HOUSTON PREFERS
KPRC-TV
99 to 1

HOUSTONIANS SELECT CHANNEL 2
OVER ALL OTHER STATIONS!

Houston televiwers had a clear-cut choice of stations during the
great Ford 50th Anniversary program, telecast on both NBC and
CBS, Monday, June 15. Hooper reports 99.1% of Houston viewers
watched the NBC telecast on their own Houston station, KPRC-TV.

LESS THAN 1% WERE WATCHING OTHER
TV STATIONS, INCLUDING ANOTHER
STATION TELEVISION THE SAME PROGRAM!

While the division of audience normally is not so great as 99 to
one, nevertheless all rating services in the market—Hooper, Pulse,
ARB—have confirmed consistently the OVERWHELMING prefer-
ce of Houston viewers for KPRC-TV and its programs! Day and
night... hour after hour... week after week... the people's choice
is Channel 2 in Houston!

NEW POWER!

Within a matter of days, KPRC-TV's new, million dollar studios will
have a 750 foot tower with a 6 bay antenna, greatly increasing our
already tremendous coverage area.

Jack Harris, vice president and general manager
Nationally represented by Edward Petry and Company
The National Biscuit Company name dates back to 1898. But its history really began in 1792, the year Theodore Pearson began making a thick, hard cracker known as “pilot cracker” or “ship bread.” Pearson’s bakery eventually became part of the National Biscuit Company.

Today NABISCO is the world’s largest baking company, selling to practically every retail outlet in the U.S.—an achievement based on skill, experience and rigid quality control.

In its field of broadcasting, Havens & Martin, Inc. Stations stand as pioneers and leaders. WMBG, WTVR and WCOD comprise the first and only complete broadcasting institution in Richmond. Year after year, the people living in the rich areas around Richmond continue to be served with the finest entertainment and public service. Advertisers, too, are familiar with the fine service and good results that come with the First Stations of Virginia.

Quality and service always pay off!

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
To Better Serve Alabama

The Birmingham News

JOINS WITH

WAPI
Application Pending for 50 KW

WAFM
Now 56 KW

WAFM-TV
Soon to be 316 KW

and the Columbia Broadcasting System

*Advertisers will profit, too! They will receive the benefit of vastly increased promotional facilities, stepped-up merchandising and valuable research activities.

Represented by
CBS Radio and TV
Spot Sales

WHBS and WHBS-FM, Huntsville, Ala., under same management
Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.
NBC WILL definitely split its radio and TV activities but not as sharply as CBS. President Frank White henceforth will concentrate on radio, with Jack Herbert, second in command as network operations vice president, doing same in TV. Brig. Gen. David Sarnoff, chairman of RCA-NBC, will continue to supervise NBC operations until "unintegration" is completed—probably until year-end.

NBC PRESIDENT Frank White expected to select, probably from present NBC organization, new sales and programming heads. Working in TV organization under Jack Herbert will be William H. Finehshire, vice president and general manager, Charles (Bud) Barry, vice president in charge of programming, and Vice President David Adams on administration.

NEXT PROJECT of FCC Chmn. Hyde expected to be licensing of TV stations for full statutory three-year period rather than present one-year tenure. Project is sequel to his plan to eliminate paper work. He's now pressing for total elimination of annual financial forms and simplification of ownership statements.

FOR FIRST time in years, FCC is sitting with only six members (and resultant possibility of 3-3 ties). Word expected momentarily on President Eisenhower's new nominee to succeed Paul A. Walker. Here is line-up Thursday (when we went to press): Charles Garland (KOOL Phoenix) and Robert J. Dean (KOTA Rapid City) still in running; J. Paul Marshall (Maryland attorney) coming up strong; Julius N. Cahn (New Yorker, counsel of Senate Foreign Relations Committee) riding hard with mounting Congressional support; bringing up rear but still not out, Edward J. Heffron (former NARTB); Glenn D. Gillett, ex-consulting engineer, and Walter Johnson, ex-FCC attorney.

CURRENT FUROR with Sen. Edwin C. Johnson (D-Colo.) on his baseball bill (story page 58, editorial page 110) has led to renewed discussion by CBS high command as to whether its network interests are compatible with NARTB's overall operation. CBS-TV holds membership (Vice President Merle S. Jones sits on TV board) but CBS Radio hasn't returned to fold since it walked out several years ago.

CONTROVERSY over Johnson baseball bill, supra, has erupted into trade association whirlwind. Members want to know who was who dashed from board meeting at which anti-Johnson resolution was adopted and filled in Colorado Senator verbatim on what transpired and notably who voted which way before vote became unanimous.

IT'S NO rumor. Sen. Edwin C. Johnson (D-Colo.), aware that his baseball bill faces greater chance for defeat in House, is getting full steam to head off broadcaster opposition. His new letter campaign coupled with follow-the-leader bill writing in House to include the Johnson amendment on sustaining baseball broadcasts are sure signs Senator is not wasting time nor effort.

WHETHER FCC will take cognizance of situation surrounding recent acquisition of several important affiliated stations (both radio and TV) by networks for national spot representation, was question raised in Washington last week following visit of officials of Station Representatives Assn. Tom Flanagan, managing director, accompanied by former SRA president, visited several members of FCC, but would not discuss nature of conversations.

RADIO and TV due to get increased attention at this year's convention of Assn. of National Advertisers, slated Sept. 21-23. Although ANA conventions have featured radio-TV sessions in recent years, this time radio-TV panel also being planned, with invitations extended to FCC Chairman Rosel H. Hyde, RCA-NBC Board Chairman David Sarnoff, CBS President Frank Stanton, and James M. Cox Stations' Radio-TV Managing Director J. Leonard Reinsch. ANA's radio-TV committee headed by Edward Ebel, General Foods advertising and merchandising director.

PAUL A. WALKER finished his tenure at FCC June 30 but as one of his last acts he struck blow for educational TV that's destined to have repercussions for months. As Acting Chairman (Hyde was testifying before Congressional committee), Walker called up highly explosive Milwaukee Ch. +10 petition of Hearst (WISN) for commercial grant on it and it was voted down 4-1 (story page 56). Some Wisconsin legislators are fuming, notably since Governor Kohler had asked FCC to hold up action until special study he had ordered had been completed.

ALL SIGNS point to excruciatingly rigorous competition between NBC and CBS. Brig. Gen. David Sarnoff, who has taken over policy direction of all NBC operations, isn't disposed to relinquish leadership on any front. He's represented as being interested in the "long haul" and not in immediate dollar or today's ratings. And it wouldn't surprise close observers to see NBC invest new millions in both network operations under Gen. Sarnoff's immediate supervision.

HOPEFUL portent for those who are selling uhf short. First calculations in upcoming 32-station uhf survey by American Research Bureau indicate conversion rate to uhf reception will show starting increase in some intermixed vhf-uhf cities.

IN THIS ISSUE

LEAD STORY
MBS and its affiliates advisory committee are studying operational changes in the network. There may be changes in the system of paying affiliates. Page 27.

COLOR TV
NBC, anticipating FCC approval of the RCA-NBC petition for color TV, will start teaching agencies and other TV producers the tricks of the new trade. Page 28.

FCC will be cautious and exacting in considering color. Page 29.

A B & T check of manufacturers turns up concern as to whether tri-color tubes are ready for commercial use. Page 30.

ADVERTISERS & AGENCIES
What sponsors are doing about summer schedules on radio and television networks. Page 32.

TRADE ASSOCIATIONS
This year's NARTB district meeting schedule will open at Seattle Sept. 14-15. Page 46.

GOVERNMENT
In first final decision in post-thaw TV comparative hearing cases, FCC grants vhf Ch. 7 in Denver to KLZ. Decision still leaves in doubt the general policy toward color in fall meeting and exhibition TV. Page 50.

Leonard Erikson, vice president of McCann-Erickson, is appointed to head Voice of America. Page 54.

FCC proposes new speed-up rules for TV processing. Page 58.

STATIONS
Seven new TV outlets begin operation. Page 62.

NETWORKS

PERSONNEL RELATIONS
Jurisdictional dispute between AFTRA and AFM may precipitate a show-down strike against an innocent third party—KTLA (TV) Los Angeles. Page 77.

FEATURES
A guide for buyers and sellers of radio time to check a station's rate per thousand circulation against the national average. Page 82.

Hints from a successful uhf operator on how to get a high-band station off to a sound start. Page 84.

UPCOMING
July 7-8: BAB-BMI Sales & Program Conference, Seven Hotel, Charlotte, N. C.
July 8-9: BAB-BMI Conference, KYFR Studios, Bismarck, N. D.
July 8-10: Hearing on NARBA, Capitol, Washington.
July 9-10: BAB-BMI Conference, Roanoke Hotel, Roanoke, Va., and Hotel Radisson, Minneapolis.

For other Upcomings, see page 99.

July 6, 1953 • Page 5
NOW ON THE AIR!

WDAY-TV REACHES OUT LIKE CRAZY IN THE
WDAY-TV COVERS THE NATION'S THIRD-
COVERS AMERICA'S 73RD WHOLESALE MARKET.
FARGO, N. D.

CHANNEL 6

RICH FLAT LAND OF THE RED RIVER VALLEY!

BEST COUNTY IN RETAIL SALES PER CAPITA*

FARGO RANKS HIGHER IN WHOLESALE SALES THAN MANY LARGER CITIES SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION

AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives
KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

- So you know you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER...
MORNING—AFTERNOON—EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines
LADY ESTHER BUYS TV

FOLLOWING trend of manufacturers of beauty preparations to go into TV (B&T, June 29), Lady Esther cosmetics will sponsor on alternate weeks with Dunhill cigarettes, new package, I Bonimo, featuring Ezio Pinza, on NBC-TV, Sat., 8-8:30 p.m. Program will replace My Hero, heretofore sponsored by Dunhill alone. Blow Co., N. Y., is agency.

Radio-TV Set Output
Well Above Last Year

PRODUCTION of radios in 1953 passed 6 million mark during May and TV sets reached 3 million in same month, according to Radio-Television Mfrs. Assn.

RTMA found that 6,102,711 radios were made in first 21 weeks of year, more than 1 million above 4,469,432 radios in same 1952 period. TV sets totaled 3,309,757 at end of May compared to 1,957,083 in same period last year. TV output may total 3,108,991 sets compared to 843,569 in same 1952 month. TV output in May reached 481,936 sets, only 4,064 under record for month of 485,000 in 1952.

FM radio production totaled 42,275 sets, with another 276 TV sets containing FM tuners. Following are radio-TV figures for first five months of 1953:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets Portables</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>719,224</td>
<td>361,971</td>
</tr>
<tr>
<td>February</td>
<td>726,397</td>
<td>402,742</td>
</tr>
<tr>
<td>March</td>
<td>810,112</td>
<td>442,101</td>
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<tr>
<td>April</td>
<td>567,878</td>
<td>286,974</td>
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<tr>
<td>May</td>
<td>495,936</td>
<td>276,156</td>
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<tr>
<td>Total</td>
<td>3,309,757</td>
<td>1,771,894</td>
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</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>447,047</td>
<td>198,781</td>
<td>645,828</td>
</tr>
<tr>
<td>February</td>
<td>491,060</td>
<td>216,936</td>
<td>707,996</td>
</tr>
<tr>
<td>March</td>
<td>654,349</td>
<td>375,091</td>
<td>1,029,440</td>
</tr>
<tr>
<td>April</td>
<td>483,099</td>
<td>287,394</td>
<td>770,493</td>
</tr>
<tr>
<td>May</td>
<td>497,279</td>
<td>295,391</td>
<td>792,670</td>
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<tr>
<td>Total</td>
<td>2,573,567</td>
<td>992,380</td>
<td>6,022,771</td>
</tr>
</tbody>
</table>

RCA Sheds to KEDD (TV)

RCA Victor last week shipped 1 kw uhf transmitter to KEDD (TV) Wichita, Kan. Station, on uhf Ch. 16, plans Aug. 1 start.

• BUSINESS BRIEFLY

DEAN MOVING • Richard Dean, media di-
rector at Procter & Gamble's account at Dance-Fitzgerald-Sample, N. Y., resigning from that agency to move to another, as yet unannounced.

DOESKIN TO BUY KATE SMITH • Doeskin ti-
estures expected to buy Thursday 3:45-4:00 p.m. portion of NBC-TV's Kate Smith Hour, starting Sept. 24 for season. Agency: Grey Adv., N. Y.

GARRETT ON RADIO • Garrett & Co. (wine), N. Y., through David J. Mahoney Inc., preparing commercials for radio spot campaign which probably will be ready by Aug. 1 for fall buying.

SERUTAN SUMMER SHOW • Serutan Co. to sponsor It's the Barry's as summer replace-
ment for its Victor Lindlahr show (NBC radio, Mon.-Fri., 9:15-10 p.m.), effective tonight. Agency: Edward Kletter Assoc., N. Y.

BILLBOARDS ON TODAY • Prince Gardner billboards to sponsor participations on Today on NBC-TV, starting mid-November, through Grey Adv., N. Y.

POLAROID NAMES • Polaroid Corp., Cam-
bridge, named Cunningham & Walsh, N. Y., to handle its promotion of Polaroid 3-D glasses. Cunningham & Walsh agency continues with BBDO, Boston.

CBS-TVs Signs 4 More; Network Total Now 123

SIGNING of four new affiliates by CBS-TV, raising network total to 123, announced by station relations vice president Herbert V. Akerberg. They are: KMJ-TV Fresno (Ch. 24), owned by McClatchy Broadcasting Co. with William S. Sanford as general manager, as secondary interconnected affiliate, effective June 15, and following signal as primary non-interconnected affiliate, effective on dates shown: KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noe with Paul H. Goldman as manager, Aug. 2; KGBS-TV Harlingen, Tex. (Ch. 4), owned by Magic Triangle Televisions with Troy McDaniel as general manager, Sept. 27, and KFBC-TV Cheyenne (Ch. 5), owned by Frontier Broadcasting Co. with William C. Grove as general manager, Dec. 1.

Fulton, Wagner to Direct Rounsaville Stations

JOHN FULTON, former general manager of WGST Atlanta, who resigned in June [B&T, June 22], named managing director of network stations operated by Robert W. Rounsaville, president and owner of chain. Bill Wagner, manager of WLOU Louisville, named director of Rounsaville independent stations.

Mr. Fulton's duties include supervision of WQXI Atlanta, WBEJ Elizabethhton, Tenn., and WBAC Cleveland, Tenn. Mr. Wagner will be in charge of WMWM Miami, WLOU Louisville and new WCIN Cincinnati which goes on air about Aug. 15. Rounsaville group also has TV grants in Louisville (Ch. 41) and Cincinnati (Ch. 54).

July 6, 1953 • Page 9

RCA Quotes Prices in Custom Color Catalog

COLOR-eager TV station operators who place orders with RCA now can be assured of custom-
built station color equipment sometime in the first half of 1954, RCA announced Friday. Let-
ter from A. R. Hopkins, broadcast equipment sales manager, included contract and 14-page brochure on equipment. Mr. Hopkins estimated that build-up orders with RCA now can be assured of color gear for NTSC-approved signal specifica-
fications at least year before commercial equip-
ment could be delivered.

Groups of equipment were broken down into six categories, depending on extent to which station operator might wish to engage in color transmissions. Group A, for broadcasting of network color programs only, listed at $14,380.50, with down payment of $2,932.61. This group includes two color stabilizing amplifiers at $1,640 each, tri-color monitor with kine at $3,000 and associated equipment. Group B, color test equipment, suggested in association with Group A, priced at $12,230, with down payment of $2,786.10, including color bar generator (rack mounted) at $2,250 and associated equipment. Group C, color synchronizing equipment, necessary for all locally origin-
ated color programs, at $7,480, with down payment at $730.35. Group D, color slide camera chain, at $31,378.80, with down payment of $6,361.47, including monochrome con-
trol monitor at $3,100, tri-color monitor at $3,000 and monitor auxiliary at $3,000. Group E, color film chain, at $49,398.80, with down payment of $10,866.47, including 16mm pro-
jector at $19,150. Group F, color studio camera chain, at $66,380.40, with down payment of $12,497.01, including color camera without image orthicon at $21,600 and set of three matched image orthicons at $5,700.

Air Force Film

ROCKHILL PRODUCTIONS, N. Y., produc-
ing half-hour adventure series for radio and TV, titled Jet Fighter, in cooperation with U. S. Air Force (TV) series pilot to finished radio version to premiere over ABC Thursday.

FILM MAKERS BARGAIN WITH PETRILLO

NEW FLAT rate royalty formula covering background music on dramatic and other filmed video shows which would replace current 5% levy, may be worked out for TV film pack-
gers and producers as result of meetings be-
tween AFM President James C. Petrillo, his chief aide, Rex Riccardi, and key packaging and production executives.

Current AFM formula, in effect for three years, has worked a hard bargain on packagers, producers and advertisers, and new royalty arrange-
ment probably would follow pattern worked out for TV film announcements and jingles last fall. Under that contract with producers and advertisers, AFM's music per-
f ormance trust fund receives a flat $100 per year for each one minute or less filmed an-
nouncement or jingle produced, instead of per-
centage previously demanded. Contract places no limitation on number of performances or stations releasing announcement or jingle over years.

It is estimated that producers and packagers who control more than 50% of filmed TV shows now on air have attended or been repre-
resented at the various "off the record" meet-
ings with AFM New York executives. They re-
portedly include Lew Wasserman, president, Music Corp. of America; Hal Roach Sr., Holly-
wood producer; Ralph Cohen, general manager, Screen Gems Inc., TV subsidiary Columbia Pictures; execs of Bing Crosby Enterprises; Cosman Productions; Ziv TV Programs and others.

Although no deal has been worked out, AFM executives are open to proposals and told packagers and producers to formulate and pre-
sent what they consider a fair proposition.
The Atlanta television station that pulled 13,624 letters from 133 counties in five states in just 19 days—when it was operating on 26,000 watts—NOW operates on a full 100,000 watts!

WAGA-TV, CBS-TV in Atlanta, is now covering this billion dollar trading area like two blankets.

Let us give you the complete story about the more powerful WAGA-TV—Channel 5—in Atlanta.
Easton Wins, WHOL Loses
At Allentown; Other Actions

ANOTHER final decision was issued by FCC Thursday in seven-year-old Easton-Allentown case, this time Commission denying assignment of "new" station facilities to WHOL Allentown and granting new station at Easton to Easton Pub. Co. on 1230 kc with 250 w fulltime, assignment presently being used by WHOL under temporary authority. Case has been to court three times.

Easton Pub. Co. is operator WEEEX (FM) Easton and permits for uhf Ch. 57 there. WHOL principals include Victor H. Diehm, who with associates has recently received FCC consent to purchase WNAC Boston [B&T, June 15]. Since courts required decision on which city needed service most, FCC ruled Easton should be preferred as it has only one local outlet while Allentown has several. WHOL went on air in 1948.

Assignment of permit for vhf Ch. 7 KHQA TV adrenalized from Counter-Post to nearby WTAD Quincy, Ill., for out-of-pocket expenses was approved by FCC Thursday. Sale is conditioned upon Post's sale of KHMO Hannibal, which it has done for $100,000 to James P. Bol- ling, livestock dealer, since paper acquires 20% interest in Lee Broadcasting Inc., WTAD licencee [B&T, June 22]. KHMO transfer bid is before Commission.

Regular renewal of license was granted WWJ-AM-FM Detroit by FCC Thursday, indicating Commission is satisfied with WWJ's explanation of political programming questioned earlier. Stations were on temporary extension of license for short time.

Petitions Denied

Acting in Columbus, S.C., Ch. 10 protest case, FCC in 3-to-1 decision denied petition of WORD Spartanburg asking reconsideration of earlier 4-to-3 ruling which denied its protest of new station grant on Ch. 10 to WIS-TV Columbus [B&T, June 1, May 18]. Chairman Roscoe H. Hyle dissented from majority of Comrs. E. M. Webster, Robert T. Bartley and John C. Doer- fer. WORD charged multiple ownership rule would be violated by alleged overlap of WIS-TV with other proposed stations under common ownership.

Requests for allocation of additional uhf channel each to St. Louis and Los Angeles denied by FCC Thursday in decision noting such assignments might prevent later allocations to smaller areas nearby now without TV. St. Louis has seven channels, Los Angeles ten. Lawrence A. Harvey, Ch. 20 permittee at San Francisco, had asked addition of Ch. 58 to Los Angeles. Metropolitan Telecasting Co. sought Ch. 24 or 48 at St. Louis.

Legal, technical and financial qualifications are in issue in hearing over by FCC in Washington Aug. 3, of Ch. 3 application of Orange Belt Telecasters, San Bernardino Calif. Applicant's three owners propose to operate station alone, would build much equipment including transmitter for about $260,000.

Gordon P. Brown, owner WSAY Rochester, received permit from FCC Thursday for new AM station on 1230 kc with 250 w fulltime at Cheektowaga, N. Y. Mr. Brown, meanwhile, has petitioned for hearing on sale of WARC Rochester to WGVA Geneva, N. Y., charging overlap of service areas would result in violation of Sec. 3.35.Ownership rule. WGVA瘕O仟 TV permit for uhf Ch. 15 at Rochester, is buying out former Ch. 15 competitor WARC.

Also using Sec. 3.35 multiple ownership rule as basis of complaint, WGH Newport News, Va., petitioned FCC for hearing on purchase of WCV Norfolk by WRVA Richmond for $125,000. WTAR Norfolk filed complaint earlier in week (story page 6).

KFDM Beaumont, Tex., replied to petitions of KWTO Springfield, Mo., which asked for re- vocation and renewal hearing on KFDM license, contending pleadings are without standing or merit. KWTO had charged KFDM with vio- lations of FCC rules and orders in opposing night power boost sought by KWTO for many years [B&T, June 29].

New TV bid for uhf Ch. 41 at San Antonio tendered at FCC by Jacob A. Newborn Jr. who short time ago dropped grant for uhf Ch. 21 WTVS (TV) at Gadsden, Ala. He is 25% owner uhf Ch. 31 KMBT (TV) Beaumont, Tex., and 100% owner KETX (TV) Tyler, Tex.

Set Storring Dates

J. Patrick Beacom, president of WIBP-TV Fairmont, W. Va., granted last week (story page 56), said starting date about Jan. 1. Equipment will be RCA or Federal, depend- ing on delivery, he said, with programs from all four TV networks. Representative is Gill- Perna. Adjunct is WTVV.

R. H. Drewery, for Middesa Television Co., granted vhf Ch. 2 in Midland, Tex., said starting set for Nov. 1. Network, representa- tive and equipment in negotiation, he said.

Sawyer Buys 70% of WCM1

CHARLES CAYLEY, Ohio broadcaster and former Secretary of Commerce, has purchased 70% of WCM1 Ashland, Ky., subject to FCC approval. Transaction for $140,000 announced last Friday by John (Pat) Williams, executive vice president of Sawyer stations (WCOL Col- lumbus, WING Dayton and WIZE Springfield). Seller is Gilmore Nunn.

Motorola Sales Zoom

"TELEVISION WILL account for the largest portion of a record $225 million sales of Motorola Inc. this year, President Paul V. Galvin told distributors and salesmen at firm's silver jubilee meeting Thursday. Sales will in- crease at least $55 million over last year, he predicted."
... a spacious, modern home built with nationally advertised materials, from terrace to TV antenna. More than 38,000 homes and 75,000 apartments ... not prospects for furnaces but an eager market for anything from fans and fixtures, hardware to housewares.

And the best way into the living room of over 95,000 families is KGMB-KHBC's all-island coverage. With ONE radio buy KGMB-KHBC covers all Hawaii ... CBS programming with star-studded local shows.

In television, KGMB-TV, Hawaii's first station, provides the shows that win customers ... 35 network shows, 23 syndicated, 64 local shows.

In either AM or TV, KGMB's merchandising and promotion "on the spot" is keyed to Hawaii.

**KGMB**

**AM-TV**

Honolulu

KHBC—Hilo

CBS in Hawaii

* Channel 9 also carries top NBC and ABC programs.

---

...
WTOP-TV will start your day with a sale before breakfast!

To sell in the morning, it's the Roy Meachum Show, 7-9 a.m., Monday through Saturday... produced in Washington... for Washington!

WTOP-TV CHANNEL 9
THE WASHINGTON POST - CBS TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES
NBC IS AMERICA

1. NETWORK COVERAGE
NBC's coverage tops all other networks

The television network which can deliver the most markets and, therefore, the widest coverage is most in demand by advertisers today.

NBC is that network. Day and night, the average NBC program is carried by a larger number of stations, covering more television homes than any other network.

<table>
<thead>
<tr>
<th>NIGHTTIME</th>
<th>NBC</th>
<th>NETWORK #2</th>
<th>NETWORK #3</th>
<th>NETWORK #4</th>
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<td>AVERAGE NUMBER OF STATIONS</td>
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<td>42</td>
<td>31</td>
<td>21</td>
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<tr>
<td>COVERAGE U.S. TV HOMES</td>
<td>86.2%</td>
<td>75.1%</td>
<td>66.1%</td>
<td>50.8%</td>
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<table>
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<tr>
<th>DAYTIME</th>
<th>NBC</th>
<th>NETWORK #2</th>
<th>NETWORK #3</th>
<th>NETWORK #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE NUMBER OF STATIONS</td>
<td>51</td>
<td>42</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>COVERAGE U.S. TV HOMES</td>
<td>87.3%</td>
<td>80.5%</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Compared to the No. 2 network, NBC's average program reaches 12 more markets at night and 8 more markets during the day. It covers 11.1% more of the total television market at night; 6.8% more by day.

Superiority of coverage is just one reason why NBC is America's No. 1 network. Next week... further proof.

NBC's Audience Advantage is to Your Advantage... Use It.

a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1955, Averages

NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company

* No comparable daytime network service
IN 38th Parallel, U.S.A., CBS Radio can be credited with another warm and human document in its continuing series of feature project productions that attempt to examine the effects of crucial world problems on the lives of U.S. citizens.

As in previous presentations, CBS Radio arranged to have the story of the Korean War's impact on people who live along the 38th parallel in the U.S. told in their tape-recorded words. The overall impression was one of spontaneity, simplicity and sincerity, which are notable qualities in documentary programming.

As narrator, Will Rogers Jr. performed his task most satisfactorily, introducing the 19-year-old just-married girl who has a chance to talk to her husband in Korea; the Mexican housewife in Stockton, Calif., who prays for her three soldier-sons; the president of the Pueblo (Colo.) Junior College, who discusses the war's effect on student enrollment, and the editor of a newspaper in the west who thinks the war is "unpopular" and "we don't know exactly just what we're doing."

A word of praise is in order for the "mood" music that bridges the gaps between interviews and visits to different states that began in California and ended in Virginia.

CONSIDERING it was a cast of amateurs, the effectiveness of the message the group got across to more than 500 spectators in the Dept. of Commerce Auditorium on a hot Washington night last week bodes well for a repeat performance before the Administrative Law Section of the American Bar Assn. at the ABA convention in Boston Aug. 24.

Although the subject is rather esoteric before practitioners the nuances and characterizations by the cast should go over well. This was accomplished creditably before an audience of Washington radio attorneys, other private lawyers specializing in administrative practice, and FCC and government attorneys and executives who deal in such matters. Distinguished jurists were present also. It should wow 'em in Boston.

Under new FCC rules, pre-hearing conferences are held by attorneys for contesting applicants and the examiner to narrow down areas of conflict. It is believed hearings thus will be shortened, expenses curtailed and the record kept to a minimum.

The demonstration last week saw Mr. Fischer, who in private practice, play the part of an FCC examiner in a manner which indicates he has spent many years studying the conduct of such types. Playing the part of the FCC counsel with verve and a bureaucratic assurance that delighted many was Mr. Koplovitz, also a private practitioner.

Reversing their real life roles, were Messrs. Gagline, Ford and Paglin. Representing "clients" who all were applicants for vhf Ch. 4 in Metropolis (No State), the FCC officials endowed their stage characterizations with convincing earnestness. Outstanding was the portrayal by Mr. Gagline of a pertinacious lawyer bellowing his case through the pre-trial conference in spite of the hostility of the "examiner" and the other attorneys.

Helpful, too, were the documents, which included the FCC's order amending its rules to establish the pre-trial conference method, its order setting the three applicants (Alpha Television Co., Inc., Bravo Broadcasting Co. Inc., and Coca Television Co.) for hearing, and the order issued by the "examiner" on the conduct of the hearing—the latter resulting from the pre-trial conference.

Before the demonstration, the audience was addressed by Fred Alberty, FCC president; Rodd H. Hyde, FCC chairman, and J. D. Bond, FCC hearing examiner. Neville Miller, Washington radio attorney, acted as moderator at a question and answer period.

BOOKS


Each chapter of this comprehensive volume was written by such figures in the television industry as Ben Duffy of BBDO, Sydney Rosow of The Pulse and Christ Willing of DuMont. The chapters cover many phases of TV advertising: Producing film commercials, premiums and their use on television, the TV department of the agency and choosing the right TV station for the product. They cover the staging of the TV show, staging facilities, writing a TV dramatic show, TV censorship and casting for television. Other chapters take up the financial aspects of television, obtaining TV personnel and publicity for TV stations and shows.

The unusually complete appendix includes, besides the customary dictionary of TV terms, the NARTB TV code, FCC procedure, a section on how TV works, a section on visual aids for TV, the usual bibliography, and biographical sketches of the two author-editors and the 17 co-authors.


CLUES to increased billings for broadcast stations are to be found in Mr. Husband's book. A professional psychologist, he writes with full knowledge of the psychological forces which play such a large part in selling, but he translates his ideas into sentences far from stodgy. Countless sales examples are used. Not only do these segments of conversation make the text more interesting, but also they show important points which could only be shown "by demonstration." Virtually every facet of salesmanship is discussed.
Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera—PLUS THESE NEW FEATURES:

**NEW** 7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.

**NEW** plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!

**NEW** fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

**NEW** plug-in blower for cooling the deflection coil and Image Orthicon!

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.
In Which Algy writes to . . .

Mr. Hal Davis, Veep
Kenyon & Eckhardt
New York City

Dere Hal:

That sure is a clever little jingle I hear in the morning on WCHS about wakin' up your face with a tingle-ingle. Seems like our Clockwatcher is boilin' all out in sellin': Menmen here on WCHS with 5,000 on 580. I also seen a whole flock of big postcards upstairs in the promo- tion office which I had to lug over to th' post office. That's th' kind of work these fellers do here at W. Va.'s number one station to keep on top and keep on havin' more W. Va. listeners then any other station. With my mustach I ain't got so much face to shave as some fellers, but I sure like th' tingle-ingle. Yrs. for Menmens

Algy

OPEN MIKE

Agency Recognition
EDITOR:

[In the] agency information in the 1953 Broadcasting Yearbook . . . I got quite a chuckle at finding, so to speak, "diamonds in our own back yard" after having checked with other trade publications, L & A and Standard Advertising Register.

Incidentally, I liked your editorial on a suggestion for the FCC in handling strike applicants. I was glad to read your follow-up editorial in the June 22 issue, "Showdown on Strikes." Your editorial page is one that I turn to regularly and just as regularly read. Significant editorials, interestingly written and easy to find location opposite the third cover seem to be the formula that snare me each week.

Clement B. Haines
Lampert, Fox, Prell & Dolk Inc.
South Bend, Ind.

Iceman Cometh?
EDITOR:

We are considering using television for one of our clients who is in the mortuary business. Since television is new in our area, we hesitate somewhat to bring undertaker's TV advertising into the home.

We would like to know what has been the experience in older television areas in regard to mortuary advertising on television. What has been viewer reaction, how such commercials were handled, and anything else which might help us in making plans for our client . . .

Kay Shin
The Condon Co.
Tacoma, Wash.

[EDITOR'S NOTE: B-T has given Mr. Shin some information on the subject, but readers who have knowledge of such advertising may want to transmit it to him.]

Tribute
EDITOR:

... I have just read your tribute to Commissioner [Paul A.] Walker in today's issue [June 29] of Broadcasting Telecasting. I am sure he will be pleased. It was most thoughtful of you to say the nice things about him that you did.

Ralph Steetle
Executive Director
Joint Committee on Educational Television
Washington, D.C.

But Is It Muscle?
EDITOR:

Here's a challenge, and I hope you don't mind our using your good magazine to issue it, to any other eight-man sales force in radio or television anywhere in the United States.

Our KHJ--Don Lee sales force weighs 1,584 pounds and is 49 ft. 4 in. tall. We think this is the "biggest" group of account executives in the country. Is there a "bigger" group?

To save a lot of figuring on the part of B-T readers, our men average 198 pounds each and their average height is 6 ft. 2 in.

Bud Coulson, Dir., Public Relations
Don Lee Broadcasting System
Hollywood, Calif.
The Clouded Lens

EDITOR:

Somebody must have had specks on his spectacles. Radio station WFPA is owned and operated solely by George A. Gothberg Jr. and not by James L. Killian as you stated in B+T June 22 in the FCC license renewal roundup. Mr. Killian's sale of WFPA was approved by the Commission Dec. 10 of last year. We enclose a pack of "Sight Savers" for the man who reads the FCC records.

Jerry Carr
General Manager
WFPA Fort Wayne, Ala.

EDITOR'S NOTE: B+T has forwarded the Sight Savers to the FCC which made the error in its own record.

Small Sets, Big Problem

EDITOR:

A situation has developed here which might be of interest to you and to some of our fellow broadcasters.

We have received a few complaints of late from listeners in our fringe area advising they are not receiving our signal as well as in the past. Our chief engineer made a field strength test and convinced himself that the difficulty was not with our transmitting signal but with the condition of the actual sets being used. Since this did pose a problem, we wondered what to do about it and therefore called a meeting of dealers and repairmen in our area which resulted in the revelation of the following interesting facts.

The majority of [AM] sets in use today are the small inexpensive table models or portables which wear out much faster than the better-made earlier and larger models. The dealers admitted they are not interested in accepting repair work on these small models since the set owner is reluctant to pay a repair bill of $10 or $15 when the set itself only cost roughly twice that amount.

It is apparent the small inexpensive sets in production today are fast approaching the category of small appliances, such as electric toasters and irons, which are thrown on a junk heap at the first sign of a breakdown and replaced by a newer and better model. Our chief hope in combating this situation, therefore, seems to be an agressive sales effort to help the dealers sell more replacement sets and to initiate a propaganda campaign of our own on the air to remind those listeners who still own the large expensive and better made console models to have their radios checked for faulty tubes and to treat their good sets as they would their automobile from a service standpoint.

Arthur J. Barry
President
WEOK Poughkeepsie, N. Y.

Floral Pieces

EDITOR:

... I have now had opportunity to read ["Television Fiesta Style," B+T, June 13] and consider it most interesting and accurately presented.

Emilio A. Carragan Jr.
Cadena Radiodifusoria Mexicana
Mexico City

EDITOR:

Just a note to extend to you a considerable bouquet on the fine report on telecasting in Mexico...

David R. Mackey
Ass't Prof. of Speech
Pennsylvania State College

"It's DIFFERENT in Kentucky!"

To do a bang-up radio job in some states, you have to use several 50 kw giants, plus lots of smaller stations. It's different in Kentucky.

With 5000 watts, WAVE delivers Kentucky's only really big market -- the 25-county Louisville Trading Area, which accounts for 55.3% of the State's total retail sales, 51.3% of its food sales, 59.8% of its drug sales! 5000-watt WAVE gives you 5000-watt rates, with no waste circulation, and also tosses in a quarter-billion-dollar chunk of Southern Indiana.

Let Free & Peters give you all the facts on WAVE, the Blue-Chip Buy in the Bluegrass State!

5000 WATTS

NBC AFFILIATE • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives

Broadcasting • Telecasting

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whatever
Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—especially those using Mutual. After all, we've got 560 stations...and 413 of them keep our clients basking in the backyard of Non-TV America. (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But whatever the weather in time to come, our unique radio dominance beyond reach of TV is only one umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we've also got a patented, torrent-proof device for use in covering TV-America too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual's.

So—whatever your barometer reading—the one place to keep your sales-powder dry is right here.
AS A KID there was one thing that tormented Prose Walker, who a fortnight ago was named to be manager of the NARTB Engineering Dept. [B&T, June 29]. The mystery of young Walker's adolescence was this—how can voices and music be picked out of the air and reproduced right in the living room?

The mystery intrigued him as he moved around the country with his family (the elder Walker is a Baptist minister). From Bird's Run (Ohio) to Kearney (Neb.) to Walworth (N.Y.), the Walkers led a somewhat rugged life in the church service.

In his teens, Prose Walker reached the usual tinkering stage and eventually came up with a coil wound around a Mother's Oats box. This breadboard triumph caught WHAM Rochester and KDKA Pittsburgh. By high-school time he had acquired a ham license. One of his early loose couplers is in the American Radio Relay League Museum at Hartford.

Graduated from Genesee Wesleyan Seminary at Lima, N.Y., he went to college at Denison U., in Ohio, receiving a BA in electrical physics in 1932 after a scholastic career punctuated with work on New York Central road gangs, pianist in a dance band, and a student assistantship in physics. He operated the college amateur station in the physics department and later took graduate courses in physics at Ohio State U.

In the 1932-40 period he taught science and mathematics at high schools in Hyde Park, N.Y., and Sauguit Valley Central School, N.Y., heading the science department at the second school. His FCC career began Sept. 16, 1940, in the old Radio Intelligence Division where he was a radio operator under George E. Sterling, now a Commissioner.

From the monitoring station at Allegan, Mich., he was transferred in December 1940, to the Millis, Mass., station and a few months later passed the examination for radio inspector. This led him back to Allegan. When Mr. Sterling called for volunteers to serve in Hawaii after Pearl Harbor, Mr. Walker stepped forward and was placed in charge of technical and tactical operations at the radio security center, which later brought in 279 lost bombers by getting a fix on them.

From Hawaii he was transferred to head the Technical Operations Section of the FCC in Washington and then moved to the Standard Broadcast Division. When the TV Division was formed he was named to the job and started preparatory work for the postwar color hearings. He was named chief of TV allocations in late 1949.

In September 1950, the Air Force asked FCC if radio could stay on the air without providing homing aid to enemy planes. Mr. Walker joined with Ralph Renton and Robert D. Linx in working out the FCC's Conelrad plan permitting stations to stay on the air on a two-frequency staggered basis. This plan went into operation last May 15. Mr. Walker was named Eastern Supervisor, a post he relinquishes July to 20 to assume NARTB's top engineering assignment.

The full name, Ashby Prose Walker, is unusual but the derivation of the baptismal nomenclature is really quite simple. The "Ashby" is a family name; the "Prose" comes from the name of close friends of the family. The "Prose" is easier to handle than "Ashby," hence the left-handed "A. Prose."

