchoring the ring by stretching cables from the ringposts to the walls, eliminating the studio damages or expense that would be required in anchoring it in the floor or elevating it. High-ranking AAU officials were so impressed with the ring that they have requested plans for possible future use, according to Mr. Swezey.

Every essential article of equipment was supplied by WDSU-TV and Pepsi-Cola: Trunks, socks, hand-wrappings, towels and medical supplies. AAU provided handlers, referees, seconds, timekeepers, judges and other officials, and a physician was kept at the ringside for emergencies.

The station, rather than overwork a good idea, limits the show to 30 minutes once a week. Three matches are shown with a standby bout for emergencies.

Officials are orientated to avoid unnecessary delays so the program can be kept going at a rapid clip, with amateur rules and regulations strictly observed. Officiating is handled by the AAU officials. A panel of judges makes the score cards, and the ringside physician is on hand.

WDSU-TV stages boxing in its studio. Note elevated cameras at right of picture. Parts of studio audience, already assembling at time this picture was made, 30 minutes before show, are visible in background and at left.

Here's how WDSU-TV stages boxing in its studio. Note elevated cameras at right of picture. Parts of studio audience, already assembling at time this picture was made, 30 minutes before show, are visible in background and at left.

Page 100 • June 29, 1953

Broadcasting • Telecasting
A SALUTE
TO THE
FORD MOTOR COMPANY

The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

These songs were selected on their merit—without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary Show.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.
leding in the acceleration. Rounds are only two minutes, each bout consisting of three rounds with a one-minute rest period between rounds. To keep the program moving steadily, officials allow only a minute and a half between bouts, with the result being an almost constant flow of spirited action throughout, Mr. Swezey says.

Supported by a promotion-wise sponsor, Gulf Bottlers of New Orleans, distributor of Pepsi-Cola, the program was enlarged during its first five weeks to include teams of boxers from the "fringe area" which embraced the sponsor's territory, according to Mr. Swezey. Youngsters from nearby New Iberia and Reserve, La., already have appeared and plans are underway to bring in others from such distant points as Shreveport, Mobile, Biloxi and Memphis.

Because it qualifies both as TV entertainment and as a legitimate sporting event, providing charge and talent fees, plus expenses for the fighters, equipment, medical supplies and trophies. What makes it more amazing, according to Mr. Swezey, is that in remote coverage of a comparable event, the sponsor would pay much more just to send out the remote unit than Pepsi-Cola now pays for the entire program. He estimates the sponsor saves at least $200 a week that way.

The sponsor has gone a step farther in promotion, strengthening identification with youth by promoting various other activities such as announcements of neighborhood functions and upcoming sports events.

Several of the results have come from the WDSU-TV project, Mr. Swezey says. The show has won over many parents previously opposed to boxing, by stressing supervision and the many aspects of self-defense, and by distinguishing between the "sport" of amateur boxing and the "business" of professional prize-fighting.

Of the first 18 bouts, the most serious injury was a bloody nose and nine of the matches were stopped before conclusion to avoid possibility of injury.

This type of supervision has gained support from many civic and athletic leaders. Since the majority of the boxers are affiliated with the Catholic Youth Organization in New Orleans, the series has been recognized by the clergy, too, Mr. Swezey says.

Irwin Poche, athletic director of the New Orleans Athletic Club and president of the Sugar Bowl organization, voiced a typical reaction: "This amateur boxing series being promoted by WDSU has provided the biggest stimulus the sport has enjoyed in years. We of the New Orleans Athletic Club can already see the increased interest in boxing as a result of it." Mr. Poche added he felt it would help fight juvenile delinquency.

Another commendation came from Dr. Barry Barrodale, president of the Southern A.A.U. and manager of the 1952 U. S. Olympic boxing team: "The WDSU-TV series is the finest thing that has happened to amateur athletics down South in many years. It is definitely the shot in the arm that boxing needs. I wouldn't be surprised to see similar programs launched by TV stations elsewhere in the country now that WDSU has shown what can be done."

Station officials say that boxing has been revitalized in New Orleans, where it was almost extinct before the show was begun. Community leaders have hailed the bouts as a contribution to correction of juvenile delinquency. Aside from its public service aspects, the series has created a commercial success for its sponsor, providing the Pepsi-Cola distributor with a low-cost, easily-promoted feature that reaches a big audience.

Mr. Swezey sees it this way: "The amateur boxing program is much more to us than just another television show. It has already won popular acceptance, and is proving itself to be a sound commercial vehicle. But I believe its real success will be written in terms of its secondary effect - the rendition of a stimulating and far reaching service which can be provided to a community only through television."

PROGRAMS & PROMOTIONS

SCRANTON TV SUPPLEMENT

"Scranton goes TV" is the large headline on a 35-page supplement to the June 6th Scranton Times. The many-pictured section shows WGBI-TV station personnel as well as network stars. The station is a CBS affiliate. According to a map in The Scranton Times, WGBI's signal is expected to reach parts of New Jersey and New York, as well as Pennsylvania. [BT, June 15].

CLOSED CIRCUIT TV

"Closed Circuit Television" is the title of a book being released by the National Cable Television Co. of New York. The booklet explains what closed circuit TV is, who can use it, how it works, where it is used and where it can be used, how much it costs and who is behind it.

THE ITALIAN INFLUENCE

"The Italian influence" is the theme of a recent series of advertising pieces by WOW New York. The ads usually picture an attractive girl depicting the Italian influence on hair styling, liquor, etc. The copy reads that the Italian influence is having its way with all phases of modern American life and that WOW interprets "the Italian influence for better living" to a market represented by the two million Americans of Italian origin who live in the New York area.

GENE AUTRY CONTEST

FORTUNE Merchandising Corporation, Los Angeles, has announced a 1953 Gene Autry National Awards contest, to be used by independent bakers in local markets, as well as 60 or more Gene Autry baking franchise holders. The contest, which will begin September 8, consists of the participants pasting end labels to entry forms and completing a slogan on the local product, or for clients not using end labels, coloring panels and completing a slogan. Of the more than 22,160 prizes offered, the top 20 will consist of round trips to Hollywood via United Air Lines. Among the other prizes are cowboy outfits, flashlights, guns, etc., all bearing the Gene Autry label.

TRANSPARENT 'VISI-MAP'

WAAM (TV) Baltimore is airing a new program, Weekend Highway Guide, which presents a ten-minute weekly session of road information, travel tips, detour and construction warnings and resort highlights, conducted as a public service by Richard Hartman, director of safety and public relations for the Automobile Association of Maryland. Mr. Hartman points out routes, detours, etc., using a trans-
are you interested in selling...

23 MILLION DOLLARS WORTH OF TOOTHPASTE
40 MILLION DOLLARS WORTH OF ASPIRIN

America's Biggest Drugstore Market Listens to KBS!

Every town has at least one drugstore where all the pharmaceutical needs of the community are satisfied. In vast areas covered by the 650 KEYSTONE HOMETOWN AND RURAL AMERICA stations, the drugstore is one of the most important spots on Main Street. Not only the dispenser of medicinals and health aids ... the HOMETOWN drugstore is growing in acceptance as the source of cosmetics, grooming and beauty products. If your product's sales channel is the druggist, we offer you an exceptional listening market on KBS. Whether you want cross-section or cross-country coverage ... a minute spot or an hour's show ... KBS is a lucrative, low-cost Main Street to America's richest radio market. It will pay you to investigate KEYSTONE ... more-for-your-money with complete coverage throughout HOMETOWN AND RURAL AMERICA!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
State 2-6003

NEW YORK
160 Fifth Avenue
Plain 3-1400

LOS ANGELES
1350 Wilshire Blvd.
Dunwoody 3-7910

TAKE YOUR CHOICE
A handful of stations or the network ... a minute or a full hour ... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
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**TIME**

- **7:00 AM** to **7:30 AM**: "Morning Show" on NBC.
- **7:30 AM** to **7:55 AM**: "Morning Show" on ABC.
- **7:55 AM** to **8:00 AM**: "Morning Show" on CBS.
- **8:00 AM** to **8:15 AM**: "Morning Show" on MBS.
- **8:15 AM** to **8:45 AM**: "Morning Show" on NBC.
- **8:45 AM** to **9:00 AM**: "Morning Show" on ABC.
- **9:00 AM** to **9:15 AM**: "Morning Show" on CBS.
- **9:15 AM** to **9:30 AM**: "Morning Show" on MBS.
- **9:30 AM** to **10:00 AM**: "Morning Show" on NBC.
- **10:00 AM** to **10:15 AM**: "Morning Show" on ABC.
- **10:15 AM** to **10:45 AM**: "Morning Show" on CBS.
- **10:45 AM** to **11:15 PM**: "Morning Show" on MBS.
- **11:15 PM** to **12:00 AM**: "Morning Show" on NBC.

**Sunday Night News**

- **7:00 PM** to **7:30 PM**: "Sunday Night News" on ABC.
- **7:30 PM** to **8:00 PM**: "Sunday Night News" on CBS.
- **8:00 PM** to **8:30 PM**: "Sunday Night News" on MBS.
- **8:30 PM** to **9:00 PM**: "Sunday Night News" on NBC.

**Monday Night News**

- **7:30 PM** to **8:00 PM**: "Monday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Monday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Monday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Monday Night News" on NBC.

**Tuesday Night News**

- **7:30 PM** to **8:00 PM**: "Tuesday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Tuesday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Tuesday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Tuesday Night News" on NBC.

**Wednesday Night News**

- **7:30 PM** to **8:00 PM**: "Wednesday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Wednesday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Wednesday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Wednesday Night News" on NBC.

**Thursday Night News**

- **7:30 PM** to **8:00 PM**: "Thursday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Thursday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Thursday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Thursday Night News" on NBC.

**Friday Night News**

- **7:30 PM** to **8:00 PM**: "Friday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Friday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Friday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Friday Night News" on NBC.

**Saturday Night News**

- **7:30 PM** to **8:00 PM**: "Saturday Night News" on ABC.
- **8:00 PM** to **8:30 PM**: "Saturday Night News" on CBS.
- **8:30 PM** to **9:00 PM**: "Saturday Night News" on MBS.
- **9:00 PM** to **9:30 PM**: "Saturday Night News" on NBC.

**Sunday Morning News**

- **7:30 AM** to **8:00 AM**: "Sunday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Sunday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Sunday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Sunday Morning News" on NBC.

**Monday Morning News**

- **7:30 AM** to **8:00 AM**: "Monday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Monday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Monday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Monday Morning News" on NBC.

**Tuesday Morning News**

- **7:30 AM** to **8:00 AM**: "Tuesday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Tuesday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Tuesday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Tuesday Morning News" on NBC.

**Wednesday Morning News**

- **7:30 AM** to **8:00 AM**: "Wednesday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Wednesday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Wednesday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Wednesday Morning News" on NBC.

**Thursday Morning News**

- **7:30 AM** to **8:00 AM**: "Thursday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Thursday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Thursday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Thursday Morning News" on NBC.

**Friday Morning News**

- **7:30 AM** to **8:00 AM**: "Friday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Friday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Friday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Friday Morning News" on NBC.

**Saturday Morning News**

- **7:30 AM** to **8:00 AM**: "Saturday Morning News" on ABC.
- **8:00 AM** to **8:30 AM**: "Saturday Morning News" on CBS.
- **8:30 AM** to **9:00 AM**: "Saturday Morning News" on MBS.
- **9:00 AM** to **9:30 AM**: "Saturday Morning News" on NBC.
K-2 Coverage

NBC has secured television and radio rights for coverage of the third American Karakoram expedition, which this summer will attempt to climb K-2, the second highest mountain in the world, Charles C. Barry, NBC vice president in charge of programming, reported last week. K-2 is in northwest Pakistan.

The complete story of the success or failure of this expedition will be carried in a series of filmed programs on NBC this fall, Mr. Barry said. He added that it is possible that NBC radio will present a series of programs on the venture.

parent "visi-map," which enables him to remain visible to the audience. The program is heard Friday, at 7:20 p.m.

'TEN MOST WANTED FUGITIVES' IN COOPERATION with the FBI, WABD (TV) New York will devote a segment of its Final Edition of the News (Mon.-Fri., 11-11:15 p.m. EDT) to a Ten-Most-Wanted-Fugitives feature, starting today (Mon.). Photographs and description of the fugitives will be presented, with a request that viewers send any pertinent information to the FBI.

ABC PROGRAM AIRED BY KBOR

BECAUSE the graduating class of the Brownsville, Tex., High School wanted Paul Harvey, ABC commentator, as guest speaker at commencement exercises, the commentator's network program was aired from KBOR Brownsville, a non-affiliate. Bob Fowler, national sales manager for KBOR, reports that there were innumerable complications over lines, station origination, etc., plus many phone calls and wires to ABC vice presidents, but that the request was met due to the perseverance of the high school students and the good will of Mr. Harvey.

BOYS' BASEBALL

WGN-TV Chicago has begun a series of telecasts of boys' major league baseball contests, with Jack Brickhouse handling play-by-play commentary each Monday evening. The league comprises six teams, with boys ranging in age from 9 to 14 years. The series marks its second consecutive year on WGN-TV.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

ATTENDEES Advertised

A FIFTEEN-page supplement in the Arkansas Democrat on June 14 announced that KTHS Little Rock "Arkansas only 50,000 watt station, joins CBS Monday, June 15th." The supplement gave further information on programming and CBS and KTHS staffs.

NEW ORLEANS PROBE

WDSU-TV will televise the New Orleans waterfront probe by Sen. Charles W. Tobey and his Senate committee investigating waterfront racketeers. The telecast will emanate from the courtroom of Federal Judge J. Skelly Wright in the Post Office building, and will include highlights of the proceedings over which Sen. Tobey, chairman of the committee, is presiding. Also appearing on the hearings will be Sen. Charles E. Potter, a subcommittee member, and Downey Rice, chief counsel for the subcommittee.

'SEARCHING FOR OIL'

AMERICAN Petroleum Institute is offering a free booklet titled "Searching for Oil—The Gamble That Pays Off for You," which may be obtained by writing to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th St., N. Y. 20 (6T), June 22, p. 79).

DOUG PLEDGER (r), program manager, KEAR San Mateo, Calif., signs a seven-year contract as disc m.c. personality with KNBC San Francisco. Co-signer Lloyd E. Yoder, KNBC general manager, smiles his approval.

WGAK's Drive In Films

DRIVE-IN moviegoers in northeastern Ohio are seeing a boost about radio, too, when watching their favorites on the screen.

It's all part of WGAR Cleveland's promotion of using station personalities in trailers in Ohio drive-ins. The theme: Listen while you work, play, ride, rest. Based on a three-month radio listening habit study by the station, the promotion also is using an on-the-air announcement campaign and soon will get to billboards in the greater Cleveland area.

What did the station study come up with? WGAR proudly found: "Many people prefer to listen to radio for drama and comedy as well as music, news and sports." Reasons? WGAR says people like radio because it is a great time-saver, it is versatile, it is relaxing as a form of entertainment, it is more effortless — a twist of a dial for information and/or entertainment, it exercises the imagination and gives freedom of choice.

TRIBUTE TO CANADA

IN A TRIBUTE to Canada on its observance of National Day on Wednesday, more than 150 radio stations in the U. S. will broadcast a special transcribed musical program featuring Kay Starr, Don Cornell, Percy Faith and Lowell Thomas. The program was conceived by Robert Burton, vice president of BMI and BMI Canada Ltd., and was written and produced by the BMI Special Projects Dept.

'ADVENTURES IN ISRAEL'

A SERIES of documentary films showing the founding, history and growth of Israel, titled Adventures in Israel, will be presented on WFIL-TV Philadelphia, 1:30 to 2 p.m. Sunday, beginning July 5. Presented in cooperation with the Allied Jewish Appeal of Philadelphia, narration for the filmed documentaries had been recorded by Quentin Reynolds and Maurice Samuel.

SONG-WRITING CONTEST

RCA THESAURUS has announced a 26-week song-writing contest to be conducted among listeners of the company's transcribed library series, The Sammy Kaye Show. The contest will begin July 6 and will feature a local and national prize each month plus a grand prize to be awarded at the end of each of two 13-week periods. Called "So You Want to Write a Song?" the competition is designed to stimulate mail for stations and sponsors.

BASEBALL PROMOTION

DRESSED in full baseball uniform and carrying portable clock radios tuned to the Mutual major league Game of the Day, two college students were hired by WLCS Asheville, N. C., to carry sandwich boards calling attention to the program. The "players" also gave away season "passes" to listen to all the games.
Bette Nasse, Harry B. Cohen, N. Y., to Duane Jones Co., N. Y., as chief radio timebuyer.


Andrew Aknonian to Sidney Garfield & Assoc., S. F., as account executive.

Ann Roush, previously with Hockaday Assoc., to Smith, Hagle & Snyder, N. Y., as account executive; Grace Quinn, formerly with Revlon, named publicity assistant with agency, and Gene Sprung named industrial publicist.


James R. Johnson, formerly with Campbell Soup Co., to BBDO, N. Y., as an account executive.


Dennis O'Sullivan, copy chief, Lee Ringer & Assoc., L. A., to Vick Knight Adv., that city, in same capacity.

Robert G. Everett, formerly vice president and account supervisor at Price, Robinson & Frank, Chicago, to Leo Burnett Co., Chicago, as account executive.

David Ng, former production manager of Paul Heller Agency, Washington, appointed assistant production manager of Kal, Ehrlich & Merrick, same city.

Harry L. Smith, Alfred Politz Research Inc., to N. W. Ayer & Son, N. Y., in radio-TV department to head research staff, Ira Rothbaum, RCA, to Ayer's Phila. office on copy staff.

Robert Moeller, formerly assistant advertising manager of Crucible Steel Co. of America, to G. M. Baxter Co., N. Y., as assistant account executive.

Richard L. Dexter will resume connection with Potts-Turnbull Adv. Co., Kansas City, as advertising copywriter and junior account executive, upon completion of active duty in Navy in Aug.

position of promotion and publicity on feminine accounts.

Hyman Olken and William Schurr appointed to industrial public relations staff of John Falkner Arndt & Co., Phila.

Alice McDonough, media director at Olan Adv. Co., St. Louis, has added media direction of radio and television to duties involving newspapers, magazines and posters.