In Mr. Walker's Conelrad work he has met thousands of broadcasters. In participating as delegate, observer and committee chairman in many international conferences he has developed friendships among broadcasters in all the principal nations.

After World War II, his next international assignment was the Atlantic City telecommunications conference in 1947. He was a member of the U.S. delegation at the Geneva high-frequency broadcast conference March-June 1948. A few months later he was sent to the high-frequency conference at Mexico City, serving over eight months. In another month or so he was outward bound again, this time to the Paris high-frequency planning session as chairman of the U.S. delegation, supplemented by vice chairmanship of the U.S. delegation of CCIR Study Group 11 at Zurich, Switzerland, where television standards were determined.

The year 1950 included five months at the high-frequency conference held at Florence-Rapallo, Italy. He was U.S. spokesman on broadcasting and on the working group charged with reconciling multiple requirements for the same channels and time periods.

His Conelrad career included service at the Havana Conference held in February 1952. Mr. Walker was married in 1932. He is a widower and the father of an 18-year-old daughter, Helen Caryl. He is a 32d degree Mason, and maintains a Washington apartment as permanent residence.

A brief chat with Mr. Walker quickly gives the impression that he has been able to adjust easily to new surroundings, a knack traced to the highly mobile career of a Baptist minister and his family. He likes to talk about the Rev. Walker's philosophies, particularly a conviction that an individual should studiously avoid wanting things beyond his purchasing power. This, obviously, was a helpful thesis to a family whose only luxuries were those within the modest salary and perquisites of a small-town pastor.
WGVL-TV
GREENVILLE, S.C.

H-R TELEVISION, inc.

is proud to announce the appointment of

as national representatives

ABC, BASIC, also Dumont and NBC

James S. Ayers, Southeastern Representative

Ben K. McKinnon, General & National Sales Manager

Emil Sellars, Chief Engineer

BROADCASTING • TELECASTING

July 6, 1953 • Page 23
to cash in on the $730,000,000  
Charleston, W. Va. market

**PICK YOUR "SPOT"**

Here's WKNA's half-millivolt area alone:

<table>
<thead>
<tr>
<th>TOTAL POPULATION</th>
<th>671,178</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL FAMILIES</td>
<td>186,235</td>
</tr>
<tr>
<td>RETAIL SALES</td>
<td>$407,643,000</td>
</tr>
<tr>
<td>FOOD SALES</td>
<td>$66,210,000</td>
</tr>
<tr>
<td>GENERAL MERCHANDISE SALES</td>
<td>$57,711,000</td>
</tr>
<tr>
<td>FURNITURE &amp; HOUSEHOLD GOODS SALES</td>
<td>$22,968,000</td>
</tr>
<tr>
<td>EFFECTIVE BUYING INCOME</td>
<td>$730,771,000</td>
</tr>
</tbody>
</table>

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.

---

**Richard K. Manoff**

**on all accounts**

RICHARD KALMAN MANOFF is a working advertising executive who has labored in the vineyards with a success that finds him, in his mid-30s, at the top of the advertising and sales promotion hierarchy of the Welch Grape Juice Co., which pours three-quarters of its entire advertising budget into television. The firm underwrites a portion of the Howdy Doody Show on NBC-TV and, under Mr. Manoff's direction, has further exploited its identification with the program by a remarkably successful bottle-cap tie-in featuring a display of the Howdy puppet on each bottle top.

Born in New York June 24, 1916, Mr. Manoff attended City College, where he played right guard on the football team and majored in English. He worked his way through school as an usher and later as a newspaper man on the copy desk of the Brooklyn Eagle.

Four years out of college, in 1941, he was named an assistant to Anna Rosenberg, then chief of the War Manpower Commission. In that capacity he helped develop a formula for channeling labor into required areas. The system was tested in Buffalo with results so impressive that when Bernard Baruch assumed charge of the program for alleviating labor shortages he adopted the Buffalo pattern as a national model.

Leaves Government in 1945

Mr. Manoff remained with the Commission until 1945, when he left to become general manager of a chain store operation. He joined the Welch Company in 1951.

In explaining the operations of his budget, Mr. Manoff confides that expenditures are greatly contingent on the grape crop. When the yield is higher than normal the company proportionately increases its network coverage as well as its annual spot radio and television outlay.

In his infrequent spare moments, Mr. Manoff has turned successfully to radio writing. He has written scripts for Inner Sanctum, Bulldog Drummond, Columbia Workshop, and Ellery Queen, among others.

Mr. Manoff married the former Lucy Deutscher in 1942. They have two children, Robert Karl, 9, and Gregory Paul, 7. The family lives in New York.

Mr. Manoff's hobbies are tennis, chess, sailing and writing.

---

![WKNA Map](image)
1947
1st TV application in the Carolinas

1948
1st TV construction permit in the Carolinas

1949
1st TV station in the Carolinas

1950
Joined the co-axial cable

1953
(March) Increased power from 16,300 to 50,000 watts

1953
(June) Increased power from 50,000 to 100,000 watts

power...for the people

Thomas Jefferson was an apostle of power...for the people. Now, a Carolinas institution which proudly bears his name announces, in the same spirit but in a modern medium...more power for the people.

On Friday, June 5, WBTV attained television's top power on channel 3—100,000 watts.

Climaxing six years of phenomenal growth, WBTV now brings better-than-ever service to over 325,000 TV homes, 90% of which receive no other TV station.

now operating at television’s top power
(plumb in the middle of a fabulous market)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.
Represented Nationally by CBS Television Spot Sales
KWKH delivers over three times as many homes as Shreveport's second station!

It's easy to pick the Shreveport radio winner—it's KWKH, by more than three-to-one!

Yes, KWKH delivers 302.9% as many Average Daily Listeners as Shreveport's second station—yet costs only 60.0% more money!

These audience figures are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area.

Let your Branham man tell you all about KWKH's overwhelming superiority, here in the important Arkansas-Louisiana-Texas area.

50,000 Watts • CBS Radio •

KWKH
A Shreveport Times Station

The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
MUTUAL MAPS DRASTIC MOVES TO BOLSTER SALES, RATINGs

Mutual affiliates, meeting on Cape Cod, heard proposals for stronger co-op programming and the tri-weekly sale to Chesterfield for the Perry Como show. Program “upgrading” is planned.

FAR-REACHING changes in Mutual’s operations are being mapped by MBS officials and their Affiliates Advisory Committee with a determination to boost the network’s sales and ratings—which already this year have established new MBS records—to even greater heights in the fall.

This was revealed last week in the wake of a meeting of top Mutual executives with members of the Mutual Affiliates Advisory Committee over the June 25-26 weekend at Osterville on Cape Cod, where a number of alternative plans were discussed. The various plans and viewpoints are now being summarized for circulation among affiliates in a coordinated effort to find and adopt a plan this month—a plan that will prove advantageous to both the network and its some 565 stations.

Exciting Development

A development that excited both MBS and its affiliates was the disclosure, not yet publicly announced, that Chesterfield has been signed to sponsor vocalist Perry Como for a quarter-hour three nights a week, starting in the fall. The sale, negotiated through Cunningham & Walsh as agent for Chesterfield, represents not only the acquisition of substantial billing, but also Chesterfield’s first business with Mutual and a top-rating program for the network. The Como show is slated to start Aug. 31 over the full network in the 7-45-5 p.m. spot on Monday, Wednesday and Friday.

Coming as a follow-up to Mutual’s recent acquisition of Coca-Cola sponsorship of the Eddie Fisher show on Mutual two nights a week (Mon. and Thurs., 10:30-45 p.m., as a transcription from the Coca-Cola show on NBC-TV), the Chesterfield-Como signing made MBS officials especially jubilant and determined to add other popular advertiser-attributions in what they promised will be a strong “upgrading” of programming this fall. A substantial expansion of co-op programming is planned.

The means by which stronger programs may be attracted is the key problem currently under joint network-affiliate deliberations, authorities said. Among several plans reportedly being studied is one whereby the network would derive additional monies for program development by cutting down on payments to affiliates for carrying network programs. Losses thus taken by affiliates would be made up by increasing the station’s share of the “take” from programs sold under local cooperative sponsorship, according to the unofficial report.

Some versions of this account speculated that payments to the stations for carrying network shows would be reduced to a point where all affiliates would, in effect, be bonus stations. This extreme was denied flatly by the network. Changes in the MBS option-time arrangements also were said to be in prospect. Mutual officials conceded that at the Cape Cod sessions the question of network option time came in for discussion, but said that while some affiliates questioned whether the number of network option hours should not be reduced (on the ground that the network does not use them all anyway), others suggested that the number of morning option hours ought to be increased.

Co-op Planning

One main objective, officials said, is to substitute more good co-op shows, saleable at the local level, in the place of network sustainers which are not selling. Committeemen were asked to estimate how many such good co-op programs they could use.

The “upgrading” in programming, it was emphasized, will apply also to station time. Meanwhile at the Cape Cod meeting the MAAC decided upon a revision of its method of electing members. MAAC is composed of a metropolitan market representative and a non-metropolitan market representative from each of seven districts. Herefore, odd-numbered districts have held elections one year and even-numbered districts the next. Thus, for any given district both the metropolitan and non-metropolitan representatives have been elected at the same time.

In order that each district may always have one “veteran” committeeman, it was decided that, beginning this summer, the metropolitan representatives of all seven districts would be elected this year and the non-metropolitan representatives of all seven districts would be chosen next year (all for two-year terms).

This change required some terms to be cut short and others extended.

Accordingly, Fred Fletcher of WRAL Raleigh, MAAC Chairman John Cleghorn of WHBQ Memphis and Gene Cagle of KFJZ Fort Worth (all metropolitan representatives and from Districts 2, 4 and 6, respectively) volunteered to resign. And the terms of Victor Diehm of WAZL Hazleton, Hugh O. Potter of WOMI Owingsboro, Ky., E. J. McKellar of KVOX Moorhead, Minn., and Rex Howell of KFXJ Grand Junction, Colo. (all non-metropolitan representatives and from Districts 1, 3, 5 and 7 respectively) were extended to 1954.

Other current members of the MAAC are John Laux, WSTV Steubenville, Ohio; J. Porter Smith, WGRG Louisville, and George Hatch, KAIL Salt Lake City, all metropolitan representatives and from Districts 1, 3 and 5, respectively. Jack Younts, WEEB Southern Pines, N. C., Bob McRaney, WMOX Meridian, Miss., and Wendell Hayes, KBWZ Brownwood, Tex., are all non-metropolitan representatives and from Districts 2, 4 and 6, respectively. (Metropolitan representation from District 5 currently is vacant, since Fred Wagenvoord’s transfer from KCRG Cedar Rapids to WONS Hartford.)

The Mutual delegation at the meeting was headed by Thomas F. O’Neil, president and board chairman, and included, among others: Vice Presidents Glen Taylor, Robert Schmid, Earl Johnson, Herbert Rice and Bertram J. Hauer.
COLOR TV

NBC PLANS SESSIONS TO ACQUAINT AGENCY PRODUCERS WITH COLOR TV

NBC's Weaver says the network, without waiting for FCC approval, can let advertisers and agencies try their hand at color and check their own products and commercials on a control room color monitor.

WHEN the next few weeks NBC expects to launch the first step in acquainting advertising agency producers and others involved in production of commercial TV programs with the intricacies of color television, Sylvester L. (Pat) Weaver, NBC board vice chairman, told "B & T" last week.

Preliminary sessions can be started immediately without waiting for either FCC approval of commercial operation of the compatible color system proposed by RCA-NBC or the installation of colorcasting equipment in the transmitters of the network's TV affiliate stations, Mr. Weaver said.

"We're going to make it possible for advertisers and agencies to try their hand at color commercials for their own products on their own shows during dress rehearsal to see the results on the color monitors in the control room," he said. "At this stage of things, that's a lot more important to them than whether or not the public is also watching their experimental color work or not."

Colonial Theatre Used

Inaugural step in the proposed program of color training for TV program producers will be a series of lecture-demonstrations on how to work with color. Produced in NBC's Colonial Theatre in New York, source of the network's color programming. Studio 3-H in the RCA Bldg. also is used in color work, but this is being used chiefly for testing color equipment and apparatus at the present, Mr. Weaver explained, so that the Colonial Theatre is the only color studio available for the proposed training program.

The introductory color session will be a 40-minute "on-camera" demonstration of the do's and don't's of color programming, he said. NBC's color producers, who have been engaged with the network's extensive schedule of experimental colorcasts over the past few years, are presently drafting do-and-don't rules for direction, costume, makeup and sets for color TV shows, as well as for color film for telecasting, he reported.

Product Display

"A major point will be to show the agency producers easy ways of product display in color," Mr. Weaver stated. "If the product is attractively packaged, showing it that way is probably the way to do it. If, however, the package does not show up advantageously on the color monitors, then we'll try to put the product into a setting that is attractive. Coffee need not be shown in the can; a steaming carafe on a cheerfully arrayed breakfast table might be the answer. Molds of Jello as another example, might very well make a more enticing TV color picture than the Jello package. On the other hand, the Pall Mall package might have been designed for color TV, it shows up so well."

NBC's idea in these introductory sessions is not so much to teach agency producers how to work with color as to inspire them to create their own methods of creating commercials for this kind of television. "We want to be provocative and challenging," he said, "and to give them the feeling they're getting in on the ground floor of what is going to be the greatest, most effective kind of advertising the world has ever known."

Color equipment is on order for five more NBC studios and the network's remote color unit now is being overhauled, Mr. Weaver said. When these added facilities are available the program of advertiser-agency experimentation will be expanded to give all of NBC's commercial TV programs a chance at color.

This experimentation will all be done at NBC's expense, with no extra charge to the program sponsors above their regular costs for monochrome TV programming, Mr. Weaver said. This is in accordance with the plans filed by NBC with FCC for an "introductory year" of colorcasting [B & T, June 29].

This year presumably will encompass the Commission's approval of the RCA-proposed system of compatible color for commercial telecasting, the equipping of most NBC-TV affiliates to broadcast network color programs (more than 40 of these TV stations already have agreed to equip themselves to broadcast NBC-TV programs in color as soon as the network is ready to proceed with color broadcasts on a network scale), the production of color receivers by TV set manufacturers and their purchase by the public in adequate numbers to foreshadow a spread of color TV in the land and also to make a color broadcast network a reality.

"Introductory Year"

During this "introductory year" the network, its affiliated stations and the Bell System, which provides the carrier circuits for networking video programs from station to station, city to city, will all be gaining experience with color and with the extra costs it entails, Mr. Weaver noted. At the end of this period, which according to present thinking will probably coincide with the beginning of the fall-winter advertising season in September or October of '54, NBC will establish its first rate card for commercial color TV.

"Without even trying to guess as to what the figure will be, I can say that it is certain that color will not make TV programming any cheaper," Mr. Weaver stated. "Neither will 50 million TV homes, nor 2,000 TV stations. They will all hasten the change in the format of TV advertising from the old radio pattern of single-product-sponsorship of a program to the multiple-product-sponsorship pattern already well along at NBC."

Increased Costs

"If color should add 50% to the cost of telecasting Show of Shows the increase would mean very little to one of that program's sponsors in relation to his entire advertising budget," he pointed out. "But a 50% increase in cost to a single sponsor would probably be prohibitive."

The single performance gross time and talent cost of the 2½ hour Show of Shows—All Star Revue is something like $300,000, a staggering figure under the old radio product-sponsoring-program pattern, but he pointed
out that if the project is thought of as a national magazine, reaching 40 million people in 20 million homes, with pages of editorial matter and only 15 pages of advertising, priced at $20,000 apiece, the cost becomes remarkably cheap instead of staggering.

Asked about film for color, Mr. Weaver said that NBC's TV engineers who are experimenting with it say that color broadcasting of programs on film is still in the technical development stage. "Everyone, except the engineers, who has seen color film telecast by our methods is highly enthusiastic about the results," he reported, expressing himself "encouraged" with the outlook, with indications pointing to "our learning in a general way what the specifications for color are by the end of the summer."

Program people from NBC's affiliate stations will be invited to attend the network's color training course, just as station technical personnel already are receiving basic training in color techniques from NBC's video engineers, Mr. Weaver said. Package program producers also will be invited to learn about color, he said, stressing that the network wants to do all it can to give advance training in color to everyone who will be active in the field of color TV programming.

"It seems quite likely that a lot of people are going to underestimate at first how much color there is to learn and advertising forces say. Mr. Weaver stated. "We believe that they're going to be 'skept' when they see it and if we're right they're going to go away and develop a lot of ideas for the application of color to video commercials and programming that are going to make our job at NBC a lot easier."

**BLACK-WHITE SETS SEEN UNTIL 1955**

Radio-TV dealers hear NARDA President Wallace Johnston predict consumers will continue buying monochrome TV receivers until color sets can be mass-produced in late 1955.

CUSTOMERS will buy black and white TV sets rather than wait until late 1955 "when a reasonable quantity of color television receivers made available priced for mass sales," said Mr. Wallace Johnston, president of the National Appliance and Radio-TV Dealers Assn., ascertained last Monday.

Mr. Johnston's address highlighted the second day of a three-day mid-year meeting of 225 dealers at the Conrad Hilton Hotel in Chicago June 28-30.

Noting RCA has petitioned the FCC for approval of its colorcasting system, Mr. Johnston told dealers the "publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."

The NARDA president also mentioned the failure of "notorious cut price" business firms. Frank Freimann, president of Magnavox Co., decried talk of "saturating" in the nation's economy and said that, with respect to television, it is "merely academic and realistically unsound."

Harry Alter, president of Harry Alter Co., Chicago, cited as industry weaknesses too much price-cutting by too many dealers, overstocking by distributors and too much emphasis on out-right discount offers on radio-TV sets and appliances.

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**FCC WILL LOOK HARD BEFORE ACTING ON COLOR**

Commission staff ponders RCA-NBC color TV petition before undertaking formal consideration, and Chmn. Hyde says FCC's course will be "cautious and exacting." Manufacturers, film makers speculate on the idea.

ANY idea that the FCC was going to jump headlong into the color TV arena—following the RCA-NABC petition for commercialization of the compatible National Television System Committee standards two week ago (B-T, June 29)—was dispelled last week.

FCC Chairman Rosel H. Hyde said that the Commission was going to proceed cautiously and exactly in establishing what he called "so momentous a standard which will probably remain in effect for several generations."

Outside the Washington area, the RCA-NABC call for establishment of NTSC color standards evoked comments and announcements of plans from manufacturers and film makers. Station operators and other network officials remained mum, obviously awaiting additional information on what color TV would mean to them.

Manufacturers generally held out no hope of mass production before the second half of 1954. All cited the high costs (the figures $100 to $1,000 seem to be the accepted estimates for the first 16-in. color sets) and many expressed doubts regarding the effectiveness of present tri-color tubes (see stories on this page, page 30).

Film makers generally seemed to accept the requirement for more color picture production, but none ventured the idea of all-out conversion to color (see story page 30).

RCA followed up its official petition to the FCC with an announcement of two seminars on its tri-colored tube for July 15 in New York for its more than 200 licensees. It claimed that improvements since the first such meeting—an all-glass 16-in. envelope was mentioned as one significant advance—made another briefing necessary (see story page 15).

NBC's Vice Chairman Sylvester L. (Pat) Weaver revealed that advertisers and agencies could begin to get their feet wet in color TV even before the FCC acted. This would be via closed circuit tests, initially on commercials (see story, opposite page).

NTSC's report and petition was expected to be unanimous, Dr. W. R. G. Baker, NTSC chairman, predicted last week. He said NTSC papers would be submitted to the FCC within a day or two after July 21 when all comments on the report accepted June 14 were due to the NTSC group.

Dr. Baker did not expect any opposition from any significant radio-television manufacturer, he told B-T. Aside from possible full-dress hearings, the greatest fear has been that simultaneous systems or objections might be placed before the FCC, engendering protracted deliberations.

Although there was an unconfirmed understanding in Washington that the FCC would not make any move to issue a notice of proposed rule-making—the first step it must take when a change in its standards is requested—until the NTSC standards and petition are filed later this month, there were some indications that it might take a preliminary step, or two before then. Just what this might be, or how extensive, could not be learned. There was no question, however, that internally the Commission staff continued to work on details of the proceeding: it had begun to do that some weeks ago.

Disappointing to some FCC members was RCA's request for a waiver of the requirement that a color TV system be demonstrated in Washington. The RCA-NABC petition said it was not economically feasible to set up a color TV transmitting station in Washington and asked that the Commission hold its demonstrations in New York where both WBNB (TV) and WPX were equipped to handle the colorcasts.

FCC's staff placed emphasis on the fact that some Commissioners and engineers might want to "play" with color sets in their own homes over a period of time. Watching color broadcasts would also permit the Commission to test the effectiveness of intercity networking, they pointed out. Since one of the FCC's criteria for a new color system was the requirement that it not be overly complex or expensive for station operators, a Washington demonstration requiring the conversion of a station would aid in that determination, they pointed out.

It is considered likely by some industry sources that a compromise would be worked out that would satisfy the FCC on these scores without the necessity of establishing a color transmitter in Washington.

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**RCA SETS MEETING ON TRI-COLOR TUBE**

Licensees of RCA are invited to New York symposium July 15 at which they will be filled in on design and production data on an improved tri-color picture tube developed for the proposed RCA-NTSC color TV system.

RCA licensees, comprising virtually the entire radio-TV manufacturing industry, have been invited to a technical symposium, to be held in New York July 15, at which they will be given the latest information on design and production of an improved tri-color TV picture tube developed by RCA for use in its compatible color system, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced Tuesday.

The symposium, Dr. Jolliffe said, is in line with the policy laid down by Brig. Gen. David Sarnoff, RCA board chairman, who announced that RCA and NBC had petitioned the FCC to adopt compatible color standards approved by NTSC, permitting the commercial
telecasting of color programs [B&T, June 29]. In his announcement, Gen. Samoff said, "Radio-television has demonstrated the "NTSC system" of compatible color technology in a way that is effective and practical."

He placed the RCA-NBC investment at $40 million to create color TV.

Invitations were included in letters mailed to RCA licensees by E. C. Anderson, RCA vice president in charge of the Commercial Department, who recalled that RCA conducted its first symposium on its tri-color tube two years ago, when licensees were given a description of the tube and its associated components. Considerable progress has been made since then, he said, both in improving the tube's performance and in simplifying its manufacture.

"As we have progressed toward our goal of developing a tri-color tube better adapted to mass production, many refinements in design and processing have been made. Superseding this program, the decision has recently been made to concentrate on development of a tri-color tube with a glass envelope. We believe that you will be interested in knowing the progress that RCA has made and in information on the tri-color tube. Accordingly, we are holding another tri-color symposium in order to give you the latest information on our tri-color kinescope," he said.

COST OF COLOR RECEIVERS NOW AMONG SET MAKERS' QUESTIONS

How do the nation's top set manufacturers feel about the imminent arrival of color TV? Here's what a B&T cross-check shows.

WHETHER tri-color picture tubes are ready for commercialization seemed to bother many television set manufacturers, a roundup of comments from major set makers last week indicated. Apparently manufacturers feared that the tubes would be too critical for mass production. High prices for early color TV sets were also mentioned as a possible deterrent to normal marketing, their views indicated.

Availability of color television "in limited quantities" early next year was predicted by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., at a distributors meeting Tuesday in New York. He expressed the belief that releasing color receivers "as soon as possible" will have a stimulating effect on the sale of black-and-white sets, and offered the following estimates:

1. The price of color sets will be approximately three times as high as black-and-white sets, with $750 "a conservative estimate at this time."
2. At the beginning color sets will use picture tubes no larger than 16 inches.
3. Limited production during 1954 will make deliveries difficult "even for those who may be satisfied with small picture and are willing to pay a high price."

Mr. Abrams showed the distributors a color field test set, which, he acknowledged, requires "sounding like a strong color receiving tube and lots of extra parts to drive those tubes."

A pledge that Emerson would be "among the first to have color sets on the market" was made by Dorman D. Israel, executive vice president. He warned, however, that a square inch of a color set screen would cost the consumer between $8 and $10 as compared with $1.50 to $1.75 for the current black-and-white receivers. The cost for a color tube alone in initial production stages will be between $158 and $200," he said.

CBS-Columbia Reports

CBS-Columbia's Vice President Lou Hausman pointed out that his company certainly is working on color receiver production with the objective and expectancy of getting sets on the market by the time other manufacturers do. He also noted that "it's no secret" that CBS-Columbia feels the present circuitry and color tubes of the compatible system are too expensive and complicated to be practical from a sales and service standpoint, and said CBS-Columbia and also CBS-Hytron are working on simplifications to make the equipment both effective and practical. CBS-Columbia demonstrated the "NTSC system" of compatible color at its recent distributors meeting, Mr. Hausman recalled.

Richard Hodgson, president of Chromatic Television Labs., which has the tri-color tube development under the leadership of Ernest O. Lawrence and has incorporated it into a compatible color set, took issue with RCA's filing with FCC.

Filing 'inappropriate'

He said Chromatic still feels it is "inappropriate" for a single company to take "this individual action" in petitioning for compatible standards when the National Television System Committee has been working on it, with RCA included, for some two years and is near the point of filling its own petition.

Chromatic, he said, is desirous of—and perhaps more so than—any other segment of the industry that color TV get underway at an early date, but does not feel RCA has expedited the advent of color by making its petition a few weeks ahead of NTSC's own.

Mr. Hodgson said Chromatic is getting more and more of its sets and tubes into the hands of tube and set manufacturers, and is currently negotiating with two manufacturers for actual production.

A spokesman for Admiral Corp., said his firm is "maintaining a status quo at present." Admiral, he said, will continue its developmental work with the National Television System Committee.

He added that much of color TV's progress will depend on the type of color tubes used and "whether they will work or not." He said an upcoming RCA symposium is expected to clarify this matter with engineers. Admiral has no plans to announce for set production at this time.

The spokesman, a top-ranking electronics executive for the firm, noted sentiments previously expressed by Ross D. Siragusa, Admiral president, claiming that TV service could be set back years if the industry fails to solve the picture tube problem or acts "prematurely."

Whether Mr. Siragusa still believes that "the right tube simply doesn't exist" now was open to conjecture. Mr. Siragusa was unavailable for comment.

Mr. Siragusa also is known to feel that tooling up for color set production before the development of a satisfactory tube—that is, one out of the laboratory device stage—would be a "serious mistake."

Magnavox Co. had no direct comment, although a spokesman reiterated earlier statements by its president, Frank Freimann. Mr. Freimann feels color sets may be at least two years away for home use and probably will cost around $1,000. The spokesman said color TV is "too far in the future" for any further comments on Magnavox's plans.

Neither Hallicrafters nor Zenith Radio Corp. would express reactions on RCA's petition to the FCC for adoption of its color TV system. But it's known that Zenith is producing color-casting tubes and its Vice President H. C. Bonfiglio claims color TV is "just around the corner." A! Motorola Inc., President Paul V. Galvin could not be reached for comment, but has said repeatedly that color TV is "a good way off." He feels that, while good pictures are obtainable from present color tubes, they are expensive to manufacture.

Customers Won't Wait

Wallace Johnston, president of National Appliance & Radio-TV Dealers Assn., at its Chicago convention last week, said customers will buy black-and-white TV sets for a year or more than until late 1955 when a reasonable quantity of color TV receivers may be available, priced for mass sale. Referring to the RCA-NBC petition, Mr. Johnston told dealers that "the publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."
declared: “We are currently shooting some of our production in color. Our present plans call for “City Detective” and “Abbott and Costello” in color. We plan to shoot other serials both in color and in black-and-white. We realize there are many problems to be met in adapting color to television, such as the feeling among many experts that a given color process may become outdated. But we currently are experimenting at our Hollywood studios with different processes and also with lighting.”

Production This Year

Voicing belief that his firm would be in color television by the end of this year was Herman Rush, assistant to the president of Official Films. He stressed that his company expected to remain “flexible” on the question of color.

“I say that because we feel certain types of series lend themselves to color and others do not,” Mr. Rush explained. “We contemplate series production in color. But he stressed that certain types of dramatic series would not be enhanced by color and we plan to do them in black-and-white.”

A spokesman for Proctor Television Enterprises said that company executives “are discussing color but we have no immediate announcement on the subject.” He added that the firm plans to film some of its series in color “when the time is right.”

No Immediate Plunge

An official of Screen Gems said there has been “considerable discussion of color TV among top-level executives, but the company is considering no immediate plunge into color.” He emphasized that his personal opinion is that “color TV is still two years away.”

Aaron Beckwith, vice president of Gross-Krasne Productions, said “color is nothing new to Gross-Krasne because, after all, we’re picture-makers.” He said his company currently is conducting “research and analysis along the lines of color TV and we’ll go into color TV when we deem it thoroughly practicable.”

A former United World Films was emphasized in stating that his company “has no plans in the direction of color TV at the present time.”

In Hollywood, a check of major TV film producers indicated that color production was a fact, but almost none had plans for full-scale tint film making.

Floyd Holm, Compton Advertising, said “Fireside Theatre” would eventually be filmed in color, but not this year. He pointed out that the films are on a syndicated basis and would be competing with new product probably in color. Sometime ago, a Fireside script was shot in color with Eastman-Kodak’s developmental color film in a mutual experiment.

‘Smilin’ Ed’ in Color

Frank Ferrin Productions has shot “Smilin’ Ed’s Gang” exclusively in Eastman-Kodak 16mm color. There is over 300,000 ft. in color, it was said. At the moment, of course, the series is printed in black and white for TV distribution.

Jerry Fairbanks does public relations films in color.

Volcano Productions has summer production scheduled for “Ricochet,” an adult western series, in Eastman-Kodak 35mm color. Firm is also planning a puppet show in color for theatre exhibition, with the long range view of going to TV eventually.

Desilu Productions has made one color test, using new Eastman-Kodak color process, of one of the Philip Morris commercials.

Jack Gross, executive producer, Gross-Krasne, said his firm is considering July production of CBS-TV’s “Big Town” and “Lux Video Theatre” in color. Scenes shot in full color are ideal on black and white screens thus making producer prepared for advent of color TV. According to Mr. Gross, “Schilz’ Playhouse of Stars” is interested in immediate value, not re-runs, thus—color would not be advantageous at moment.

Doug Fair Corp. Vice President Alexander MacDonald reported several scenes in “Terry and the Pirates” have been shot in new Eastman color and firm will eventually go into color production. He considered “Terry” series good for color because of Orient locale but feels color would do little for programs such as dramas and mysteries.

Not Optimistic

Harry McMahan, president of Five Star Productions, is not optimistic about color TV. “It shouldn’t happen to a growing industry and must come in slowly or it will dislocate the entire industry as the big problems are lack of color labs for processing and not enough color negative. The longer it waits the better off we’ll be from standpoint of quality. Once color is in,” he added, “it will be the greatest boon to the advertiser and benefit commercials more than dramas.”

Pointing out the increase in cost, he explained that cost of a cartoon commercial is increased 10% when shot in color and that of a live action commercial in increased 20% to 30%.

Additional Cost ‘Minor’

Commodore Productions & Artists Inc. and Commodore Films, producers of “Clyde Beatty” and new video film series tentatively titled “The Silent Witness” have photographed all of their productions in 16mm commercial Kodachrome and will continue to do so in the future, according to President Walter White Jr. Besides insuring their programs for color telecasting he contends “that black and white reproductions of color films lend themselves more suitably for telecasting since color film has no grain and gives the engineers more leeway in controlling the shades of black, whites and grays when broadcasting.” Mr. White also believes the additional cost of the film and production is minor if experienced color technicians are employed.

Kling Will Be Ready

In Chicago, Fred Niles, vice-president of Kling Studios Inc.’s Motion Picture TV Div., said his firm would be well equipped to handle color TV commercials when colorcast arrives.

Kling has been experimenting with color spot announcements for some advertisers, using Ansco 35 mm, Eastman positive-negative 35 mm and reductions of Eastman positive from 35 mm to 16 mm. Kling currently is expanding its Chicago and other studio facilities and is expected to be particularly active in this service to clients.

Mr. Niles acknowledged that color spots would be more expensive but felt advertisers would find it worthwhile to use them.

Other TV film companies in Chicago had no comment on colorcasting, preferring to adopt a wait and see attitude.
SUMMER HIATUS SCHEDULES FINALIZED BY NETWORKS

More and more advertisers tend to retain time throughout the summer, either with their regular shows or with summer replacements. BTV hereinafter tabulates the network situation.

THE PERENNIAL PROBLEM of summer hiatus and summer replacements was finally settling into its groove last week. In both radio and TV, a vast majority of sponsors are staying on the air, either with their regular programs or with hot-weather replacements [BTV, June 29 (p. 8)].

SUMMER HIATUS

ABC Radio

ABC radio’s daytime commercial schedule continues unchanged for the most part during the summer months. Changes in the daytime commercial schedule include:

- Gurrey Tobacco—Grand News—formerly heard Sundays at 9:15-10:30 p.m., will move into the Sunday 9 p.m. spot in place of Gurrey Tobacco's Saturday afternoon show. Goodyear Tire & Rubber is on hiatus with Greatest Story Ever Told (Sun., 5:30-6 p.m.), and Electric Light Company is carrying Meet Corlevee (Fri., 9:30-10 p.m.) after the June 26 broadcast.
- Gillette is taking hiatus from all but one quarter-hour of its Friday 10-11 p.m. sports series, but is putting News of Tomorrow in the 10-11:15 p.m. spot, effective last Friday.
- Sterling Drug is on vacation with Mystery Theatre (Wed., 8-9:30 p.m.), also effective last weekend, and Hotpoint is going off as co-sponsor of Ozzie and Harriet (Fri., 9-9:30 p.m.), but Lam- bert, who is official sponsor for the summer, will put Summer Theatre into that period on an alternate-week basis for the summer.

CBS Radio

CBS Radio’s daytime commercial schedule continues unchanged for the summer.

NBC Radio

NBC radio’s daytime lineup is largely unchanged for the summer. Campbell Soup's period at least until late August.

ABC-TV

ABC's schedule is as follows:

- Homicide Squad, dropped by Sterling Drug as of June 28, is being replaced by Talent Patrol, currently a sustainer (Mon., 8-8:30 p.m.).
- The Stork Club, which previously had been replaced by Guest Hosts, now has a new host, Burt Reynolds.
- The General Electric Company is sponsoring the major league baseball Game of the Week on Saturday afternoons.
- Brown Shoes will sponsor Swivel’s Ed McConnell (Sat., 16:30-11 p.m.) starting in August.
- The Tandem shows which are currently being aired will become available for cooperative sponsorship.

CBS-TV

CBS's schedule is as follows:

- Only two sponsors are taking summer hiatus, the Electric Company and Camp Coffee, whose Your Are There moves into the Sunday 6:30-7 p.m. period when it returns Aug. 30, and Alumi-
Baltimore’s miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

**IT'S A COMPACT MARKET!**

More than 1½ million Baltimoreans are packed into an unusually small geographical area. You don’t have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

**NIELSON SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY**

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That’s just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

**IN BALTIMORE WITH**

**TOM TINSLEY; PRESIDENT**  REPRESENTED BY FORJOE & CO:

*Broadcasting* • *Telecasting*  
*July 6, 1953* • Page 33
Firestone Theatre in the next half-hour, starting tomorrow.

Hazel Frazee's cosmetics added Candid Camera for the summer months, starting June 2 in the Tuesday 9:30-10 p.m. period and then, effective last week, exchanging time periods with the sponsor's Telescope. This Is Your Life series normally seen Wednesdays at 10:30-11 p.m.

P. Lorillard will replace Two for the Money (Tues., 10-11 p.m.) with Fred Allen in Judge for Yourself on Aug. 18, moving Two to CBS-TV.

DuPont is going off with Cavalcade of America, which will be replaced with Scott Music Hall in the Wednesday 8:30-9:30 p.m. period, but Scott Paper is expanding Music Hall into a weekly series in this spot, starting with last week's telecast.

Two meanwhile started last week for eight weeks, with Place the Face in the Thursday 8:30-9 p.m. segment normally occupied by Border's Treasury Hall of Action.

Sunbeam's Plans

Sunbeam Corp. is taking a July-August hiatus with Stelh and Albert (Sat., 7:30-8 p.m.), while Saturday Night Revue was started early last month as summer replacement Your Show of Shows (Sat., 9-10:30 p.m.), with at least five of nine available 10-minute segments sold to date.

In the Sunday lineup, Hall Bros. is taking hiatus with Family (Sun., 5-6 p.m.), effective yesterday, while Frank Corp. takes a vacation with Sighting Twin with the Swaggers (Sun., 5:30-6:45 p.m.), as do Sunbeam with Window on Washington (Sun., 5:45-6 p.m.), and P&G with The Doctor (Sun., 10-10:30 p.m.).

Harris, Robertson Resign C-P-P Executive Posts

TWO EXECUTIVES of the Colgate-Palmolive-Co., Jersey City, resigned last week in what were described as unrelated moves.

Leisle T. Harris, director of radio and television for the company, resigned effective July 1, and Ralph C. Robertson, assistant advertising manager, resigned effective Aug. 1.

Mr. Harris had been with the company for the past 25 years. Prior to that he was with the NBC program department and before that with Benton & Bowles and CBS. Mr. Robertson had been with Colgate for the past 20 years. He was in charge of the radio and television end of the spot business placed by the company.

Future plans of Messrs. Harris and Robertson were not announced.
For 32 years folks in the Southwest have made a habit of listening to WOAI. They’ve depended on WOAI for accurate news, the best in entertainment, and for what and where to buy things. It’s an old habit—a good habit.

**THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST!**

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit
R&R GETS SUNOCO ACCOUNT SEPT. 1

WITT its appointment last week to handle the Sun Oil Co. $3 million account, Ruthrauff & Ryan, New York, has lined up approximately $10 million in annual billing in the past several months.

Sun Oil Co. (Blue Sunoco gasoline and Sunoco motor oils), whose appointment of R & R becomes effective Sept. 1, will continue to use radio and television spot campaigns. Oddly enough, the account had been handled by Hewitt, Ogilvy, Benson & Mather, the agency to which R & R lost its lucrative Rinso account last year.

Sun Oil also may be in the market for a network television show next fall, it was learned.


GF Realigns Responsibilities, Sets Up Staff Groups

DESIGNATION of Wayne Marks, vice president and controller of the General Foods Corp., as a staff group officer was announced last week by Executive Vice President Charles Mortimer Jr. as part of several changes in management responsibilities.

Mr. Marks will be one of two staff group vice presidents and will have reporting to him the sales division and the corporate functions of advertising and merchandising, purchasing, traffic and organization, and administrative planning. The other staff group officer is William M. Robbins, who has reporting to him the offices of the controller, treasurer, secretary, and general counsel, manufacturing, engineering, personnel administration and public relations.

Abel’s Duties

Mr. Mortimer added that Edwin V. Abel, currently director of advertising, will take on the duties and title of director of merchandising. Regrouping of responsibilities was attributed in part to the retirement of Clarence Eldridge, vice president in charge of marketing, who will continue to counsel the company on marketing affairs.

More Firms Sign for ’Moore’

FIVE new sponsors signed last week for quarter-hour participations in CBS-TV’s Monday-through-Friday Garry Moore Show, combining with five others already signed to make a complete sell out of the show for fall (Mon.-Fri., 1:30-2 p.m.).

The newly-signed sponsors: Swift & Co., for the Thursday, 1:30-4:45 p.m. portions; Hoover Co., Monday, 1:30-2 p.m.; Cat’s Pajama Rubber Co., Tuesday, 1:45-2 p.m.; Best Foods, Wednesday, 1:45-2 p.m.; and Borg Warner Corp., Thursday, 1:45-2 p.m. Other fall sponsors, previously announced, are C. H. Maaldal & Sons, Ballard & Ballard Div. of Pillsbury Mills, Purex Corp., Converted Rice, and Kellogg Co.

NEW BUSINESS

Spot

Circus Foods Inc., S. F. (packaged nuts), which sponsors five times weekly quarter-hour Nutty the Clown on KKNV (TV) Hollywood, this fall, plans to expand coverage to include stations in San Francisco, Portland, Seattle, Denver, Salt Lake City and Honolulu. Agency: BBDO, S. F.

Network

Garden Research Labs, N. Y. (RX-15 product) sponsored one-time-only presentation of The Miracle Garden over ABC-TV, Fri., 9:30-9:45 p.m. EDT. Agency: Huber Hoge & Sons, N. Y.

Shwayder Bros., Inc., N. Y. (Samsonite luggage and Samson folding chairs), effective Sept. 5, will sponsor ten-minute segment of Show of Shows Saturdays on NBC-TV. Show will be televised in approximately 38 markets. Agency: Grey Adv., N. Y.

Ludens Inc., Reading, Pa., renews sponsorship of Fri., 5:30-5:45 p.m. EDT portion of Howdy Doody, NBC-TV, Mon.-Fri., 5:30-6 p.m. EDT, for 52 weeks, starting Sept. 11, and Standard Brands, N. Y., Thurs., 5:45-6 p.m. EDT segment of same show for 13 weeks, Sept. 17. Agency for Ludens is J. M. Mathes Inc. and for Standard Brands, Ted Bates & Co.

Liggett & Myers Tobacco Co., N. Y. (Chesterfield Cigarettes), has renewed Left Griffith and the News over ABC Radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Furniture Guild Stores, Chicago, appoints Schram Co. Adv., same city, to handle promotional program. Radio and television will be used.

Peoples Pontiac Inc. of Chicago appoints Roberts, MacAvinche & Senne, same city, to handle all radio and TV advertising.

Gillette Co., Boston, for fourth consecutive year will sponsor teletcast of All-Star Baseball Game on NBC-TV, July 14. Agency: Mazon Inc.

Gillette Safety Razor Co., Boston, will sponsor Gillette Sports Newsreel over NBC-TV, 10-10:30 p.m. EDT, starting Fri. and extending through Sept. 4. Company also will sponsor telecast of All-Star Baseball Game, for fourth consecutive year, on NBC-TV, July 14.

Miles Labs, Elkhart, Ind., renews sponsorship of Curt Massey Time over Mutual, Mon.-Fri., 12 noon-12:15 p.m. EDT, starting today (Mon.). Agency: Geoffrey Wade Adv., Chicago.

American Hair & Felt Co. (carpet cushioning) buys one participation per week, for 13 weeks starting Sept. 29, and Consolidated Cosmetics, 10 participations, from June 29 to July 30, on NBC-TV’s Today. Agency for American Hair & Felt is Grant Adv. Inc., for Consolidated, BBDO.

Agency Appointment

BarberEtte Co., N. Y., appoints Smith, Magel & Snyder, N. Y., as advertising agency for its home hair trimmer. Spot radio and television will be used throughout country.

John Andre, N. Y. (drug products), appoints Duane Jones Agency, N. Y.


Bu Tay Products Ltd. (Raindrops water softener) appoints Dan B. Miner Co., L. A.

Hassel Smith is account executive.

Serta Assoc. Inc. (mattresses), Kroll Bros. Co., Chicago (juvenile furniture), and Chicago Spring Products Co. (spring units) name Bozell & Jacobs Inc., Chicago. Al D. Rewitch, vice president in Chicago office, is account director for all three accounts.

Colby Steel & Manufacturing Inc., Seattle, designers and builders of materials handling equipment for marine and shore installations, names West-Marquis Inc., Seattle. Peter Hemp is account executive.


Washington State Ferries appoints Botsford, Constantine & Gardner, Seattle. Reinhardt Knudsen is account executive. Radio will be used.

Crosby Golf Master Sales, L. A. (measuring device for golf hits), appoints Frank Bull & Co., that city. Radio and TV will be used. Rudy Perkins is account executive.

Excelsior Quick Frosted Meat Products Inc., N. Y., appoints Paris & Peart, that city. Donald C. Forteous is account executive. Radio and TV will be used.

Musson G. Shaw Co., N. Y. (wine importer), appoints Robert W. Orr & Assoc., that city. National and local media will be used.

Shorts

Botsford, Constantine & Gardner, Seattle, has moved to 1400 Tower Bldg. Phone number remains Elliott 3252.

Abbott Kimball Co. moves to 405 Montgomery St., S. F. Telephone remains EBrook 2-6275.
KONA
Channel 11 Honolulu, Hawaii
on the air June 24, 1953 as the most powerful television station in the Islands...

joins the distinguished TV stations nationally represented by...

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

representing
TELEVISION STATIONS:
WNBT New York
WNQ Chicago
KNSW Los Angeles
WPTZ Philadelphia
WS2-TV Boston
WNAS Washington
WNBA Cleveland
KSD-TV St. Louis
KPFV Portland, Ore.
WRGB Schenectady-Albany-Troy
KONA Honolulu
CONSOLIDATED TV FILMS MAINTAINS CONTROL OF FAIRBANKS-NBC SERIES

CTS will make regular payments to NBC for films originally made by Jerry Fairbanks, and which the producer was buying back from the network. NBC claimed Mr. Fairbanks had failed to keep up payments.

CONTROL of TV films made by Jerry Fairbanks Inc. for NBC-TV, which the producer was buying back from the network prior to its recent foreclosure proceedings, will remain in the hands of Consolidated Television Sales for distribution.

Mr. Fairbanks bought the TV films back from NBC, which later sued him claiming he hadn't kept up the agreed payments. Under the new agreement, CTS takes over those obligations, making regular payments to NBC on the previously agreed guarantees from TV sales of the properties.

Film series include Public Prosecutor, Paradise Island, Jackson and Jill, Going Places With Uncle George and Ringside With the Wrestlers.

In a recent re-organization, Mr. Fairbanks split his operations into two divisions, with all TV distribution going through Consolidated Television Sales and production coming under Jerry Fairbanks Productions of California, of which he is sole owner.

Unity Television Promotes Len Firestone

PROMOTION of Len Firestone from eastern division sales manager to the newly created post of national sales manager of Unity Television Corp. was announced Wednesday by Arche Mayers, president of Unity.

Mr. Firestone's appointment was described as a step taken by Unity "to keep pace with the increase of business" resulting from the new "Plus 80" package which was acquired recently by the firm. Mr. Mayers said Mr. Firestone will leave shortly on an extended business trip to launch the "Plus 80" package and to inspect sites for new Unity branch offices in key sections of the country.

Mr. Firestone, who has been with Unity for several years, attended Duquesne U. A veteran of World War II, he worked after the war with a Pittsburgh radio station and for several advertising agencies.

Kling Buys Chicago Property

KLINGO Studios Inc., Chicago and Property is Chicago at 1100 W. Washington Blvd., about Aug. 1 and spend $150,000 equipping it, according to Fred Niles, vice president of Kling's motion picture-TV division.

The property offers 85,000 square feet of floor space. Earlier this month Kling bought a tract of land in Hollywood, where it will build a new film center.

Sterling Films Contest

TO PROMOTE new talent, Sterling Films, New York, announced last week it will launch a new contest in late August among amateur and college film clubs experimenting in TV films. The winning club will be presented with a "best of the year" trophy and outstanding films will be distributed by Sterling on a royalty basis. Sterling currently is conducting a contest to find a name for its new group of three-minute magazine films for TV.

Peerless, Arrow Productions

Consolidate Film Activities

CONSOLIDATION of Peerless Television Productions, New York, with Arrow Productions Inc., New York, was announced last week by Arthur Sachson, Arrow vice president and general sales manager.

The new set-up will provide a New York sales home office and four regional representatives for the firm. Arrow will take over distribution of the 27 Peerless feature film packages and also plans to produce and distribute The Count of Monte Cristo and The Leather Pushers series for television.

New 'Cop' Sales Reported

SALES of The Cop (formerly Dragnet) in 12 markets were reported last week by John B. Cron, national sales manager of the NBC Film Div., which is syndicating the property. He said it has been sold to the Crosley TV circuit and to KTTV (TV) Los Angeles, the West Pacific advertising agency for the Seattle and Spokane markets; KFEL-TV Denver, and WWJ-TV Detroit. Mr. Cron also said Victory at Sea, which has been sold in 41 markets, was to have started a first run in the Pittsburgh market yesterday (Sunday), sponsored by Ford Motor Co.

Film Sales

Genessee Brewing Co., Rochester, N. Y., has completed negotiations with Arrow Productions, Hollywood, to sponsor Ramar of the Jungle film series on seven N.Y. stations, bringing the number of markets in which the show is telecast to 41. Stations include WHAM-TV Rochester, WRGB (TV) Schenectady, WBEN-TV Buffalo, WNBF-TV Binghamton, WTVT (TV) Elmira and WKTV (TV) Utica. Agency: Rogers & Porter, Rochester.


Production gets underway this month on the final group of films in the series. Plans are being readied for a TV version of Count of Monte Cristo to roll in early 1954.

RCA Recorded Program Services last week reported the sales of its 15-minute Roy Willing & the Riders of the Purple Sage TV series to WTVT (TV) Bloomington, WNCI-TV Green- ville, WDAY-TV Fargo, WFTV (TV) Duluth and WTVR-TV Richmond.

Filmcraft Productions, Hollywood, has been signed by NBC-TV to film 39 half-hours in You Bet Your Life for fourth consecutive year. Sponsored by DeSoto-Plymouth, through RDO, New York, the show is packaged and produced by John Guedel Productions. Shooting starts August 19 on 144th program.

Academy Films Inc., Chicago, has completed a series of TV spots in color and three dimensions for use by Holsum Bread, an organization comprising individual bread firms. In a story appearing in the June '22 issue of B&T, the parent firm was incorrectly identified as Atlanta Baking Co, which makes Holsum buns. The announcements were projected at a general managers conference of the W. E. Long Co. in Chicago June 22-25. Atlanta Baking Co. is not a client of the Long agency.

Jerry Fairbanks Productions, Hollywood, has been set to film a half-hour program in color for Chrysler Corp., Detroit, promoting the 1954 Chryslers. Budgeted at $100,000, the film will be released to TV in August.


KTTV (TV) Hollywood has acquired 184 cartoons from Commonwealth Television, New York, for showing on Sheriff John, Cartoon Time and Lunch Brigade programs. Films are based on "Aesop's Fables." Negotiations were concluded by Dale Sheets, station film editor, and Mort Sackett, Commonwealth president.

Availables

Jack Russell & Assoc., Chicago, talent counseling office, announces it has received franchise from Combined Television Pictures Inc., which includes 14 full-length Alexander Korda pictures and 39 half-hour Dick Tracy series. Firm also has 40 three-to-five minute musical program fillers available.

Distribution


Production

Fearless Fagan Productions is the name of a new Hollywood television production firm formed by Frank Woods, formerly of Lippert Pictures; Floyd Humeston, animal trainer, and Elmer Williams, director, with Les White and John Rapp, writers.

Greene-Hart Productions has been formed with freelance Hollywood disc m.c. Maurice Hart and TV producer Mort Greene to produce a 52 half-hour TV film series, A Disc is Born. Format of the show revolves around a recording session of musical personalities, the film to be released with or after the disc.

Page 38 • June 7, 1953
Dear Les:

It is indeed a pleasure for me and my associates to welcome you, your staff, and WHBF to the CBS Radio Network on this first day of July.

Your first quarter century of success and service to your home community of Rock Island and the entire Quad-Cities is a great asset which we are proud to share with you in this new affiliation.

All of us here are certain that the combination of WHBF and CBS Radio, both outstanding in their field, will reflect to our mutual credit in the conduct of WHBF community service, together with famous CBS educational and entertainment features.

We anticipate many fruitful years in our new association with you. We are sure the people of your area will be happy with the joint efforts of this great team - WHBF and CBS Radio.

Cordially,

Frank Stanton, President
COLUMBIA BROADCASTING SYSTEM, INC.
Greene-Hart Productions will go “on location” to various recording studios to shoot each film.

Rossmore Productions Inc. is the name of a Hollywood company formed to produce theatrical, industrial, educational, and TV films. Officers of the firm are Sidney R. Ross, Roby Rosenberg and John E. Pommer, with Paul Schreibman as legal counsel and business manager. Mr. Ross is associate producer with Alfred E. Green, Mr. Rosenberg with various major studios for 30 years, Mr. Pommer is the son of European producer-director Eric Pommer and Mr. Schreibman operates the Palms Theater, Hollywood.


Volcano Productions, Hollywood, no longer filming ABC-TV’s Adventures of Ozzie and Harriet, is going into production of own package. Same shooting in 35 mm Eastmancolor is scheduled for Ricochet, “adult” Western non-episodic half-hour series, featuring top Hollywood-actor and directors. Blake Edwards is writer. Soldier of Fortune, half-hour episodic film series, is being developed by writer Joel Murocct for fall filming. In negotiation stage is a half-hour comedy series to star Jack Haley, which goes into production this summer.

With the signing of James Bank, eastern insurance executive and theatre chain owner, vice-president, the firm plans expansion of facilities to produce six one-reel puppet films yearly in “Adventures of Sam Spade” series for theatrical release. Programs, to be filmed in Stereoc-Cine process, will be released to TV after advent of 3-D vision.

Ozzie Nelson, writer-director-co-star of ABC-TV’s Adventures of Ozzie and Harriet, is reportedly forming his own company to film future programs in the series. Leo Pepin will act as production supervisor for ABC-TVC. Production starts August 1 at General Service Studios, Hollywood.

Random Shots

ABC-TV Western Division claims perfection of a kinescope process which gives “the quality of a live telecast.” Basic differences of the new system from the old is in use of 35 mm film and special cameras manufactured by Producers Sales Corp., Burbank, according to Phil Caldwell, ABC-TV west coast director of engineering. Cameron Pierce, west coast director of TV engineering, and Fred Albin, head of west coast kineoscoping, have worked on the process with film for over a year. The system, described as a “modified form of live camera” by Mr. Pierce, is in use on all network shows originating from the West Coast.

Allied Artists has started a TV trailer spot promotion campaign in five major cities to publicize the series, “The Maze.” Show opened June 26 in Salt Lake City and July 2 in Los Angeles and Minneapolis. It will open July 17 in St. Louis and before July 23 in Toledo. Account in each instance is handled by a local advertising agency. Los Angeles agency: Stodel Advertising Co.

Precision Film Labs, New York, is releasing a new booklet on 16 and 35 mm film processing. The booklet, printed in color, simulates a tour through the Precision plant. Russell Holberg, manager of the company, said copies of the booklet are available free of charge. Requests on company letterhead should be addressed to the firm at 21 West 46th St., New York 36, he said.

M. Bernard (Reu) Fox has been elected vice president of Roland Reed Productions Inc., Beverly Hills, Calif. He affiliated with the Reed-usher but also months ago for the production and sale of two TV series he created, Waterfront and Men of Justice. Mr. Fox formerly was assistant manager of programming and production for the DuMont TV Network, its WABD (TV) New York. He left DuMont to form his own company, Fox Television Productions, which he maintains for the creation and development of original TV programs.

Bill Vidas has joined Jack Russell & Assoc., Chicago, as head of the firm’s new film syndicate department.


United World Films, Inc., TV subsidiary of Universal-International, has completed a film series of six one-reel spot commercials for use on Kit Carson Show, DuMont Agency and UWF vice president Norman Gluck negotiated the deal.

Health Information Foundation, New York, announced last week that WWLP (TV) Springfield, Mass., is the 100th television station to schedule Anywhere USA TV spot commercials for use on six TV film programs produced by HIF. It dramatizes every-day episodes showing Americans in their progress toward better health.

Youngsters viewing the Superman TV film series these days are receiving not only blood-and-thunder but also advice on good health habits and hints on safety. National Comics Publications Inc., producer of the programs, said last week that Superman’s lectures to youngsters are included at the end of each show and pointed out that “this formula has worked wonders in the comic magazines where Superman has a very definite force in promoting many worthwhile causes.”

Byron Inc. Distributes Atomic Test Film

PRINTS of the new Federal Civil Defense Administration’s 16 mm, black-and-white, 10-minute film, Operation Dynamo, “a minute-by-minute account of what actually happened at Hanford in the atomic bomb explosion test,” are being distributed to TV stations throughout the country. FCDA has announced. The film is of the March 17 test at Yucca Flat, Nev., where two frame houses, home shelters and automobiles were exposed to an atomic blast, the agency said. The motion picture was produced by Byron Inc. and can be obtained from the firm, located at 1226 Wisconsin Ave., N.W., Washington, D.C., for $27 each.

‘Lucy’ Makes It A Year As Leading TV Program

AMERICAN Research Bureau rates I Love Lucy as the top TV program for June 1-7 and reports the program has been the nation’s top TV show for 12 months. The ARB June 1-7 figures, by ratings and total viewers reached:

**Lucy**

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy</td>
<td>CBS</td>
<td>29.8</td>
</tr>
<tr>
<td>Dragnet</td>
<td>NBC</td>
<td>26.4</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>CBS</td>
<td>25.9</td>
</tr>
<tr>
<td>Technicolor</td>
<td>NBC</td>
<td>23.8</td>
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<tr>
<td>Godfrey and Friends</td>
<td>NBC</td>
<td>22.5</td>
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<tr>
<td>Bennie’s Blind Date</td>
<td>CBS</td>
<td>22.1</td>
</tr>
<tr>
<td>comedy Hour of Cantor</td>
<td>NBC</td>
<td>21.7</td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>CBS</td>
<td>21.6</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>CBS</td>
<td>20.1</td>
</tr>
<tr>
<td>Red Buttons</td>
<td>CBS</td>
<td>19.3</td>
</tr>
</tbody>
</table>

**Two to ARF Ratings Study**

ROBERT M. HOFFMAN, director of research, WOR New York, and Charles H. Smith, research director, WCCO Minneapolis, have been added to the main Advertising Research Foundation committee in charge of the Ratings TV Rating Methods Study. John Coyle, ABC research manager and consultant, has replaced Oliver Treyz, director of research and sales development, as ABC representative on the committee.
In Pittsburgh...

**EVENING**

Yes, evening radio time is even better than early morning, a period which is obviously a great buy considering number of listeners per set, audience turnover and family-type audience.

A study* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday reveals this eye-opening comparison:

- 29% higher average ratings on WWSW in the evening.
- 51% more homes using radio in the evening.
- 17.5% more listeners per set in the evening.

And remember, this kind of evening listening exists in spite of thorough television penetration in the Pittsburgh area!

Such percentages are equally true of many other radio markets throughout the country... including mature television markets... where evening radio gives you a far greater audience than early morning, and the cost per thousand comparison is extremely attractive.

These facts more than warrant a closer look into nighttime radio by advertisers and their agencies. We say it’s today’s biggest bargain, and we can prove it in markets coast to coast.

For the whole story, phone your John Blair man today!

particularly on **WWSW, Pittsburgh’s Leading Independent Station**

*Source: Pulse of Pittsburgh, March-April 1958

This is one in a continuing John Blair & Company series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John-Blair represented outlets... all in major markets, all in mature television markets.
THE FACTS ABOUT SUPER POWER AND COVERAGE

In considering television coverage of a given geographical area such as the "Baltimore Area" it is important to remember that the transmitting frequencies (channels) DO NOT possess similar propagation characteristics.

Therefore, in order to provide substantially equal coverage, the FCC Rules and Regulations permit stations to use the following maximum effective radiated power:

- Channels 2 to 6 .......... 100,000 Watts
- Channels 7 to 13 ........ 316,000 Watts
- Channels 14 to 83 ...... 1,000,000 Watts

WITHIN THE NEXT TWO WEEKS, WMAR-TV WILL BE THE FIRST STATION IN MARYLAND TO USE THE MAXIMUM POWER AUTHORIZED BY LAW—

100,000 WATTS

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION ★ BALTIMORE, MARYLAND
## TELESTATUS®

**Weekly TV Set Summary—July 6, 1953—Telecasting Survey**

**Editor’s Note:** Set estimates appearing here are obtained from stations, which report regularly on special, sworn off-idids. 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 listed, and no attempt is made here to define geographical or to identify cities within signal reach of stations that serve 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 some city, separate figures are shown for each. Total U. S. sets in use, however, is an unduplicated estimate.

### City | Outlets on Air | Sets in Station Area | City | Outlets on Air | Sets in Station Area
---|---|---|---|---|---
**ALABAMA**
Birmingham | WAPI-TV, WNBC-TV | 161,000 | Ann Arbor | WHAG, WGBS, WGBS-TV | 8,000
Mobile | WLAG-TV | 40,000 | Battle Creek | WBCF, WBCF-TV | 39,776
Montgomery | WKEA-TV | 22,000 | Detroit | WJBK-TV, WWJ-TV, WJRT-TV | 1,001,000
**ARIZONA**
Phoenix | KPHO-TV, KTVL-TV | 67,400 | Grand Rapids | WOOD-TV | 246,618
Tucson | KOPO-TV | 30,000 | Kalamazoo | WJOJ-TV | 299,000
**ARKANSAS**
Little Rock | KRTV | 30,000 | Lansing | WJLM-TV | 180,321
**CALIFORNIA**
Fresno | KMJ-TV | 22,000 | Englewood | WKRV-TV | 30,000
Los Angeles | KECA-TV, KJLH, WLAC, KNXT, KTLA, WUPA, WWIN | 1,595,877 | **MINNESOTA**
Sacramento | KXTV | 22,070 | Dakota | WFTV | 21,235
San Diego | KSWB-TV, KFMB, KFMB-TV, KFMB-AM | 185,360 | Minneapolis | WCCO-TV, KSTP, WCCO-AM | 371,000
San Francisco | KGO-TV, KPIX, KRON-TV | 654,085 | St. Paul | KSTP | 371,000
Salinas | KVIE-TV | 20,000 | Rochester | KREG-TV | 30,000
**COLORADO**
**CONNECTICUT**
Colo Springs | KTV | 22,070 | Bridgeport | WICB-TV | 11,031
Denver | KQTV, KFEL-TV | 150,342 | New Britain | WBN, WBN-TV | 48,674
Fruitland | KDFL-TV | 20,000 | New Haven | WBNH-TV | 354,000
**DELAWARE**
Wilmington | WDEL-TV | 139,168 | **FLORIDA**
**DISTRICT OF COLUMBIA**
Washington | WJLA-TV, WMBW, WTOP-TV, WTTG | 451,000 | Ft. Lauderdale | WFTL-TV | 118,000
**GEORGIA**
Atlanta | WAGA-TV, WSB-TV, WEWA | 330,000 | Jacksonville | WJXT | 181,000
Knox | WROX-TV | 75,500 | Miami | WSMV | 200,000
Houloulu | KOMG-TV, KONA | 21,500 | New Sun | WENS-TV, WNBK | 104,300
**HAWAI'I**
Honolulu | WGBS-TV, WSB-TV | 75,000 | St. Petersburg | WTSU-TV | 200,000
**ILLINOIS**
Chicago | WSBN-TV, WENR-TV, WGN-TV, WBBM | 1,415,499 | St. Louis | KSLN | 599,000
Peoria | WEEK-TV | 41,128 | Springfield | WOGA-TV | 21,482
Rockford | WTVO | 283,000 | **INDIANA**
**INDIANA**
Bloomington | WTTV | 230,000 | Kokomo | WTTK | 355,000
Indiana | WWSM-N, WLPN | 353,000 | Lafayette | WTTV | 300,000
Indianapolis | WLCM | 353,000 | Muncie | WCSC | 180,000
**ILLINIOIS**
Ames | WOI-TV | 131,944 | South Bend | WSBT-TV | 37,914
Des Moines | WOCTV | 200,000 | Sioux City | KOIV-Y | 47,300
**KENTUCKY**
Louisville | WAVE, WTVS, WHAS-TV | 250,000
**LOUISIANA**
Baton Rouge | WBGR-TV, WOSU-TV | 192,497 | New Orleans | WSCU-TV, WBOB, WBOB-TV | 18,000
**MAINE**
Bangor | WABI-TV | 18,685 | Portland | WWIB, WMCA | 15,000
**MARYLAND**
Baltimore | WJZ, WBAL-TV, WMAR-TV | 482,464 | **MISSISSIPPI**
**MISSOURI**
**NEBRASKA**
Lincoln | KOBR-TV, KPRD-TV, KBB-TV | 19,428 | Omaha | KMTV, KOWT | 187,342
**NEVADA**
Las Vegas | KLAS, KVGB | 271,200 | Reno | WSN | 224,961
**NEW JERSEY**
Atlantic City | WFPG-TV | 3,500,000 | Newark | WATV | 105,000
Staten Island | WNY | 35,060 | North Carolina | KSPF | 124,000
**NEW YORK**
Albany | WKTV | 328,000 | Buffalo | WKBW, WNY, WBZ, WGRB | 184,000
New York | WABC-TV, WABC, WABD | 352,729
Staten Island | WSN | 184,000 | Rochester | WHAM-TV | 104,020
**OHIO**
Cincinnati | WLW, WRT, WOSU, WAFV, WAFV-TV | 413,000 | Columbus | WOAC-TV, WOSU, 
**OKLAHOMA**
Oklahoma City | KGTV | 104,020 | Tulsa | KOCO | 104,020
**OREGON**
Portland | KPTV | 124,000 | Seattle | KGW | 200,000
**PENNSYLVANIA**
Altoona | WABG-TV, WPSG, WPSG-TV | 181,500 | Bethlehem | WLB - TV | 150,000
**RHODE ISLAND**
Providence | WJAR-TV | 1,045,000 | **SOUTH CAROLINA**
Camden | WCOI | 30,000 | Charleston | WCBD | 150,000
Charleston | WCBD | 300,000 | Columbia | WPS | 20,000
Davenport | WABG-TV, WPSG, WPSG-TV | 181,500 | South Dakota | KELO-TV | 31,000
Dayton | WDTN | 180,000 | Detroit | WJBK-TV, WWJ-TV, WJRT-TV | 1,001,000
Edinboro | WICM | 19,000 | Erie | WICM | 180,000
**SOUTH DAKOTA**
Sioux Falls | KELO-TV | 31,000
**TENNESSEE**
Knoxville | WATE | 355,000
**TEXAS**
El Paso | KFOX, KAM, KAMC | 140,000
Houston | KTRK, KTVH, WOAI, KVOA | 104,020
Laredo | KHWE, KLB | 86,241
Lubbock | KLLB | 104,020
McAllen | KVEO, KVEO-TV | 86,241
San Antonio | KMYS, KFYO, KFYO-TV | 86,241
**UTAH**
Salt Lake City | KLTV, KSL | 180,000
**VERMONT**
Burlington | WPTV | 180,000
**VIRGINIA**
Alexandria | WJLA-TV, WTOP-TV | 246,961
**WISCONSIN**
**WASHINGTON**
**WISCONSIN**
Milwaukee | WITI, WICE | 162,000 | Green Bay | WGBA, WGBA-TV | 105,000
**WEST VIRGINIA**
**WEST VIRGINIA**
Charleston | WCHS, WCHS-TV | 85,000 | Huntington | WTRF, WTRF-TV | 75,000
**WISCONSIN**
Milwaukee | WITI, WICE | 162,000 | Green Bay | WGBA, WGBA-TV | 105,000
**WYOMING**
Laramie | KSLA, KSLA | 104,020
**WYOMING**
Cheyenne | KSLA | 104,020
**WYOMING**
Cheyenne | KSLA | 104,020
**WYOMING**
Cheyenne | KSLA | 104,020
**WYOMING**
Cheyenne | KSLA | 104,020
EVEN HANNIBAL WATCHES

WHEN

Page 44 • June 7, 1953

For information on what to buy and where to buy it, people in Hannibal watch WHEN and then shop the Syracuse Market.

Hannibal, N. Y., in the Syracuse shopping area, is only one community in the rich 26-county market covered exclusively by WHEN. This heart of the Empire State is made up of more than 2% million people with a high, stable buying income— all potential purchasers of your clients' products. You get complete and exclusive coverage of this important upstate New York market with its high spendability only over WHEN.

SEE YOUR NEAREST KATZ AGENCY

FACTS & FIGURES

TENNESSEE

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
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</thead>
<tbody>
<tr>
<td>Memphis</td>
<td>WMCT</td>
<td>209,756</td>
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<tr>
<td>Nashville</td>
<td>WSM-TV</td>
<td>117,450</td>
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TEXAS

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<td>Amarillo</td>
<td>KDFA-TV, KGNC-TV</td>
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<td>Austin</td>
<td>KTRC-TV</td>
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<td>Dallas</td>
<td>KRLD-TV, WPAA-TV</td>
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<td>El Paso</td>
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<td>Ft. Worth</td>
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<td>Galveston</td>
<td>KGUL-TV</td>
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<td>Houston</td>
<td>KPRC-TV, KHUF</td>
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<td>Lubbock</td>
<td>KCBR-TV, KLBV-TV</td>
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<td>Wichita Falls</td>
<td>KFDX-TV, KFWF-TV</td>
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SOUTH CAROLINA

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<tr>
<th>City</th>
<th>Outlets on Air</th>
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<tr>
<td>Greenville</td>
<td>WSPA-TV</td>
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<td>Charleston</td>
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<tr>
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KEYSTONE Broadcasting System last Tuesday announced the addition of five new clients during June, bringing its list of affiliates to 669. New stations are: WFOB Boston, Ohio; WPPF Park Falls, Wis.; KRHD Duncan, Okla.; WJRM Rumford, Me., and WLEW Bad Axe, Mich.

FACTS & FIGURES

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TEXAS

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Notice how those highways radiate from Lubbock like spokes from the hub of a wheel? It's good flat country in all directions and 347,121 oil-cotton-rich plains people are tuned to Lubbock, their wholesale and cultural center. Retail Sales were in access of $442,235,000 last year. The buying income was $553,120,000.

Surrounding farm towns provide a great market apart from metropolitan Lubbock and there is no other single medium that so completely covers the entire area as does K"DUB."

It's an entertainment-hungry market. Since the large farms and communities are scattered over a large area, TV caught on quick. 28,750 sets were in use June 1st (at end of 1st six months of operation) and 2,000 are being sold monthly.

W. D. "DUB" ROGERS
President
MIKE SHAPIRO
Ass. Mgr. - Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural

Avery-Knodel, Inc.
National Representative

AFFILIATES: DuMont  Paramount
Radio-TV Medical Claims Arouse AMA Opposition

THE American Medical Assn. has taken a strong editorial stand against radio and television programs which include certain medical claims in their advertising.

The association has authorized a study calling for a series of meetings on the national and local station levels with representatives of the broadcast industry to discuss advertising problems that affect its profession.

Protest Commercials

AMA said it has received numerous letters from physicians protesting radio-TV commercials which "mislead the public into believing the claims have been proved medically." AMA also scored programs which feature white coats, stethoscopes and other accoutrements of the profession, warning that "the public is not so lassingly gullible as some advertisers seem to believe."

AWRT Names Chairman Of Standing Committees

AMERICAN Women in Radio & Television national chairman of standing committees for 1954 have been announced by Doris Corwith of NBC, AWRT president. They are: Hilda Ballestro, Epworth Milk Assn., Chicago, eligibility; Ruth Crawford, ABC New York, information services; Madge Cooper, WMNR Clinton, Ohio, membership; Heloise Parker Broeg, WHER Boston, projects; Betty Stuart Smith, J. Walter Thompson Co., New York, publications; Bette Doolittle, NARTB, Washington, publicity; Mariel Fox, Carl Byoir & Assoc., New York, public relations.

Board members who will work with the committees are: Nina Badenough, National Society for Crippled Children & Adults, Chicago; Betty Barnett, KSD-TV St. Louis; Jane Barton, N. Y. State Radio-Motion Picture Bureau; Dorothy Fuller, WBRT Brockton, Mass.; Betty Roess, WMAQ Chicago; Gertrude Trobe, WBFF Beaver Falls, Pa.; Lillian Lee, Atlanta, consti-
tution & bylaws.

Edythe J. Mesarad, first AWRT president, was named 1954 convention director. AWRT board's next meeting will be at Chicago's Edgewater Beach Hotel Oct. 31.-Nov. 1.

FELLOWS ADDRESSES UTAH BROADCASTERS

RADIO and television, as well as magazines and newspapers, "are here to stay" and in most cases will grow stronger, NARTB President Harold E. Fellows said Tuesday in an address to the Utah Broadcasters Assn. in Salt Lake City. Philo Farnsworth, pioneer TV inventor, was UBA's guest of honor.

The American people, "both within and beyond TV markets," have shown they consider radio a necessity, Mr. Fellows said, citing increased listenership, sale of more sets and recognition by advertisers that it is the essential low-cost medium.

"Those identified with radio should be thankful for the competition offered by television," he said, "because it got us out of our armchairs and onto our feet. . . . It thinned down and flattened out a lot of broadcasters' waistlines . . . and it put muscles back in their legs and ideas back into their heads."

He warned that radio can be destroyed by bad management or by location in a market already saturated with a multiplicity of similar services.

In nine cases out of ten, he reminded, radio rates need adjusting upward as shown by NARTB studies and examination of other media.

Mr. Fellows paid this tribute to Mr. Farnsworth: "Thank you, on behalf of these broadcasters and many like them throughout the nation, for creating a life in which we may find not only the satisfaction of economic reward, but the greater satisfaction of service to our fellowmen."

Fellows Wins Ky. Colonelcy

COMMISSION as a "Kentucky Colonel" was awarded Thursday to Harold E. Fellows, NARTB president, by Gov. Lawrence W. Wetherby "in recognition of his outstanding leadership in the fields of aural and visual broadcasting." Mr. Fellows addressed the mid-June meeting of Kentucky Broadcasters Assn.

Joe Eaton, general manager of WKLO-AM-TV Louisville and president of KBA, forwarded the commission to Mr. Fellows.

SEATTLE TO OPEN NARTB 1953 MEETS

Scheduled from Sept. 14 through Nov. 5, the 17 NARTB district meetings will be divided into two legs, using six days of the week for three two-day sessions.

NARTB's schedule of 17 district meetings will open on the West Coast this year, with the kickoff session scheduled Sept. 14-15 at Seattle.

The full schedule was announced Wednesday as most of the detailed planning was cleared by President Harold E. Fellows and Secretary-Treasurer C. E. Arney Jr. The 1953 meeting format had been approved by NARTB's joint board of directors at its June 17-19 meeting (B+T, June 22).

This year the schedule has been divided into two legs. The first will carry the "sea circus" troupe down the West Coast and through the mountain and upper central areas. This will wind up Oct. 3 at Cincinnati. The second leg starts Oct. 12 at Ardmore, Okla., and moves through Texas, eastward through the South and up the East Coast states to New England where it concludes Nov. 5.

The schedule has been squeezed into less than two months by careful planning and a six-day-a-week lineup that includes Saturdays. The normal pattern has called for two two-day meetings a week instead of the three slated this year.

NARTB plans to carry a representative headquarters crew that will be available for consultations. Consultants are arranged by district directors, with top management problems receiving main attention instead of departmental services of stations. An NARTB television specialist will discuss TV management problems at each meeting.

The full schedule of district meetings follows:

<table>
<thead>
<tr>
<th>District</th>
<th>Date</th>
<th>Location</th>
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<td>Sept. 14-15</td>
<td>Seattle</td>
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<td>Sept. 16-17</td>
<td>San Francisco</td>
<td>Mark Hopkins</td>
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<td>Sept. 18-19</td>
<td>Los Angeles</td>
<td>Sun Valley</td>
<td>Challenger</td>
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<td>Sept. 21-22</td>
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<td>Sept. 23-24</td>
<td>Los Angeles</td>
<td>M. S. Hotel</td>
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<td>Sept. 25-26</td>
<td>Minneapolis</td>
<td>Radisson</td>
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<td>Sept. 27-28</td>
<td>Chicago</td>
<td>Plaza Hotel</td>
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<td>Sept. 30-1</td>
<td>Indianapolis</td>
<td>Country House</td>
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<td>Oct. 2-3</td>
<td>Cincinnati</td>
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<td>Oct. 10-11</td>
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<td>Oct. 26-27</td>
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<td>Nov. 1-2</td>
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Hollywood Ad Club Elects


Amos Baron, general manager, KKEA Hollywood, was named second vice president and Irving Schwartz, Better Advertising Co., was re-elected first vice president for public relations. George K. Kopko, mayor of Hollywood (apparel shop), is treasurer and Alie Anderson, assistant advertising manager, Van de Kamp's Bakersies, is secretary.

IN LINE for a picnic buffet at Cape Hatteras Lighthouse are these attendees at the North Carolina Assn. of Broadcasters meeting last month. The middle trio in this group is wearing "Everywhere You Go There's Radio" hats presented to each registrant. Reading the line are (left to right): Bill Stevens, WWNC Asheville, NCAB president; Mrs. Hokins; Charles Wall, BMI vice president, New York; Gaines Kelley, WMFY-TV Greensboro, and Omar Hilton, WBUY Lexington.

Page 46 • July 6, 1953
“Allow for windage, allow for windage! Is that all you can say?”

Fortunately for the flora and fauna of McGregor, Iowa, most of the 1502 bows and 500 dozen arrows custom-built in 1952 by archery tackle man Eddings were exported. Archers say his bows are works of art, as finely tuned as a concert-pitch piano. They're laminated, with a core of native Iowa northern maple, and capable of pulls from 23 to 115 pounds. Sold to non-belligerents in Hong Kong, Chicago, and points between and beyond, they could have made things a lot tougher for early Iowans in the Indian battles of the Nineteenth Century.