Homer Heck, production manager at NBC Chicago (WMAQ WNBQ (TV)), to Foote, Cone & Belding, Chicago, in radio-TV capacity.

Jerry Gordon, Sun Ray Drug Co., to Sherman & Marquette, N. Y., merchandising dept.

Daniel C. Ellis, formerly with J. Walter Thompson Co., to copy staff of Kudner Inc., advertising agency.

Ray J. Mauer, writer, to Cunningham & Walsh, N. Y., on creative radio and television staff.

Earle A. Buckley, president of Buckley Organization, Phila., named eastern governor of Trans-America Advertising Agency Network.


Stations

Robert E. Chaffee, formerly with CBS, to KXIC Iowa City, Iowa, as sales manager.

John Mowbray, account executive with KSFO San Francisco, to KXXA Seattle as commercial manager. Dick Schutte, KSFO account executive, also to KXXA.


James H. Ranger, salesman-announcer, named manager of KWG Stockton.

Robert D. Peel, former program director at WFRX West Frankfort, III., to WIND Chicago as production manager and assistant program director. Dominic Quinn, staff announcer at WDFD Flint, Mich., to production staff of WIND.

Joe Farris named program director of WQKV-AM-FM Charleston, W. Va., replacing Phil Vogel, who shifts to WKNA Charleston.

A. T. Leonard appointed program director at WRBC Jackson, Miss. R. A. Miller appointed farm director of station.

Craig Maulusley appointed program director at KONA (TV) Honolulu. Jim Gunn, Jim Spencer, Nina Benedict and Paul Wilcox are account executives for station. Frank Fitch named chief engineer and Vic Rowland appointed director of public relations.

B. Hillman Bailey, Jr., general manager at KSIG Crowley, La., named general manager at KTAG (TV) Lake Charles, La.


Robert Lyons, assistant manager at WRAP Norfolk, Va., promoted to general manager.

Alau W. Trench, salesman at WCAE Pittsburgh, promoted to assistant sales manager.

Howard Salesbury rejoins WQKV-AM-FM Charleston, W. Va., as account executive. Bill Richards, newscaster, appointed assistant program director of WQKV.

Walter Dibble, announcing and news staff of WSTC-AM-FM Stamford, Conn., promoted to assistant program director. Bob Perham, WNNY Watertown, N. Y., and Ira Harsell, WRCBS Ahoekie, N. C., to announcing staff of WSTC.

Jim Travis, formerly with KOMA Oklahoma City, to WPFI Findlay, Ohio, as head of continuity dept.

Henry T. Wilson, business editor for WOR-AM-TV New York, named to newly-created post of manager of press information.

Frank J. Howard, promotion manager at WJAR-TV Providence, appointed to sales dept. of WBZ-TV Boston. Hank Elliott, staff announcer at WMEX-Boston, will be summer replacement on WBZ-AM-TV announcing staff.

John A. Sullivan appointed news director of WCAX Burlington, Vt.

Alfred W. Crapsey, local sales manager, promoted to supervisor of public affairs, education and transcription sales operations at KNBC San Francisco.

Tom Baxter, engineer, writer-producer, rejoins KECA Hollywood, as producer-director.

William M. Greene, free lance Hollywood writer, to KNBH (TV) that city, as producer on Jack McElroy Show.

A. B. Jolley, former Dallas county agent, to KRLD-AM-TV Dallas as agricultural director.

Johnnie Williams, KAAA Redwing, Minn., to KIUB-TV Lubbock, Tex., as announcer. Marilyn Rupe to film dept. of KDUB-TV.

Ronald Tighe to KCBS San Francisco news staff, replacing Donald Shields, resigned.

Bill Guthrie, formerly with WIND Chicago, and Don Anderson to announcing staff of WENR Chicago.

Bill Burns appointed news director at WDTV (TV) Pittsburgh.

Cal Rains appointed night news director at WIRL Peoria, Ill.

Chris Patte promoted to chief announcer at WLBY Laurens, S. C.

Mrs. Mescal Johnston named women’s service director at KLRA Little Rock, Ark. Herbie Byrd named sports director at KLRA.

Frank Barron, WJW Cleveland sales representative, to sales staff of WLWD (TV) Dayton, Ohio, to WENS (TV) Pittsburgh, as chief engineer.

S. (BUD) Fantle Jr., former owner of KELO Sioux Falls, S. D., still puts his faith in towers, but now they are oil derricks instead of radio antennas. Here he is on the job in the South Dakota oil fields.
William Storke, assistant manager, NBC-AM TV Hollywood continuity acceptance dept., named network junior account executive.

Robert Berbach to NBC Chicago staff as NBC-TV film syndicated salesman, Franklyn Ferguson as announcer, Robert Knoles as TV prop procurement coordinator, Tom Eldred as TV production facilities assistant, and Janice Kinglow as junior promotion writer for WMAQ-WNBQ (TV) advertising and promotion staff.

Barbara Britton and Richard Denning, who portray title roles in CBS-TV Mr. and Mrs. North film series, assume same roles on CBS Radio version.

Mark Stevens replaces Lee Tracy on Martin Kane, Private Eye, NBC-TV, Thurs., 10-10:30 p.m., sponsored by U. S. Tobacco Co.


Herman I. Smith, 34, CBS-TV Hollywood cameraman and technician, was believed drowned June 15.

Manufacturing

Donald Crawford, treasurer of Duplan of Canada Ltd., textile firm, appointed coordinator for associated companies of RCA International Div., located in Argentina, Australia, Brazil, Canada, Chile, England, Greece, India, Italy, Mexico and Spain.

Harry E. McCullough, sales manager for radio and TV, promoted to general sales manager of radio and TV, Croosley Div., Avco Mfg. Corp., Cincinnati.

Philip J. Herbst, RCA Victor engineer, named head of Communications Engineering Section of engineering products dept.

John J. Poister, formerly with Zenith Radio Corp. in sales promotion and creative advertising activities, to Tempo Inc. as account executive.

Fred M. Pugh appointed sales representative for General Electric silicone products dept. to industries in central and eastern Ohio.

C. D. Pitts, former Coast Guard officer and radio and sound engineer, appointed field sales representative for RCA equipment in company's Washington, D. C., office.

G. Harold Metz, manager of personnel div., RCA Service Co., named director of personnel, RCA Victor Div., Camden, N. J.

F. Murray, formerly manager of wage and salary administration and services section in company's personnel div., replaces Mr. Metz as personnel manager of RCA Service Co.

Roger Somerville, formerly with Fairchild Recording & Equipment Co., named mechanical project engineer on government assign.
Representatives

Bill Walsh, media director for John C. Dowd Sales Inc., Boston, named supervisor of radio spot sales for Weed & Co.'s Boston office.

George I. Weinman Jr., formerly with *Tide* magazine, to N. Y. sales staff of George P. Holllinger Co., station representative firm.

Calvin S. Cass, sales staff of WINS New York, to radio sales staff of Adam J. Young Jr., N.Y., radio station representative firm.

Eddie Bond, salesman at CHUM Toronto, to sales staff of H. N. Stovin & Co., Toronto, station representative firm.

Program Services

Alan Johnston, account executive, KCBS San Francisco, to Ziv TV Programs Inc., in same capacity.

Ray Boley, owner of Arizona Recording Productions, Phoenix, and partner in Canyon Films, advertising film producers of that city, elected president of Phoenix Advertising Club.


Personnel Relations


Irving Rogosin, National Labor Relations Board principal trial examiner, named general counsel for Independent Motion Picture Producers Assn., and will head labor negotiations committee.

Trade Associations

Carey Wilson, M-G-M producer, has been elected president of Screen ProducersGuild, Hollywood. Other officers are Samuel G. Engel, Arthur Freed and Jesse L. Lasky, first, second and third vice presidents, respectively; William Thomas, executive secretary; Walter Mirich, treasurer, and William Wright, assistant treasurer.

IT'S HAPPENING IN NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio.

Marzullo's Pastry Shop is in its eighth year of continuous selling to WNHC listeners.

THE SCOPE OF THIS LIST

B'Ts New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been changes in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.
<table>
<thead>
<tr>
<th>Location</th>
<th>Channel</th>
<th>Date Granted</th>
<th>Date First Used</th>
<th>Network (Rep. Representative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>KGW</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>NBC</td>
</tr>
<tr>
<td>Eugene</td>
<td>KQED</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>ABC</td>
</tr>
<tr>
<td>East Bay</td>
<td>KTVU</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>CBS</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>DuMont</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KGET</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>NBC</td>
</tr>
<tr>
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<td>KTXL</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>ABC</td>
</tr>
<tr>
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<td>KMPR</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>NBC</td>
</tr>
<tr>
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<td>KESQ</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>ABC</td>
</tr>
<tr>
<td>Long Beach</td>
<td>KABC</td>
<td>6/8/1923</td>
<td>8/1/1923</td>
<td>NBC</td>
</tr>
</tbody>
</table>

**More Shows for You**

- The Sportsman's Club
- Syndicated Films

**Still Going Strong**

A coffee account, using KGW, increased sales in this area 42 percent.

**For Sales Results Use KGW**

Economical and efficient medium for covering the mass market.