Eddings doesn't advertise on WMT, and would rather shoot arrows than listen to the radio. How he ever got in a WMT ad almost defies explanation, except one of the fellows at the station had this idea for a drawing. Eddings is a small sample of the Iowa industrial population which jumped 67% in eight years while the nationwide ind. pop. jumped 39%, and which now drags down a $600,000,000 payroll.

Moral: Don't lose sight of the Iowa industrial forest for the cornstalk trees.
BAB WOULD SEEK NON-RADIO CLIENTS

ESTABLISHMENT of city and state-wide radio station sales groups to solicit business from non-radio advertisers dominated the discussion at BAB clinics in Portland on June 25 and Seattle on June 27.

It was decided at the Portland meeting that a session will be held later this month to explore this project. Action followed closely an announcement by the Oregon State Broadcasters Assn. to implement its sales committee for solicitation of regional business.

At Portland, broadcasters decided to approach this undertaking initially through the Washington State Assn. of Broadcasters and recommended that the state group study its feasibility.

Sweeney Predictions

BAB's support for this project was expressed at both sessions by Kevin Sweeney, BAB vice president. He predicted that highly active committees for joint solicitation of business will exist in all the states and probably in two dozen metropolitan areas.

Chairman of the BAB session in Portland was Bob Prigmore, KEX Portland, and in Seattle was Otto B. Brandt, KING Seattle.

SDBA Scholarships

SOUTH DAKOTA Broadcasters Assn. has donated $200 toward scholarships for four students who plan to enter radio-TV engineering departments at the U. of South Dakota this fall, it has been disclosed.

Announcement of awards was made by Keith J. Nighbert, head of the radio department and director of KUSD, the university's station at Vermillion. Aside from the SDBA donation, $100 was contributed anonymously.


APRA Plans 1954 Meet

NEXT YEAR'S convention of the American Public Relations Assn. is set for April 4-6 at the Hotel Shelton, New York, Stephen James, association president, has announced.

Rhode Island Broadcasters Form State Association

THE Rhode Island Radio & Television Broadcasters Assn., first organization of radio and TV stations in the state, was formed June 26 at Providence with the adoption of bylaws.

Elected first president was Mowry Lowe, WEAN Providence station manager. Mitchell Stanley, WWON Woonsocket manager, was named vice president, and Norman Glidison, TV operations manager at WJAR-TV Providence, was elected secretary-treasurer.

Other charter stations include WJAR WPPro WHIM WICE and WRIB, all Providence, and WPAW Pawtucket and WERI Westerly. President Lowe invited members to be his guests at a luncheon during the next meeting and all agreed this is a precedent that should be followed by all new presidents.

RIRTBA's objectives are "to promote closer cooperation and understanding among members, to foster and promote development of the art of radio and television broadcasting, to encourage and promote customs and practices which will be in the interest, convenience and necessity of the listening and viewing public, to help educate the public and business generally concerning the uses and values of radio and television to the community, the state and the nation, and to concern itself and take appropriate action on any legislative matters affecting the broadcasting industry."

Job Clearing House Initiated by IBA

CLEARING house for available jobs as well as candidates for employment has been set up by Indiana Broadcasting Assn. W. Farrell Rippe- to, WBOR Terre Haute, will direct the operation, it was decided at an IBA meeting held in connection with the BMI-BAB two-day clinic at Indianapolis.

A series of traffic safety spots will be carried over the Labor Day weekend by IBA member stations.

Dee O. Coe, WWCA Gary, presided at the IBA meeting and directed a sales panel. Participating were Lester G. Spencer, WKRV Richmond; Tom Peden, WAOV Vincennes, and Bob Williams, WFMFL (FM) Washington.

Urges Greater Use Of Negro Performers

ADOPTION of a resolution by the Coordinating Council for Negro Performers calling for a campaign to convince sponsors of the value of "more liberal and broader integration of Negro performers into radio and television" was announced by the Council last fortnight.

The resolution points out that Negroes in the U.S. spend an estimated $15 billion yearly for food, clothing and accessories.

The resolution, which was passed at a meeting in New York, urges the Council to launch a movement to convince sponsors that increased use of Negro performers in radio and television would be beneficial in view of the "dollars and cents spent by Negroes in their homes and in domestic service."

GMA Trophy Judges

LIST of judges for the 1953 "Life Line of America" trophies awarded to women radio broadcasters in the food field by the Grocery Manufacturers of America was announced last month by Paul S. Willis, GMA president.

Judges in the radio category are Dean Olga P. Bruckner, College of Home Economics, U. of Rhode Island; Dr. Herrell De Graff, Cornell U.; Helen G. Irwin, president, National Federation of Business and Professional Women's Clubs; Edward J. Maloni, publisher, Grocers' Graphic; and Sol Tatshoff, editor and publisher, Broadcast- ing-Telecasting.

Texas Meet Set Oct. 9

THE TEXAS Assn. of Broadcasters has set what it describes as its most elaborate state convention at the Baker Hotel in Mineral Wells Oct. 9. The TAB meeting will have a full schedule for both station managers and their wives, including a style show, banquet, dance and floor show, a spokesman said.
we use the wide angle

Quality representation of a television station calls for sales volume—but much more, too. A station, properly represented, should have at its disposal many services—for its problems include more than those alone of selling time. The representative who performs the job fully brings to it a wide angle outlook encompassing all sales and management situations.

Successful television deserves the complete—not partial—attention of the representative. Without this intensity of effort, the television station fails to get all that it pays for, and should receive.

Our awareness of broad responsibilities... and our sole attention to television only... is the prime reason why Harrington, Righter & Parsons, Inc., is privileged to serve the distinguished television stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAS-TV Kansas City
WHAS-TV Louisville
WTMI-TV Milwaukee

Broadcasting • Telecasting

July 6, 1953 • Page 49
KLZ WINS CH. 7 BATTLE; DENVER TV CO. DENIED

FCC hands down the first fully-comparative decision of the post-thaw hearing cases. Commission sidesteps movie exhibition vs. TV issue—says other considerations outweigh the "diversification of control" question—sanctions network affiliation agreements by applicants.

CITING superiority of KLZ Denver's integration of ownership and management as well as "outstanding" participation in community affairs by its principals, FCC last Tuesday issued its first comparative final decision of the post-thaw TV hearing cases and granted vhf Ch. 7 there to KLZ. The competitive application of Denver Television Co. was denied.

The decision found insufficient evidence to merit preference for one applicant over the other on the basis of theatre interests of certain stockholders or of movie anti-trust or other court proceedings. The conclusion leaves in doubt the generality question of conflict between movie exhibition and TV.

On another controversial policy question—diversification of control of the mass communication media—FCC declared that, "In the absence of other comparative considerations, a grant to Denver Television would be indicated" in view of Aladdin Radio & Television Inc.'s present radio operation (KLZ) and the other radio interests of its officers and directors.

Aladdin's 'Superiority'

But because "Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants," the decision said, "this superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and television interests."

Giving its sanction to network affiliation agreements by TV applicants when they are in conformity with the Commission's "two year" rule and other regulations on chain broadcasting, FCC turned down Denver Television's argument that the KLZ application should be denied on the basis of an allegedly improper agreement with CBS for network service in event of a grant. KLZ is a CBS Radio affiliate.

FCC concluded the KLZ-CBS television agreement does not violate its rules and is consistent with applicants' must of necessity specify on late on when they might receive a grant and seek "some measure of assurance" of network service if successful.

The construction permit for Ch. 7 granted to KLZ specifies effective radiated power of 316 kw visual and 158 kw aural.

One of the first post-thaw TV contests designated for hearing on July 11 last year, the Denver Ch. 7 case was held in October before Examiner James D. Cunningham. His initial decision, released in early February, favored KLZ over Denver Television [B&T, Feb. 9]. FCC's final ruling in general followed the conclusions of the examiner's initial decision.

Principals in Aladdin Radio include the following: Harry E. Huffman, chairman of the board and 13.5% owner; Hugh B. Terry, president and general manager, 16%; I. Elroy McCaw, vice president, 20.4%; Theodore R. Gamble, vice president, 20.4%; Frank H. Rickerson Jr., treasurer, 13.6%, and Albert J. Gould, secretary, 0.7%. All are directors except Mr. Gould. There are 37 other minor stockholders.

Mr. Huffman for 40 years was in the motion picture exhibition business in Denver, lastly as owner and district manager of Fox Intermountain Theatres. He left the movie field in 1949 to pursue his KLZ interest. Mr. Terry has been KLZ manager since 1941. Mr. Rickerson is president of Fox Intermountain Theatres and vice president, 20.4% owner of Cheyenne Newspapers Inc., owner of KBFC-AM-TV Cheyenne, Wyo.

Gamble's Interests

Mr. Gamble, who in the past several years has been giving up the larger share of his multiple theatre holdings, is chairman of the board and major stockholder in KOIN Portland, Ore., and KJR Seattle. He holds option to purchase a third interest in new vhf Ch. 4 KOMO-TV Seattle. KOIN is favored in an examiner's initial decision for vhf Ch. 6 and is given competitor KGW an option for 50% interest in the TV outlet. Mr. Gamble also is part owner of KCJM Palm Springs, Calif., controlled by his brother.

Mr. McCaw, according to the decision, holds the following radio interests: KRSC Seattle (100%); KORC Mineral Wells, Tex. (100%); KEIA Centralia, Wash. (50%); KFYA San Francisco (50%); KIHK Yakima, Wash. (33 1/3%); KALE Richland, Wash. (33 1/3%); KPOA Honolulu (50%) and KILA Hilo, Hawaii (50%). KPOA's license was granted pending purchase of part interest in KONA (TV) Honolulu and is to sell KPOA [B&T, June 15, 8].

Principals in Denver Television include: John M. Wolffberg, president and 21.5% owner; Vernon C. Hines, first vice president 4.25%; L. A. Nikoloric, second vice president, holds option to buy stock subscribed by three others; Max G. Brooks, treasurer, 5%; Edwin P. Van Cise, secretary, 1%; Sterling C. Holloway, director, 9.8%; F. R. McCaw, director, 19.6%; James M. Stewart, 19.6%, and Wilford M. Barber, 10%.

Mr. Wolffberg is a movie exhibitor in the Denver area, with his father, Mr. Hines heads International Manufacturing Co., maker of industrial and commercial fuel-burning equipment. Messrs. Nikoloric and Van Cise are attorneys. Mr. Brooks is chairman of the Colorado Racing Commission.

Mr. Holloway, a Fort Worth attorney, is 20% owner of Fort Worth TV Co., applicant for vhf Ch. 10. Mr. Johnson, Fort Worth oil producer, is 15% owner of KGUI (TV) Galveston, Tex. Movie actor Stewart also is 15% owner of KGUI.

Review Counter Charges

The Commission's final decision reviewed counter charges by the applicants respecting the qualifications of certain stockholders, chiefly those having past or present theatre exhibition interests, but discounted them for lack of merit or sufficient evidence.

The decision did not find any intent on the part of Addlin or Mr. McCaw and his radio network to make use of its stations in violation of the new FCC freeze orders.

FCC's TV Boxscore on End of First Post-Freeze Year

AUTHORIZATION for 396 new TV stations was reported by the FCC last week in an announcement heralding the conclusion of the first post-freeze year of processing applications. Of this number, 256 are for operation in uhf bands and 140 for vhf operation. Special temporary authorizations to start operation have been granted to 89 stations.

The Commission reported that 245 municipalities have been allocated channels reserved for non-commercial educational use. Of the 17 post-freeze non-commercial educational grants, 13 are for uhf bands and 4 for vhf operation. One of the latter is on the air.

During the year, 2 uhf and 4 vhf construction permits were cancelled by their holders and the 108 pre-freeze uhf stations continued to operate, the FCC reported.

At the present time, some 300 cities in the U. S. and two cities in its territories have one or more TV authorizations. In all states, with the exception of Vermont (where the only two applicants are in competition), TV stations are now authorized and grants have been made to Hawaii and Puerto Rico.

The Commission announced that about 600 applications for additional TV stations including 31 non-commercial educational are now pending before the Commission and that approximately 250 channel assignments in such 175 cities are now in hearings or face hearings because they are competitive.

A tabulation by states of previously operating stations plus post-freeze commercial and educational grants making a total of 500 authorizations follows:

<table>
<thead>
<tr>
<th>State</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
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GOVERNMENT

Page 50 • July 6, 1953

Broadcasting • Telecasting
Here's the program with TV IMPACT!

Smart advertisers buy audience...loyalty and response. They will pick the station with a new fall look...the station that won't wait for viewers to come to them but plans now to build its own audience. The station they pick—"Should be you!"

"IT COULD BE YOU!" IS SOLD—in the Los Angeles market to KPIK—Channel 22. The John Poole Broadcasting Co. bought "It Could Be You!" to stimulate sales of all-channel sets and quick installations of the new UHF Channel 22 in existing sets.

"IT COULD BE YOU!" is now available for other markets. Simple, small studio, one camera production! Entertaining audience gimmick with nightly surprises. Uses contest blanks supplied to television stores and service companies. Window streamers and counter cards are included.

A sure-fire UHF audience builder.
Write for details of this low-priced package.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Boulevard • Hollywood 28, California
of any other network organization. Moreover, there is nothing in the letter agreement from Aladdin which now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years.

Denver Television contends that the letter agreement is in violation of the two-year provision of the rules. For that reason, under its interpretation of paragraph 4 thereof, "a greater period of time than that which may be involved because by its terms it provides for an affiliation agreement which does not commence prior to April 1, 1983, any affiliation agreement which entered into should be at least one year in length.

However, in the exact language of this paragraph, the parties have the understanding that Columbia's right of its obligation to enter into a network arrangement with any applicant is such an arrangement "shall remain in effect for a period of at least one year from the commencement thereof." There is nothing here contrary to the two-year rule in question.

No Indefinite Bond

The parties are not obligated to each other for an indefinite period, but by the terms of contract neither party is bound beyond March 31, 1984. Applicants for television facilities, particularly those in competitive proceedings such as this must, of necessity, speculate with regard to the time they may expect final action. It may be to secure some measure of assurance of a network service if the applicant6 seeks radio license.

Thus, consistent with the rules in question, an applicant and a network may arrange with a network organization to accept provisions, one of which is that the establishment of a station is approved, provided that in such arrangement the applicant (a) does not receive from the network any benefits not normally needed in the programming of the programs of another network organization, and (b) does not obligate itself under such arrangement for a period longer than two years.

Concerning diversification of control, FCC concluded:

6. It is contended that because of Aladdin's own radio operation and the radio interests of its officers and directors, it would be more in the public interest for application of Denver Television which does not have such interests to be observed in relation to diversification in the ownership of the media of mass communication.

The Commission has in the past held that diversification of control of media is desirable and that, in the absence of countervailing considerations, a grant to an applicant who has fewer broadcast interests better serves the public interest since it results in greater diversification of radio and television ownership.

A grant to Denver Television would bring a qualified new-comer into the field as opposed to Aladdin which presently operates one network where its stockholders hold substantial interests in number of others in the country. Denver faces other of comparative considerations, a grant to Denver Television would be indicated. Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants. This superior ability of Denver to take the advantage enjoyed by Denver Television because of its lack of other radio and television interests.


congress Is Tardy Again, Ties Up FCC Funds in Log-Jam

CONGRESS again is tardy in clearing its appropriations. This showed up in last week's hasty clearance of an overall bill to permit the government and its vast operations to continue everyday business until appropriations for fiscal 1954 are cleared. Fiscal 1953 ended last Tuesday.

Funds for FCC's operations are involved in the Capitol log-jam. Senate-House conferences have yet to work out differences. At stake is an additional $300,000 proposed by the Senate to enable the Commission to hire more hearing examiners. Funds that would permit the Commission's Bureau to continue its business and manufacturing censuses and the National Bureau of Standards to continue studies of radio propagation also must be decided.

Comr. Sterling Makes Trip FFC Comr. George E. Sterling left Washington last Wednesday for a one-week inspection trip of Great Lakes' shipping communication, the leg of his inspection tour. He is visiting the Coast Guard.

Comr. Sterling was accompanied on the Great Lakes trip by Washington consulting engineer C. M. Jansey. His itinerary called for stops at Cleveland and Erie, where he was to board the SS John Crotf for Duluth.

BILL TO END AFM MUSIC BAN INTRODUCED

Rep. Dondero of Michigan believes broadcasts of school musical organizations should not be banned by James C. Petriello's AFM. He introduced a bill last week to provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

REP. G. A. DONDERO (R-Mich.) last Wednesday introduced a bill (HR 6012) that would provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

- Rep. Dondero told B*T his measure was designed to provide a simple way for organizations to air in court their grievances with rulings of James C. Petriello, American Federation of Musicians' president.

Sec. 506 makes it unlawful to coerce or constrain licensees in nearly all phases of the broadcasting task. The bill would give the Hudson Circuit court and not the FCC the power to "prevent and restrain violations of this section."

- It also would make U.S. attorneys responsible for instituting civil actions against violators.

Rep. Dondero said the measure would mean that an applicant or group could go to the courts to prevent AFM's Petriello from keeping that group off the air, because for example, it refused to employ a stand-by orchestra.

The Congressman had in mind the National Music Camp in Michigan which is an annual music festival going into its 20th year. High school music groups. It was said that NMC had been denied access to broadcast time because of AFM objections.

Navy Incident

The Congressman said he had had "experience with Mr. Petriello's rulings before." That incident, he said, involved a Navy band that was to play at a ceremony dedicated to World War II service dead.

His purpose, he said, was to see "that at least freedom is preserved. . . I have nothing against the musicians' union," Rep. Dondero said.

The National Music Camp's director, Joseph A. Maddy, a professor at the U. of Michigan, had complained that the AFM was not permitted to teach or study at the camp and that no radio network is permitted to broadcast programs from Interlochen, Mich., site of the festival. Mr. Maddy had asserted that the AFM has ruled out network time.

Under the measure, the courts could issue a preliminary injunction, such as to "enjoin that the danger or irreparable loss or damages is immediate." The bill was sent to the House Interstate & Foreign Commerce Committee.
Now! The most powerful television station in the East

For details of super-coverage call your N-R Man

316,000 Watts ERP

WFBG-TV

Altoona, Pa.

ABC · NBC · Dumont Channel 10

Jack Snyder, Managing Director

H-R Television, Inc.
M-E's ERIKSON NAMED 'VOICE' CHIEF; WILL QUARTERBACK PLANNED REVAMP

Dr. Johnson names the McCann-Erickson vice president to captain reorganization of the government's overseas information program.

A VETERAN advertising agency and radio-TV executive, Leonard F. Erickson, vice president and director, McCann-Erickson Inc., New York, last week was appointed to head Voice of America.

Dr. Robert L. Johnson, chief of the International Information Administration, said Mr. Erickson will "reorganize the entire radio effort" of the government's overseas information. Dr. Johnson announced the appointment last Wednesday.

The appointment is effective July 27.

He succeeds Alfred H. Morton, who has been named chief consultant to Dr. Johnson.

A week before the announcement, Dr. Johnson revealed on Capitol Hill that he had contacted a $75,000-a-year executive of "a very prominent advertising agency" to head VOA [B&T, June 29]. As IIA Deputy Administrator in charge of the International Broadcasting Service (Voice of America), Mr. Erickson, who earned about $40,000 a year excluding stock holdings at M-E, probably will receive about $13,000 a year with the government, it was reported.

At McCann-Erickson where he has served since 1949 in an executive capacity, Mr. Erickson has been in charge of the radio-television de-

Leonard F. Erickson
Named new 'Voice' Chief

partment. The agency was reported to have handled $25 million in radio-TV billings for 1952.

Mr. Erickson said: "I'm very much impressed by the importance and world-wide scope of the Voice of America's operation and con-

of the opportunity it offers anyone who is interested in serving the U. S. and the free world during these times.

I don't report for work until July 27 and it is too early for me to formulate an opinion about the specific problems that may be in-

olved."

Two immediate problems with which Mr. Erickson undoubtedly will concern himself are economy measures being put through by Dr. Johnson and the pending reorganization of the U. S. information program. Voice of America under the proposed reorganization would be part of a new government agency (U. S. Information Agency).

Mr. Erickson's resignation from McCann-Erickson becomes effective July 3. Al Scalpone, a vice president and radio-TV coordinator at the agency, succeeds him there as acting head of the radio department.

Mr. Erickson began his advertising agency career as business manager with BBDO from which he joined Kenyon & Eckhardt as vice president and radio director. He left K & E in August 1949 to assume a vice presidency and radio management of McCann-Erickson. His previous experience was with CBS where he was general sales manager in New York and western sales manager in Chicago. Before his radio posts, Mr. Erickson was associated with magazine and newspaper work.

He is a graduate of the journalism school at the U. of Wisconsin and of business administration at Harvard U. He was an enlisted man in the Navy 1918-19. His home address is Greenwich, Conn.

WRS ASKS HEARING IN AFTRA DISPUTE

WESTINGHOUSE Radio Stations Inc. has requested the National Labor Relations Board to permit American Federation of Musicians to intervene in a petition to NLRB by Ameri-

can Federation of Television & Radio Artists. In its petition, AFTRA seeks to include in its membership "all employees who regularly or frequently appear before the microphone" at WRS' KEX-AM-TV Portland, Ore.

WRS counsel John Steen, in a letter to NLRB Wednesday, said: "We join in the petitioning union's (AFM) request that you respectfully urge the board to grant oral argument at a time con-

venient to the board." AFMT notified WRS June 24 that it had asked permission from NLRB to intervene in the case.

WRS Petition Filed

A WRS petition filed June 12 sought to have excluded from AFTRA unit membership at KEX the station's farm director, certain "free lance" talent and "independent contractors" who appear on KEX programs and the station's musical director and one other musician.

AFTRA's petition to NLRB, dated April 8, 1953, asked for its Portland Local unit mem-

bership, persons including but not limited to commentators, staff and special program an-

ouncers, farm directors, sports and news re-

porters or analysts, actors and singers," if they are "employees who regularly or frequently ap-

pear before the KEX microphone.

WRS maintained the farm director should be excluded because he is a supervisor and is a part of management, that "free lance" per-

formers are employees of the station and that the musicians are included in a separate craft (AFM), and that the musician director is a "supervisor."

Pre-Trial Reviewed

DRAMATIZATION of a pre-trial hearing conference, presented by Federal Communications Bar Assn. and the FCC last week, proved successful in the opin-

ion of more than 500 spectators at the Dept. of Commerce auditorium in Wash-

ington. For an account of this produc-

tion, see IN REVIEW, page 16.

UHF-VHF PROBLEM STUDIED BY FCC

FCC staff is confronted with the problem of uhf WROV-TV Roanoke losing money in com-

petition with vhf WSLS-TV there, and what to do about such situations. Meanwhile, WROV-TV has filed for a con-

tested vhf channel.

FCC last week was studying at the staff level the question of uhf-vhf compatibility in the same city, and what to do about the plight of a uhf station that is having trouble competing with a vhf outlet.

The whole matter of uhf-vhf competition was raised in the application of WROV-TV Roanoke, Va., to shift from uhf Ch. 27 to vhf Ch. 7 [B&T, June 29]. WROV-TV thus enters a three-way contest for the Ch. 7 grant, com-

peting with Polan Industries and Times-World Corp. (WDBB). Competing with the vhf WSLS-TV on Ch. 10, WROV-TV pointed out in its application, in-

volves serious economic problems. The station cited its March income as $6,829 compared to expenses of $9,068, a loss of $2,238; April in-

come of $4,771, expenses of $8,730 and loss of $3,959; May income of $3,969, expenses of $9,247 and loss of $5,277. Total loss for three months was $11,475.

WROV-TV explained it had no network income and only 3% of its time sales came from national spot advertisers. About 70 local ad-

vertisers bought time in the station's early weeks but only 10 now remain. WROV-TV contends, too, that it must pay the same rates for film programs as the vhf station with its wider coverage.

In view of its past investment in television, WROV-TV informed the FCC it felt it is en-
titled "to at least an equal opportunity with other persons to be considered for assignment of Ch. 7 in Roanoke, Va."

WROV-TV emphasizes the reluctance of national advertisers to purchase uhf time in an area having a vhf operation.

Geneva Agreement Report

REPORT on progress in carrying out the provisions of the 1951 Geneva Agreement was issued by FCC June 26. Among other things, it shows that all standard broadcast stations in the U. S. are operating in the cor-

rect frequency band and notes that interna-

tional plans for time and frequency sharing are being drafted. Preparations of the Geneva Agreement was to prepare and adopt the new interna-
tional frequency list for the various services in the bands between 14 kc and 27,000 kc with a view to bringing into force the 1947 Atlantic City table of frequency allocations.
the new 1953 '54

TELECASTING
YEARBOOK and MARKETBOOK
published
mid-August

Vital Statistics
Advertising deadline July 20 (for proof); final deadline August 1. Minimum space: half page for station positions; all other directories 1/6th page or more.

Timed for the 1953-54 season, a brand new member of the B. T. family, the TELECASTING Yearbook & Marketbook combines the indispensable analyses of the MARKETBOOK heretofore published in mid-August, with the all-inclusive reference directories and guides of the YEARBOOK...two fully-indexed and annotated productions in a single volume.

It’s a brand-new approach to buying guides. It evolves from pre-publication field testing of agencies, advertisers, film executives...tailored to their needs.

It meets the urgent need for up-to-date data on burgeoning TV...180 stations on the air in 120 markets, against 109 in 64 a year ago...370 stations authorized...county by county TV homes...coverage...rates. Replete with what the decision-maker demands.

For reservations call any B-T office:
Washington 4, D. C.
New York 22
Chicago 1
Hollywood 28
870 Natl. Press Bldg.
444 Madison Ave.
360 N. Michigan Ave.
Taft Bldg.
Metropolitan B-1022
Plaza 5-8355
Central 6-4115
Hollywood 3-8181

Broadcasting • Telecasting
July 6, 1953 • Page 35
N. Y. STATE DEMOCRATIC CHAIRMAN AMONG FIVE NEW TV GRANTEES
In last week's grants, FCC again awards vhf Ch. 2 at Midland, Tex., and issues first grant for Alaska. In Milwaukee is turned down.

CHAIRMAN of New York state's Democratic Committee, Richard H. Balch, was awarded a television construction permit for vhf Ch. 19 at Utica by FCC last week. The grant was made possible by withdrawal of the conflicting bill by WNYW.

The Commission also re-issued a permit for vhf Ch. 2 at Midland, Tex., to Midossa TV Co., under common ownership with KSWO Lawton, and KRKH Duncan, Okla. The permit was returned in early May by Permian Basin TV Co. which first was granted Ch. 2 in February as KMID (TV) [B&T, May 11, Feb. 16].

FCC reported its first TV grant for Alaska, awarding vhf Ch. 2 to Fairbanks to ex-ABC vice president Keith Kiggins and his partner, Richard R. Rollins, one-time minor stockholder in KJOA Des Moines. Uhf Ch. 35 at Fairmont, W. Va., reserve WJWV vhf Ch. 6 at Denver was granted to the city's public school system for a noncommercial educational station.

The WJWV grant resulted upon dismissal by Americans Corp. in other TV actions, the Commission again turned down the plea of Hearst Radio Corp. for reconsideration of previous decisions which denied Hearst's application for a new commercial TV station on vhf Ch. 10 at Milwaukee, a facility reserved for noncommercial educational use by the final allocation plan. Owner of WISN Milwaukee, Hearst went through hearings was awaiting FCC action when the TV freeze was imposed.

Hearst plans to appeal the denial in court, its council stated after FCC ruled.

Meanwhile, Gov. Walter J. Kohler of Wisconsin has signed a bill, effective last Wednesday, empowering the State Radio Council to apply for all educational TV stations in the state, starting with uhf Ch. 21 at Madison, and authorized creation of a two-year study of educational TV. The bill replaces a previous resolution directing the governor himself to file for the stations in behalf of the state, which he did at Milwaukee and Madison.

Hennock Questions Legality
The governor's Milwaukee application, in connection with the pending federal Ch. 10 application of the Milwaukee Vocational School Board, is expected to be withdrawn. It was understood FCC Commr. Frieda B. Hennock questioned the legality of the state's applications under the Commission's TV rules [B&T, May 25].

The governor's office last week acknowledged it had been advised by FCC that the state's applications could be filed through appropriate educational authority, hence the new bill to empower the State Radio Council, operator of Wisconsin's educational FM network.

In turning down the Hearst petition, FCC said "no new facts have been presented which were not previously considered and disposed of in our memorandum opinion and order of April 1, 1953. Under these circumstances, no useful purpose served by developing further at this time the merits of this matter which have been set forth in detail in our previous decisions. We reaffirm our views as stated therein."

Three comparative TV cases were set for hearing in Washington on July 31. These were:
- Montgomery County, Md.: Montgomery Broadcasting Co. (WSFA) and Alabama TV Co.; Montgomery, Ala., uhf Ch. 32, Southern Broadcasting Co. (WJII) and Southern Enterprises; Corpus Christi, Tex., uhf Ch. 22, H. L. Hunt and Coastal Bend TV Co.

The new TV grants are as follows:
- Fairbanks, Alaska—Kiggans & Rollins, granted vhf Ch. 2; effective radiated power of 13.8 kw visual and 8.2 kw aural; antenna height above average terrain, minus 50 ft. Partner Keith Kiggins is former vice president of ABC. Denver, Colo.—School District No. 1, City and County of Denver and State of Colorado, granted reserved vhf Ch. 6 for noncommercial, educational use; ERP 20 kw visual and 16.7 kw aural; antenna 950 ft.

Utica, N. Y.—Richard H. Balch, granted uhf Ch. 19; ERP 12.5 kw visual and 26.2 kw aural; antenna 880 ft. Ch. 25 on New York state's Democratic Committee, Mr. Balch is president of Horrockses-Iboston, fishing tackle manufacturer.

Midland, Tex.—Midossa TV Co., granted vhf Ch. 2; ERP 10 kw visual and 5.01 kw aural; antenna 514 ft. Granted reserved KSWO Lawton and KRKH Duncan, Okla.

Fairmont, W. Va.—Fairmont Bestco. Co. (WVFV), granted Ch. 35; ERP 17.4 kw visual and 9.33 kw aural; antenna 240 ft.

FCC Moves Vermont Case To Top of Group A-2 List
In a move to speed its first TV authorization to Vermont, now the only state without a TV grant, FCC last week switched Montpelier, the state capital, from No. 604 to the top of the Group A-2 processing list [CLOSED CIRCUIT, June 22].

This action, termed in the public interest in view of multiple grants to other states, will expedite consideration of a two-year study of educational TV. The bill replaces a previous resolution naming the governor himself to file for the stations in behalf of the state, which he did at Milwaukee and Madison.

Hennock Questions Legality
The governor's Milwaukee application, in connection with the pending educational Ch. 10 application of the Milwaukee Vocational School Board, is expected to be withdrawn. It was understood FCC Commr. Frieda B. Hennock questioned the legality of the state's applications under the Commission's TV rules [B&T, May 25].

The governor's office last week acknowledged it had been advised by FCC that the state's applications could be filed through appropriate educational authority, hence the new bill to empower the State Radio Council, operator of Wisconsin's educational FM network.

In turning down the Hearst petition, FCC said "no new facts have been presented which were not previously considered and disposed of in our memorandum opinion and order of April 1, 1953. Under these circumstances, no useful purpose served by developing further at this time the merits of this matter which have been set forth in detail in our previous decisions. We reaffirm our views as stated therein."

Three comparative TV cases were set for

Levon Briefs Eisenhower On World Wide Service

BROADCASTS sponsored by private enterprises to promote goodwill in Latin American nations were described to President Eisenhower Wednesday morning by Walter S. Leonm, president of World Wide Broadcasting System. The President said he was very much interested in the program.

"Play-by-play versions of three MBS baseball games per week are broadcast in Spanish by the five WRUL short-wave transmitters,"

Mr. Leonm.

Among sponsors Mr. Leonm listed such firms as Gilette, Philco, Westinghouse and General Electric. The All-Star baseball game July 14 will be carried over the network. In addition World Wide is sending shortwave service to Scandinavians, the Mediterranean area and Africa.

Widia Sees McCarthy Bill As Needless Burden to Stations

The McCarthy bill was proposed by Sen. Joseph R. McCarthy (R-Wis.) which stations record or film all that goes on the air [B&T, June 22] is looked upon by Widia Memphis as "a prodigious undertaking [the result of which] would not in the least degree justify the means."

In a letter to Sen. McCarthy, Bert Ferguson, Widia manager, said if "sufficient evidence" showed need for recording "under special circumstances," temporary arrangements could be made easily.

"I asked the Senator not to "overlook the eagerness of practically every broadcaster ... to do his job wisely and well."

He said Widia would administer its services "with care as to the best interests of the particular area" served by the station, and "certainly the burden cannot be said of the great majority of broadcasters. . ."

The McCarthy bill is in the Senate Interstate & Foreign Commerce Committee which is waiting for comments from FCC and the Justice Dept. Mr. Ferguson sent copies of the letter to Tennessee Democrats, Sens. Estes Kefauver, Albert Gore and Rep. Cliff Davis.

Senate Confirms Strauss

The Senate last week confirmed the nomination of Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission. President Eisenhower has appointed Mr. Strauss chairman of AEC [B&T, June 29].

BROADCASTING  TELECASTING
SENATORS PROPOSE COMMISSION ON WORLD TELECOMMUNICATIONS

Sen. Bourke Hickenlooper heads group envisioning a nine-man commission appointed from both houses of Congress, the telecommunications industry, educational and other groups to "strengthen the foreign relations of the U. S." by studying international use of "all forms of telecommunications."

A NEW Commission on International Telecommunications last week was proposed on Capitol Hill. Legislation that would set up the group "to strengthen the foreign relations of the U. S." was introduced by Sen. Bourke B. Hickenlooper (R-Iowa) and co-sponsored by Sens. William F. Knowland (Calif.), James F.衡 (D-Ark.), Theodore F. Green (D-R.I.), Guy M. Gillette (D-Iowa) and Lister Hill (D-Ala.).

The Senators are members of the Senate Committee on U. S. Overseas Information Programs which recommended a revamped Voice of America and a possible TV network link among free nations [BT, June 22].

The committee, after investigating the information program, had released a report on its findings.

The Senate resolution (S J Res 96) would put into effect one of the committee's suggestions containing provisions that the group had proposed setting up a national commission with its members drawn from government, the telecommunications industry, education and other groups to study the present information organization and "the potentialities of the international use of all forms of telecommunications."

It is this commission that would be created if the resolution is passed by both houses of Congress and signed by the President.

Subjects of Study

Here is what the commission would look into:

"(1) Present status of the use of the international airwaves in the information programs of this country and other nations of the world."

"(2) Present status of the use of television in the information programs of this country and other nations of the world."

"(3) Possibilities of the expanded use of television . . . in connection with the VOA program and in the free nations of the world."

"(4) Possibilities of international cooperation, both governmental and private, in the construction, maintenance and operation of television stations of the world in an effective international telecommunications (including television) network."

There would be nine members of the Commission, five appointed by the President (at least one from the telecommunications industry and one from the educational field), two from the Senate by the president of the Senate (Vice President Richard Nixon), two from the House by the Speaker (Joseph W. Martin [R-Mass.]).

Of the five Presidential appointees not more than three would be from the same political party, the other appointees would be of each party.

Members of the commission would not be salaried although their expenses would be paid. A member would be appointed a maximum $15,000 a year and an assistant secretary general at not more than $12,500 a year.

Other staff members could be named. Some $250,000 would be appropriated for the commission.

The group would cease functioning 90 days after a report to Congress.

The resolution was sent to the Senate Foreign Relations Committee where it is assumed it will be referred to the Hickenlooper information group.

The legislation noted that the "media of telecommunications is of continuing and increasing importance in bringing out and supporting the foreign policies of the U. S." It also referred to President Eisenhower's message last February which "asserted the necessity to make more effective all activities related to international information."
JOHNSON STEPS UP RULE 1(d) ATTACK

Another swipe at broadcasters is seen in reports that Sen. Johnson, also Western League president, is preparing a letter for distribution to Congressmen in support of his baseball bill to restore rule 1(d).

SEN. EDWIN C. JOHNSON (D-Colo.) was understood last week to be taking another swipe at broadcaster opposition to his baseball bill (CLORED CURCUT, June 29)

The measure (S 1396) would permit organized baseball to restore rule 1(d) restricting radio-TV coverage according to territorial formula. It has been outlawed because of Justice Dept. disfavor.

Mr. Johnson, Western League president, was planning to present a letter supporting the bill to every Senator and to House members.

This new move was seen as a follow-up to his amendment that would permit any station to broadcast, re-broadcast or re-create baseball game providing it is sustaining [AT DEADLINE, June 29].

Similar language was inserted in a new bill (HR 6037) introduced last Wednesday in the House by Rep. A. S. Herlong Jr. (D-Fla.) who a few weeks ago [BT, June 22] had offered legislation (HR 5721) on baseball. The move by Rep. Herlong was seen as additional evidence of support. Johnson's hearing was on Capitol Hill.

The new bill was referred to the House Interstate & Foreign Commerce Committee.

The Johnson letter, it was reported, would endeavor to answer away NARTB argument against the bill. NARTB's resolution attack- ing the legislation and calling upon members of Congress to vote against it had been sent to Senators and to members of the House Inter- state & Foreign Commerce Committee [BT, June 22].

The bill has been on the Senate calendar since it was reported by the Senate Interstate & Foreign Commerce Committee nearly a month ago.

Networks Cooperating in March of Freedom

PRESIDENT Dwight D. Eisenhower last Thursday signed the "Declaration of Free- dom" document to start the year's March of Freedom campaign involving network television shows, radio programs and recordings-transcriptions.

All networks have been cooperating 100%, according to Joseph Seltz, promotion di- rector for both the March of Freedom and Jaeger & Jessen, Chicago agency handling national advertising for the crusade. Harry A. Jaeger, agency president, was in Washington for the White House signing.

NBC-TV's Tomorrow among those shows planning to feature the crusade, with a special program last Friday.

The campaign was conceived by the National Assn. of Evangelicals. Dr. Clyde Taylor, of Washington, explained the campaign last Tuesday in an eight-minute talk translated by the Voice of America into 40 languages and beamed throughout the world. Sen. Frank Carlson (R-Kans.) is March of Freedom chairman.

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This Year... 200 Million for the Pig Banks of Paul Bunyan Land!

The more than 5 million hogs which go annually to market from Paul Bunyan Land will sell—on today’s market—for $40.00 each or more. Staggering as that may seem—here's another amazing condition—the unique position of WCCO. Able to reach a million radios and a half million TV sets—WCCO can deliver more of them than any other station! One station can cover Paul Bunyan Land!

MINNEAPOLIS • ST. PAUL
WCCO
CBS
RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4
Howrey Names Murchison, Green to FTC Positions

FEDERAL Trade Commission Chairman Edward F. Howrey last week announced appointment of David C. Murchison as his legal assistant and W. Fitz Hugh Green as executive assistant for public affairs.

Mr. Murchison will handle both legal and administrative affairs for Chmn. Howrey. He formerly was associate general counsel of the Small Defense Plants Administration and from November 1942 to January 1951 was legal assistant to the Under Secretary of the Army.

Mr. Howrey also named Thomas P. Baxter, chief of the FTC Div. of General Services, as security officer of the FTC. Harold A. Kennedy was appointed security legal officer.

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WTAR Asks for Hearing On WCVA Sale to WRVA

WTAR Radio Corp. (WTAR-AM-FM-TV Norfolk), last week petitioned the FCC to designate for hearing an application by Cavalier Broadcasting Corp. (WCVA Norfolk) to assign WCVA's license to Larus & Brother Co., licensee of WRVA WRGB (FM) Richmond and WCVA Norfolk.

Purchase of WCVA for $125,000 by Larus was reported last month [BT], June 29, 8]. After WTAR-AM-FM-TV announced it would switch from NBC to CBS affiliation [BT, May 25], WCVA filed June 4 for assignment of license to Larus "to increase radio service to the tidewater area of Virginia" previously served by WRVA (a CBS affiliate), but expected to be decreased by WTAR's CBS affiliation; that its application said WCVA would attempt to secure the NBC affiliation vacated by WTAR.

WTAR charges the WCVA petition fails to state "another, if not the primary reasons (for the sale)...that the acquisition of WCVA will merely afford Larus & Brother Co., a second outlet in the Norfolk market," in contravention of FCC multiple ownership rules and against the public interest.

The WTAR petition filed by Eliot C. Lovett, its Washington attorney, alleges that WRVA, since going on the air with 50 kw in 1939, has made claims at various times that the Richmond station's signal "blankets" the Norfolk market; that WRVA has maintained a secondary studio in Norfolk; that it advertises WRVA programs in Norfolk; that it pays an extra fee to Standard Rate & Data for listing its call letters under both Norfolk and Richmond, and that Pulse surveys in Norfolk last December and January show WRVA as the third most popular station in the area.

WRVA now is "discreetly silent" about its Norfolk activity and its engineering report minimizes overlap with WCVA, WTAR charges.

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FCC Deletes WTTT; Bid for Facilities Pends

WTTT Coral Gables, Fla. assigned 1490 kc, 250 w unlimited last week was deleted by the FCC. The Commission dismissed for lack of prosecution the application of Atlantic Shores Broadcasting Inc., licensee of WTTT, for license renewal.

Application of Allen Henry Rosenson, owner WLBD-FM Miami Beach, Fl., for the same facilities pends.

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ABC EXPLORES KMPC PURCHASE; COST FACTOR NOT DISCLOSED

Network is understood to be offering its o & o KECA Hollywood as a possible part payment. KMPC's Reynolds and Autry say they are willing to listen to ABC's proposal which "isn't a fishing expedition."

OFFERING its owned-and-operated KECA Hollywood as a possible part payment, ABC last week started "exploratory" negotiations to buy KMPC, that city, for an undisclosed sum.

Robert O. Reynolds, vice president and general manager of KMPC, told B&T that neither he nor Gene Autry, president, had any "preconceived ideas of price," but they are willing to listen to ABC's proposal, which he said "isn't a fishing expedition."

ABC's primary interest in acquiring KMPC is its more favorable 710 dial position, plus 50 kw daytime and 10 kw night coverage, as compared to KECA's 5 kw day and night and 790 dial spot. The deal would include the KMPC 21 acre transmitter site near Burbank.

Reneeued Interest

Renewed interest of ABC in acquiring KMPC is an outgrowth of conversation between network executives and those of the station more than a year ago, it was said.

Under FCC duopoly rules ABC would be forced to dispose of KECA if the KMPC deal is consummated.

Messrs. Autry and Reynolds and several associates bought KMPC from the G. A. (Dick) Richards estates for $800,000 late last year.

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JOHNSON TO HEAD BIRMINGHAM'S TCA

HENRY P. JOHNSTON, managing director of the Birmingham News Co.'s radio properties for 17 years and the firm's executive vice president, has been named president and managing director of the Television Corp. of Alabama, licensee of WAPI WAFM (FM) and WAFM-TV Birmingham.

Birmingham News Co., which recently purchased the stations [BT, April 13], took over management of the WAFM-TV properties Wednesday after the FCC on June 26 approved the firm's sale of WSGN-AM-FM-TV Birmingham to Jemison Broadcasting Co. (see ACTIONS OF THE FCC).

Mr. Johnston said Lionel Baxter, WAPI WAFM (FM) operations and promotion manager and program director, will be vice president and radio operations manager of TCA.

C. P. Persons Jr., WAFM-TV operations and commercial manager, program director and film buyer, will be vice president and TV operations manager.

Additional Posts

Ray A. Furr, former station operations manager of WSGN-AM-FM, becomes assistant to the TCA president and manager of special services. J. V. Sanderson, former chief engineer of WSBN, will supervise TCA's technical operations for both radio and TV.

Mr. Johnston also is president of the Huntsville Times Co., which operates WHBS-AM-FM Huntsville. He is a past president of the Alabama Broadcasters Assn., a past director of NAB (now NARTB) and a past member of ABC Stations Planning and Advisory Committee.

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WBBM-TV Plans Boost To 100 kw in November

WBBM-TV Chicago plans to increase its effective radiated power to 100 kw when a new antenna installation is completed sometime next November, H. Leslie Atlase, vice president in charge of CBS Central Div., has announced. The station has been authorized temporary transmitter output power of 5 kw visual and 3 kw aural.

WBBM-TV shifted from Ch. 4 to Ch. 2 yesterday (Sunday).

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Harry Nace Sr. Dies; Was KTYL Vice President

FUNERAL services were held Friday for Harry L. Nace Sr., 67, vice president and stockholder of KTYL-AM-TV Phoenix who died Tuesday of a self-inflicted gunshot wound. Mr. Nace headed the Nace theatre circuit in Arizona and had spent 36 years in show business.

Surviving are his son, Harry L. Nace Jr., president-general manager of KTYL-AM-TV; two grandchildren; two brothers, and two sisters.
The Station that Serves Well, Sells Well!

Like a strong, willing hand, ready to help whenever and however it's needed most, that's the way Milwaukee looks at WEMP. Civic and religious groups have recognized many WEMP public service endeavors with plaques, certificates and other awards. Two more "firsts" were added recently by the Milwaukee County Radio-TV Council.

WEMP is proud to serve the groups you see here. Many have fast results to make their campaigns successful. That's why they lean heavily on WEMP, the community station.

Advertisers, too, who want real results depend upon WEMP to deliver the goods around the clock 24 hours a day and all through the year. Get in touch with your Headly-Reed man for full information about Milwaukee's outstanding fulltime independent.

24 Hours of Music, News, Sports

WEMP-FM
17 Years In MILWAUKEE
SEVEN NEW TV STATIONS BEGIN, BRING COMMERCIAL TOTAL TO 194

Post-thaw operating video outlets now 45 vhf commercial, one vhf noncommercial and 41 uhf commercial for total of 87.

SEVEN new television stations were to have started programming last week, raising the total commercial outlets on the air to 194, plus one noncommercial outlet.

These are the video outlets which were to begin operation:

KCMC-TV Texarkana, Tex., vhf Ch. 6;
KCSJ-TV Pueblo, Colo., vhf Ch. 5;
KFHX-TV Nampa, Idaho, vhf Ch. 6;
KTVH-TV Hutchinson-Wichita, Kan., vhf Ch. 12;
WKOW-TV Madison, Wis., uhf Ch. 27;
WOSH-TV Oshkosh, Wis., uhf Ch. 48, and WTVI-TV St. Louis (Mo.-Belleville, Ill.), uhf Ch. 54.

This boosts post-thaw vhf stations to 45 commercial and one noncommercial, and 41 uhf stations. Total: 87.

A number of stations are on the air with test patterns; here are reports from some of the goers:

• KFHX-TV Nampa began commercial programming June 29. Douglas D. Kahle, president, said the pattern was being aired 10-11:30 a.m., 1:30-3 p.m. and 7-8 p.m. KCSJ-TV is represented by Avery-Knodel.

• KIMA-TV Yakima, Wash., began test patterns June 30 and planned commercial programming July 19, Tom Bostic, vice president in charge of television, said Wednesday. He said the station will operate with low power for a month; General Electric expects to ship its 1 kw amplifier before Aug. 1. Construction of the KIMA radio and television center is proceeding rapidly, according to Mr. Bostic. He said he had been assured the studio portion will be ready 10 days before commercial programming starts. The remainder of the structure will be completed about Aug. 1, and will provide about 15,000 sq. ft. space.

• Proposed hours of operation are set for 4 to 11 p.m., seven days a week. About 30% of use a GE transmitter with 14.6 kw ERP visual and an antenna 1,573 ft. above average terrain on vhf Ch. 3.

Time on the stations can be purchased separately or in combination, Mr. Smullin said.

• WNIO-TV Raleigh, N. C., has received a 1 kw Federal transmitter, Charles W. Stone, general manager, reported. A July 8 date is set for test patterns, he said, and commercial programming is to start July 15.

• WKOW-TV, assigned uhf Ch. 28, is to be affiliated with ABC-TV, CBS-TV and DuMont. It is represented by Avery-Knodel Inc.

• WFFA (TV) Pensacola, Fla., has set its commitment date as July 15. A party of the station announced. National representative is Adam Young Television Inc.

• KFSD-TV San Diego, Calif., assigned vhf Ch. 10, should be ready for tests early in August, John C. Merino, manager, said. He said work on the transmitter tower antenna will begin in mid-July. Work on the KFSD building on Mt. Soledad will begin in a few days and is expected to be completed by the time an RCA transmitter arrives, about mid-July. He said station will be represented by The Katz Agency.

• WOJC-TV Meridian, Miss., plans to be on the air with commercial programming Sept. 1. Withers Gavin said last week. The uhf Ch. 30 outlet will be affiliated with CBS-TV.

• WICS (TV) Springfield, Ill., contemplates a Sept. 1 starting date on uhf Ch. 20. It is represented by Adam Young Television Inc.

• WTOP-TV Winston-Salem, N. C., due on the air about Sept. 15, will have “facilities as fine as any in the South,” James W. Coan, station president, said last week. “A mammoth studio 80 ft. by 50 ft. will be included,” he said.

• WTOP-TV bought WAVE-TV’s 500 ft. tower, abandoned when the station moved to a new site. Mr. Coan said his station’s RCA transmitter and antenna arrived last week for the uhf Ch. 26 outlet. Representative is H-R television Inc.

• KLZ-TV Begins Construction

Hugh Terry, president and general manager of KLZ-TV Denver, which last Monday received final decision from FCC on its application for vhf Ch. 7, involved in hearing with Denver Television Co. See story page 50, editorial page 110, announced immediately after the Commission’s decision that the station “already has begun television construction.”

Construction of KLZ will begin in mid-fall, probably late October, Mr. Terry said. RCA equipment will be installed.

Mr. Terry, in New York last Wednesday, completed arrangements for CBS-TV affiliation. KLZ is a long-time affiliate of CBS Radio. The national representative, also handling KLZ, is The Katz Agency.

• Officials of Central-South Sales Co. started actual last week after FCC’s preceding-setting grant of vhf Ch. 7 to the firm in Pine Bluff.

One Chicago TV Antenna?

POSSIBILITY that Chicago TV stations in time all may operate from a single master antenna as in New York has been raised by H. Leslie Atlass, vice president in charge of CBS Central Div. Mr. Atlass on June 26 said such an antenna could be assembled for $400,000-$500,000 and that all stations would beam signals from it as one, as an economic interest. He said such a plan has been discussed informally among Chicago TV executives.

NEGOTIATING for an enlarged transmitter site for their vhf Ch. 7 outlet in Pine Bluff, Ark., assigned the call KATV (TV), are (1 to r): James C. Leake, executive vice president; Pete Taylor, Taylor & Co. real estate, Pine Bluff; John Griffin, Central-South Sales Co. president, and John Esau, administrative vice president. Central-South, permittee, received the grant last month [BST, June 22].

KIES-TV Sets Aug. 1

• KIES-TV Medford, Ore., plans its test pattern about July 15 and to begin commercial programming Aug. 1, William B. Smullin, president, said. The vhf Ch. 5 station will be CBS-TV interconnected and will take programs from the other TV networks. It is represented by Blair-TV. A GE transmitter with 29.2 kw ERP visual will be used; antenna height above average terrain is 429 ft.

• KIEM-TV Eureka, Calif., another Smullin TV station, will start programming a month later, after KFHX goes on the air commercially. KIEM-TV will be CBS-TV non-interconnected and will carry programs from the other TV networks. It is represented by Blair TV, and will
1951 we said we would...
As soon as we stepped into the TV field with our pioneer station, Channel 6, we said we would strive to give the advertiser, within a short time, the most complete and efficient coverage of the island of Cuba.

1952 and we did...
For over a year now, the five stations which make up our National Television Network — the first in Latin America — have been in operation, covering more than 80% of the Cuban territory (nearly 5 million people).

1953 even more...
Last February we went even further and took over the management and operation of a local Havana television station, CMBF-TV, Channel 7, devoted exclusively to sports, news, documentaries and feature films.

Our scope is constantly widening
This excellent setup, plus the best technical facilities and manpower, enable us to maintain a preferred position in the field of television, thus assuring our clients the largest share of the Cuban televiewing audience.

IN CUBA, LET CMQ SELL FOR YOU!
embrace more than a million people. Plans are to put the station on the air within 90 days, he added, giving Arkansas its first uhf TV service.

KATV (TV) will begin with 80 kw visual ERP, and when equipment is available will boost to 316 kw ERP.

Central-South Sales Co. officers are John Griffin, president; James C. Leake, executive vice president; Bryan Mathes, secretary-treasurer, and Mr. Ems. Principals of the corporation also operate KTUL Tulsa, Okla., KOMA Oklahoma City and KFPW Fort Smith, Ark. As the Griffin Radio & TV interests they have applied for vhf Ch. 9 in Oklahoma City and vhf Ch. 8 in Muskogee, Okla.

* RCA Victor, Camden, N. J., last week shipped one 10 kw vhf transmitter, one 2 kw vhf transmitter and one 1 kw uhf transmitter.

The 10 kw unit went to KGNC-TV Amarillo, Tex., which, since going on the air March 4, has been using a 2 kw transmitter. The new equipment, with a 12-section supergain antenna, will allow the vhf Ch. 4 station to boost ERP to 100 kw—maximum allowable.

KRDO-TV Colorado Springs, assigned vhf Ch. 13, is getting the 2 kw transmitter. A six-bay superturnstile antenna already has been delivered, RCA said. When the station goes on the air in late August, it will have ERP of about 13 kw.

To receive the 1 kw uhf transmitter is WILS-TV Lansing, Mich., assigned uhf Ch. 54. An RCA spokesman said the station's antenna and auxiliary equipment will be shipped early this month.

* Niagara Mohawk Power Corp. sponsored a television "town meeting" in conjunction with Buffalo, N. Y., TV receiver distributors and WBUF-TV, uhf Ch. 17 station to begin duty this summer. More than a thousand dealers and distributors attended, Sherwin Grossman, WBUF-TV president, said. Speakers included Gary L. Cohen, WBUF-TV executive vice president, Henry E. Bowes, Philco Corp. uhf representative, and Frank Pellegrin, vice president of H-R Television Inc.

* Here are, in chronological order the stations which have started or contemplated commercial programming before fall:

On the Air

(With Commercial Programming)

KCME-TV Texarkana, Tex., uhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV (started July 1).

KGSI-TV Pueblo, Colo., uhf Ch. 5, represented by Avery-Kindel Inc. (test pattern began June 29).

KFDY-TV Nampa, Idaho, uhf Ch. 6, represented by George P. Hollinger (started June 29).

KTVH (TV) Hutchinson-Wichita, Kan., uhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV (started July 1).

KFOX-TV Mexia, W. Va., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV (test pattern began June 30).

WOHS-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV (started June 27).

WTVI (TV) St. Louis (Mo.-Belleville (III.), uhf Ch. 64, represented by Wexford Television, affiliated with DuMont (started July 1).

July 7

KTTV-TV San Angelo, Tex., uhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

KIDO-TV Boise, Idaho, uhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

KAFY-TV Bakersfield, Calif., uhf Ch. 28, represented by Forjeo TV Inc., affiliated with all TV networks (now on the air with test pattern).

WAK-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Eaton, Fla., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashburn, Ohio, uhf Ch. 16, represented by Gill Perna Inc.

WIKL-TV Wilkes-Barre, Pa., uhf Ch. 54, represented by Avery-Kindel Inc., affiliated with DuMont.

WMAT (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNNU-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Kindel 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).

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

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 (test pattern began June 30).

July 25

KEYT (TV) Santa Barbara, Calif., uhf Ch. 3, represented by George P. Hollinger Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 58.

PUSHING the console button which puts KSD-TV St. Louis into operation on its new, and maximum, 100 kw effective radiated power is George M. Burbach, general manager of the Post Dispatch station. The power boost went into effect last month. Supervising the operation is Ed Link, chief engineer, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

Aug. 1

KBES-TV Medford, Ore., uhf Ch. 5, represented by Blair TV, affiliated with all TV networks.

KEDT (TV) Wichita, Kan., uhf Ch. 15, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMTM (TV) Austin, Minn., uhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21.

Broadcasting • Telecasting
WHAT KDYL'S MERCHANDISING ORGANIZATION OFFERS YOU:

- Startling Point-Of-Purchase Displays.
- Letters, Brochures and Mailers To Grocery and Drug Retail Outlets.
- Close Alliance with Brokers and Distributors.
- Follow-Up Sales Surveys.

Coordinated calls by KDYL's merchandising team to brokers and retailers, plus placing of these eye-catching "bullseye" display pieces — with your product attached — means powerful merchandising support in the fast-growing Intermountain West.

Write for details, or see your Blair man TODAY!

National Representative
JOHN BLAIR & CO.
What's Cooking In Chicago?

Results and plenty of them. One agency wrote recently:

"I might add that 'A to Z of Cookery' has been exceptionally well received by the housewife. Proof of this is the tremendous influx of mail requesting our client's recipes. The retailer, too, has noticed considerable movement of the line from his shelves. Let me say that we are very happy to renew our advertising schedule, and that we look forward to a long association with 'A to Z of Cookery' ".

If you want RESULTS in Chicago, look to WGN-TV for your best television buy.
WITH Presentations Cite 'Baltimore Is Different'

A COLORFUL presentation on "Baltimore Is Different," designed to show that the concentrated Baltimore radio market can be reached more economically through a relatively low-powered station, was presented by WITH Baltimore, 250 w independent, to a group of some 60 agency representatives at a luncheon in New York June 23.

The WITH contingent was headed by Thomas Embry, commercial manager, making the presentation. Another showing of the presentation was made by Mr. Embry. About 50 agency time-buyers attended. Forjoe & Co. is national sales representative for WITH.

WKYR Begins Operation

WKYR Keyser, W. Va., went on the air June 24 with 1 kw on 1270 kc, with Glaccum G. Merrill, president of Potomac State Broadcasting Co., licensee, and owner of WHAR Clarksburg, supervising construction. Construction time was 48 days, he said.

Mr. Merrill said he will act as liaison president and general manager of both stations. South C. Bevins will be WKYR station manager and Kenneth Dall, program director. He said WKYR is housed in a new modern studio and transmitter building and will serve parts of Pennsylvania, Maryland and West Virginia.

KBEL Idabel Now on Air

NEW AM station in Oklahoma is reported by Winston O. Ward, general manager of the new operating outlet, KBEL Idabel. KBEL is 250 w unlimited on 1240 kc. Mr. Ward also is owner-general manager of KIMP Mt. Pleasant. Licensee of KBEL is Idabel Broadcasting Co. Cliff Taylor is the station manager and J. P. Stanley is the commercial manager.

GOOD FOR A PROFITABLE PASSAGE THROUGHOUT THE MID-SOUTH'S FASTEST-GROWING MARKET

- **GREENSBORO, N. C. via wfmr-tv
- WINSTON-SALEM, N. C. via wfmr-tv
- DURHAM, N. C. via wfmr-tv
- ASHEBORO, N. C. via wfmr-tv
- DANVILLE, VA. via wfmr-tv
- HIGH POINT, N. C. via wfmr-tv
- REIDSVILLE, N. C. via wfmr-tv
- LEXINGTON, N. C. via wfmr-tv
- BURLINGTON, N. C. via wfmr-tv
- THOMASVILLE, N. C. via wfmr-tv
- SALISBURY, N. C. via wfmr-tv
- MARTINSVILLE, VA. via wfmr-tv
- KAMEL, N. C. via wfmr-tv

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power . . . home of some of the biggest, best-known names in American manufacturing . . . rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!
'Shakedown' of WBAL-TV
Charged in Zoning Case

ALLEGED "shakedown" of WBAL-TV Baltimore in connection with its effort to obtain a zoning ordinance for a new tower is being investigated by Baltimore city officials. WBAL-TV has asked passage of an ordinance permitting erection of a 750-foot tower designed to bring power up to the 316 kw maximum.

Anselm Sodaro, State's attorney, summoned Maurice J. Soypher, attorney and member of the Maryland House of Delegates, for questioning today (Monday) in connection with the incident. Mr. Soypher is listed in city records as counsel for persons opposed to an ordinance permitting transfer of the tower site from residential to commercial use.

This boy knows how to pick the cream of the crop—and you will too, if you select WGST to do your selling in the rich Atlanta area.

WGST is loaded with C.P.M.—COVERAGE, PROGRAMMING, MERCHANDISING. Better follow the natives and make the right choice.

For full information contact WGST or our national reps today!

The shakedown charge was made last week by Acting Mayor Arthur B. Price, of Baltimore. He said the station was told it would have to pay "a fee" of $15,000 before the ordinance could be passed. The demand was understood to have been made to Karl I. Steinman, WBAL-TV attorney.

WBAL-TV has federal permission to erect the tower on the site, adjacent to the present 414-foot tower, according to the acting mayor. He said WBAL-TV refused to yield to the demand for a $15,000 fee. Passage of the ordinance requires a three-fourths council vote because of the number of property owners who have complained. WAAM (TV) Baltimore has asked a similar zoning change but its case requires only a simple majority vote.

Wisn Follows Up

AS A FOLLOW-UP to its presentation of CBS Radio's hour-long documentary, 38th Parallel, USA, on June 26 (see In Review), WISN Milwaukee broadcast a local panel discussion at the conclusion of the documentary from 10:15-11 p.m. EDT. WISN Program Manager Leslie F. Biebel reported last week the station is presenting home-town appraisals of subjects explored in CBS Radio feature projects and added that audience reaction has been "excellent" to the four documentaries thus far this season.

Carr Follows Ross
As BCA Trustee

BANKRUPTCY REFEREE David Head last fortnight approved the appointment of Fred C. Carr, general manager of Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.) as the new trustee of BCA, replacing W. B. Ross, head of a Los Angeles advertising and public relations firm.

At a creditor's meeting, Ross reported a May net profit of over $6,100, bringing the 1953 net to far to $17,000. Entire net for 1952 was $22,000. Mr. Ross anticipated a net of $40,000 for all of 1953.

In turning over his trusteeship, from which he asked to be relieved, Mr. Ross recommended BCA continue operations for at least four more months, pending settlement of former owner W. L. Gleeson's $305,000 claim against the federal government. The claim arose when the FCC, by international treaty, deleted Ch. I from use after previously granting Gleeson use of the channel. The House Judiciary Committee recommended Gleeson's claim be settled.

When BCA was forced into involuntary bankruptcy in 1951, assets of over $211,000 were reported against liabilities of more than $431,000. Among major creditors were ASCAP, AP, Muzak Corp. and BMI.

KEAR Offers Audience Chance to Buy Stock

KEAR San Francisco President Stephen A. Cisler has asked listeners to consider purchase of 50 shares of preferred stock in the station, which claims a listener increase of 22% in the past 24 months.

The independent station's policy of refusing to accept singing commercials and such items for advertising as deodorants, used cars and laxatives, has caused it to lose considerable revenue, he said.

Mr. Cisler said finances are needed to carry out expansion planned after a recent FCC grant to KEAR of a power increase from 1 to 10 kw, but the "usual financial sources" are "not interested in backing a good music station." KEAR has operated six years with a classical music format.

Mrs. Maude Greenebaum Dies

MRS. MAUDE ANGERS GREENEBAUM, 51, wife of Milton L. Greenebaum, president, Saginaw (Mich.) Broadcasting Co., died June 28 after a lingering illness. Funeral services were held Wednesday. Mrs. Greenebaum was a member of the board of directors for Saginaw Broadcasting, licensee of WSAM-AM-FM there.
We Pay If You Pay, KGW Tells Decca Dealer

DEMAND of a northwestern Decca record distributor for an $8 charge for sample service brought from KGW Portland, Ore., a notice that it will either discontinue the use of these records or charge commercial rates for the time devoted to performance of the numbers.

Writing to Martin C. McMahon, manager of J. E. Redmond Supply Co. of Oregon, Portland distributor, KGW's program manager, Donald F. Whitman, called attention to the fact that KGW had carried 280 Decca playings in May, representing an approximately $14,000 worth of free advertising for Decca records.

Mr. Whitman noted that KGW had received about 50 records from Decca during the month, representing only $45 worth at retail rates. Projecting the May performances, he said performances would represent $168,000 of free time in a year.

Besides saying KGW will either discontinue use of Decca records or charge full commercial rates, Mr. Whitman said, "It would also be necessary for KGW to delete the many free plugs made for Decca records by its artists on NBC or local programs—which in themselves constitute several thousands of dollars worth of advertising each year."

Reminder that "the record industry receives more free advertising through radio than any commercial institution ought to be granted" was included in the KGW letter.

KANS Mobile Unit Pitches In When Storms Damage Wichita

WHEN two storms, bringing hail, rain and high winds, knocked all five Wichita radio outlets off the air because of power failure, KANS Wichita made its mobile unit available to the other stations in the area, Russel L. Lowe, promotion manager, reports.

Wichita's downtown area was declared an emergency zone June 22 after the storms hit, piling up damage above the million dollar mark.

The five stations came back on the air at various times in the evening after the second storm swept Wichita at 9:30 p.m. The first hailstorm was locked at 6:30 p.m. KANS reports KAKE, KPH, and KFBI carried broadcasts from the chief of police who instructed the public from the station's mobile unit. Max Miller, KANS chief engineer, and Ollie Henry, station announcer, manned the unit until the early morning hours, with KAKE remaining on the air to carry regular police reports.

WBEN-TV Boosts ERP

WBEN-TV Buffalo is now operating on increased effective radiated power of 54 kw visual, 27 kw aural after installation of a new RCA low-band vhf transmitter. Station switched from its former 50 kw visual, 25 kw aural on June 25, and expects to extend coverage five miles. WBEN-TV will use its old transmitter as auxiliary equipment.

KVTV (TV) Advisory Council

KVTV (TV) Sioux City, Iowa, reports it now has an advisory council. Made up of 20 educators, religious and civic leaders, the council will advise the station on programming and community service. Robert R. Tincher, station's general manager, also serves on the council.
Teenager Held in Slaying Of Sumner Harris and Wife

14-YEAR-OLD James Duranty, former seminary student, last Thursday was reported to have confessed to the slaying of Sumner J. Harris, 53, president and part owner of WOKW Sturgeon Bay, Wis., and his wife, Grace. Their bodies were found in their home Monday.

Mr. Harris was publisher and principal owner of the Door County Advocate, a semi-weekly newspaper, and headed the Door County Radio Co., licensee of WOKW.

The Harris' were stabbed several times. The accused youth reportedly told police "something upstairs told me to do it." The youngster was picked up at Shelbyville, Ind. Police said he was a neighbor of the Harris couple.

PRINCIPALS at KDKA Pittsburgh's annual barbecue, at which more than 300 clients and advertising, radio and other media people helped finish off on 814-lb. steer (in brick oven in background) are (l to r): L. R. Rawlings, KDKA general manager; chefs William Opferman, Jim Smith and Loftus Smith, and J. L. Boudino, executive vice president-general manager of Westinghouse Radio Stations Inc.

KNXT (TV) Announces $501,375 in Program Sales

SALES totaling $501,375 in weekly half-hour programs on KNXT (TV) Hollywood have been announced by sales manager Edmund C. Bunker. New sales include: Los-Or Chevrolet Dealers (31 Santa Monica-San Clemente dealers) which started Carmen Cavallero Show June 21 for 26 weeks; General Mills, which started Lone Ranger for 52 weeks June 21, and Walter Kendall Foods Inc. (Fives dog food) which sponsors Gene Autry Show for 52 weeks from June 14.

WFMO Goes on Air

WFMO Fairmont, N. C., was scheduled to go on the air Saturday with 1 kw on 860 kc. Gen. Mgr. Billy Hodges said State Sen. Cutlar Moore, president of Carolina Broadcasting Co., licensee, was to attend the ceremonies, along with Fairmont Mayor Pittman L. Fisher, radio comic Jerry Kowal, Judge Charlie Webster, attorney John W. Campbell and others. Mr. Hodges said farmers in its listening area sold $27 million in tobacco last year.

WAAM (TV) Talent Hunt

WAAM (TV) Baltimore, through its president, Ben Cohen, has offered to underwrite the entire cost of an expedition to Africa to obtain animals for the new mammal house now under construction at Druid Hill Park in that city. The offer was made to the City Board of Recreation and Parks. WAAM (TV) originates This Is Your Zoo, current half-hour weekly public service program featuring animals at that city's zoo.
WLEC 'Time Capsule'

TO COMMEMORATE Ohio's 150 years of statehood, WLEC Sandusky originated a 10-year "time capsule" promotion, collecting more than 60 products of local manufacture and historical records to bury in a three-foot brass container on the courthouse lawn. The capsule will be unearthed in 2003, according to Jay E. Wagner, WLEC general manager, and Kathryn Heiser, promotion director, who carried out the promotion.

WKBV Expansion Plans

WKBV Richmond, Ind., is constructing a new building at the west edge of Richmond to house its studios, offices and transmitter. The building will have 3,500 sq. ft. of floor space on the ground floor. Completion is expected by Nov. 12. The station also announces it is expanding its facilities to originate two new programs at Polar Foods, Eaton, Ohio. Polly Thomas will manage the Eaton studies.

Representatives Shorts

WBMS Boston appoints William G. Rambeau & Co. as national representative.

Weed Television, TV station representative firm, has moved to new offices at 3107 Civic Opera Bldg., Chicago 2. Telephone is Randolph 6-9668. Weed & Co., radio station representative firm, remains at 203 N. Wabash Ave., Chicago.

Avery-Knodel Inc., Los Angeles, has moved to 6399 Wilshire Blvd. Telephone is Webster 3-9583.

MILESTONES

► IT WAS a big day June 18 for Chief Engineer Henry Hulick, Jr. of WPTF Raleigh, N. C. Mr. Hulick was presented with a silver bowl, marking his 25 years at the station. WPTF, which celebrates its 30th anniversary next year, has a policy of honoring its employees with 10, 20 and 25 years service. During the ceremony for Mr. Hulick, Richard H. Mason, vice president and general manager, said the average length of service for all the station's 52 employees now is 9 years, 10 months. Mr. Mason commented, "We are pleased that WPTF has been able to offer lifetime careers in radio to so many."

► WHKY Hickory, N. C., in observance of its 14th anniversary June 7 held open house in its new studios, located in a colonial type brick building which formerly was the city library. The 5 kw ABC affiliate formerly occupied studios in Hotel Hickory, Edmund S. Long, station manager, said.

GM DIESEL Stand-by GENERATOR SETS

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12 1/2 to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting, immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION

GENERAL MOTORS • DETROIT 28, MICHIGAN

SINGLE ENGINES . . . Up to 275 H.P. • MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.
**NETWORKS**

**NEW YORK**

**Determination of RCA that NBC shall hold undisputed first place among national networks was reaffirmed last week by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, in a talk to NBC's national sales force, delivered at a dinner meeting at the group's two-day convention in New York.**

RCA's progress since 1920, when it did business of only slightly more than $2 million, the present, with RCA this year running at an even higher rate than the 1952 volume of nearly $700 million, was reviewed by Gen. Sarnoff, who pointed out that the full backing of the parent company was behind NBC in pioneering new achievements in color TV and other developments. The future is brighter for pioneers who have made basic and lasting contributions to developing radio and TV as an art and an industry, he declared. NBC's record in building the first radio and TV networks, developing black-and-white and color TV and pioneering in this, is true evidence of sound leadership, he said.

"Revolution in Advertising"

In another address at the sales meeting, Sylvester L. (Pat) Weaver Jr., vice chairman of the NBC board, told the salesmen that color TV "will cause a revolution in advertising." Color is the "greatest entre for any TV advertising salesman," he said, noting that "a time franchise for an advertiser on NBC will mean a color franchise on TV."

Fall program plans for both radio and TV were outlined by Charles C. Barry, NBC vice president in charge of programs, who detailed the $3.5 million expanded morning schedule. Hugh Beville, director of research and planning, stressed the low cost of daytime advertising on NBC-TV in an explanation of the new discount system which became effective Wednesday. Illustrating this point, Adrian Samish, member of NBC's creative programming group, reported that two new NBC morning video serials, *Hawkins Falls* and *The Bennetts*, are priced at $8,750 and $8,500, respectively. Production costs also can be reduced, according to Frederick W. Wile Jr., vice president in charge of network production, who stated: "Producers can keep costs down if they don't over-produce, over-rehearse. And reduced costs, of course, are to the benefit of NBC and the advertiser using NBC's facilities."

William H. Finesthribber Jr., vice president and general manager, reasserting NBC's intention to lead in the field of national networks, denied reports of a disintegration of the NBC radio and TV networks, but said that "there will be a new type of specialization in radio for many at NBC, including some in the top echelon."

Harry Bannister, station relations vice president, told the sales staff that "NBC's relations with its affiliates are on a better basis today, more mutually satisfactory, than in many years."

NBC President Frank White and John K. Herbert, vice president in charge of networks, welcomed the salesmen to the meeting, which was conducted by George H. Frey, vice president and sales director.

Other speakers at the Monday-Tuesday meeting included:

Richard A. R. Pinkham, executive producer of *Today*, who outlined sales values of that show; Robert McFadden, director of sales development, who discussed specific show-by-show sales plans for both radio and TV; Jacob A. Evans, director of advertising.

**ABC Fêtes Priaulx**

A PARTY in honor of C. Nicholas Priaulx, ABC vice president and treasurer, who resigned his post effective June 24 (BET, June 15), was held the preceding night at New York's Tavern on the Green restaurant. Attending the affair were 200 ABC staffers and top executives, including Edward J. Noble, chairman of the finance committee of AB-PT Inc.; Robert E. Kintner, ABC President; and Ernest Lee Labineke, vice president and assistant to the president of ABC. Mr. Priaulx, who served ABC for 10 years, reported he "will take life a bit easier" and pay a visit to the island of his birth—Guernsey—off the coast of France.

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**Cleveland's Chief Station**

**WJW**

5,000 WATTS—850 K.C.

**Basic ABC Network Represented by H-R Representatives**

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

**WIBW** CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN


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**the GATES Annouc-o-mote**

Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist. Price $135.00. For immediate delivery.

GATES Radio Company - Quincy, Ill., U.S.A.

Manufacturing Engineers Since 1928
Smoother BETTER SHOWS are produced with HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort... and on efficient film processing equipment that opens vast new sources of program material. That’s why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.

THE HOUSTON-FEARLESS Corporation
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on: Friction Head □ Tripod
□ Tripod dolly □ Panoram dolly □ TV Cranes
□ Camera pedestals □ Film Processors
□ Parabolas □ Remote control parabolas

Name...........................................Title..............
Station or firm..................................................
Address...................................................
City......................Zone...........State...........

H.F. Panoram Dolly provides countless camera effects... raising, lowering, panning, tilting, and dollying. Smooth and steady.
Radio, Paper Costs Can Be Compared

"YOU can't compare apples and oranges," often used in connection with advertising on radio and in print, does not necessarily mean that no basis for comparison can be found, according to Edward F. Lethen Jr., director of sales extension, CBS Radio.

In a letter to advertisers and agencies, dated June 30, Mr. Lethen says that "costs of apples and oranges may be compared in terms of cost-per-bushel or per pound. Radio and magazine advertising may be compared in terms of cost-per-impression. "Cost trends may also be compared," he states, pointing out that in 1946, before TV, the average cost per thousand ad-noters in eight leading magazines was $1.83 compared to $2.05 for the average cost per thousand CBS Radio nighttime listeners (time and talent costs for three commercial-minute impressions). Today, the radio cost is up slightly, to $2.11, the magazine cost up sharply, to $3.06. Radio, which cost 22 cents more in 1946, today is 95 cents cheaper than magazines."

DuMont Network Creates Three New Positions

CREATION of three positions with the title of assistant to the director of programming and production was announced by the DuMont Television Network last week in a move to improve programming and reduce costs to sponsors.

James L. Caddigan, DuMont's director of programming and production, said the positions, being filled by promotions within the organization, will be held by Werner Michel, A. L. Hollander Jr. and Richard L. Geismar.

Mr. Michel, who joined DuMont in 1953 after a career as a theatrical and radio and television producer, will serve as executive producer in charge of production. Mr. Hollander, DuMont's production facilities manager, will supervise program operations. Mr. Geismar, account manager in the network's sales department, will function as business manager in the programming and production department. Mr. Caddigan said all three will work closely with agency executives, packagers and producers.
Twin Cities Outlets
Boost ABC-TV to 126

TWO NEW television stations located in the Twin Cities of Minneapolis and St. Paul will join ABC-TV as affiliates on or about Sept. 1, Alfred R. Beckman, director of the ABC station relations departments, announced Wednesday. The stations, WTCN-TV Minneapolis and WMIN-TV St. Paul, will operate on Ch. 11, sharing both time and transmission facilities but maintaining separate studios. WTCN-TV is owned by Minnesota Television Public Service Corp. with Edward G. Smith as general manager. WMIN-TV is owned by WMIN Broadcasting Co., with N. L. Benton as general manager. These affiliates boost the total number of ABC-TV outlets to 126.