**Use the Efficient 620 Frequency**

Portland, Oregon
Represented Nationally by Edward Petry, Inc.
Affiliated with NBC

**June 29, 1953**
FCC Broadcast Stations Authorizations as of May 31, 1953

Includes data on new stations, ownership changes, hearing cases, hearing calendar, new petitions, rule and standards changes and routine roundup.

**Abbreviations:**
- CP—construction permit, DA—directional antenna, ERP—effective radiated power, STL—studio-to-transmitter, SCA—synchronous
  multiplex amplifier, vhf—very high frequency, uhf—ultra high frequency, AM—amplitude modulation, FM—frequency modulation, TV—video signal.
- **-modified:** operation, **-transmitter:** unit, **-extended hours:** kc—kilocycles, **-special service authorization:** STA—special temporary
  authority, **-hearing docket numbers given in parentheses.**

**SERVICE DIRECTORY**

Custom-Built Equipment  
U. S. RECORDING CO.  
1121 Vermont Ave., Wash., D. C.  20005

COMMERCIAL RADIO MONITORING COMPANY  
MOBILE FREQUENCY MEASUREMENT  
SERVICE FOR FM & TV  
Engineer on duty all night every night  
JACKSON 5302

CUSTOM BUILT EQUIPMENT

**TOWERS**  
AM • FM • TV  
Complete Installations  
TOWER SALES & ERECTING CO.  
6100 N. E. Columbia Blvd.  
Portland 11, Oregon

**VACANCY**  
YOUR FIRMS NAME in this "vacancy" will be seen by 16,000 readers—station owners and managers, chief engineers and technicians.

**FOR THE RECORD**  

**ACTIONS OF THE FCC**

June 18 through June 24

**Television Station Grants and Applications**

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**Upcoming Events**


June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol, Open.


Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

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**SPECIAL LISTING**

Program and sales conferences, co-sponsored by B&I and BMI.

June 20-July 1: Utah, Salt Lake City; Ashland, Ohio.

July 1-15: U. of Denver, Denver; Wade Hampton, Columbus, S. C.

July 5-7: Northern, Billings, Mont.

July 7-8: Selwyn, Charlotte, N. C.

July 8-9: KFPR Studies, Bismarck, N. D.

July 9-10: Rosnoke, Va.; Laddison, Minneapolis.


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**New TV Stations...**

**ACTIONS BY FCC**

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARW) granted vhf Ch. 4 (48-52 mc); estimated kw visual, 55 kw; antenna height above average terrain 1,391 ft., above ground 2,267 ft.; first year operating cost $86,283.31; revenue $256,355.64. (KARW granted May 22, 1952.)

Reno, Nev.—Transmitter Company, Inc. (Reno), president Donald J. Owicki, transmitter engineer, was granted vhf Ch. 14 (216-204 mc); estimated kw visual, 81 kw; antenna height above average terrain 2,150 ft., above ground 2,742 ft.; estimated construction cost $22,000; first year revenue $108,000. (KARW granted May 22, 1952.)

San Jose, Calif., John A. Venti granted vhf Ch. 12 (174-168 mc); estimated kw visual, 55 kw; antenna height above average terrain 1,952 ft., above ground 2,852 ft.; estimated construction cost $150,000; first year revenue $250,000. (KARW granted May 22, 1952.)

Quincy, Ill.—Quincy Newspapers, Inc. granted vhf Ch. 9 (170-174 mc); estimated kw visual, 50 kw; antenna height above average terrain 330 ft., above ground 420 ft.; estimated construction cost $150,000; first year revenue $250,000. (KARW granted May 22, 1952.)

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**Applications file...**

New Ammd. VHF: UHF

Commercial 128 233 158

Educational 48 25 23 48

Total Operating Stations in U. S.: 847 337 575 526 1,183

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**Notes:** Processing of untested TV applications has been extended through both the Group A-2 and Group B city priority lists.

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Cleveland, Ohio—Cleveland Betst Co. (WERE-
AM-FM) granted uhf Ch. 65 (776-782 mc); ERP 200 kw visual, 20 kw audio; antenna height above average terrain 605 ft., above ground 643 ft. Estimated construction cost $205,000, operating cost $230,000, revenue $275,000. Filed June 15. (KVXV)

Houston, Texas—Ch. 21 (250-256 mc); ERP 1,000 kw visual, 801 kw audio; antenna height above average terrain 510 ft., above ground 560 ft. Estimated construction cost $750,000, first year operating cost $800,000, revenue $1,000,000. Filed June 22.

Grangeville, Idaho—Grangeville Co. granted uhf Ch. 5 (266-272 mc); ERP 22 kw visual, 10 kw audio; antenna height above average terrain 235 ft., above ground 260 ft. Estimated construction cost $14,000, operating cost $15,000, revenue $17,000. Filed June 18.

Applications Amended

Sacro, Calif.—Sacramento Telecasters Inc. amends application for uhf Ch. 19 to include a change in antenna location.

New Haven, Conn.—Connecticut Radio Foundation (WELI) amends application for new TV station on Ch. 13 to change location of antenna, transmit- ter and antenna RCA. New location is Hartford to 10 kw visual, 10 kw audio. Filed June 23.

Thomasville, Ga.—K-D. Rivers Sr., application for new TV station on Ch. 6 to change antenna location. New location is Thomasville to 3 kw visual and 1.8 kw audio. Filed June 21.

Cedar Rapids, Iowa—Cedar Rapids TV Co. amends application for uhf Ch. 20 to change hours of operation from unlimited to 6 a.m.-11 p.m. Filed June 21.

Pasadena, Calif.—Pasadena TV Inc. (K-WX) amends application for new TV station on Ch. 15 to change location of antenna and change antenna location to 10 kw visual and 3 kw audio. Filed June 21.

Applications Dismissed

New Haven, Conn. — WAVY Betst Co. (WAVY) dismissed application for new TV station on Ch. 59, leaving uncontested application of WELI there. Dismissed June 23.

Battleground, Miss.—Mississippi Elec- troclasts Co. granted application for new TV station on Ch. 9, leaving uncontested application of Rattlesnake Ridge, Inc. and WBH Betst Co. for new TV station on Ch. 9. Dismissed June 23.
FOR THE RECORD

KCCTV (TV) Sioux City, Iowa.—Great Plains TV Department announced modification of CP to install new transmitter and change ERP from 19.5 kw visual to 10.0 kw visual and horizontal half power from 30 kw visual and 10.5 kw aural to 24.1 kw visual and 11 kw aural; change transmitter and studio locations; antenna height above average terrain 330 ft. Decision June 16; announced June 23.

KTAG (TV) Lake Charles, La.—KTAG-TV Inc. granted modification of CP to change transmitter to 340 kw visual and 22 kw aural; change studio to 350 kw visual and 11 kw aural; charge transmitter and studio locations; antenna height above average terrain 330 ft. Denounced June 17; announced June 23.

KTHV (TV) Hutchinson, Kan.—Hutchinson TV Inc. granted modification of CP to change studio to operate on commercial basis on Ch. 12 from June 15 to Oct. 15; Decision June 16; announced June 23.

KEDD (TV) Wichita, Kan.—The CWC Inc. granted modification of CP to change corporate name to KEDD Inc.; change transmitter to 215 kw visual and 110 kw aural to 204 kw visual and 110 kw aural; move trans. site slightly (same but change in coordinates); antenna height above average terrain 670 ft. Decision June 19; announced June 23.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted modification of CP to change ERP from 22.1 kw visual and 12 kw aural to 10.2 kw visual and 4.9 kw aural; change coordinates (not a move); antenna height above average terrain 970 ft. Decision June 15; announced June 23.

WTAC-TV Flint, Mich.—Trendle-Campbell Inc. Corp. granted modification of CP to change transmitter to 15 kw visual and 4.3 kw aural; antenna height above average terrain 640 ft. Decision June 8; announced June 16.

KOMO-TV Seattle, Wash.—KOMO Inc. granted modification of CP to change ERP from 255 kw visual and 165 kw aural to 384 kw visual and 200 kw aural; change transmitter and studio locations; waive Sec. 361.21(b); correct coordinates (not a move); antenna height above average terrain 790 ft. Decision June 16; announced June 17; announced June 23.

WBNS Columbus, Ohio.—Dispatch Printing Corp. granted modification of CP to change ERP from 231 kw visual and 165 kw aural to 298 kw visual and 30 kw aural; antenna height above average terrain 1150 ft. Decision June 15; announced June 16.

WHIZ-TV Zanesville, Ohio.—Southeastern Ohio TV System granted modification of CP to change ERP from 25 kw visual to 200 kw visual and 105 kw aural; change transmitter and studio locations. Decision June 9; announced June 16.

WCRC-TV Charleston, S.C.—Radio Station WCRC granted authority to operate on Ch. 5 on commercial basis from June 17 to Sept. 17. Granted June 12; announced June 23.

WGVL (TV) Greenville, S.C.—Greenville TV Co. granted modification of CP to change ERP from 22 kw visual and 34 kw aural to 29 kw visual and 30 kw aural; antenna height above average terrain 1380 ft. Decision June 9; announced June 16.

KGRC-AB Atmore, Tex.—Reporter-Beck Inc. granted modification of CP to change ERP from 23 kw visual and 17 kw aural to 25 kw visual and 17 kw aural; change coordinates; antenna height above average terrain 110 ft. Decision June 10; announced June 16.

KETX-TV New Braunfels, Tex.—J. A. Newborn Inc. granted modification of CP to change ERP from 11 kw visual and 8 kw aural to 11 kw visual and 11 kw aural; change coordinates; antenna height above average terrain 900 ft. Decision June 8; announced June 16.

WRQV-Radio Roanoke, Va.—Radio Roanoke Inc. granted modification of CP to change ERP from 10 kw visual and 62 kw aural to directional antenna with 54 kw visual and 1.25 kw aural; antenna height above average terrain 670 ft. Decision June 9; announced June 16.

Applications

WSGN-TV Birmingham, Ala.—Temison Beck Inc. requests modification of CP to change ERP from 3,000 kw visual and 500 kw aural to 1637 kw visual and 250 kw aural; change studio location to Protective Life Bldg.; antenna height above average terrain 678 ft. Decision June 8; announced June 16.

WPBF-TV Deaver, Colo.—Eugene F. O'Fallon Inc. requests modification of CP to change ERP from 6 kw visual to 106 kw visual and 50 kw aural; antenna height above average terrain 778 ft. Filed June 23.

WRNB-TV West Hartford, Conn.—New Britain Beisig Corp. requests mod. of CP to change ERP from 289 kw visual and 114.5 kw aural to 114.5 kw visual and 80.7 kw aural. Filed June 24.

Station Deleted

KCTV (TV) Austin, Tex.—Charles Henry Coefield d/b/a Capital City TV Co. turns in CP for new TV station on uhf Ch. 18 and it is de- termined not to be deleted. Deleted June 4; announced June 9.

New AM Stations . . .

Actions by FCC

Bogalusa, La.—Bogalusa Bestc. Co. Granted CP for new AM station on 950 kc. 1 kw daytime. Estimated operating cost $30,000, revenue $30,000. Principals include Proctor, Donaldson, McCormick (50%), one-third owner WHIS B revisions, Misu. and Dave A. Matheny (15%); owner WHIS and one-fourth owner WAMU Laurel, Miss. Post office address 159 W. 14th St., Mobile, Ala. Granted June 17.

Poteau, Okla.—LeFlere Beisig Co. Granted CP for new AM station on 1200 kc, 1 kw daytime. Estimated operating cost $15,000, first year revenue $10,000. Principals include Proctor, Donaldson, McCormick (50%), President Alvin H. Barnard (25%), Treasurer Susan P. McCormick (25%). Mr. McCormick's brother is a partner in station. Owner WHIS. Post office address 159 W. 14th St., Mobile, Ala. Granted June 17.

Corravills, Ore.—Mid-Land Bestc. Co. Granted CP for new AM station on 1650 kc, 1 kw daytime. Estimated construction cost $22,100, first year operating cost $8,000, first year revenue $15,000. Principals include Proctor, Donaldson, McCormick (50%), President W. G. Allen. Post office address 159 W. 14th St., Mobile, Ala. Granted June 17.

Seattle, Wash.—W. Gordon Allen. Granted CP for new AM station on 590 kc, 1 kw daytime. Estimated construction cost $19,900, first year operating cost $6,800, first year revenue $24,000. Principals include Proctor, Donaldson, McCormick (50%), President W. Gordon Allen is 60.1% owner of KGAL Lebanon, Ore., and sole owner of Oregon's Beaver Network (radio); Vice President-Treasurer Walter S. Chambers Jr., Post office address: 269 Hansen Ave., Salem, Ore. Granted June 17.

Application

New Castle, Ind.—Courier-Times Inc. (WCTW-FM), 930 kc, 500 w daytime. Estimated construction cost $20,000, first year revenue $30,000. Principals include Proctor, Donaldson, McCormick (50%), President W. Gordon Allen. Post office address 159 W. 14th St., Mobile, Ala. Granted June 17.

Applications Amended

St. Augustine, Fla.—St. Augustine Beisig Co. Amended application for new AM station on 1540 kc with new CP. First year revenue $34,000, power to 1400 kw and power to 1 kw. Filed June 24.

Sheboygan, Wis.—Sheboygan Bestc. Co. Amended application for new AM station on 1420 kc with 500 kw during times to make changes in stockholders from Hagen- son (80%) and Secretary-Treasurer Joseph W. G. Hagen (20%) to Hagen (84%); Secretary-Treasurer Joseph W. Gerard (14%); Vice-President Walter S. Chambers Jr., Post office address 159 W. 14th St., Mobile, Ala. Granted June 17.

Applications

Existing AM Stations . . .

Actions by FCC

KJH Los Angeles, Calif.—General Teleradio Corp. Reques. permit to change from employ- ing directional antenna both daytime and nighttime to nighttime only. Filed June 16.

WWAV-Ava, Ill.—Beisig, Inc. Granted permission to change main studio location from Ava to DuQuoin. Transmitter remains at Ava. Power 250 kw daytime on 1360 kc. Granted June 17.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Wolf granted permission to operate transmitter at night. Permit to remain off the air for 90 days from June 21. Granted June 17.

WSVA Harrisonburg, Va.—Shenandoah Valley Bestc. Corp. granted modification of CP to change from 1 kw fulltime to 2 kw fulltime, effective 10 days from July 1. First directional night, on present 550 kc. Granted June 17.

KYAK Yakima, Wash.—Yakima Bestc. Corp. Granted modification on CP to change from 2 kw to 500 kw to 2400 kc, 1 kw day on 1380 kc, directional night, to change proposed directional pattern. Filed June 24.

Broadcasting • Telecasting
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1259 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414

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1216 WYATT BLDG.
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KEAR & KENNEDY
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Member AFCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS, TEXAS
JUSTIN 6108
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WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DIETERS
EDMUND E. PENDLETON
927 15th St. N. W.
Republic 7-3883
Washington 5, D. C.

ROBERT M. SILLIMAN
John A. Meffet—Associate
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Republic 7-6646
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EX 3-8079
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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1010 1 St., N. W., Wash., D. C.
Executive 2-1239
Evening 2-1291
(Nights-holidays, Lockwood 5-1819)
Member AFCE

GUY C. HUTCHESON
P. O. Box 22
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Konawha St., N. W., Wash., D. C.
Phone Emerson 2-8071
Box 2468 Birmingham, Ala.
Phone 6-2974
Member AFCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7016
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
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612 Evans Bldg., NA 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING • TELECASTING
Natl. Press Bldg., Wash. 4, D. C.

June 29, 1953 • Page 115
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Undisclosed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted

Help Wanted

Managerial

Immediate opening for aggressive successful man, independent and capable. $900.00 month plus monthly 10% of net revenue for top man. Box 2X, B-T.

Station manager, salary plus commission, for Radio Station WMFA, Aberdeen, Mississippi. Personal interview, contestant Joe Phillips, WSSO, Starkville, Mississippi.

Salesmen

Salesman—announcer. Florida. Mostly selling but good advertising required. Salary plus commission. Box 110W, B-T.

Need good salesman northeast indie with good hits drawn against. Right man has future here. Box 971W, B-T.

Experienced transcription salesman. Established distrib. Box 996W, B-T.

Salesman to serve and sell local accounts. Salary plus commission. Good market. Texas A&B station. Box 2XX, B-T.

Salesman, little advertising, serving old accounts, some writing, persuasive single W&I II page to learn and improve self. KXCM, Chillicothe, Missouri.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KGAI, Bennington, Vermont.

Salesmen for local and agency account. Immediate opening salary and commission. Send all information to Gustave Nathan, Commercial Manager, WKBN, 213 Main St, New Britain, Conn.


Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B-T.

Announcer, $60 start, 40 hours. Net affiliate. Southern Minnesota. Send tape and background. KPOJ, Redwood Falls, Minn.

New 18,000 watt independent daytime opening about September 1st in southwest needs personality hillbilly disc jockey also good man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 946W, B-T.

Livewee DJ who can sell own show; accent on sales; salary plus commission. $200,000 market, 1000 watt indie. N. Y. B-C. Box 997W, B-T.

Announcer, must have top voice: excellent delivery of commercials, for CBS station in south Atlantic area. Good possibilities for further promotion. Send tape, photo and resume. AD- D1Y Box 14X, B-T.

Experienced announce- operator for 3 kw Georgia station. Restricted permit sufficient. Box 18X, B-T.

Exceptionally good combo man, morning or afternoon shift. If transcription or bulk packages assumed, $100 per week guaranteed. All other classifications 60c per word—$4.00 minimum. All display ads, $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 970 National Press Bidg., Washington 4, D. C.

Immediate opening for staff announcer, 1000 watt network affiliate, KDWB, Brownwood, Texas.

Immediate opening for good announcer to do radio and television work. Audition, references, picture, salary. KCJS, Pueblo, Colorado.

Help Wanted—(Cont'd)

Announcer—engineer at KWCO, Chisholm, Oklahoma.

Young man now working, announcing program, to take over morning panel of station. New commission, new program, progressive small opportunity for excellent Ann. Send full details, photo, immediately, to Station WBTN, Bennington, Vermont.


Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMCX, Mount Vernon, Ill.