CBS Has Outrun NBC
‘Fortune’ Tells Its Readers

IN THE struggle for broadcasting supremacy, CBS has outrun NBC, according to an article in the July issue of Fortune.

Entitled “CBS Steals the Show,” the article traces CBS development since 1940, describes the company’s operational reorganizations and acquisition of manufacturing facilities and decides:

“What CBS has . . . is a remarkable amount of resilience. For while it has seemingly lost the battle of color—the biggest issue in the industry today—it has won in broadcasting on two major counts: program popularity and dollars. And behind the program is a performance par excellence in management, promotion and salesmanship. RCA may have the hardware (manufacturing facilities, patents, etc.) but CBS has the edge in showmanship.”

Comparing William Paley, CBS chairman, and Brig. Gen. David Sarnoff, NBC-RCA chairman, the article says:

“Two two protagonists . . . are as opposite in character as in their companies. Sarnoff rules. Paley presides. Sarnoff is certain. Paley is tentative. RCA is a formal organization; CBS an informal one. RCA is a $450 million colossus in the electronics world; CBS is a sassy upstart that has pushed its sales from $88 million in 1948 to over a quarter billion last year. Each company in its own way covets the same objective, neither will be satisfied with second position.”

Crazed Clerk Attacks
N. Y. CBS-TV Employees

CBS-TV Studio 58 in New York was thrown into panic Tuesday afternoon when a man rushed to the stage and stabbed a cameraman twice and broke a water pitcher over the head of one of the actors.

Police described the assailant, identified as Richard Gaughan, 29, as a crazed, unemployed shipping clerk, who said he hated television, radio, baseball and football. The actor, Eric Dressler, 36, was treated at Roosevelt Hospital and discharged. The cameraman, Dennis McBride, 33, remained in the hospital for observation, although his condition was said to be satisfactory.

The incident occurred during rehearsal of the City Hospital program, which was scheduled to be presented over CBS-TV Tuesday night, starting at 9 p.m. EDT. An earlier film version was substituted.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this new TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to your needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate.
And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00

( ) Issues plus 1954 BROADCASTING Yearbook 9.00

( ) Issues plus 1953-54 TELECASTING Yearbook 9.00

( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name

Address

City___ Zone___ State___

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 BROADCASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

Broadcasting • Telecasting

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**Frequency Deviation Meter**

NORRIS HEKINIAN of the National Bureau of Standards Central Radio Propagation Laboratory, Washington, has developed a new frequency deviation meter. The meter indicates the deviations of a signal from a reference frequency to better than 0.5%, performing the same function as the "tuning eye" on some radio receivers but with sufficient precision to be used in the laboratory, or as part of the production inspection procedure in a manufacturing plant. By using the new 6BN6 gated-beam tubes, it has been possible to reduce the circuit complexity and reduce the tube complement to only two.

**Zenith Predicts High Sales**

DISTRIBUTOR orders for the 1954 line of Zenith receivers, radios and radio-phonographs will hit the $50 million mark for the next three months. Zenith Radio Corp. has reported the June sales convention was the most successful in the firm's history, according to H. C. Bond, Zenith vice president and sales director. Sales records are being piled up for dealers in Chicago, St. Louis, Detroit, Houston and Cleveland, he said.

**TV for Trailer Homes**

PLANS for working with trailer manufacturers on installation of TV receivers in mobile homes have been announced by Capehart-Farnsworth Corp. Capehart is supplying manufacturers with special trailer kits for complete units.

**Emerson's Midget Model**

A RADIO described as "the world's smallest personal portable" was unveiled by Emerson Radio & Phonograph Corp. at its distributors' meeting in New York last Tuesday. It is said to weigh less than a pound and to measure only 6 inches in width by 1¼ inches in depth. Called the "Pocket Radio," it will retail for about $40.

**RCA Ships New Uhf Units**

NEW 1 kw uhf transmitters have been shipped by RCA Victor to WTOP-TV Winston-Salem, N. C., and WTAC-TV Flint, Mich. WTOP-TV is on uhf Ch. 26 and WTAC-TV is on uhf Ch. 16. Both stations already have received uhf antenna filterplexers and auxiliary equipment from RCA.

RCA shipped two more 1 kw uhf transmitters. Units went to WGVL-TV Greenville, S. C., uhf Ch. 23, and WKNA-TV Charleston, W. Va., uhf Ch. 49. RCA spokesman said stations' antennas and auxiliary equipment would be shipped this month.

**'Hurricane-Resistant' Antenna**

INDUSTRIAL Engineering Corp., Tampa, reports development of an all-aluminum "hurricane-resistant" uhf antenna with a solid reflector which "catches" the TV waves and focuses them on aluminum wires. Its inventor, Ray Murphy, says it can pick up more stations with better results. R. J. Swing, IEC executive vice president-treasurer, said his firm plans to make 1,000 daily and to sell 100,000 in the next four months.

**MM&M Cuts Tape Prices**

MINNESOTA MINING & MFG. CO. has cut prices from 7% to 22% on three types of its "Scotch" magnetic recording tape in three reel sizes, P. W. Jansen, sales manager of the firm's magnetic tape division, said fortnight ago. Price increases were announced for "Scotch" leader and timing tape in 150-inch lengths and in empty 4,800-ft. tape boxes.

**NARDA SEeks Funds to Back Educ. TV**

Radio-TV dealers sketch plans for a $200,000 kitty to push educational television service in 194 areas. Project would cover three years—but cash must be on hand first.

FORMATION of an Educational Television Foundation to abet the development of this service with the aid of a $200,000 industrywide fund was announced by the National Appliance and Radio-TV Dealers Assn. meeting in Chicago last week. (See story, page 29.)

Don Gabbert, NARDA director and chairman of its Educational TV Committee, said Tuesday a drive will be launched for that sum to cover a three-year program in each of 194 areas where no applications have been filed for educational TV or where activity is bogging down. He invited industrywide participation but stressed this activity would not be undertaken until the fund was raised.

In announcing the new foundation, Mr. Gabbert said, "It is most important that NARDA join those other industry leaders who have spoken up in favor of this service." He cited Brig. Gen. David Sarnoff, RCA-NBC board chairman; Ben Abrams, Emerson Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; Dr. Allen B. DuMont, Allen B. DuMont Labs., and Max Balcomb, Sylvania Electric Co.

NARDA would use the money to hire personnel to develop and execute a program for dealers, suggested ads, reports on educational TV "and whatever else we find necessary and helpful in selling the public on educational television and getting positive action established for station applications.

The dealers' association will set up committees in areas for which educational TV channels have been assigned but will not take part in program material of the stations. It will assist local agencies in prodding them into applying for stations.

"We do not intend to favor state-owned or private institutions in this or vice versa," Mr. Gabbert emphasized. Efforts will be directed to areas where local conditions and prospects indicate success, he added.

Mr. Gabbert said that, while the project may sell some TV sets, NARDA's goal is primarily to do an industry job "because there is no organized industry activity for educational television."
AFM-AFTRA JURISDICTION FIGHT MAY CATCH KTLA (TV) IN MIDDLE

AFM and AFTRA still can’t agree on the status of m.c.-singers. AFTRA’s next step: Ask a strike authorization against the Los Angeles station that carries one of the controverted programs.

KTLA (TV) Los Angeles may wind up in a familiar role—the innocent third party slapped by the combatants.

That was the situation last week in the rift between the American Federation of Musicians and the American Federation of Radio-TV Artists as these unions argue jurisdiction over musicians who assume dual singer-m.c. roles on TV shows \( B^* T \), June 22.

Demanding a showdown, AFTRA Los Angeles chapter’s executive board last week asked the union’s national board in New York for authorization to call a strike against KTLA for alleged breach of contract.

AFTRA’s charges resulted from refusal several weeks ago of Ina Ray Hutton, an AFM

From Station Break to Feature... the NEW
"BALANCED"
TV Tripod
is doing a whale of a job
every day!

"BALANCED" TV TRIPOD
mounted on
3-wheel portable collapsible dolly illustrated.

We CALIBRATE LENSES...
Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE
CAMERAS * MOVIOLAS *

DOLLIES * Complete line of 35mm and 16mm equipment available for rental.


IF YOU WORK WITH FILM...
It will pay you to get to know us. The country’s foremost professionals depend upon our portable, versatile, adaptable equipment.

TV Institute Names Speakers

DR. FRANCES HORWICH, school mistress of NBC-TV’s Ding Dong School, will speak on "A Million Children In a Classroom" at the July 17 session of the Summer Television Institute of the U. of Detroit. Other NBC-TV personnel who will address the Institute will be Don Herbert, creator of Mr. Wizard; Norman Felton, director of Robert Montgomery Presents; and Judith Waller, director of education and public affairs for NBC in Chicago.

WHAS-TV Trains Collegiates

APPRENTICE training program for students of nearby colleges is being continued for the third year this summer by WHAS-TV Louisville. Two students from the U. of Kentucky and one from the U. of Louisville will spend eight weeks observing and receiving practical experience in the major phases of TV programing and production at the station as a supplement to their school courses.

Educational Programs Rise

KUSD Vermillion, S. D., the U. of South Dakota radio outlet, has reported that schools in its state received two and a half times as many tape-recorded educational programs from the university this year than in 1951-52. Total of 649 recorded programs was requested during 1952-53 compared to the previous year. Programs were part of KUSD’s School of the Air service which provides educational recordings for the state’s grade and high schools.

NBC-NU Institute Opens

THE 12th annual radio-TV institute conducted by NBC Chicago and Northwestern U. got underway in the network’s studios June 22. The institute will run another five weeks. Station managers, agency representatives and other executives are slated to participate \( B^* T \), June 15.

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member, who sings, announces and emcees her own KTLA show, to join the performer's union. AFTRA contends she should also come under their jurisdiction, necessitating membership in both unions, and asked the strike approval unless KTLA "corrects both memberships.

Claus McCue, AFTRA Los Angeles executive secretary, said his union "has done everything possible to avoid taking this drastic step, but it's evident the Paramount television station will continue to use Miss Hutton as a singer, m.c. and announcer in violation of contract."

Nine AFTRA members were yanked from the Ina Ray Hutton Show in early June when she first refused to join that union. The TV show has continued weekly but without AFTRA acts or announcers.

Since then AFM President James C. Petrillo has ordered his members to resist all AFTRA overtures. Several musical directors who double as m.c.s or entertainers and who held AFTRA memberships have also resigned on orders from the AFM. AFTRA, however, has refused to accept those resignations, maintaining they are paid up members in good standing.

Klaus Landeberg, KTLA vice president and general manager, said, "We consider ourselves neutral, in the middle between two feuding unions," and hoped the two AFL unions would "reach a friendly agreement."

"When you have two unions both claiming representation of certain performers and certain types of performers, how is a producer expected to make a decision when the unions involved can't reach agreement?"

AFM DEMANDS BRING ABC-MPAA TO TALKS

AFM is asking payment of $25 apiece to musicians who appeared in the motion pictures to be used in the ABC-MPAA "Hollywood on Parade" TV series. The latter group claims "special circumstances."

AMERICAN Federation of Musicians is conducting discussions with the Motion Picture Assn. of America and ABC with respect to the union's demand that a payment of $25 be made to each musician employed in a motion picture that will be used in the projected ABC-MPAA television series [B+T, June 22].

An AFM spokesman in New York told B+T that the union feels the musician is entitled to this payment for use of motion picture filmed on TV in compliance with its agreement with motion picture producers. He added that the union's position is that use of the film by an industry association is no different from use by a commercial production company.

The ABC-MPAA attitude is reported to be that there are "special circumstances" associated with the proposed series which require "special consideration." It was pointed out by a spokesman that if the series is sponsored, the beneficiary will be the Motion Picture Relief Fund, which is designed to assist needy musicians as well as other performers. He added that the series will utilize original scoring, as well as film clips. "Live" portions will give work to other musicians, he said.

The series, tentatively titled "Hollywood on Parade," is expected to use excerpts from three new motion pictures in a half-hour period. It is reported that one of the films selected for the series is a musical.

SWG Asserts TV Writers Don't Have to Join TWA

ALTHOUGH Television Writers of America, in its jurisdictional battle with Screen Writers Guild and Authors League of America, won the recent NLRB-conducted election among writers on live TV shows produced by ABC, CBS, NBC and on films by two TV film production companies [B+T, June 22], SWG has notified video writers they don't have to join the new union "at the present time."

Asserting it already has 90% of the TV film producers' union under contract and has agreements with independent producers of live video packages, the SWG adds that network staff writers also are under its jurisdiction.

TWA, SWG states, won the election only in live network TV and in separate elections with Joan Davis Enterprises (Joan Davis Show) and Russell M. Seeds Co. (Red Skelton Show). Although TWA announced it is drafting an agreement, SWG reminded writers that the new union has not yet negotiated such a contract with the networks, and "you do not have to be a member of TWA until TWA negotiates contracts with these employers, and unless such contracts contain a union shop clause requiring membership in TWA as a condition of employment."

"Our advertising in SRDS has helped sell national business"

Says Hugh K. Boice, Jr., General Manager, Station WEMP, Milwaukee.

"We have always felt that our advertising should include space in Standard Rate & Data. To us an ad in Standard Rate & Data is like a point of sale on the retail level. We know that our advertising in SRDS has helped in selling much national business."

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations right then.
8. It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

**SRDS**

Standard Rate & Data Service, Inc.

Walter E. Barthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Page 78 • July 6, 1953

**PERSONNEL RELATIONS**
WREC prestige doesn't come out of thin air...

Audience preference comes first to create listener-confidence in Memphis No. 1 Station.

This "Magic Touch" in programming is the result of keeping in close touch with the people of this great and growing area, and enables WREC to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). Top coverage in this $2 Billion market is yours, with WREC, at a cost that is actually 10% LESS, per thousand listeners, than in 1946. Let WREC put a touch of SALES MAGIC in your advertising program.
"MR. SMITH" OPENS SOUTHWEST'S MOST POWERFUL TV STATION

Jimmy Stewart MC's Premiere Programs at KGUL-TV, Channel 11, Galveston, Texas

Famed for his acting ability since those early days when "Mr. Smith Goes To Washington" created an unprecedented film sensation, Jimmy Stewart recently "went to Galveston" for the opening of KGUL-TV, a basic CBS affiliate. And, this new outlet's preview gave every indication of a long, successful career serving the Galveston-Houston area.

New TV Outlet is G-E Equipped

The station's owners selected General Electric equipment which included a 12-Bay Antenna, a 20 KW Transmitter, 2000 MC Microwave link, 2 Studio Cameras, Film Camera, Projection Room Equipment, Sync Generator, plus Control and Switching Equipment. With this array of basic talent KGUL-TV will operate at 235,000 watts—the southwest's most powerful television station! Their 12-bay antenna was mounted on a 600' EMSCO tower carrying two 63½' transmission lines to achieve maximum ERP.

Difficult Construction

Schedule To Meet

With an early on-air date in mind, some of that rare Texas rain made construction of the station a difficult problem. Still, in about four weeks time the transmitter building went up, studio space was renovated, tower constructed, and all technical equipment installed. KGUL-TV and General Electric engineers worked 'round-the-clock and forgot to sleep for several days. Mr. Paul E. Taft, President and General Manager of KGUL-TV, had this to say when the hectic days of construction were over and opening ceremonies an assured success: "We've got the right equipment and the right programs to do a bang-up job in this area. At this time we wish to applaud the 'extra' effort received from both our own people and G.E."

OPENING OF FIRST ARKANSAS TV STATION LABELED "OPERATION PERFECT"

Final Equipment Installed Just 22 Hours Before Program Time!

The recent opening of KRTV was particularly notable for an amazing ease of initial programming that followed final equipment installation. The last piece of transmission line was put into place at 3:59 PM, Saturday, April 4, and then test patterns started.

Halted at midnight, the test pattern was resumed at 7:00 AM Sunday, and continued until program time at 2:00 PM. During the next nine hours covering opening ceremonies not one operational blunder occurred!

Civic Officials Attend KRTV Opening

Mr. Kenyon Brown, owner of Station KWFT-TV, Wichita Falls, which went on the air last March 1st as the 100th CBS affiliate, and his partner officially opened KRTV Sunday, April 5. The governor of Arkansas, Little Rock's mayor and other officials attended. Mr. Brown also has partnership interests in KMBY, Monterey, Calif., KGLC, Miami, Oklahoma, and KZTV, Reno, Nev.
A successful uhf station operator tells how to get a high band station off to a good start. Page 84.

Is it okay to kid the commercial? Yes, if you close with a serious pitch. Page 86.

Television and education:

SEATTLE LIKES TEACHING BY COMMERCIAL TV

WHEN KING-TV Seattle launched its Telecourse last Monday on "Reading for Enjoyment: Northwest Literature," it rounded out a full academic year of educational television in its most concentrated form. The Telecourse series, which started in September, 1952, is presented Mondays at 6:15-6:45 p.m. in cooperation with the U. of Washington.

Subjects already covered have been symphony music, conducted by Dr. Stanley Chapple, head of the university's School of Music; primitive art, by Dr. Erna Gunther, head of the Anthropology Department, and house design, by Dr. Arthur Herrman, head of the School of Architecture. The new literature course is to be conducted by Prof. Edwin H. Adams, executive officer of the university's radio-television department in the School of Communications.

The courses—except the one just started—are offered for university credit in conjunction with home study materials supplied by the Department of Correspondence Study, the instructor in each case preparing a Viewer's Guide to the subject. The guide sells for a dollar a copy.

Educational and Entertaining

"Telecourse is also aimed at the whole TV audience, however," according to Tom Dargan, producer of the show for KING-TV. "Whether a viewer is interested in credit or homework or not, we are designing each program and each course so it will broaden his knowledge of the subject. At the same time, we try to make it an entertaining feature."

Success in these multiple objectives is attested by the large, and still growing, audience response. Pulse ratings for the first three courses averaged 31.

On the first course, nineteenth century music, 13 persons enrolled for credit and 208 purchased the listener's guide. The primitive art course brought 48 enrollments for credit, and 398 purchases of the viewer's guide. The telecourse in house design had 41 enrolled for credit, and a new high of 470 viewers buying the guide.

Complimentary mail has come from viewers representing many different interests, including students, farmers, housewives and self-styled "ordinary users of television." A typical comment from the first Telecourse:

"The response your Telecourse in primitive art has evoked in our home is tremendous. All work stops at 6 p.m. on Monday evening and we all gather around our TV set. Even my 82-year-old stone-deaf grandmother."

Another viewer wrote:

"We do hope you will continue the university TV half hour. We never miss it. Put our dinner on trays and hurry in to the television so as not to miss one minute of it. Have enjoyed and learned much from both the music and primitive art lectures. Our deep thanks to the two wonderful people that gave the lectures, to the university, and to KING-TV."

On and Off Campus

H. P. Everest, vice-president of the U. of Washington, appeared on one Telecourse program last January and said:

"The primary business of a university, of course, is to help people to learn. Traditionally, this process has taken place in campus classrooms. Increasingly, however, and in state-supported schools particularly, the scope of a university's teaching responsibility has broadened until, in a very real sense, we regard the whole state as our classroom."

"Television, we feel sure, will greatly increase our opportunity to serve the educational needs of the many who wish to extend their training but who cannot, for one reason or another, come to the campus to get it. It provides a whole new dimension to off-campus teaching and is the next best thing to the face-to-face teaching situation that exists in the classroom itself."

I want especially to take this occasion to thank KING-TV and its public spirited ownership and management for their generosity in giving the time and technical assistance that have made these telecourses possible."

Key figures in getting the show on the air each week, aside from the instructor conducting the particular Telecourse, are Mr. Dargan, producer; Dr. George P. Horton, executive officer of the university's Department of Correspondence Study, and Bruce Calhoun, the university's coordinator for radio and TV.
THE charts on this and the opposite page afford a quick guide for use by both buyers and sellers of radio station time, telling the buyer whether he is paying over or under scale for the opportunity to reach an audience of a certain size with his commercial message and the station operator whether he is pricing his circulation at rates higher or lower than those generally in effect.

Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by SAMS in its 1952 nationwide study, with cases drawn at random from the full list of stations on the air at the beginning of 1952, the charts show (by logarithmic scales) the average daily audience figures, running from left to right and the one-minute, one-time rate, running from bottom to top. Each dot, representing one station, is placed on the chart according to the circulation and the one-minute rate of that station. There are two charts, one for daytime, one for night, with fewer dots on the nighttime chart because of the omission from that chart of daytime-only stations.

It takes only a glance at the charts to see that in general the dots are clustered along a line that rises from lower left to upper right, showing what might be expected—that station rates tend to rise in accordance with circulation, or to put it another way, that stations with average daily audiences in the 100,000-1,000,000 class charge more than stations in the 10,000-100,000 class. A little elementary arithmetic shows further that on an overall industry-wide basis stations charge on the average about 50 cents per 1,000 families for a one-minute spot in the daytime, about 75 cents per 1,000 families for a one-minute spot at night.

"Those two figures (50 and 75 cents) define straight-line relationships between the two variables," Dr. Baker points out, "yet it is obvious from even a casual examination of the two charts..."
that the relationship is not a straight line. There is some sort of curvilinear relationship involved, although the relationship at night is more nearly a straight line."

Not all stations adhere to the general pattern, another fact that everyone knows that the chart shows at second, if not first, glance. A look at the $6 daytime rate, for instance, reveals stations delivering all the way from 1,000 to 25,000 families for that price, a rather wide spread from the 12,000 that would result from strict adherence to the 50-cents-a-thousand average rate. Similarly, the nighttime chart shows that rates charged for audiences of 5,000-6,000 run from $2.75 to $14, again a rather expansive deviation from the nighttime norm of 75 cents per 1,000.

"Such observations," Dr. Baker states, "may lead to some feeling that there is no rhyme or reason to radio rates. Despite the deviations, I, on the other hand, am impressed by the way they are shaping up into a meaningful, logical and defensible pattern. I am also glad that the pattern evolves from the use of circulation figures rather than from program ratings.

"No printed medium calculates its cost-per-thousand from readership figures (the nearest thing they have to program ratings) and when radio calculates its cost from ratings it is bound to suffer. I'm surprised that the broadcasters do it or allow their buyers to do it.

"Ratings have a very useful place in deciding where to locate a spot or a program in a station's schedule and share-of-audience figures may provide a good explanation for rates above the average. But ratings are murder (suicide) when they enter into cost calculations. In the old days, radio could afford to be generous and use ratings this way. It can't afford to today."

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**Diagram:**

Average Daily Audience related to one-time, one-minute rates (nighttime)

*Standard average daily audience (in thousands)*

*One-minute one-time rate (in dollars)*
In this special article, a uhf station operator sets out to clear up what he believes is distorted thinking about television service in the high bands. The essence of his argument is that as far as viewers care, uhf and vhf are indistinguishable.

IN the year since FCC started granting permits for commercial television stations in the new uhf band a torrent of words has been written about uhf. Some sound and accurate information has appeared, but an overwhelming amount of misleading and inaccurate stuff has also appeared, and this has confused the picture, not only in the mind of the public, but in a good many sections of the industry itself as well.

As a uhf operator, I feel that it is time that this branch of the industry cleared up these distortions and inaccuracies, analyzed the progress of uhf to date, and presented a clear, comprehensive picture to the world in general.

Ultra high frequency television made its debut amidst conflicting opinions throughout the industry on the possible acceptance by the viewer who had to convert his existing vhf set; among the engineers who doubted the effectiveness of the uhf signal and estimated a maximum coverage area of 15 miles, and among programming experts who felt that the new uhf stations would not be able to obtain a sufficiently high caliber of program to carry a sizable audience.

It's very important to remember that vhf and uhf are both television! Vhf was here first, but its frequencies limited it to only a few areas in the United States. Uhf is removing those limitations and opening up a great new era for television—the most powerful, attention-compelling, interest-sustaining communication vehicle yet created.

But whether we talk about uhf or vhf, it is, first and foremost, television. Vhf is the older brother, but uhf is catching up fast. Of course there are problems—but they are not problems peculiar to uhf, and they are only a fraction of the problems that confronted vhf only a few years ago.

The younger brother, uhf, has some pretty big advantages and these advantages will assert themselves in due time.

One of the foremost problems requiring full recognition by all uhf stations is the justification for the purchase of these new market operations by the advertising agency. The agency media department cannot arbitrarily place schedules with a station unless the purchase represents a sound buy for the client. The new uhf market, during this period of rapid growth, must accept the obligation to provide accurate, detailed answers to the problems that confront the media buyer.

The agencies must be shown the growth of the uhf audience within the market area with figures that can be relied on as completely accurate. In cases of previously established competitive stations or overlap from outside stations, the new station's research should show the change in viewing habits, or the change in previous projections of impact from the outside station on the local market. With the advent of many new TV markets, most agencies are becoming increasingly conscious of cost per thousand, and in those many markets where such costs are well within a typical yardstick of $2 per thousand homes per commercial minute, this information is of utmost importance in the final agency decision. Set penetration figures can be completely erroneous if based on an area far in excess of either the station's coverage or the major market. Studies by the station in this respect can frequently increase a penetration figure from 12 to 15% to three or four times that figure.

Coverage Claims

In some cases the practice has grown out of necessity (by reason of a limited number of stations) to try to obtain coverage of a widespread area that includes several important markets from a single station. As new stations develop in the individual markets, the agency buyer should be informed of the individual habits and characteristics of market, the relationship of the station programming to the community needs, and the local loyalties that develop by reason of the community services rendered by the new station. Ultimately, this situation may result in a general overhaul of rate structure among existing stations as some operations lose their exclusivity and dominance and new stations increase in popularity. However, this will represent a natural and healthy development for the entire industry.

The idea of merchandising assistance for the national advertiser should not be brushed aside by the new station as an unnecessary extra. Once again, we must realize that the era of the limited station monopoly is over, and practices that were established during that period will not necessarily hold up in the new competitive picture. All television stations, uhf or vhf, must accept the thinking that their role is to promote the sale of merchandise to the consumer, and any assistance that they are in a position to give should be part of its basic service.

The agency media personnel are not opposed to uhf. On the contrary, more and more business, from more and more agencies, is being placed daily on uhf stations. In many instances the far-sighted buyers can recognize the potential for some of the new stations and have made a wise investment for their clients even though the stations may not yet have quite reached the desired growth. In the case of WKNB-TV we have found excellent agency reaction and almost complete acceptance of the basic sales presentation on the station's value to the advertiser. In this case, the market research analysis shows the station to be well within the cost per thousand limitations. However, the media personnel do need facts—not merely guesses and general claims. Uhf stations will rate much higher on the buying schedule when these facts are made available to agencies and the agency can fully justify the purchase of the station to its client.

It seems to me that many of the problems that existed were not basically with uhf, or vhf, or television, or the system, but rather with some of the people concerned. With uhf in its early stages of growth, we must learn to think in terms of

By Julian Gross

About the Author

As president of WKNB and its new Ch. 30 sister station, WKNB-TV New Britain, Conn., Mr. Gross speaks as a practicing broadcaster. He is also entitled to be heard as a buyer of broadcast advertising, having operated his own advertising agency in Hartford for many years.
YOU MIGHT WALK A MILE IN 6½ MINUTES—

BUT...

YOU NEED THE FETZER STATIONS TO HIKE SALES IN WESTERN MICHIGAN!

RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids, are the two outstanding radio buys in Western Michigan. The February 1952 Pulac credits WKZO with more listeners—morning, noon and night—than all other stations combined! Hoopers for the same period credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. Bought in combination, WKZO-WJEF cost only 92.9% as much as the next-best two-station choice in Kalamazoo and Grand Rapids—yet delivered 62.6% more listeners!

TELEVISION
WKZO-TV, the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, truly dominates America's 25th television market. Its bright Channel 3 picture is received clearly and consistently by more than a quarter-million homes in 28 Western Michigan and Northern Indiana counties. The March 1953 Videodex Report shows that WKZO-TV gets 140.7% more afternoon viewers, 153.2% more evening viewers, than the next Western Michigan station!

Get all the Fetzer facts—write direct or ask your Avery-Knodel man.

* Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds, in New York City on February 22, 1932.
Building a new part of the industry as well as an individual station since so much of our ultimate success depends on acceptance of uhf as a whole. The smart station operator will be sure that releases on set count can be authenticated and will avoid exaggerated claims. In many cases, servicemen have not taken the trouble to learn much about installation and service. Some of these have asked excessive prices for converter and antenna installations, but yesterday's errors are today's opportunities, and I am confident that these problems are being worked out successfully.

Among the first uhf grants was a construction permit for WKNB TV in New Britain, Conn., to operate on Ch. 30. In this case, the station was somewhat unique in that the market served comprised the rich Hartford County area which had no local TV service and relied solely on outside vhf coverage from New Haven, Conn. Would effectively serve a wider area and approximately 100,000 people in the city proper and surrounding towns, the Hartford County area covers 562,000 people and the service contours for the new license under full power included 2,368,000 people. Even under the interim power operation, the total population served is 1,200,586.

Power vs. Height

In the original engineering design for the station, the emphasis was placed on greatest possible height for the radiating system, rather than power. After a careful analysis of power versus antenna height, it was felt that the scales were overwhelmingly in favor of a strategic transmitter location that would effectively serve a wide area, and where subsequent power increase would result in a substantial increase in coverage, and would increase signal strength within the original service area in spots that were difficult by reason of terrain conditions.

The site selected for WKNB TV was in an area near a mountain range about three-quarters of a mile off the nearest highway and located approximately three miles northwest of New Britain, and about 7 miles southwest of Hartford. The site had a natural elevation of 740 feet and a five hundred foot tower was erected which, with a forty-five foot antenna, provided a 1,285 foot height above sea level. From this point the area slopes down to the Connecticut River along the entire valley from New Haven north to Springfield with relative heights above sea level in Hartford at 64 feet and in Springfield at 101 feet.

With this tremendous line-of-sight advantage over the whole central Connecticut and western Massachusetts area, WKNB-TV elected to use RCA equipment with a one kilowatt transmitter and a 218BL antenna. The resulting ERP was approximately 20 kw; 6% co-ax line was chosen to reduce attenuation in a relatively humid area.

Since the transmitter was fairly close to both Hartford and New Britain, it was decided to put a one-half degree electrical tilt on the antenna to provide maximum effectiveness in the close-in area. The com-

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**IT'S OKAY TO KID THE COMMERCIAL, BUT FINISH WITH A SERIOUS PITCH**

By Ted Brown*

SOME people call a commercial the kiss of death. It better not be. In a ten radio a commercial may come up as often as 10 times in a half hour and that could obliterate a 10-minute show. My show, the rise and shine type, lasts from 7 to 9 a.m. Mondays through Saturdays, and it has to stay lively, not despite the commercials but including them.

I figure there's a commercial approximately every four to five minutes. This could be annoying, to say the least, unless handled with sincerity, taste and a dash of humor. Sounding sincere is up to the individual announcer. But thought and practice are necessary to develop reliable senses of taste and humor.

I like the job of early morning disc jockey, despite the hours. It's a challenge. People getting up in the morning getting ready for work don't concentrate fully on the radio, but they can be cheered on their way with a light, airy word or two and a bright, saucy tune. There's a turnover every 20 minutes, which means that I can't do anything of long duration, and that I must constantly feed the morning necessities—time, weather, temperature, and the little humor that may mean a smile. At all times I must use big phrases and chuckle-getting remarks, not intricate stories and lengthy jokes.

Late on ad lib shows has been to kid the commercials. But if you kid the commercial from top to bottom, people may remember the joke and fail to go out and buy. Usually people remember the last thing they hear. So I think it's a good rule, and one that I use, that if you're going to have fun with the sponsor's product, do it on top of the commercial, as a hook to capture the ear of the listener. And then, once you have his attention, make a legitimate pitch.

Rhoda, my wife, appears on the show as "Loudmouth," "Redhead," and a variety of characters. She uses various gag voices. Generally we begin the commercials together. But she doesn't participate in the legitimate pitch. Once I start selling the product in earnest, she doesn't come in. We may be announcing events at a race track. Rhoda interrupts with her story of the celebrities she saw at the track—Eddie Cantor, Frank Gallup, John Scott Trotter.

Or we may be selling packets of tissues and medicine, in which case, with a friend of ours bought a dozen of these. He found them so terrific he went out and bought 11 more cars.

Or: This beer has real character. It's the kind you'd want your sister to go out with.

* Mr. Brown runs the Ted Brown Show, 7-9 a.m., Mon.-Sat., on WMGM New York.

The Browns manage exuberance at hours when others can't crack a smile. Here Rhoda pretends to throw an anniversary cake at her husband.

Whatever you tag to the top of the commercial, however, has to be followed with a serious treatment of the product. Of course there are all kinds of sponsors. Some of them prefer that you don't tamper with the commercial. Some insist that you handle it straight. At the other extreme are the ones who say have as much fun as you want with the product, it's up to you. But the crucial point is always implied: Sell the product. So in treating the product with humor, one should remember the facts: The sponsor laid his money on the line, and your line had better not be derogatory.

As a rule, nothing is duller than a station break. At our 50 kw outlet, management has tried to inject some originality in station breaks by using all the available star talent on the Metro-Goldwyn-Mayer lot in Culver City. The stars, and they include Jimmy Durante, Clark Gable, Esther Williams, Robert Taylor, Lionel Barrymore and many others, sign on and off with WMGM call letter identifications, and a plug for themselves. Both Rhoda and I have been playing havoc with these recorded station breaks by using the MGM stars on our early morning aerial romps. This is the sort of lampooning we go in for with the station breaks:

This is a midget. You are tuned to the small letters of the stars.

(Sound of a train.) Thank you, Lionel. You are tuned to the call letters of the stars.

What is the secret of how to be gay at such ungodly hours? Ask Rhoda. She says it's no there are all kinds of sponsors. Some of them prefer that you don't tamper with the commercial. Some insist that you handle it straight. At the other extreme are the ones who say have as much fun as you want with the product, it's up to you. But the crucial point is always implied: Sell the product. So in treating the product with humor, one should remember the facts: The sponsor laid his money on the line, and your line had better not be derogatory.
BUSINESS EXECUTIVES
CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- Have you given your employees time off to make blood donations?
- Has your company given any recognition to donors?
- Do you have a blood donor honor roll in your company?
- Have you arranged to have a bloodmobile make regular visits?
- Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?

Remember, as long as a single pint of blood may mean the difference between life and death for any American, the need for blood is urgent!

NATIONAL BLOOD PROGRAM

Of course, he'd never volunteer to give blood, anyway. But any resemblance of this old duffer to the average, red-blooded American is a mistake.

For instance, several million healthy Americans have given blood. But it's not enough.

So this is to tell several million more Americans that their blood is needed—now!

We've never let anyone down who was in trouble. When a GI gets wounded and suffers shock—he's in bad trouble. He's got to have blood and lots of it! Folks here at home need blood too—to save their lives.

So make a date with your Red Cross, Armed Forces or Community Blood Donor Center. One hour and you're on your way.

GIVE BLOOD
...give it again and again
tion had spent months in negotiating with the various networks on an affiliation contract. Since the only service that was reaching the Hartford County area at all was from the basic NBC station in New Haven, the emphasis was placed on working out the details with CBS, and a supplier of uhf units in the market even though the summer period is normally extremely poor for television receiver sales.

By March of this year, the picture regarding uhf had become even more complicated in the minds of national agency buyers by reason of exaggerated set counts, inability of uhf converters which were extremely scarce at the start of 1953. Mass meetings were held with dealers and installation men with 700 to 1,000 people in attendance and a panel of experts on the maintenance and techniques of uhf sales and installation. Newspaper ads, up to a full page, in the Hartford, New Britain, and central Connecticut newspapers were run in the form of "Reports to the People" covering the station's plans and the methods of equipping present sets for uhf. The WKNB radio station ran saturation schedules of announcements urging conversion to Ch. 30 and also featuring programs on a clinic and question and answer type format to educate the public on the subject of uhf.

Two Evangelists

Two men were thoroughly oriented in the characteristics of uhf and the station's programming plans. These men made regular appearances at luncheons and dinner meetings for civic organizations, service clubs, and various clubs and associations throughout central Connecticut. Thousands of people were contacted in this manner in informal discussions and question and answer sessions that resulted in a broader understanding of uhf and the new Ch. 30 operation that in turn produced many new installations.

WKNB-TV went on the air with the transmitter in Farmington, Conn., as its major base of operations. All programming, network and film, originate at this point, and local programming was postponed until such time as the station builds its new AM and TV studio building. However, pressure from local civic groups, advertisers, and the obvious value from a promotional point of view was immediately reflected in the purchase of a single camera chain which was installed in a room at the transmitter building. With this single camera the station has been able to meet the more urgent needs of the Hartford County area in public service programming and make available live commercials in specified periods. Recently the FCC granted the station approval to construct its new studio at Corbin's Corners in the southwest corner of West Hartford, and when the studios are completed late in 1953, full scale live programming will be established.

In addition to existing AM personnel for the radio station, 33 people have been added to staff the television station. Of these, eight are in the engineering department and six are in film. With the local sales operation covering all of the Connecticut River Valley, it was necessary to build a sales force of five men plus a sales manager.

The film department is considerably larger than originally estimated since the screening, editing, splicing, stripping, and shipping operations resulted in close to six hours of man power per hour of film presented. However, the station has been extremely particular about the quality of film presentations in an effort to establish film programming as an acceptable and basic part of a television station's programming format rather than a fill-in measure.

During the three and a half months of operation, WKNB-TV has experienced only one major interruption in service during its commercial hours of 3:30 p.m. to 12:30 a.m. This was caused by a short circuit in one of the test tubes that was easily repaired when the trouble was finally located, but determining the cause of the trouble was such a lengthy problem that the station remained off the air all day. Minor interruptions have occurred during the test pattern hours of 10 a.m. to 3:30 p.m., in most cases resulting from the accumulation of dust in the transmitter as a result of making the transmitter installation while the building construction was still in progress. An interesting point during the construction of the station was a heavy accumulation of ice on the 500 foot tower during a January ice storm. Two members of the engineering department narrowly escaped serious injury when 60,000 pounds of ice fell from the tower at one time while they were inspecting the site. At this time, the transmitter building, which was located only 18 feet from the tower, suffered excessive wind loss, had not been roofed in, consisted of sidewalks. The two-by-six scaffolding around the sidewalks was crushed like matchsticks by the ice, and had the building been completed, it, too, would have been crushed by the weight of the falling ice. Fortunately, the RCA TRU-18 converter was resting on a cradle approximately forty feet from the tower escaped damage. The close proximity of the tower to the transmitter building, which will probably be true in many uhf installations, had necessitated the installation of heating cable for the entire 500 feet of tower to prevent a recurrence of this incident. It is also expected that before next winter de-icing equipment will be installed on the antenna.