Shenandoah Valley AM-FM-TV needs men with first class ticket immediately in announcing, production. Contact Brum, WSAV, Harrisonburg, Virginia.

Announcer-engineer needed immediately. No experience necessary. Send photo and personal snapshot. Photo will not be returned. Box 648W, B-T.

Chief engineer with medium station experience. Please write including background, experience and references and salary requirement. Box 999W, B-T.

AM control room operator. Start at $70 for 40 hours. May advance to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 998W, B-T.

Engineer with first class license to fill job of chief engineer in combo operation. No announce- ment of Gates equipment only. Here is a job good, excellent working conditions, with lots of time for your own interests. Salary $75.00 per week. Address Box 4X, B-T.

Technicians—Excellent opportunity for young technicians with first class license. No experi- ence necessary, will train both AM and TV. Include background and present salary first letter. Box 85C, B-T.

Engineer-announcer, with ability to become chief engineer. Excellent opportunity with progressive, modern equipment, excellent opportunity for advancement. Apply Box 15X, B-T.

Two first class engineers wanted for 5 kw Ohio station. One engineer immediate opening. One later in summer. Box 40X, B-T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Penoyer for call letters, Box KGAC, Amarillo, Texas.

Technicians: Station established radio 25 years now operating TV needs first class license tech- nician. Excellent opportunity with Davis equipment. Technicians with previous TV experience will start at $180.00. Slightly less for non-TV experience. Rapid increase to top rate. Merit, pay increases. Call collect Burton or Crane, WLBC-TV, Muncie, Ind.

Northeastern Michigan directional needs engineer with first class ticket. Car necessary, send complete first letter details. WSGV, Saginaw, Michigan.

Help Wanted—(Cont'd)

Transmitter engineers, car necessary, permanent, construction permit. Write WTTK, Elkhart, Indiana.


Production-Programming, Others

Copywriter for commercial account. Immediate opening. In resume state salary and length of time necessary for change. Enclose sample of conv to Gustave Nathan, Commercial Manager, WKBN, 213 Main St, New Britain, Conn.

Farm director—announcer. House with large York Inde- pendent needs combination man capable of doing both jobs well. Radio school graduate with farm background may be acceptable. Box 996W, B-T.

Commercial writer with ideas that sell. Experi- ence necessary. Letter outlining south western market, ideal climate, Opportunity to advance. Send your letter in letter stating expected, etc., to Box 49X, B-T.


Promotion and publicity director wanted for AM and TV station. Immediate opening. Give full details on experience and state salary desired. Address Mr. Peter, Kenney, General Manager, WKBN and AM, 213 Main St, New Britain, Conn.

Television

Salesmen

Opening for experienced television sales salesmen with WTVF, Mississipi. Illinois. Wire or phone application. Apply John Rosater, Jackson, Mississippi.

Technical

First class engineers for TV station must have AM experience. Advise immediately qualifications and opportunities. Application Frank Laughter, WGEN-TV, Quincy, Illinois.

WPAG-TV has openings for two men, permanent. First phone required. WPAG, Ann Arbor, Michigan.

Production-Programming, etc.

A new TV station needs a program-production man. Birmingham, Alabama. Wire Box 34X, B-T, if you are interested.

Situations Wanted

Managerial

General manager—thoroughly experienced. Successful Top references. Prefers small or medium market. South or southeast. Box 904W, B-T.


Presently general manager small market net- work station. Desires position with radio, TV or any agency in large market. Background includes engineering, programming, announcing and sales. With present company 6 years. Box 11X, B-T.

Sober, reliable experienced manager who can sell heardbilled clients good radio, wants to move up. Present position low. Box 45X, B-T.

Looking for me? Major TV network (New York City) experience—programming, production, pre- motion, studio camera. Send resume, photo and local preference. Reply Box 31X, B-T.

Salesmen


Announcers

Good, deep voice. Radio announcing school and 20 month's experience. Desire announcing position in near future. L. W. I. Box 999W, B-T.

Versatile announcer, know control board. TV programming, can write copy. Box 996W, B-T.
Top newscaster, directing city news department. Big market. Minimum $2,500. Box 99W, B-T.

Top newscaster, in Dallas, Texas, recent return from Paris, France. $2,000. Box 995, B-T.

Top newscaster, recent return from Paris, France. Minimum $2,200. Box 99V, B-T.

Top newscaster, 20 years experience, covering major metropolitan areas, New York, Chicago, etc. Few cases of illness, has administered sound medical advice, sound medical treatment. Minimum $1,900. Box 997, B-T.

Top newscaster, covering the world for NBC, CBS, and ABC. Will continue with present employer, if possible. Excellent references. Box 998, B-T.

Top newscaster, 50 years experience, former Washington correspondent for the Associated Press. National and international experience. $1,800. Box 999, B-T.

Top newscaster, covering major metropolitan areas. Box 97W, B-T.

Announcer-Thoroughly experienced. Will work full or part time. Box 96X, B-T.

Commercial announcer. Box 95X, B-T.

Top newscaster, as recently as the War. Will work, available, at any time. Box 94X, B-T.

Top newscaster, experienced by various networks. Lowest salary $1,600. Box 93X, B-T.

Top newscaster, 20 years radio and TV experience, former network newscaster and producer. Minimum $1,500. Box 92X, B-T.

Top newscaster. Box 91X, B-T.

Top newscaster. Box 90X, B-T.

Top newscaster. Box 89X, B-T.

Top newscaster. Box 88X, B-T.

Top newscaster, experienced since 1930. Box 87X, B-T.

Top newscaster. Box 86X, B-T.

Top newscaster. Box 85X, B-T.

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Top newscaster. Box 13X, B-T.

Top newscaster. Box 12X, B-T.

Top newscaster. Box 11X, B-T.

Top newscaster. Box 10X, B-T.
WANTED:

**Topnotch TV Salesman for Topnotch TV Station in Rich Market**

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

**UNUSUAL SPORTS ANNOUNCER WANTED**

Midwest TV station wants man to handle programs of participant sports, such as hunting, fishing, golf, etc. Experience in these activities required. Send background reference, picture to BOX 6X, B. T.

**Situations Wanted—(Cont'd)**

**Chief Engineer**

AM or TV chief's opportunity desired by reserve officer being released from active duty in Germany, July 1. Well qualified to assist your station with background in TV and broadcasting engineering. All phases TV including color, European applications, kinescope recording, staff management and program production; radar indicator and video development and manufacture; teletype, radio-teletype, carrier, VHF, UHF, Radio CW, radio-telephone and telephone communications. Hold FCC first class radiotelephone operator's license.

Past experience with General Electric designing, supervising manufacture video equipment with radio and TV applications. Motion picture recording and sound with ABC including development of quality control procedures. While working for B. S. Degree in Electrical Engineering, on G. I. Bill, University of Nebraska, built and supervised operation of radio studios. Studio and transmitter engineer, prior to World War II duty, at 50 kw and 250 watt radio station, as well as aiding in construction of 50 kw international broadcasting transmitter for Croxley Corporation.

Opportunity prime requisite, salary secondary. 29, family man.

Box 45X, B. T.

**WANTED -- PROGAR**

Langevin type 119-A Progar amplifier.
State condition and price.
Box 995W B.T.
Applications

WRAG Carrollton, Ala.-Norah E. Hook and William B. Farrar request assignment of license to new corporation, Pickens Country Bstg. Co. Filed June 19. Effective September 1, ownership as assignment is merely to transfer the operation to a corporation. Filed June 19.

KDS Malvern, Ark.-Malvern Bstg. Co. David M. Segal, Edward M. Guss, Lesley Eugene Abrahamson, and Harbor Hill, owners of 80% of stock, request transfer of control to Thomas P. Afford (100%) for $92,296.40. Afford is vice president of KDS and manager of KFSP Texarkana, Tex. Filed May 29.

KMLB and KFMF (FM) Monroe, La.-Linners Bstg. Station Inc. Requests transfer of control to Joseph L. Gareau, individually and as administrator of estate of J. C. Liver, deceased. Filed June 17.

KAME Albuquerque, N.M.-KVER Bstg. Co. Requests modification of license to change name to KABQ Bstg. Co. Filed June 24.

WEBT Johnson City, Tenn.-East Tennessee Station Inc. Requests assignment of license to new corporation, Press Inc. To and to liquidate East Tennessee Bstg. Co. Filed May 27. Effective September 1.

KPFM-AM-TV Amarillo, Tex.-Amarillo Bstg. Co. Requests transfer of 5% interest of Genie L. Cagle, 90% owner, to a trust for the benefit of his children. Filed June 15.

WCAY Norfolk, Va.-Cavalier Bstg. Co. Requests assignment of license to Larus & Brother Ch. to return ABC affiliation, $300,000, a $50,000 increase in service to tidewater area of Virginia, $500,000 to WPTF Bstg. Corp.bacfh affiliate, but expected to be increased by affiliation of WYAT Norfolk with CBS as its television outlet effective September 7. Attempts are being made to obtain for WCAY affiliation with NBC to replace the NBC service to be retired by WYAT when it becomes a CBS affiliate. Larus & Brother Ch. has filed for renewal of WRVR Bstg. (FM) Richmond, and WRVC (FM) Norfolk.


Hearing Cases . . .

Final Decisions

Sparta, III.-New AM, 1230 kc. FCC announced decision to grant application of Hilzeh Comm. Enterprises Inc. for permit for new AM station on 1230 kc with 350 w unlimited coverage of Hawthorne, Bstg. Co. seeking same facilities in St. Louis. Final decision June 17, announced June 19.

Waco, Tex.-New AM, Ch. 14. FCC announced order making effective immediately the initial decision to grant application of Salisbury Bstg. Co. for new TV station on Ch. 14 with ERP of 200 kw visual and 106 kw aural and antenna height above average terrain 392 ft. Order June 17; announced June 18.


Brownwood, Texas.-New AM, 1240 kc. FCC announced decision granting application of Lyman C. Brown to Lyman Brown Enterprises for permit for new AM station on 1240 kc with 160 kw ERP. Final decision June 17; announced June 19.

Initial Decisions

Denver, Col.-New TV, vhf Ch. 4. Examiner James D. Cunningham issued initial decision looking toward grant of application of Metropolitan Telecasting Co. (ROLM) for permit for new TV station on Ch. 4 with ERP of 650 kw visual and 10 kw aural and antenna height above average terrain 355 ft. Subject to condition that within 90 days from issuance of decision Metropolitan must furnish concrete proof of the removal of all presently existing conditions under which FCC has an ownership interest and controlling status.

Broadcasting

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Decisions by FCC

Columbus, Miss.—New AM, 1540 kc. FCC announced memorandum order and order dismissing petition of KZXL, Waterloo, Iowa, directed against May 6 grant of new AM station to J. W. Purvis at Columbus on 1460 kc with 10 kw daytime. Denied KZXL’s further request that grant be set aside. Order June 19; announced June 23.

FM Allocation Plan—FCC adopted order to delete Class B Ch. 246 from Crossville, Tenn., effective immediately. On May 20, FCC issued new FM station on Ch. 246 at Lenoir, Tenn., to WTLI, there conditionally upon allocation change. Order June 17.

New Petitions . . .

June 15

TV Allocation—Iowa Joint Committee on Educational Television submitted report of year’s action to FCC, warning that pending channels until local plans can be put into effect. Appropriation from 1955 legislature is predicted.

June 17

KXLY-TV Spokane, Wash.—Petitions for acceptance and grant of application for allocation of permit for new TV station on Ch. 4 to be operated from 2900 ft on 2460 kw as a new station in Spokane and to be limited to 10 kw maximum allowed by FCC rules. Cities area characteristics and sparse population as reasons for grant, explaining surrounding mountains would prevent interference to other stations. KXLY-TV has transmitter site 15 miles west of Spokane, with use of site to fulfill by means of greater power.

Youngstown, Ohio—New TV, Ch. 21, Polar Industries, grant, and applicant for modification of permit to extend completion date (Docket 10344). Polar submits brief in reply to Valley TV Co.’s petition to dismiss the Polar application.

Joliet, Ill.—New TV, Ch. 48. Sanders Bros. (Docket 10337) and Joliet TV Inc. (Docket 10135). Chief of FCC Broadcast Bureau petitions for denial of request. New 48 kw station to be permitted under terms of proposed Joliet TV Inc. station on Ch. 48, located on O’Hare Field.

Sacramento, Calif.—New TV, Ch. 46. John Pollard, general manager, New Central Broadcasting Co. (Docket 10435). Chief of FCC Broadcast Bureau states that a request for license to assign for Glendale station has been placed on file and that an initial decision to grant Pollie and dismiss Glendale is likely.

TV Allocation—Lawrence A. Harvey asks allocation of Ch. 36 to Ch. 30 to Washington, D. C. Would affect no other city.

Pontiac, Mich.—New AM, 1460 kc. James Gerity Jr. (Docket 10586) opposes petition of Chief Pontiac Bestc. Co. for reconsideration of FCC action granting permit to Gertty without hearing. Gerity voiced opposition to FCC withdrawal, appeal, to Sec. 309 of Communications Act, return to FCC order of protest under Sec. 309(c), and Gerity consents to KWMF’s petition in reconsideration of protest under Sec. 309(c). Gerity consents to postponement of effective date of his grant and both parties agree right to expedited hearing, asking for delay of hearing until conferences on working out interference problems can be concluded. On June 28, Chief Pontiac filed reply to Gerity.

Lebanon, Ohio—New TV, Ch. 15. Lebanon TV Corp. petitions that initial decision to grant its application be made immediately. Chief of FCC Broadcast Bureau stated he would not file ex-parte petition at this time.

Portland, Ore.—New TV, Ch. 8, Westinghouse Radio Stations Inc. (Docket 11358). Portland TV Inc. (Docket 10466). Cascade TV Co. (Docket 10249) and North Pacific TV Inc. (Docket 10319). Westinghouse opposes petition of Cascade as asking reconsideration of FCC order of June 4 denying amendment of Cascade’s application. Westinghouse on June 10 also filed opposition to Cascade’s appeal for review of commissioner’s ruling denying request that hearing be held June 10 postponed to date about two weeks subsequent to action by the Commission on proposed petition of WZTV for reconsideration of amendment denial.

June 18

KGBS Harlingen, Tex.—Change from 256 kw on 1250 kc to 5 kw directional on 850 kc (Docket 8325). Chief of FCC Broadcast Bureau states present proposal is an amendment to change facilities since licensee, Harben-Henderson, Inc., to KGBS, has purchased KSKO there from George Holzinger (Hollister Broadcasting Co.) and will surrender KSKO license. KSKO is on 1550 kc with 30 kw day, 10 kw night directional.

Waterloo, Iowa—New TV, Ch. 16. L. E. Kelly and M. N. Hawke (Docket 10290). Chief of FCC Broadcast Bureau, Ch. 7 applicant, files supplement to June 12 reply which requests that reconsideration be made by Kelly in June 21 petition asking for adjournment of hearing until July 16.

WWHZ Vineland, N. J. Licenst & renewal (Docket 10932). Chief of FCC Broadcast Bureau opposes petition of WNZZ for reconsideration and grant without hearing.

June 19

TV Allocation—Polar Industries replies to oppositions and counter-proposals to proposed allocation of Ch. 4, 22, 46, 51 to Norfolk, Va., by new site and confirm financial data (Docket 10423). WTVI replies to opposition by new station in Norfolk, Va., to be phased in at 1 kw on 5, 5 kw directional on 610 kc, present opposition to proposal and reaffirmed request that Ch. 9 be restored for educational use at Weston.

TV Allocation—Metropolitan Telecasting Co. prospective applicant, asks allocation of Ch. 34 there through three plans affecting allocation of Ch. 34 to Valley TV Co., present opposition, to Valley TV Co.’s petition to dismiss the Polar applications.

June 22

Elyria-Lorain, Ohio—New TV, Ch. 31. Lorain Journal Co. (Docket 10281). Elyria-Lorain Bestc. Co. (Docket 10536). Elyria-Lorain Bestc. petitions to amend its application by withdrawing Ch. 31 and filing new application for Ch. 11 for new site in Lorain County. Penn-Aflies to amend application to bring it up to date and make minor corrections. KOB Albuquerque, N. M.—Extension of 884 Use for 716 kc (Docket 10316). Pierson & Ball, counsel for KOB, file amendment to Ch. 8 for new location of same renewed to 716 kc in behalf of KOB to remove certain unapproved characteristics made with respect to management and controlling stockholders of American Broadcasting-Paramount Theatres and substituted new paragraph therefor. Filing was filed in reply to petitions of AB-FE to initial decision on SSA extension.

Evansville, Ind.—New TV, Ch. 7. South Bend Broadcasting Inc. (Docket 10617). Evansville TV Inc. (Docket 10462). On the Air Broadcasting Inc. (Docket 10542). Chief of FCC Broadcast Bureau, applicant, delays decision as to course and procedures of comparative hearings and planning of hearings as to procedures for comparative hearings for Ch. 7 applicants, applications as evidence shall now be limited to evidence filed with FCC.

KWTQ Springfield, Mo.—Applicant to increase power of Ch. 6 from 1 kw to presently operating on 560 kw with 3 kw day, 1 kw night, directional night (Docket 11050). KWTQ replies to opposition filed by new station, opposing the granting of Ch. 6 to Ch. 6 for new site and confirm financial data (Docket 10462). WTVI replies to opposition by new station in Norfolk, Va., to be phased in at 1 kw on 5, 5 kw directional on 610 kc, present opposition to proposal and reaffirmed request that Ch. 9 be restored for educational use at Weston.

TV Allocation—Metropolitan Telecasting Co. prospective applicant, asks allocation of Ch. 34 there through three plans affecting allocation of Ch. 34 to Valley TV Co., present opposition, to Valley TV Co.’s petition to dismiss the Polar applications.

June 23

Amendment of AM Standards to Delete Provisions Respecting Skywave Measurements. Measurements are an important aspect of any relevant engineering facts in case by case decision and should be handled as a separate proceeding, without consideration with others affecting amendment of AM standard.

Savannah, Ga.—New TV, Ch. 3. WSAY Inc. (Docket 10217) and WJTV Inc. (Docket 10457). WJTV Inc., on approval of CPs, requests that WJTV Inc. petition for issuance of permit be withdrawn in light of WJTV Inc. requesting deletion of item relating to its financial qualifications.