Conservatism Paid

And so, as the uhf picture has developed, it seems that WKNB-TV planned well. We were deliberately conservative, making no claims and doing no promotion until all facts and factors were well co-ordinated, and until the dealers and servicemen were ready to sell and install converters, sets and antennas, that meant that people through the area could receive our programs.

The station has been extremely careful to authenticate all of its set counts, and the April count of 61,789 Ch. 30 units in this area, with an estimated count in May of over 70,000, bears proof that uhf television can be and is an established medium that needs only time to equal in numbers the penetration of its vhf predecessor and offers su-

Why WSAZ-TV

You can sell more...prosperous market with only ONE TV Station...The Only TV Station in this vast market...

Exclusively covered...in 103 Counties of West Virginia, Ohio, Kentucky and Virginia.

Set Sales in WSAZ-TV's coverage area, 200,452 (RTMA Figures).

Your product will receive a true reception with the excellent promotion and sales-wise departments of WSAZ-TV at your service. INVEST your advertising budget where your return is assured.
BUSINESS EXECUTIVES
CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- Have you given your employees time off to make blood donations?
- Has your company given any recognition to donors?
- Do you have a blood donor honor roll in your company?
- Have you arranged to have a bloodmobile make regular visits?
- Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?

Remember, as long as a single pint of blood may mean the difference between life and death for any American, the need for blood is urgent!

NATIONAL BLOOD PROGRAM

this man has

ice water

in his veins!

Of course he'd never volunteer to give blood, anyway. But any resemblance of this old duffer to the average, red-blooded American is a mistake.

For instance, several million healthy Americans have given blood. But it's not enough.

So this is to tell several million more Americans that their blood is needed—now!

We've never let anyone down who was in trouble. When a GI gets wounded and suffers shock—he's in bad trouble. He's got to have blood and lots of it! Folks here at home need blood too—to save their lives.

So make a date with your Red Cross, Armed Forces or Community Blood Donor Center. One hour and you're on your way.

GIVE BLOOD
...give it again and again
The station had spent months in negotiating with the various networks on an affiliation contract. Since the only service that was reaching the Hartford County area at all was from the basic NBC station in New Haven, the emphasis was placed on working out the details with CBS, and a supplemental contract was also made with DuMont. As was the case with most new markets, the station quickly found that the network sales organization was not in a position to concentrate on any single market, and large portions of the network business placed were solicited directly by the station sales staff through the national agencies. The demand for the market was widespread, and the major agencies placed contracts immediately for network shows based on an estimated 20,000 set figure for the start of operations. The Class A one-time rate was established at $250 per hour. On February 25, two weeks after the start of operations, sworn statements from most of the distributors in the area showed a set count of 36,645. On March 31 a similar count showed 53,017 sets equipped for Channel 30 in the market area. On April 27 this count, which was verified by a firm of certified public accountants in Hartford, reached 61,789.

As a promotion vehicle to further stimulate the conversion of existing vhf sets and to promote the sale of new receivers, the station contracted for the coverage of the Boston Red Sox baseball games with the station providing the relay facilities from the Boston station. While this proved to be an extremely expensive undertaking, it is expected that it will substantially increase the number of uhf units in the market even though the summer period is normally extremely poor for television receiver sales.

By March of this year, the picture regarding uhf had become even more complicated. A number of market leaders by reason of exaggerated set counts, inability of some stations to maintain regular schedules due to faulty equipment, and reported disinterest in some markets on the part of the public to convert to uhf. Several agencies and trade organizations were attempting to survey various uhf markets to establish a true picture of uhf performance. In some cases it was found that the set counts had been exaggerated; in many other cases the sudden demand for transmitter equipment had caught manufacturers unawares with resulting shortages and technical deficiencies. However, these were isolated cases, and in general uhf was found to be doing an amazing job with a growth that far surpassed that of vhf in its pioneering days.

CBS Survey

Early in March, within the first three weeks of operation, a CBS representative, on an official mission to determine the uhf story, made a survey of the Hartford-New Britain market and covered a radius of some thirty miles with a glowing report of WKNB-TV's progress as a result. This survey was based on visits to dealers and distributors and also survey various uhf markets where the home-owner was asked whether or not he had installed a Ch. 30 receiver, or if he intended to do so. In many cases, homes with no outside antenna were found to be already equipped with Ch. 30. In those homes that were not already converted, there was intense interest, and in cases where Ch. 30 was being received, home-owners were tremendously enthusiastic about the quality of the picture and the type and caliber of programming presented.

The station programming at this time was based on approximately 33 CBS shows weekly, plus top quality film presentations on an early show from 6:15 to 7:30, and a late show from 11:15 to sign-off. Gaps in network programming were covered with such features as wrestling and other sports films plus half-hour feature films and syndicated shows sold on a local basis.

The local advertiser in the Hartford-New Britain market, as well as more outlying communities such as Springfield, Manchester, Middletown, Meriden, and Waterbury gave the station a tremendous vote of confidence by placing more than a quarter of a million dollars of annual business with the station in its first year.

We didn't trust to luck. We stuck close to the fundamentals of advertising, and if I were asked to suggest a plan for launching a uhf station, I would recommend this formula. It worked for us and I believe can be adapted to any other area. A full-scale educational promotion campaign in the entire Connecticut and western Massachusetts area was started four months prior to the station's inaugural telecast. Luncheon meetings were held with distributors of television receivers to orient them on the station's plans, coverage pattern, and programming and to promote the procure-
Only 62¢ per watt achieves full allowable power on channels 7 through 13 using this Federal transmitter-antenna combination. If you are considering maximum power for your station, consider these important advantages.

Here is a simple, direct, inexpensive method of obtaining 316 Kw on the high channel VHF band without bulky, expensive, power-consuming amplifiers. The Federal 7.5 Kw transmitter and 25 Kw amplifier feeding the Federal high gain Triangular Loop Antenna (gain of 17) offers the television broadcaster quality equipment at reasonable initial and operating costs.

There are many other important advantages inherent in this system. Smaller diameter transmission line can be used, high voltage problems in the transmitter are diminished, power consumption and tube costs are substantially reduced. Add to this the advantages of the Triangular Loop Antenna with its null fill-in characteristics for greater coverage, single line feed and simplified tower mounting, and you have the outstanding system for maximum power output.

Your Graybar Electronics Representative will be glad to give you further particulars on Federal television equipment—both VHF and UHF. Call him today.

Federal Telecommunication Laboratories, Inc.

500 Washington Avenue • Nutley, New Jersey

Canadian Distributor: Federal Electric Manufacturing Company, Ltd., Montreal, P. O.

covering the station's installation men with meetings were held with dealers.

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Let me come back again to that very important fact—vhf and uhf are not competitors, but full blood brothers. People in this area no longer look at uhf as a new "type" of television—it is television. People don't refer any longer to WKNB-TV as the new "uhf" station, but as Ch. 30. I believe that in a very short time, throughout the United States, people will pay no attention at all to whether a station is vhf or uhf, any more than they now care whether present vhf stations are high band or low.
"WE USED ONLY KYW IN PHILADELPHIA"

.. reports THWING & ALTMAN, INC.

TO JOE GANS, vice president in charge of Radio & Television, we're indebted for a letter that speaks volumes about advertising effectiveness in the rich Middle Atlantic market-area.

Suppose we quote directly:

"A recent review of our records points up a few facts which I think should be called to your attention.

"This season, for the first time, we used only KYW to cover the Philadelphia market. The results have been spectacular. We increased our budget 300% over last year, and achieved one of this season's greatest success stories!

"KYW had to produce results every day to make this increase possible. And you sure did! Results were up almost five times over last year. This is extremely gratifying inasmuch as for the first time in several years we used mostly local shows and personalities, from sign-on to sign-off, seven days a week.

"On behalf of our clients, Doubleday & Co., Inc., The Grolier Society, Inc., and The Greystone Press, may I extend to you and your associates at the station my sincere thanks for all the cooperation that made our campaign in Philadelphia so successful this season."

If you want the same rewarding response in this same rich market, put KYW at the top of your schedule! For availabilities, check KYW or your Free & Peters representative.

KYW PHILADELPHIA
50,000 WATTS • NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales
WTMJ-AM-TV Zoo Appeals

WTMJ-AM-TV Milwaukee are promoting a drive for $8,000 in funds for purchase of two elephants for the Washington Park Zoo there, after the zoo's only elephant died recently. The drive is promoted on WTMJ's Top o' the Morning and WTMJ-TV's Time Out With Thomas. The latter show presents a weekly zoo feature.

Doll Birthday Party

Vogue Dolls, Pepsi Cola, Lansburgh Department Store, Washington, and WMAL-TV Washington staged a three-day promotion test for Vogue Dolls. After saturation advertising by all four participants, a gala three-day birthday party for Vogue's fashion doll, "Ginny" was held at downtown Washington's Lansburgh Department Store on June 22, 23 and 24. Youngsters attending were feted with ice cream, cake and Pepsi Cola, as Ruth Anne Flaherty, star of WMAL-TV's morning show Miss Ruth Anne, demonstrated new doll fashions. Representatives of the toy company say the party was a test in the Washington area, to be followed by similar parties throughout the country.

Market Analysis

WFMY Greensboro, N. C., has released a market analysis of Atlanta, Greensboro, Charlotte, Birmingham, Norfolk and Richmond, prepared for the station by Peat, Marwick, Mitchell & Co., certified public accountants. The report covers the estimated population, retail sales, and effective buying income of the market area within a 55-mile radius of the six cities. Copies of the booklet may be obtained from the station or the accountant firm.

Newspaper Publicity

The 28-page television section of the News and Courier and the Charleston Evening Post was devoted to WCSC-TV Charleston on the day it began broadcasting [B&T, June 22]. Pictures of the city's first TV station, as well as news and pictures of its staff and programming events filled the supplement.

Hillbilly Badge

Tom Edwards, hillbilly disc jockey for WEVE Cleveland, last week chucked up the 2,000th request for one of his special hillbilly pints since the offer was made four weeks ago, the station reports. Designed to ascertain the pull of his Hillbilly Jamboree every Saturday morning, the badges are sent to listeners who send in a dime to cover cost of mailing and furnish a profit for the local cerebral palsy

The Prodigal Herb Shriner Visits Back Home at WOWO

Herb Shriner went home to Indiana June 22—to the town, Fort Wayne, and the station, WOWO, where he began his radio career in 1928.

Former colleagues and 15,000 hometowners turned out for "Herb Shriner Day" there. WOWO covered the event from the time Mr. Shriner and his wife, Pixie, stepped out of their plane, and presented a special broadcast from the Court House square.

Cal Stewart, WOWO announcer, was m.c. for the day. During the broadcast Mayor Harry W. Baals presented the comedian a "Main & Broadway" street sign, reminiscent of the days when WOWO studios were on Main Street—and in line with the title of Mr. Shriner's forthcoming

A WOWO Microphone and these seven well-wishers were among the 15,000 who greeted comedian and home-town-boy Herb Shriner as he landed at Fort Wayne for "Herb Shriner Day." The greeting party (I to r): Parker Crawford, Indiana Secretary of State; Carl Vandegrift, WOWO station manager; Cliff Milnor, Fort Wayne Journal Gazette columnist; Paul E. Mills, WOWO sales manager; Bob Shreve, former WOWO staff member now with Galbraith TV studios there; Mr. Shriner, and Shirley Wayne, WOWO staff member who paired with Mr. Shreve in the "Siri and Elmer" act during Mr. Shriner's tenure at the station. Norm Carroll, WGL Fort Wayne program director who worked on WOWO with Mr. Shriner, is behind Miss Wayne.
From where I sit by Joe Marsh

A Little Headwork
Saves a Lot of Footwork

“Dint ever aim to give up fishing,” Pappy Hayes said one day—“but the older I get the less I like hiking over to Pike’s Creek. Guess I’ll have to bring the fish nearer to me.”

So Pappy went and got his nephew to bulldoze down about three acres of bottom land. Then he dammed up the little stream there.

He wrote the U. S. Fish and Wildlife Service, in Washington, and got some “blue gills” and bass to stock it—free. Pappy’s idea wound up giving him (and us) just about the best fishing pond in the county...right in his own back yard.

From where I sit, Pappy may be older than some of us but his mind is active—and open. He’s ready to listen to anybody with an idea. That’s why he and I can talk on any subject—sometimes about his preference for buttermilk and mine for beer. And though we disagree, we respect each other’s opinion. That’s neighborliness without a “catch” to it.

Joe Marsh

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Response

WFBG-TV Altoona, Pa., carried a 10-minute film to demonstrate a combination glass cutter and tool sharpener called "Gay Blade" by its producer, the Grant Tool Co., Chicago.

That was on May 19. Orders began swarming in almost immediately, and Grant quickly placed six more of the 10-minute shows on WFBG-TV.

The scoreboard by June 15: Orders for 1,275 "Gay Blades" had come from 305 towns in Pennsylvania, West Virginia, Virginia, New York, New Jersey and Maryland.

Independence Hall. Using no actors or mechanical animation, the entire show was presented through the technique of narration while cameras were trained on the doors, desk and other hallowed places where the founding fathers deliberated and discussed the break with England. The narration, written and presented by Harry K. Smith, covered the events and thoughts of the men who wrote and signed the Declaration of Independence. Aired from 5:30-6:00 p.m., the program was produced and directed by Cal Jones.

ORIZH FROM HAWAII

ORIZH from Hawaii were plentiful around New York and Chicago agencies last Thursday—orchid leis, no less. As a promotion for its appointment as national spot representative for KGU and KONA (TV) Honolulu, NBC Spot Sales arranged to have hundreds of fresh-cut leis flown directly from Hawaii. They were distributed Thursday to women radio and television buyers at agencies in New York and Chicago.

FAR-REACHING WHISTLE

WHILE delivering a commercial, Stan Richards, disc jockey on WORL Boston, emphasized how nice a girl looks in a Jantzen bathing suit by giving out with an appropriate whistle. Shortly after, the station received a call from an irate husband who was checking up on a gas station attendant whom he charged with whistling at his wife. The attendant claimed that the whistle came from his radio, tuned to Stan Richards’ program. Then another call came in from an amused driver who had stopped for a red light and was severely reprimanded by a girl crossing the street. Again, of course, it was Mr. Richards who had whistled. The disc jockey is now very confused about girls—do they or do they not like to be whistled at? Or could this happen only in Boston?

WHY, DADDY?

DESIGNED to give parents the ammunition they so badly need when youngsters ask their characteristically baffling questions, a new program, titled Why, Daddy?, is being presented by WBAI-TV Baltimore. For example, a recent show demonstrated hypnosis, by means of illustrations, explanations of its modern uses, and actual performance by a hypnotist. Aired from 6:30-7:00 p.m. on Sundays, the program as explained by Arnold Wilkes, director of public affairs and information for WBAL-TV, is intended primarily to provide information, but, he says, "we also hope it will help parents re-draw their battle lines in a losing intellectual struggle."

TABLES TURNED

THERE'S a weather bureau that calls a radio station for the temperature, in fact KXOK St. Louis has recently completed arrangements to furnish the Weather Bureau with that information daily. It seems that the station installed a professional-type thermometer, which records temperatures at "street level." The Weather Bureau's thermometer is on the 11th floor, and frequently there is a difference between "street level" and "official" readings. During a recent heat wave when the official temperature was 102.8 and the station's thermometer recorded 103, people calling the bureau accepted official readings, but wanted to know "street level" temperatures, as well.
### Advertisers

*John D. Davis, Procter & Gamble, to Simoniz Co., Chicago, as brand advertising manager, where he will be responsible for Non-Scuff floor wax and Bodygard liquid car wax.*

*Jack Delaney appointed director of merchandising for Mrs. America super market merchandising plan, Mrs. America Inc., N. Y.*

### Agencies

*Jeremy Gary, senior copywriter, Ted Bates Inc., N. Y., to Benton & Bowles, N. Y., as vice president and copy supervisor.*

*Ernest W. Everz, copy supervisor, Foote, Cone & Belding, N. Y., elected vice president.*

*Herbert H. Rabke, comptroller with J. D. Tarcher & Co., to Harry B. Cohen, N. Y., as assistant to president.*

*William Knudsen, with R. T. O'Connell Co., N. Y., as vice president and art director, to Smith, Hagel & Snyder, as art director.*

*Gerald S. Carwin appointed creative director and account supervisor for Manson-Gold-Miller Inc., Minneapolis.*

*John Beccari, Young & Rubicam, N. Y., to David J. Mahone Inc., N. Y., as director of marketing and research.*

*Walter R. Avis, advertising manager of Zippo Mfg. Co., to Southward & Assocs., Chicago, as senior associate in charge of creative activity.*


*Edward A. Foste, Biov Co., N. Y., to Ruthrauff & Ryan, N. Y., as radio and television timebuyer.*


*William Tarr, Harry B. Cohen Agency, N. Y., to Duane Jones & Co., as member of copy dept.*

*Allen Tolchard, Cunningham & Walsh, and Dorothy Kent, Irving Serwer, to Grey Adv., N. Y., as copywriters. Leonard Turowin to Grey Adv. as radio-TV writer.*

*J. C. Morse, president, Dan B. Miner Co., L. A., received honorary doctor of laws degree from College of Osteopathic Physicians and Surgeons, L. A., for outstanding work as board president, Glendale Community Hospital.*

*Robert E. Thompson, vice president of George W. Hayman Adv., Rockville Center, L. I., and director at WABD (TV) New York, father of girl, Jane Elizabeth.*


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**Now...**

**SEALED for your protection**

To make sure the new Image Orthicon tube you buy is "factory-fresh," RCA now seals each 5820 for replacement use in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that no hand has touched your tube since it left the RCA factory. You are the first to use it.

Customer protection like this is typical of RCA's never-ending effort to bring broadcast and TV stations the most dependable tubes the industry can offer.

Your neighborhood RCA Tube Distributor is especially experienced in meeting your tube needs. For fast service on Image Orthicons...and all types of RCA tubes...phone him.
in advancing brotherhood as chairman of committee on mass communications.

**Stations**

Earl Strine, commercial manager of WCHA-AM-FM Chambersburg, Pa., named general manager.

Paul B. Mowery, general manager of WABC-TV New York, appointed program and sales advisor for WFIL-AM-TV Philadelphia.

Stanley N. Hetzop, head of national sales for WNB, Binghamton, N. Y., appointed sales manager of WNB-AM-TV.

Gil Bond, formerly manager of KVSM San Mateo, Calif., appointed sales manager for KOI Seattle.

Earl M. Willhite, account executive, Tullis Co., Hollywood, to KMO-TV Tacoma, Wash., as general sales manager. Station is scheduled to start operations Aug. 1.

Sam Elber, promotion director of WPEN Philadelphia, named head of program and promotion departments.

Gustave Nathan, station manager of WWCO Waterbury, Conn., appointed sales manager of WKNB New Britain, Conn. Jack Maskin to sales staff of WKNB-TV, and Frank Struzzi, film expeditioner at NBC-TV New York, named film director of WKNB-TV. Burnell Poole Jr., to production dept., and Tom Meade to sales staff of TV station.

Ben Greer, WFMY (TV) Greensboro, N. C., appointed program director of WGW (TV) Greenville, S. C. L. Herbert Porter is to head promotion, merchandising and advertising dept., and John Wrightson, office manager of O'Neill's Equipment Corp., Spartanburg, S. C., is new business manager.

Joseph L. Fredericks, WMAY Springfield, Ill., named program director of WEOL Elyria Lorain, Ohio.

Frederick W. Shaffer, production manager at WSBA-TV York, Pa., promoted to program director.

**Dick Zoan** appointed promotion manager of WCPO-AM-FM-TV Cincinnati.

**Thanks From Ike**

WALTER DICKSON, operations manager of WABI-AM-TV Bangor, Me., who caught the season's first Atlantic salmon from the Bangor Salmon Pool and presented it to the White House, according to annual custom, has been thanked in a letter from President Eisenhower. The letter: "Thank you for coming in yesterday with the group from Maine to present the season's first salmon from the Bangor Salmon Pool—and congratulations again on your catch. I am aware the occasion depended on the fisherman."

Dave Murray, news and special events director of WDTV (TV) Pittsburgh, named program manager of WENS Pittsburgh.

William A. Gilderseeve, production supervisor at WNAC-TV Boston, named program director of WPMT Portland, Me.

Tony Bridge appointed program manager and news director of KBEL Idaho, Okla. H. B. Pitchford Jr. and Ed Rickey named staff announcers, and Joe Turbyfill named engineer.

John Peel, program director of WFRX Frankfort, Ill., appointed production manager of WIND Chicago.

Robert Cromwell appointed sales promotion manager of WHIZ-AM-TV Zanesville, Ohio.

Carl Nielsen, TV spot sales manager for NBC, named account executive for KCBS San Francisco.

Bobbe Valenlue, director of publicity, KTTV (TV) Hollywood, has resigned.

John Milburn, commercial manager at KTIP Porterville, Calif., assigned to sales staff of KSFO San Francisco, as account executive.

John E. Riley, staff announcer with WVAM Altoona, Pa., appointed director of news and public relations.

Jack Henry, newspaperman and radio reporter, named news editor of KQV Pittsburgh.

Nat Kirby to sales staff of WFFA Ft. Payne, Ala.

Bill Mason, farm director of WIL Urbana, Ill., to WIBC Indianapolis in same capacity.


Sandford Semel, Harry B. Cohen Adv., N. Y., to WCPO-TV Cincinnati as director.

Tom Seger, cameraman at WDTV (TV) Pittsburgh, named floor manager.

Guy Rauer, chief engineer at WCBS Techniche, N. Y., to WQAN Scanton, in same capacity.

Jerry White, instructor at School of Radio Technique, N. Y., has rejoined news staff of WHLI Hempstead, L. I.

Peg Smith to promotion staff of WNXA Yankton, S. D.

Chuck Bennett, production manager, KBUC Corona, Calif., and Fred Smith, announcer, KXLA Pasadena, to KFI Los Angeles as announcers.

Frank Teas to announcing staff of WABI Bangor, Me.

Alan H. Newcomb to announcing staff of WBT-AM-TV Charlotte, N. C.

Russ Emery, TV and recording personality, to WJAR-TV Providence.

Herb Adams and Kay Adams to talent staff of WLW Cincinnati.

Bill Granville, to KFAB Omaha, Neb., as music librarian.

Bob Arel to WDR-AM-FM Hartford as summer replacement announcer.

Paul W. Morency, vice president and general manager of WATIC Hartford, received engraved gavel and joint resolution of thanks from Conn. legislators for “good will and enterprise in pro-

**BROADCASTING** **•** **TELECASTING**
Breen’s Cabin

EDWARD BREEN, president of KYFD (AM) and KQTV (TV) Fort Dodge, Iowa, is author of “Build Yourself a Cabin,” in the July issue of The Iowaan. Mr. Breen and his family designed the cabin (“that a friendly architect kindly translated into a blueprint”), which, essentially, was to be all one room. A massive fireplace was the nucleus. The cabin has been in use three years, but it’s still not finished, “and that for us is one of its principal charms. It is something we can work on forever,” Mr. Breen says. When he isn’t working on the cabin, operating his radio station or planning the TV operation (KQTV is due Oct. 1), Mr. Breen busies himself as president of the Iowa Broadcasters Assn. and as chairman of NABTD’s Copyright Committee.

Hamilton Shea, general manager of WTAM and WNBK (TV) Cleveland, appointed to board of directors of “Junior Achievement” program in Cleveland and to development committee of John Carroll U.

Hugh B. Terry, president of KLZ Denver, received citation from Denver Junior Chamber of Commerce, in appreciation of benefits derived from station.

Tory Messner, manager of CFOB Winnipeg, elected president of Winnipeg Sales and Advertising Club for 1953-54. Ralph Normandreau, CKSB St. Boniface, elected club director.

Jerry Keefe, general manager of WFJL (FM) Chicago, non-commercial outlet, elected to executive board of Catholic International Assn. for Radio and Television at recent meeting in Cologne, Germany. Mr. Keefe, only U. S. delegate to attend, is first American to become board member.

William B. Casky, general manager of WPEN Philadelphia, was chairman of radio-TV committee for charity game between A’s and Phils.

Roger W. Clipp, general manager of WFIL Philadelphia, will receive award from Allied Jewish Appeal for station’s assistance, cooperation and support of recent A. J. A. drive conducted in the Phila. area.

Harry Novik, general manager at WLJB New York, received citation from Hebrew Sheltering & Immigrant Aid Society, for station’s part in supporting organization.

Walter Johnson, secretary of Travelers Bestg. Service Corp. and assistant general manager of WTIC Hartford, elected director of Retail Trade Board of Hartford Chamber of Commerce.

Harold B. Day, WABC New York’s sales staff, re-elected president of Colgate U. Alumni Corp. He is one of three alumni presented with Alumni Award for distinguished service to Colgate.

B. George Barber Jr., commercial manager of WGBG Greensboro, N. C., elected president of Greensboro Advertising Club.

Roland Peterson, WNAX Yankton, S. D., named president of Yankton Junior Chamber of Commerce.

Dotty Mack, WCPO-TV Cincinnati, is first woman to receive award from Cincinnati Athletic Club.

Jack Pearse, production staff of KYW Philadelphia, elected to public relations and rehabilitation committees of Prisoners’ Family Welfare Assn. of Phila.

Martin B. Monroe and Arthur Dawson, WOR New York account executives, were honored last week for bringing in $1 million each in net billings since joining station. Mr. Monroe has been with WOR since 1948, and Mr. Dawson since 1950.

Mort Silverman, general manager of WMRY New Orleans, honored by mayor of New Orleans for radio marathon put on by station in behalf of United Negro College Fund Drive.

Evelyn Gardiner, KDKA Pittsburgh, awarded Humanitarian Award of National Achievement Clubs Inc. for contributions in inter-group and inter-cultural understanding.

James F. Evans, Winfield, Iowa, is winner of Alfred J. DuPont scholarship, presented by WTIT Cedar Rapids, Iowa.

Bill Leonard, WCBS New York, presented with Certificate of Civic Merit by Mayor Impellitteri for “outstanding service to the community in the 1953 spring Clean-up, Paint-up and Fix-up Campaign.”

Mary Landis, WBAL-TV Baltimore, presented with Award of Merit by Baltimore Stewards and Caterers Club, for her outstanding achievements in food service by way of TV.

Mischa Bregman, music librarian and clearance chief for WCCO Minneapolis, appointed conductor of Minneapolis Pops Orchestra.

Alice Jackson, WIAR-TV Providence, received certificate from American Legion Auxiliary on behalf of station for recognition of station’s contribution to education, entertainment and inspiration of community.

Roy Allen Kampmeyer, engineer at WKDN Camden, N. J., married Evelyn Ora McMonigal; Bill Stamper, announcer at WKDN, married Blanche Pauline Hofstetter, and Harvey Huston, program director, married Carol Price.

Tommy Fitzpatrick, former radio singer on
Robert Longenecker, TV program packager-agent and m.c. on KNXT (TV) Hollywood, father of girl, June 6.

Joe Zimmermann, director of advertising and promotion for WFIL-AM-TV Philadelphia, father of girl, Lisa, June 17.

Gordon Thomas, emcee at WTMJ Milwaukee, father of son, Todd Patrick, June 5.

AI H. Wooldrige, news director of WEAU Eau Claire, Wis., father of boy, Al Henry, June 8.

Garland Burt, announcer at WLAK Lakeland, Fla., father of boy, David Lane, June 3.


Edward Ginsberg, accountant for WTVJ (TV) Miami, father of girl.

Networks

Oliver Presbrey, formerly business manager of radio-TV div., BBDO, N. Y., and Frank McNaughton, former Washington correspondent for Time, Life and Fortune, have announced their association in new TV program, Washington Exclusive, 7:30 p.m., Sun., on DuMont.

Roy Shults, account executive with CBS Radio spot sales in New York, has resigned, effective July 5. Assuming Mr. Shults' duties will be Frank Orth, account executive with CBS Radio spot sales, N. Y.

Arthur Rankin Jr. resigned as head of graphic arts dept. of ABC-TV to join Video Crafts, N. Y., TV graphic arts firm.

Henry Anderson, insurance manager, ABC-Paramount Theatres Inc., elected vice president in charge of insurance div., American Management Ass'n., N. Y.

James Brewster Conkling, president of Columbia Records Inc. and CBS vice president, appointed for third successive year as chairman of Music Div. in Sister Elizabeth Kenny Foundation annual appeal for funds.

Jack McCoy, producer on NBC-TV Glamour Girl, father of girl, Debra Vaughn, June 21.

Dawn Bender, who portrays Margaret on NBC Radio One Man's Family, and Warren VanderSchuit were married June 26.

Manufacturers

Stanley Bernstein, general manager of Electrical Tower Service Inc., Pecora, Ill., elected president and chairman of board; Charles Guthrie, field liaison manager, promoted to operations manager;

C. R. Hammond, equipment sales manager of receiving tube div., Raytheon Mfg. Co., and D. P. Susmeyan, plant manager of same division, appointed assistant vice presidents of division.

Kenneth B. Booth, vice president and director of instrumentation div., elected to board of directors of Audio & Video Products Corp., N. Y. Also elected were: Martin V. Kiebert Jr., formerly project director of Bendix Aviation; Bernard B. Smith, N. Y. attorney, and Irving M. Buckley, executive vice president of Trans-Canada Airways.

William H. Beresh, special consultant and technical advisor for mid-west manufacturers, to Packard-Bell Co., L. A. (set mfrs.), to direct activity of company's diversification program.


Phillip N. Gundy, formerly manager of electronic sales, Graybar Electric, Detroit, named head of newly created Eastern sales region, Ampex Corp., Redwood City, Calif.


Representatives

Dunk Watson, N. W. Ayer & Son, N. Y., to Forjoe & Co., station representatives, N. Y.

Services

Neil H. Meherl, TV program supervisor for Chicago public schools, to Illinois Institute of Technology as manager of radio-television activities. He will handle radio-TV production for institute's affiliate, Armour Research Foundation.

Carl Shipley, Washington radio-TV attorney, elected secretary of Capitol Hill Club, social organization of Republican Congressmen and businessmen.

Joan Shields, secretary to Glenn Dolberg, BMI vice president in charge of station relations, was married June 28 to Henry E. Cohen of Ossining, N. Y.

Personnel Relations

Isabelle Pantone, assistant librarian, KFI Los Angeles, to Academy of Television Arts & Sciences as executive-secretary-office manager.

Government

Col. William Mason Wright Jr., director of Armed Forces Radio Service, Hollywood, retiree from active service after 33-year military career.
NEW CANADIAN RADIO RULES TAKE OVER

Regulations which went into effect last Wednesday represent a compromise between the CBC and the CAB. The broadcasters call them a "considerable improvement."

EVENING spot and flash announcements, more evening time for transcribed shows, and the dropping of proposed regulations requiring Canadian stations to broadcast fixed percentages of Canadian programs highlight the new regulations of the Canadian Broadcasting Corp. which went into effect Wednesday. The regulations [B* T, Oct. 13, 1952] were worked out by a joint committee of the CAB and the Canadian Assn. of Broadcasters following public hearings on the proposed regulations last January.

CAB points out that while "not all the points we put forward were obtained, nonetheless considerable concessions were obtained. It is our feeling that the new regulations represent a very considerable improvement over the existing regulations and over the proposals put forward by the CBC last October."

The CBC-CAB committee which worked out the new regulations consisted of A. D. Dunton, CBC chairman; Alphonse Ouimet, CBC general manager; E. F. MacDonald, CICH Halifax; J. A. Dupleston, CIAD Montreal, and T. J. Allard, CAB executive vice president.

The regulations apply to all AM and FM stations in Canada, and are expected to apply to TV when independent stations come on the air.

News Restriction

Of special interest was a new regulation prohibiting the reconstruction of sporting events by a station in any center where a live broadcast or telecast of the event was being aired. Reconstructed broadcasts would have to be identified as such every 15 minutes, and could be broadcast as a public service broadcast after the event was over if a station was doing a live broadcast of the event in the same area. The new regulations would not apply to broadcasts of running stories on sporting events supplied by a news agency, so long as the broadcasts did not purport to be on-the-spot broadcasts.

The regulation came about because of charges by CKFR Toronto that CK fry there reconstructed broadcasts of Toronto Maple Leaf out-of-town hockey games which CKFR carried direct from rink-side.

On advertising, evening spot and flash announcements, limited to four totaling three minutes in any 15 minute period, are now permitted. Advertising content for any program is now permitted on a sliding scale from 10 to 25% of time, dependent on program length and time of day. Regulations on liquor advertising, at present allowed only in Quebec province, are continued, while food and drug advertising has been brought in line with developments and current practices.

The proposed regulations which would have required all Canadian stations to carry Canadian live or transcribed programs varying from 30 to 48% of program time, were dropped when the CAB representatives and individual stations showed that this strict percentage basis would hinder rather than develop use of Canadian talent and program material. No advertisements in the body of newscasts are permitted, continuing an existing regulation.

Quinones To Address BCAB

JOSE RAMON QUINONES, president of WAPA San Juan, P. R., will address the British Columbia Assn. of Broadcasters at their convention Aug. 21-22 in Nanaimo, B. C. Mr. Quinones is first vice president of the InterAmerican Assn. of Broadcasters.

Canadian-U.S. Station Reps Meeting Foreseen by CSRA

POSSIBLE meeting between Canadian and United States station representatives is forecast by the Canadian Station Representatives Assn. due to flight of accounts from U.S. agencies to the Canadian offices of U.S. agencies. A number of U.S. advertising agencies have opened offices in Canada in recent months, with sizeable accounts now placed from these offices, which formerly were placed on Canadian stations through the U.S. representatives of the stations. Also discussed at CSRA's meeting at Toronto were Canadian station rate increases effective July 1, and growth of co-operative advertising.

The latest WCKY

TV Brings British Rift

RIFT in the British Conservative Government has been reported over a proposal approved by the House of Commons last year to license commercial TV stations to introduce sponsored programs in competition with the government-owned BBC. Some Conservatives have formed a council to resist sponsored TV and, since the party's majority in the House is only 17 these Conservatives could join with the opposing Labor Party against sponsored TV to defeat it. The Labor Party is whole against commercial TV.

BUY WCKY

AND GET FULL COVERAGE

IN CINCINNATI-

PLUS A BIG BONUS OF

OUT OF HOME LISTENING

July 6, 1953 • Page 99

UPCOMING EVENTS

June 28-July 11: TV Workshop, Pasadena, Playhouse.

July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee, U. S. Capitol, Open.


July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.

Aug. 3-15: Summer TV Workshop, Michigan State College, Lansing.

Aug. 10-11: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Nanaimo, B. C.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.


Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.


SPECIAL LISTING

Program and sales conferences, co-sponsored by BAD and BMI.

July 6-7: Northern Billings, Mont.

July 8: Third Summer TV Workshop, Michigan State College, East Lansing.

July 8-9: KFYR Studios, Bismarck, N. D.

July 9-10: Roseville, Va.; Ladislon, Minneapolis.

One radio station covers 40% of Canada's retail sales.

**REPRESENTATIVES**
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

**WANT TO SELL CANADA?**
One radio station covers 40% of Canada's retail sales.

**TOKONO**
50,000 WATTS, 10,10 K.C.

CFBR covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFBR your No. 1 buy in Canada's No. 1 market.

**REPRESENTATIVES**
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

**Want a different tv show?**
Popular, well rated, entertaining?

**SYNDICATE FILMS**
5 great, 15 minute Westerns and outdoor panel shows.
Write for audition prints.

**BROADCASTING**
**TELECASTING**
1022 Forbes Street
Pittsburgh 19, Pa.
THE SCOPE OF THIS LIST

B'Y'T's New Grantee's 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 Telecast summary.

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted</th>
<th>Network Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPIC (TV) Salem, Ore. (34)</td>
<td>1/29/53</td>
<td>Ore.</td>
</tr>
<tr>
<td>KUTV (TV) Salt Lake City, Utah (5)</td>
<td>3/26/53</td>
<td>ABC</td>
</tr>
<tr>
<td>KALA (TV) San Antonio, Tex. (35)</td>
<td>8/13/53</td>
<td>Late Oct. '53, Rambo</td>
</tr>
<tr>
<td>KJWV (TV) St. Louis, Mo. (9)</td>
<td>9/11/53</td>
<td>Late</td>
</tr>
<tr>
<td>KSAW (TV) San Francisco (20)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>KSDK (TV) St. Louis, Mo. (10)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>KDFW (TV) Dallas, Tex. (16)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>KTVU (TV) Austin, Tex. (1)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>KSAN (TV) San Francisco (20)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVI (TV) Seattle, Wash. (14)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>WOFL (TV) Orlando, Fla. (17)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVI (TV) Stellar, Wash. (22)</td>
<td>9/15/53</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVI (TV) Seattle, Wash. (14)</td>
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<td>9/15/53</td>
<td>CBS</td>
</tr>
</tbody>
</table>

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW Economical and efficient medium for covering the mass market.

on the efficient 620 frequency PORTLAND, OREGON REPRESENTED NATIONALLY BY EDWARD PETRY, INC. AFFILIATED WITH NBC
FOR THE RECORD

ACTIONS OF THE FCC

June 25 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and roundups.

Abbreviations:

CP—construction permit
DA—directional antenna
ERP—effective radiated power
FM—federal communication commission
mhz—megacycles
kHz—kilohertz
v.f.m.—v.f.m. transmitter
VHF—very-high frequency
VHF—v.h.f.
A.M.—am
CFB—clear channel band
D.—day
F.M.—f.m.
S.S.—s.s.

FOR THE RECORD

FCC Broadcast Station Authorizations as of May 31, 1953

<table>
<thead>
<tr>
<th>Am</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenced (all on air)</td>
<td>4,240</td>
<td>569</td>
</tr>
<tr>
<td>CPs on air</td>
<td>3,590</td>
<td>788</td>
</tr>
<tr>
<td>Total on air</td>
<td>7,835</td>
<td>857</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>9,040</td>
<td>871</td>
</tr>
<tr>
<td>Total authorized</td>
<td>16,875</td>
<td>1,728</td>
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</tbody>
</table>

Applications in hearing

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>901</td>
<td>1,080</td>
<td>1,981</td>
</tr>
</tbody>
</table>

Total operating stations in U.S.