Routine Roundup . . .

June 18 Decisions

Color Test Authorized

Commission waives mandatory rule that test signals be transmitted non-standard color television signals, in accordance with the provisions of the TV color standards, to facilitate testing of non-standard color television signals, to be transmitted in color TV signal standards, when applicable, during regular broadcast day, starting July 1, 1953, as long as such tests are carried out in a facility that is not available for the purpose of broadcasting the signal.

WKBW Homewood, Ala.—Emery M. McCleod applies to renew license of WKBW, TV, for 15-month period ending July 31, 1953. The FCC is authorized to operate WKBW Homewood, with modifications, pending consideration of application for renewal.

WJTV Inc., on approval of CPs, requests that WJTV Inc. petition for issuance of permit be withdrawn in light of WJTV Inc. requesting deletion of item relating to its financial qualifications.
License Amended

Knight-Cutter, Ind.—CP for new AM to be operated on 1400 kc. WO. D. on location of 3000 ft WSW of site of licenses previous to made by Francis Knight (Breckenridge) and Charles N. Cutter (as Knight-Cutter System (BP-BS-833 amended).

Remote Control

Following stations transferred to remote control operation of trans.: KSBY Santa Maria, Ark., Magnolia Bestg. Co. (BS-92); WBTO Birmingham, Md., Maryland Raytheon Corp., Raytheon (BS-91); WFXK Mass., WKOX Inc. (BS-90); KCLE Cleburne, Tex., Cleburne (BS-88); WACO WACO Inc., Waco, Tex., by W. Va., C. M. Zitt and C. Lee O'leary 6/b as Hub Bestg. Co. (BS-86); WITF Pittsburgh, Pa., WMFS (BS-84).

Renewal of License


APPLICATIONS RETURNED

Assignment of LICENSE


Transfer of Control

WELP Esley, S. C., Pickens County Bestg. Co. —Voluntary transfer of control of licensee company, from Robert B. Lee to William J. Fair, P. O. box 24, Cheraw, S. C., for 72 shares of stock to Frances M. Brazzill.


June 22 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition for extension of time to June 22, 1955, to file an application for the station of KFCS, Denver, Colo., to make certain engineering and program matters to be shown in an application to be submitted to the Commission. Solicitor A. M. Wooten of the KFCS station was present.

By Hearing Examiner Annie Neal Huntting

Tele. Inc., Chattanooga, Tenn.—Helping to operate station at Chattanooga, Tenn., by Chattanooga, Tenn., on application (Docket 1953-76). Granted permission to reopen the docket in Beaumont, Tex., June 16, 1955, to file an application to alter concentration of counsel concerning revised television antenna and to alter ant. to be used, filed by The Enterprise Co. and Beaumont Broach Co. and closed dockets (Docket 1953-76)

By Hearing Examiner James D. Cunningham

KMBV Bestg. Co., Denver, Colo.—Granted motion to terminate the memorandum of law and findings of fact of broadcasting Co. in proceeding re applications of KMVR and Metropolitan Television Co. for permission to operate on Ch. 6, to be stricken and dissociated from record.

By Examiner Herbert Sharrman

Scraps-Howard Radio Inc., Knoxville, Tenn.—Granted petition to file by them an application for new TV station to operate on Ch. 10 to change certain requirements of license, and 10317, to be stricken and dismissed from record.

By Examiner Edward S. Scarpone

Radio Station KRMD Shreveport, La.—Granted petition of record to file an application to the new TV station to operate on Ch. 13, to change commitments of time of hours of operation, various percentages of time to be devoted to religious programming and restructured of programming, and change street address of proposed main studio (Docket 10255).

By Hearing Examiner H. Gifford Irion

Music Bestg. Co., Grand Rapids, Mich.—Denied request of the above company in proceeding in re Docket 10442 (Versus Radio and Television Co., Versus, Mich. TV proceeding) to require attendance of Commissioner D. J. Anderson the Governs of Leonard Visser and By Stew, who are the President and vice-president, respectively, of Versus Radio and Television Inc.

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—Denied motion of the hearing examiner to file postmortem of further hearing scheduled for a meeting of the board of directors, Ch. 8 proceeding (Dockets 1938 et al.).

June 23 Applications

ACCEPTED FOR FILING

License to cover CP

WOSA Winton, Ill., K. O. Konsit.—License to cover CP (BS-833) which authorized in-
Score: 61 to 3

THE National Retail Dry Goods Assn. has made its annual study of department store promotion expenditures. The results, reported elsewhere in this issue, tell a story that is not a pleasant one for broadcasters’ ears. Newspapers got 61 cents of the department store's advertising dollar; radio and TV got three cents of it.

That story is as familiar as it is sad. Year after year newspapers carry the bulk of department store advertising. Year after year broadcasters get only peanuts—and without any salt.

What's the reason? Listen to BAB President Bill Ryan, addressing the Indianapolis sales clinic: "The key to the retailer’s advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and from week-to-week. Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Stores channel their promotional efforts to take advantage of the habits of their customers. Now, think back at the way radio time salesmen have traditionally tried to sell their medium to department stores. Was it in accordance with the stores' pattern of a lot today and a little or none tomorrow, or was it along the station-network pattern of the same time, same station, day after day?

The truth is that broadcasters have failed to follow the first rule of good salesmanship—to think only of what the customer wants—and have tried to force department stores to adapt themselves to the radio pattern. The result of this kind of salesmanship is sadly reflected in the NRDGA figures: three cents for broadcast media, 61 cents for newspapers.

Where stores have used radio according to their own advertising patterns the results have been uniformly good, as the department store studies and ARBI figures have shown time after time. Radio used in this fashion has outpolled and outsold newspapers, the same items being advertised in both media with the same amount of money spent in each.

The moral is obvious: If enough broadcast station operators want department store business badly enough to adapt their schedules to the stores' pattern of advertising, the NRDGA figures for 1953 will show a much better newspaper-broadcast ratio than 61 to three.

“Mr. Chairman”

TOMORROW (Tuesday) Paul A. Walker ends a distinguished career as a federal official. He will terminate 19 years on the FCC—it's only charter member. For many years he served as vice chairman and for over a year as chairman.

Paul Walker would prefer to remain on the FCC. Despite his 72 years, he retains the vigor of his Pennsylvania forebears. He is at his best before an audience.

But Mr. Walker won't remain because of political fortunes. The Republicans are entitled to a four-man majority. His commission is needed. Moreover, the statutes do not take into account a man's ability to carry on. Mr. Walker has passed the statutory retirement age and for nearly two years has served by special dispensation.

We suspect Mr. Walker will not retire from the arena altogether. He will leave government. But his knowledge and his talents will not retire. A college lecture tour, for example, would be apple pie for him. And, while we don't happen to agree with their philosophy, the educational television folk certainly would find him an inspired and devoted counselor.

In government or out, "Pappy" Walker will always be "Mr. Chairman" to the legions who worked with him during nearly two decades of the "Radio Revolution."

Pay Within Pay Without Work

THE LONGEST strike-caused station shut-down on the broadcast records ended June 19. For a solid month the radio and television stations of the Kansas City Star (WDAF-AM-TV) were silent. The issue was "pay-within-pay"—or the payment of commercial fees to announcers during regular shifts.

Settlement came after agreement with the AFTRA local to defer the fee consideration until fall. In the interim the station management will survey the feasibility of the fee system. Arbitration will be invoked, if need be.

Individual radio stations and networks heretofore had been subjected to strikes. But never before has service been blacked out for more than a matter of hours. Supervisory personnel has taken over.

In television, however, a different problem arises. Operation is far more complex. In the ordinary station operation there are not enough qualified supervisory employees to take over. In the WDAF-AM-TV situation there may have been other reasons—possibly the threat of secondary boycotts or refusal of union employes of the newspapers to cross picket lines.

The significant point, as we see it, is that the WDAF-AM-TV ownership stood its ground on principle. It didn't yield on the "pay-within-pay" issue. At no time was there a stalemate on scale.

We frankly don't understand the union's reasoning on the fee system. At those stations where the system is in effect, the announcer gets a wage agreed upon for a week's work. But he also gets a cut on the station rate on every commercial he announces. His salary (now $108 per week at WDAF-AM-TV) apparently is merely a sustaining fee for the privilege of having the announcer on the payroll.

The more equitable approach, if the usual salary method is abandoned, would be to place announcers on a nominal drawing account, against fees earned on commercials. This would approximate the practice of organizations which pay their salesmen commissions against the business they bring in.

If the fee system is imposed for announcers, what about other station employees? The announcer is dependent upon the engineer and the operator, the script writer and the salesman. In television there are a dozen other people who participate before the announcer beams before the camera.

WDAF-AM-TV took a terrific economic lacing in going dark for a month. But in so doing it performed a valuable service in arresting the spread of the fee system, which is dangerous to the stability of both radio and TV.
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.

liked most by Pittsburghers...

because it is most like Pittsburgh!

WWSW
Wrather-Alvarez Broadcasting Co. Inc.

announce the appointment of

EDWARD PETRY & CO. Inc.

as exclusive

National Representatives

of

KFMB-TV

and

KFMB

San Diego, Calif.