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>913</td>
<td>1,194</td>
<td>2,007</td>
</tr>
</tbody>
</table>

New TV Stations

New Haven, Conn.—Connecticut Radio Foundation Inc. (WELL). Granted uhf Ch. 59 (740-746 Mc); ERP 19.25 kw visual, 86.3 kw audio, antenna height above average terrain 565 ft.; above ground 336.5 ft. Estimated construction cost $135,286.16, first year operating cost $110,000, revenue $30,000. Owner address 221 Orange St., New Haven. Studio and transmitter location on Baldwin Drive on top of West Rock Ridge. Geographic coordinates 41° 22' 00" N., Lat. 72° 58' 19" W. Long. Transmitter and antenna GE; Legal counsel Dow, Lohman & Albertson, Washington, Consulting engineers Craven, Baldwin & Co., Washington. Principals include President Richard W. Davey (41.4%). Vice President Edwin Schweitzer (71.7%). Colony Best Corp. holds 21.34%. There are 35 stockholders, each with 1% or less than 1%, and 8 other stockholders, each of whom owns less than 5%.

Kansas City, Mo.—Midland Bestco, Co. (KMBC). Granted uhf Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw audio; antenna height above average terrain 1,080 ft.; above ground 1,023 ft. Estimated construction cost $45,016, first year operating cost $65,000, revenue $180,000. Post office address 222 W. 11 St. Studio location 222 W. 11 St. Transmitter location NW corner 22 St. & Topping Ave. Geographic coordinates 39° 05' 25" N., Lat. 94° 37' W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leuchs, Zia, Young & Jankay, Washington. Consulting engineers Jankay & Bailey, Washington. Principals include Martin E. Goddett & Treasurer Arthur H. Church (37.5%). Mr. & Mrs. Church together own 72.2% of stock of Midland Bestco, Co. Granted June 26.

Kansas City, Mo.—WIBB Bestco, Co. (WHBN). Granted uhf Ch. 9 (186-192 mc); on share time basis with Midland Bestco, Co. ERP 218 kw visual, 158 kw audio; antenna height above average terrain 1,080 ft.; above ground 1,023 ft. Estimated construction cost $50,000, first year operating cost $50,000, revenue $390,000. Post office address P.O. Box 300 Kansas City. Studio location to be determined. Transmitter location NW corner 23 St. & Topping Ave. Geographic coordinates 39° 05' 25" N., Lat. 94° 37' W. Long. Transmitter DuMont, antenna RCA. Legal counsel Spiering & Robinson, Dow, Lohman & Albertson, Washington. Consulting engineer E. Berl Cullum Jr., Dallas, Tex. Principals include Donald D. Davis (35.7%); Vice President-Treasurer John F. Cash (9.5%); Vice President John T. Schalling; Secretary (10.2%); Lathrop G. Backstrom (9.4%). Beneficial owner of 100% of stock (490 shares). By President & Var- nish Co. Granted June 26.

Marshall, Tex.—Marshall TV Corp. Granted uhf Ch. 8 (486-490 mc); ERP 18.6 kw visual, 5.3 kw audio; antenna height above average terrain 470 ft., above ground 493 ft. Estimated construction cost $248,753. First year operating cost $110,000, revenue $150,000. Post office address 36 Park Ave., New York. Studio location to be determined. Marshall. Transmitter location State Hwy. 465, 1.9 mi. W. of Harrison city lim. Geographic coordinates 32° 25' 55" N., Lat. 94° 25' 28" W. Long. Transmitter and antenna RCA. Legal counsel, Fitzpatrick, Shuebruk & Blume, Washington. Consulting engineers Inglis, Washington. Principals include President Albert May, no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer Joseph Low (18%). New York attorney; Secretary George Hecker (15%). Note: Processing of uncontroverted TV applications has been extended through both the Group A and B city priority lists.

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>138</td>
<td>243</td>
</tr>
<tr>
<td>Educational &amp; Religious</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Total operating stations in U.S.:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>Commercial on air</td>
<td>153</td>
<td>41</td>
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<tr>
<td>Non-commercial</td>
<td>43</td>
<td>35</td>
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Applications filed since April 14, 1952:

<table>
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<th>VHF</th>
<th>UHF</th>
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<tr>
<td>New Ammd.</td>
<td>795</td>
<td>377</td>
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For Full Information On Racial Equipment Write

JACK A. FROST, DEPT. B, 224 PIQUETTE AVE.
Detroit 2, Michigan

Trinity 3-8030

FOR THE RECORD

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV Engineer on duty all night every night

JACKSON 500

P. O. Box 7037
Kansas City, Mo.

TOWERS

AM * FM * TV

Complete Installation

TOWER SALES & ERECTING CO.
6100 N. E. Colonial Blvd.
Portland 1, Oregon

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be
seen by 16,500 readers—station owners and
managers, chief engineers and technicians—
appliances for AM, FM, Television and fas-
similar facilities.

Page 102 * July 6, 1953

Broadcasting * Teletacing

HOW MUCH FOR LIBEL OR SLANDER

BETTER ANSWER—SPECIAL INSURANCE
COVERING THIS AND RELATED HAZARDS
—IT'S SURPRISINGLY INEXPENSIVE

WRITE FOR RATES AND WRAP

EMPLOYEES' COMPENSATION INSURANCE
CORPORATE OFFICES, 135 N. WABASH AVE., CHICAGO 2, ILL.

FOR THE RECORD

FOR THE RECORD
A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2447
WASHINGTON 4, D. C.
Member AFCCE *

CRAYEN, Lohnes & Culver
UNSEY BUILDING DISTRICT 7-3215
WASHINGTON 4, D. C.
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A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
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FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1516 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
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KEAR & KENNEDY
1302 18th St., N. W., Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3736 Kanawha St., N.W., Wash., D. C.
Phone Emerson 3-8073
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE *

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Electronics-Communications
1610 1 St., N. W., Wash. 8, D. C.
Executive 5-1539 Executive 5-1819
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Mifflin—Associate
1405 G St., N. W.
Republic 7-6646
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Washington 5, D. C.

GEORGE C. DAVIS
501-514 Munsey Bldg., Sterling 3-0111
Washington 4, D. C.
Member AFCCE *

CARL E. SMITH
CONSULTING RADIO ENGINEER
4900 Euclid Avenue
Cleveland 19, Ohio
Henderson 2-1177
Member AFCCE *

AFCCE *
### Classified Advertisements

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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**Help Wanted**

**Managerial**

Manager for fulltime, network-affiliated station in city of 25,000. Must be salesmen of real ability and have general, allaround radio experience. Must have strong background in commercial, news and sales. Must be able to fit into company line. Prefer man in the 35-40 age bracket. Box 62X, B-T.

Station manager, Salary plus commission for Radio Station of WMFA, Aberdeen, Mississippi. Personal interview. Contact Joe Phillips, WSSO, Starkville, Mississippi.

**Salesman**

Salesman-announcer, Florida. Mostly selling but good announcing required. Salary plus commission. Box 1199, B-T.

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 478, B-T.

Salesman—immediate opening $100 to start. Car required. Send photo, references and experience in first letter. KCHI, P.O. Box 258, Delano, Calif.

**Announcer**

Salesman-announcer, nationwide. Exceptionally high watt independent station in southeast needs salesman-announcer. Florida. Box 111W.

**Salesmen**

Salesmen, as are needed immediately. See box numbers are sent once a week. Box 98X, B-T.

**Technical**

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowledge of audio and television equipment. Home audio experience required. Send resume to: Box 389, B-T.

Chiefe engineer with medium station experience. Exceptionally good dayside news, PM talk, destination. Must have good zeal and knowledge of music. Station begins operation in May. Send full details and references to: Box 98Y, B-T.

APPLICANTS: All preceding publication date.

Deadline: Monday, July 9.

**Classified**


Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 478, B-T.

**Announcer**

Florida coast, Morning man DJ. Must have top voice. Male, excellent delivery commercial. Send tape for an interview. Box 118X, B-T.

Announcer, $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 56Y, B-T.

New 10,000 watt independent daytime opening about September 1st in southeast needs personable, pitchy DJ. All ability to do good stuff man able to handle news, special events. Salary dependent on auditions of your audition tape and background. Box 94Y, B-T.

Experienced announcer-operate for 5 kw George. suburbs. Restricted permit sufficient. Box 15X, B-T.

Exceptionally good combo man, morning or afternoon shift, Virginia ABC. Only top grade announcer need apply. $40, forty hours. Box 22X, B-T.

**Protection, Publishing, Others**

Southern regional NBC station has opening for good morning man with special appeal to farm and industrial audience. Good pay for good man. Box 71X, B-T.

DJ and newsman. If you're good now and expect to get even better, a pro-active Detroit area station has openings for you. Send audition and details to Box 90X, B-T.

Announcer-engineer at KWCO, Chickasha, Okla.

Announcer, DJ, 1st class license, married man preferred. Full details to Dick Hardin, Radio Station WBBB, Trenton, New Jersey.

Announcer. Good voice who can also do playby-play on football and basketball. References and resume. AM/WB, 396 E. Washington Street, Bloomingon, Ill.

Urgently need staff announcer at new 1kw daytime outlet in eastern Pa. 40 hour week. Good working conditions, etc. Salary according to experience. Prefer personal interview, but will consider personnel who have written references. Reply to Manager, WLHS, Box D, Lansford, Pa.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Wing. Chief Engineer, WTTA, Thomson, Georgia.

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**Situations Wanted**

**Managerial**

Sober, reliable, experienced manager who can sell hardboiled clients good radio, wants to return to change. Present position long time. Box 42X, B-T.

Looking for: me! Major TV network (New York City) experience—programming, production, production, production. Would accept either NW or SE position, with no locational preference. Reply Box 91X, B-T.

General or commercial manager, or administration of station, needed by ABC TV network and have strong handle on regional market. Salary plus expense. Contact one of nation's major markets. Reply Box 61X, B-T.

**Salesmen**

Salesman, AM or TV. Time salesman for station rep. Station salesmen since '48. Outstanding sales record. Box 93X, B-T.

Salesman, 28. Can you use, or know someone who can use, a salesman with a top sales record, seeking to become associated with a worthwhile station in Northwest. Contact Krammer, 2010 Ocean Ave., Brooklyn, N. Y.

**Announcers**

Good, deep voice. Radio announcing school graduate. Must have right personality. Must have good news sense. Opening in position near Minneapolis. Box 74X, B-T.

Announcer, First phone, 6 years including commercials, copy, announcing, writing, traffic, and engineering experience. College graduate. Marry graduate. Has two leading radio schools. Sober, reliable family man with car. Presently employed. Box 51X, B-T.

Announcer-CMO: Experienced; trained all phases. Excel sportscasting; athletic background. DJ, classical, jazz, R&B. Veteran. Dependable, willing, able. Interested permanent position begin August. Resume tape. Box 99X, B-T.


Combination DJ-announcer-pianist. Real air salesman. Box 72X, B-T.

Need a top flight site DJ: Top DJ in southern metropolitan market of 100,000 at 8 kw. Now available with two-week notice. Former Bonneville. 5 years experience. Box 44X, B-T.

Three independent and network. Announcer, program director, sports. First ticket. College, car, will not consider. Must Deserve opportunity for radio-TV advancement and permanency. Box 55X, B-T.

Hillbilly and popular disc jockey—presently employed—5 years experience. Singer-musician; smooth folk and western. Was member of wellknown western group. Wide knowledge of popular and hillbilly records. Do Interviews, openings, events and spots. Dependable, hard-working. Box 76X, B-T.

Outlying branch town's largest bank robbed 10:30 AM. Noon news direct eye witness account radio. 17 1/2 watt station. Station pictures scene, including bandit's victim. Bandit can erase disabling directing (wire) news coverage radio, TV, newspapers. Contact Box 77X, B-T.

Announcer, 3 years experience both network and independent. 32. No experience. Want something permanent. Box 78X, B-T.


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**Television**

**Production, Programming, Others**

New network-affiliated TV station NE section United States looking for program director, preferably from a network or program director/program director in smaller TV station and commercial manager, who must have TV and/or radio experience. Positions open at one of nation's major markets. Reply Box 61X, B-T.

**Production**

Production-Programming, Others

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Page 104 * July 6, 1953
Situations Wanted—(Cont'd)


Experienced in announcing, engineering, TV, films. Fred, graduate college, 2 years metropolitan FM station. Box 91X, B.T.
Announcer. Versatile, sports play-by-play specialty. Capable staff man. Box 83X, B.T.

Young lady, Regular announcing—commercial, DJ, Illinois preferable. Disc, photo. Box 109X, B.T.

Announcer, 5 years experience, desires staff with 55 kw station. Minimum salary $1,000. Larry Bowk, 3921 W. Polk, Chicago. Nevada 8-6383.


Versatile announcer, staff, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 109 16th Avenue East, Alexandria, Minnesota.

Technical

Engineer first class wishes transmitter job, no announcing. 69X, B.T.
Technician. 5 years experience, console transmitter, disc and tape recordings. Box 92X, B.T.

Production-Programming, Others

Writer-announcer, presently employed, seeking better opportunity. Single, excellent references. Box 94X, B.T.

Has overhead overcome your profit? Man-wife team: she secretary, bookkeeper, traffic, general; he sales, commercials, write, sell, first class license. Work out interest, perhaps invest, progressive station with potential. Prefer southwest, midwest, south. Invite propositions. Box 83X, B.T.

Immediate permanent position desired in radio, TV or FM on the west coast. 8 years in radio continuity; broadcasting own shows; transcription, script writing, copy; voice work on disc, traffic. Mrs. E., servicing accounts; familiar all elements of TV and FM. Desires a full time position. Box 83X, B.T.


Over 2 years experience copywriting, sales, announcing. Radio school graduate. Like opportunity in programming-directing radio or TV. Prefer east coast. Consider anywhere. Box 83X, B.T.

Commercial, writer-producer. In 8 years, I've worked with some of the finest stations and agencies west. Top reference. Want responsible job, good surroundings. Box 83X, B.T.


Television

Managerial

General or commercial manager. Completely experienced all phases. Recent record. Presently employed. Box 783W, B.T.
Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 91W, B.T.

Theater man with radio experience and sales knowhow available immediately; organizer, promoter. Box 70X, B.T.

Situations Wanted—(Cont'd)

Technical

Commercial photographer, first phone, college, thorough radio training, desire connection with station with TV application. Good voice. West coast. Box 92X, B.T.
Assistant chief engineer, experienced VHF-UHF- television, desires permanent position as chief of TV station, western Pa., or vicinity. Prefer station in paper stage. Box 92X, B.T.

Chief engineer, thoroughly experienced in all phases, fully qualified. Strong references, seek permanent position Gulf Coast, west coast or southwest. Box 92X, B.T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 94W, B.T.

TV continuity director, plus announcing. Midwest only. Thoroughly experienced, 4 years TV, T, married. Presently employed TV. Copy samples. Box 112X, B.T.


For Sale

I am offering for sale half interest in a 250 watt station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $55,000. Opportunity for the right man to vote any time in this particular property. Only persons financially qualified will be interviewed in this matter. Box 94W, B.T.

West coast; 500 watt daytime. No competition. Indie. Must sell because of illness. $5,000 down, $600 per month. Box 115X, B.T.

WE 5083-2 10 kw transmitter. Will sell all or any of the component parts. Two WE 105A reproducer groups complete. Any offer considered. Call Huntington, West Virginia. 3-4511.

Presto dual disc recorder all 3 speeds crated FOB Jacksonville, Florida. $500, P. O. Box 4554.

5 kw AM transmitter RCA type BTA-5F and seven 250 kw, self-sup. Blaw-Knox towers, insulated, marked for erection. Write John W. Sherman, WCCO-TV, Minneapolis, Minn.

Component parts or complete. 5 kw composite Echo transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WAXA, Kenne, New Hampshire.

Blaw-Knox M21-250 foot supporting tower; 300 feet 3½ inch American coastal line; Western Electric 8 bay antenna. Westhouse 10 kw transmitter; Hewlett-Packard monitoring equipment; Silecon gel dehydrator; Western Electric limiter amplifier. For sale in whole or parts. Make offer 0W519, 746 Reisterstown Road, Baltimore 18, Md.

Equipment, etc.


Help Wanted

Announcers

WANTED

Topflight deejay, with original program idea, and possessing good salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.

TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $15,000, do not apply, as you do not have the background we require. A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B.T.
CONTINUITY WRITER

for largest department store operation in middle Atlantic state. Send background, picture, salary expected in first letter. Box 101X, B.T.

Television

EXPERIENCED TV PERSONNEL

Excellent opportunity new UHF station—first in Kentucky. Offers the new TV-watcher's studio production experience. Engineers with minimum one year professional TV experience, salary requirement. Box 101X, 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.

SALESMAN

WANTED:

New AM Stations...

Action by FCC

KIRO-TV McAllen, Texas—Texas State Network Inc. granted request for cancellation of unused CP for new station on uhf Ch. 50 and deletion of call letters. Deleted June 29; announced June 29.

New FM Stations...

Actions by FCC


WRHD-FM Portsmouth, N. H.—WRHD Inc. granted change of ERP from 1670 w to 233 w and antenna height from 189 ft above average terrain 180 ft. Granted June 26; announced June 23.

Existing AM Stations...

AM Permit Cancelled

Dagen L. Boyle, Richmond, Ky.—Granted request to cancel CP for new AM station on 1420 kc with 1 kw daytime. Deleted June 24; announced June 22.

Existing FM Stations...

Actions by FCC

WRHR-FM Rock Hill, S. C.—York County Bestg. Co. granted change from Ch. 240 to Ch. 255 (68.3 mhz) with change ERP from 194 kw to 630 kw. Decision June 22; announced June 26.

FM Station Deleted

WAYS-FM Charlotte, N. C.—Inter-City Adv. Co. granted request to cancel license and delete operation. Granted June 29; deleted June 22; announced June 22.

Ownership Changes...

Actions by FCC


FOR THE RECORD

Applications Amended

Wargo, Calif.—E. J. Peters requests amendment of license to add condition from E. J. Peters Bro/. as Maple Leaf Restg. Co. to Ch 23 (589-590 mc) to uhf Ch. 37 (568-614 mc). ERP from 15,906 kw visual and 8,651 kw audio. Granted June 23; announced June 24.

TV Permit Cancelled

KQO-AM McAllen, Tex.—Texas State Network Inc. granted request for cancellation of unused CP for new station on uhf Ch. 23 for period ending Dec. 23. Granted June 23; announced June 22.

Applications

Grandville, Idaho—Far West Radio Inc., 1230 kc. Granted request to add 2 kw, 150 kw visual station to win on Ch. 50. Granted June 22; announced June 23.

For Sale

Used New Station Wagon

FOR SALE

I have a brand new Willy's station wagon which I will sell $300 off list price. Reason for magnanimity is because new car was taken in settlement of claim, and I have no need for it. Write Box 100X, B.T.
is new corporation, Pickens County
and adding $375,000.

Transferors:

There is no

KJBS Broadcasting

KBOP

June 26.

Wednesday, Va.,

KJMS

KBOP

June 28.

KJBS

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June 24

Lancaster, Pa.—New TV, uhf Ch. 8, Peoples Bestco. (Docket 19335) and W&L-TV (Docket 10166). Peoples filed proposed findings which conclude hearing should be reopened to permit parties to complete content (Examiner earlier closed record and ruled Peoples application, in default).

Trenton, N. J.—New TV, uhf Ch. 41. Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision of June 22 to grant application of Peoples Bestco. (WTVM).

Atlantic City, N. J.—New AM, 1390 kc. Leroy Tremblay filed petition as Atlantic City Bestco. to protest renewal of license of KFDM. (Docket 20109) on ground that previous station’s license was not renewed. Agreement was made which authorized new application to be included in docket (Docket 13918) on condition that KFDM apply for license on or before July 15. (Docket 20110). (Docket 20109 et al.) See also other contests and Garden State Bestco. and WDAS Philadelphia, latter seeking change to 1 kw on 1460 kc, which examiner would deny.

KFDM Beaumont, Tex.—KWTO Springfield, Mo., petitions FCC to issue order to show cause why KWTO should not be revoked. On June 13, petition was filed (KFTV) to request KWTO be revoked and imposition of time limit on KWTO to boost power to 900 kw.

June 25

Jacksonville, Fla.—New AM, 1280 kc. Ray Herbert Gunckel (BP-8796) and R. F. J. Timm (BP-8189) apply to renew license of KBBA. Mr. Gunckel’s petition of June 18 which asked for dismissal of the TMM application or for condition of grant of the Gunckel bid. Mr. Timm denies allegations concerning good faith of his application and cites previous severance of connections and connections with certain stations headed by Mr. Gunckel.

Waterloo, Iowa.—New TV, uhf Ch. 16. Charles H. Gurney replies to response of L. E. Kelly and contends the attempt of Mr. Kelly now to re- trend and rest on the unavailability of Mr. Rurney’s site as the basis for grant of the TMM license to proponents at Davenport, clearly exposes the inherent falsity of Mr. Kelly’s major origin- ization, which bid was not in good faith.

Sacramento, Calif.—New TV, uhf Ch. 3. KCRA Inc. (Docket 10254) and Sacramento Metropolitan Broadcasting, Inc. (Docket 9901). Both parties petition for extension of time from July 1 to June 24 to file proposed findings.

TV Allocations, Jackson, Miss., petitions for allocation of uhf Ch. 18 to nearby Farm, Mich. (WKJG).

June 26

KABA Benton, Ark.—WMPM Memphis replies to answer of KABA on petition of WMPM requesting FCC to withhold program test authorization of KABA’s proposed FM application (BP-8311).

Amendment of AM Standards to delete provisions regarding skywave measurements (Docket 10496). Opposing filing by Storer Broadcast Co. (BP-8311).

Amendment of Sec. 1 on AM Standards to re- view "396 rule" (Docket 10699)—Comments filed by KDA Denver and American Broadcasting-Paramount Telecasts. Inc. on June 29 comments were filed by NBC, A. S. 4-53. (Docket 20109 et al.) See also other contests and Garden State Bestco. and WDAS Philadelphia, latter seeking change to 1 kw on 1460 kc, which examiner would deny.

NARBA Notification

FCC has issued the following changes, proposed changes and corrections to coverage orders of foreign broadcast stations following notification to the Congress by the FCC of its intent to consider provisions of the North American Regional Broadcast agreements. The exchanges are regarding license, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 159, June 3, 1953

WHEL Honolulu, Senora, increase power from 0.5 kw to 1 kw, operating uni. as Class III-B. 170 kc

XETA Zitacuaro, Michoacan, delete assign- ment, 0.25 kw day, Class II-G. 6-53.

XEPK Pachuca, Hidalgo, delete assignment, 0.25 kw day, Class II-G. 6-53.

XETA Zitacuaro, Michoacan, new assignment, 0.3 kw day, Class II-G. 6-53.

XELA Mexico, D. F., now in operation, 10 kw day, 2 kw night directed signal. Uni. II-C. 6-53.

XEMD Gomez Palacio, Durango, new assign- ment, 0.6 kw uni. Class IV, 12-3-53.

XENC Ciudad Lerdo, Durango, new assign- ment, 1 kw uni. Class IV, 12-3-53.

XEOC Chetumal, Quintana Roo, new assign- ment, 0.6 kw uni. Class III-B. 12-3-53.

XEDC Ciudad Acuna, Coahuila, new assign- ment, 0.6 kw day, 0.25 kw night, uni. Class II-G. 12-3-53.

XEBX Villahermosa, Tabasco, new assignment, 1 kw day, Class II-G. 12-3-53.

XECO Boca del Rio, Veracruz, 0.5 kw, DA-N, uni. Class II-G. 12-3-53.

XEXO Ciudad Obregon, Sonora, increase power daytime from 1 kw to 3 kw, 0.5 kw night. Uni. Class III-B. 9-3-53.

XETZ Villahermosa, Tabasco, new assign- ment, 0.5 kw night, 1 kw day, uni. Class IV, 9-3-53.

XTPK Pachuca, Hidalgo, new assignment, 1 kw day, 0.15 kw night, uni. Class IV, 9-3-53.

XENP Salamanca, Guanajuato, correction in schedule from uni. to daytime, 0.25 kw Class IV, 9-3-53.

Routine Roundup

June 24 Applications

ACCEPTED FOR FILING

WHEF Foley, Ala., Howard E. Pultuska, Alaba- ms—Gulf Radio—License to cover CB (BP-8061) as authorized new AM (BL-5031).

WKMB Mobile, Ala., Purney Bestco. Service Inc.—License to cover CB (BP-8299) as authorized new AM (BL-5031).

KWTO, Turlock, Calif.—New TV, uhf Ch. 3. KCRA Inc. (Docket 10254) and Sacramento Metropolitan Broadcasting, Inc. (Docket 9901). Both parties petition for extension of time from July 1 to June 24 to file proposed findings.

TV Allocations, Jackson, Miss., petitions for allocation of uhf Ch. 18 to nearby Farm, Mich. (WKJG).

WKBV Hartford, Conn., The Travelers Bestco. Service Corp.—License to cover CB (BP-8041) as authorized new AM (BL-5031).

KWAB, Co.—License to cover CB (BP-8796) as authorized new AM (BL-5031).

KFTO, Milwaukee, W. M. A. Merl Bestco. Service Corp.—License to cover CB (BP-8857) as authorized new AM (BL-5031) as mod., which authorized new AM (BL-5031).
Huntington, and Corp. (BRCH-33) to WJET Erie, Pa., Myron Jones (WBNY) and Winnebago Rockford, Ill., Leslie Golliday (WPTL) for applications involve mutual interference questions which indicate necessity.

BROADCASTING

June 25 Decisions

BY COMMISSION EN BANC

Actions Taken June 24

McFarland Letter

KOWL Bstg. Co., Corona, Calif.—Is being advised that application for new TV station to operate on Ch. 27, Mod. CP to change type trans. (BPCT-1188).

Modification of STA

Howard-Yale, Atlanta, Ga.—Granted mod. of special temporary authority to March 25, 1953, for new TV station KSAJ-TV, Kinston, N. C., to provide additional service to area not beyond three months of experimental operation after conclusion of this temporary authority (June 12, 1953). Authority is also granted to re-transmit signals of scheduled stations of Angeles stations, including WXJ Tijuana, Mexico, provided consent is obtained in accordance with Commission rules.

June 26 Decisions

BY COMMISSION EN BANC

Actions Taken June 25

McFarland Letter

San Patricio Bstg. Co., Corpus Christi, Texas—is being advised that application (BP-4789) for new AM to operate on Ch. 24, Mod. CP to change power on Ch. 24, DA-D, indicates necessity of a hearing.

WJRE Pa., Myron Jones—Is being advised that application (BP-4790) to change AM facilities on Ch. 1590, from 1700 watts, 1600 kc., 230 w. units, indicates necessity of a hearing.

Ester Bstg., New Haven, Conn.—Granted license covering changes in location from Meriden to Hamden, to add a new station to the area, and increase power from 1 to 5 kw, DA; also granted authority to operate on Ch. 27, Mod. CP to change station location (BPCT-1446) for a new TV to operate on Ch. 8 indicates necessity of a hearing.

June 26 Applications

FOR FILING

License to Cover CP

KLQ Lewiston, Idaho, Cole E. Wylie—License to cover CP (BP-5046) granted 12/4/52, which authorized change in location from Meridian to Lewiston, and increase in power from 1 to 5 kw, DA; also granted authorization to change in frequency to 1590.

WNBY Buffalo, N. Y., Roy L. Albertson (BRC-97)—Granted license for AM; 1350 kc., 250 w. units (BLH-4991); reimbursed $1,350.00.

Modification of CP

WLBC-TV Muscle, Ind., Tri-City Radio Corp. (BRCH-33) to WBRE-FM to change type trans. (BPCT-787) which authorized new trans. on Ch. 7 for extension of completion date from 6/29/53 to 9/15/53 (BPCT-1192).

KBNH-HM, Byrnes Co., Mobile, Ala., WBNK Bstg. Co. (Mod. CP (BPCT-279) as mod. which authorized new commercial, TV for extension of completion date to 7/15/53 (BPCT-991). (Logged.

APPLICATION RETURNED

Voluntary KShare of Control


June 29 Decisions

BY BROADCAST BUREAU

Admix. A. Taken June 25

Granted License

WQAN-FM Scanton, Pa., The Scranton Times—Granted license covering changes in FM; 1973 mc. (Ch. 297); ERP 1.8 kw; ant. 1,200 ft. (BLL-4989).

Modification of CP


Granted Authority

WBNG Buffalo, N. Y., Roy L. Albertson—Granted authority to operate trans. by remote control (BRC-97-1).

WFTC Kinston, N. C., Kinston Bstg. Co.—Granted authority to operate trans. by remote control when requested, conditions in accordance with Commission rules.

Actions Taken June 26

Modification of CP

WLBC-TV Muscle, Ind., Tri-City Radio Corp. (BPCT-279) as mod. which authorized new trans. on Ch. 7 for extension of completion date from 6/29/53 to 9/15/53 (BPCT-1192).

WQEM-FM Milwaukee, Ind., TV City Radio Corp. (Mod. CP to change type trans. on Ch. 24; ERP 1.0 kw, DA-D, indicated necessity of a hearing.

Remote Control

BROADCASTING

June 26 Applications

ACCEPTED FOR FILING

License to Cover CP

WOAS Merritt, Wis., Alvett E. O'Keefe—Granted license (BL-5046) for operation of WOAS, formerly WLIN, in accordance with CP (BP-4839) granted 12/4/52, which authorized change in location from Merritt to Ozaukee, Wis., and increase in power from 1 to 5 kw, DA; also granted authority to change in frequency to 1590.

Granted License


Granted License

KINF Phoenix, Ariz.—Granted license covering increase in power and installation of new AM; 1580 kc., 1 kw, DA-D (BL-5035).

Modification of CP


Actions Taken June 26

Granted License

KIBS Bishop, Calif., Inyo Bstg. Co.—Granted license for AM; 1350 kc., 250 w. units (BLH-9983).

Granted CP

WEAU Eau Claire, Wis., Cent. Bstg. Co.—Granted CP to install new trans. at present location of main trans. to be operated for auxiliary purposes only (BP-8971).

WTAN Clearwater, Fla., Clearwater Radio Bstg. Co., Inc.—Granted license for AM; 1350 kc., 250 w. units (BLL-9246).


WKEF Key West, Fla., Fishermen’s Bstg. Co.—Granted license covering increase in power and installation of new AM (BL-5046).

License to Cover CP

WISP Kinston, N. C., Edwin J. Schuffman—License to cover CP (BP-8971) which authorized change in location of main trans., with frequency of 1460 kc and power of 1 kw. (BL-5035).

WXYK Keyser, W. Va., Potomac State Bstg. Co.—License to cover CP (BP-8971) which authorized change in location of main trans., with frequency of 1460 kc and power of 1 kw. (BL-5046).
A Slow & Vicious Curve

As baseball’s resident evangelist on Capitol Hill, Sen. Ed Johnson (D-Colo.) has done his best to spread the word that the game is a spiritual force and not a commercial enterprise. A fortnight ago, in a fit of unprecedented devotion, he introduced a measure that would effect a legislative canonization of baseball.

Big Ed proposed a federal law to give baseball a status absolutely unique in government legislation. The law would specify that under some circumstances baseball broadcasts on radio or television must be sustaining. Big Ed’s regard for baseball is the more obvious when one recalls that he has not questioned the appropriateness of commercial broadcasts of such events as the Inauguration of a President or the Coronation of a Queen. Possibly those occasions escaped his notice in his preoccupation with the larger affairs of baseball.

The senator’s attack on commercial broadcasts was in the form of an amendment to his pending bill to legalize organized baseball’s Rule 1(d) which, before baseball abandoned it because of its monopoly features, prohibited radio-TV coverage of games within 50 miles of the home team’s park.

The amendment would permit any radio or TV station to broadcast, rebroadcast or re-create any baseball game anywhere—providing the program was sustaining.

Unfortunately for his reputation as a defender of baseball’s spirituality, the senator’s amendment smacks of vindicteness. Before he hastily added it to his bill, the NARTB had expressed vigorous opposition to the original measure.

It was the thesis of the NARTB that baseball broadcasts were of public interest and that the legalization of Rule 1(d) would thus be against the public interest. Quite obviously Sen. Johnson threw in the amendment to embarrass the broadcasters’ case. His retort to further discussions of “public interest” is bound to be that if “public interest” is their primary concern, broadcasters can serve it by carrying baseball for nothing.

Big Ed has thrown broadcasters a curve that rivals the best one Grover Cleveland Alexander. We would remark, however, that a lot of batters hit Mr. Alexander for home runs. And clever batting can smack Big Ed’s pitch out of the Congressional park.

Fool’s Gold

The New York Times has published a depressing report that nearly half the private colleges and universities in the U.S. are unable to balance their budgets and that even tax-supported public institutions are having trouble with advancing costs.

The Times surveyed 810 colleges and universities and found a universal concern over financial problems.

If the situation is as critical as the survey of the authoritative New York Times suggests, this would hardly seem to be the time to consider adding new and heavy financial burdens to the U.S. education system.

Of all times, this is certainly not the one to think of imposing a non-commercial, educational television system on a U.S. college community that is having severe financial difficulties.

No matter how energetically the advocates of educational TV may exhort the educators, it is now perfectly obvious that no more than a few educational groups can muster the funds necessary to occupy the commercial channels. It is also clear that these advocates will be forced eventually to admit the gloomy economic facts of contemporary education. Unhappily, it is not possible to hope that their ardor for this unrealistic project will be at all diminished.

When they are obliged to acknowledge that non-commercial, educational television is an unrealizable dream, its proponents are bound to alter their proposals. The new demand will be for non-profit, educational television. That demand must be resisted with all the force commercial broadcasters can bring to bear.

Non-profit, educational television would not only place educational stations in an advantageous competitive position with commercial stations, but also would largely negate purposes that its advocates say non-commercial, educational TV would serve.

Non-commercial, educational television is a dream that is unreal enough; non-profit, educational television would be an illegal nightmare.

The Denver Precedents

Last week the FCC issued its first full-dress opinion in a comparative television hearing since the lifting of the freeze. It decided in favor of Aladdin Radio & Television Inc. (KLZ Denver) and against Denver Television Co., a newcomer applicant primarily in the theatre exhibition business.

The opinion is significant on several counts. These readily may be used as future guidelines by examiners and FCC.

There had been considerable contention over KLZ’s arrangements with CBS to affiliate if and when it received a TV license. The FCC held this was merely an agreement by the parties (KLZ and CBS) whereby each had “a first call” on the other’s services. It held the arrangement isn’t contrary to the two-year rule on affiliations. Significantly, the FCC said that applicants, of necessity, must speculate with regard to the time they may expect final action and “seek to secure some measure of assurance of a network service if successful in obtaining a television license.” So it gave its approval to pre-hearing network-affiliate arrangements when they are consistent with the two-year rule.

“Diversification of control” has been another vexing problem for applicants now holding licenses. Denver, being a newcomer, had contended it should get the grant, since Aladdin owned KLZ and several of its stockholders held other radio-TV interests. The FCC said that in the past it had held diversification desirable, and that, in the absence “of countervailing considerations,” a grant to an applicant who has fewer broadcast interests better serves the public interest. But, even though Denver is qualified, the FCC nevertheless said that Aladdin had “demonstrated its superiority in all other material respects...”

While we applaud the KLZ victory, we think the FCC improperly raised the diversification issue. This is rank discrimination against existing licensees. There was nothing in the record on which to base this mischievous dictum. It simply bought the argument of its Broadcast Bureau, lock, stock and barrel.

The third controversial point—whether there are substantial conflicts between the motion picture exhibition business and television—was left in doubt. It found there was wholly insufficient evidence to support the adoption of a policy that motion picture exhibitors, large or small, are unqualified as TV licensees. Nor could it determine, on the record, whether they are less qualified than non-exhibitors, since KLZ also has stockholders engaged in motion picture exhibition.

That constitutes the Commission’s “year’s work” in the “Denver Case.” There can be no argument on the network-affiliate policy. It was “no dice” on the motion picture issue. But on the “diversification” aspect, we feel the Commission erred. It seems to us that only where there would be an out-and-out monopoly of all the media in the area could the issue of diversification be raised. The FCC eventually must conclude that, all other things equal, it will give preference to the existing station, not the newcomer.
Here's what you get when you buy MOVIE QUICK QUIZ!

- A fifteen-minute, five-times-a-week quiz package. (Can be developed into a half-hour strip, 5 times-a-week.)
- Has the biggest sole and highest ratings of any syndicated multiple show in America.
- There are three outside phone calls made on every program, and for every call there's a brand new question, plus a brand new minute movie to illustrate a clue. (A full year's supply without repeats.)

Please note! Our films are original, dramatic minute movies made in 1952 and 1953 specifically for TV—no trite newsreel clips, no movie antiques. Our films are fresh and entertaining, custom-built for our questions and answers.

constitute the “guts” of MOVIE QUICK QUIZ

America’s No. 1 Syndicated Quiz Show

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive • Chicago 1 • FRanklin 2-4392
Creators of TELLO-TEST—America’s FIRST and most successful syndicated Radio Quiz Show

We’ve set a price for MOVIE QUICK QUIZ that is awfully, awfully sweet. Write, wire, or phone us for our deal. Audition film immediately available.
WHB in Kansas City Swings to CBS-TV
Sharing Time with KMBC on CHANNEL 9

With a jointly-owned transmitter . . . using maximum allowable power, 316 kw visual, 158 kw aural . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . with the full schedule of Columbia Network TV programming . . . plus WHB's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows . . .

Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!

WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.

And as always

WHB

★ Kansas City's Mutual Network outlet since 1936—17 years.
★ Exclusive play-by-play broadcasts, at home and away, by Larry Ry, of the Kansas City Blues baseball games, (New York Yankee's No. 1 farm team), since 1950—6 years.
★ "Night Club of the Air" since 1951—5 years.
★ "Club 710" (mid-afternoon d.j. show featuring the "Top Twenty" records) since 1952—2 years.
★ Sandra Lee (women's program) since 1943—10 years.
★ WHB News Bureau and Associated Press newscasts since 1938 (John Cameron Swayze was our first newscaster) —17 years.
★ "WHB Musical Clock" since 1931—22 years.
★ "WHB Neighboring Time" (formerly the "Farmers' Hour") since 1922—31 years.
★ Represented nationally for spot Radio by John Blair & Company since 1948—6 years.
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WHB • KANSAS CITY'S OLDEST CALL LETTERS
192—1953

10,000 WATTS IN KANSAS CITY
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

FREE!
To advertisers and agency executives

DO YOU READ IT?
Send the 100-page pocket-size magazine finished by the Kansas City Gridiron Club, Inc. to your advertisers and salesmen, agents, advertising and sales executives, and other interested parties.

WHB KANSAS CITY'S OLDEST CALL LETTERS

By JOHN BLAIR & CO.

MUTUAL NETWORK • 710 Kilocycles • 5,000 WATTS NIGHT

192—1953

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