IN THIS ISSUE:

Dean Nomination
For FCC Seen
Page 31

M-TV Network Gross
8.7% for 6 months
Page 34

FCC Final Figures
On 1952 Television
Page 36

BC Radio Affiliates
To Meet Sept. 17
Page 71

FEATURE SECTION
Begins on Page 81

Inventories in
Paul Bunyan Land!

PEOPLE
927,000 families of
higher than average
I.Q.—and earnings.

HOMES AND SETS
911,000 Radio homes
in 109 counties:
400,000 TV sets in 62
counties.

MONEY
Effective annual income
tops $4.5 billion dollars.

WATCHING AND
LISTENING
HABITS
Recent Telepulse show-
ed WCCO with ma-
jority of audience on
444 quarter hours of
programming. 6 of the
top 10 shows were on
WCCO-TV.

WCCO Radio has the
largest audience of
any station in 89 coun-
ties around the Twin
Cities!

MINNEAPOLIS - ST. PAUL
WCCO CBS
(RADIO) 50,000 WATTS — 830 K.C.
National Representatives: Free and Peters
(TELEVISION) 100,000 WATTS — CH. 4
National Representatives: Free and Peters
ONE STATION COVERAGE!
WATCH FOR

KHQA-TV

HANNIBAL

CHANNEL 7

THE TELEVISION AFFILIATE OF

WTAD

SERVING THE

Keokuk Hannibal Quincy Area
now hear this-

MOVIE QUICK QUIZ has consistently been one of the top daytime programs on our station since it started. The average Telepulse rating for the past six months has been 28.0.

LOUIS READ, Vice-Pres. & Com’l Mgr.
WDSU-TV, New Orleans, La.

now do this!

Mr. TV Station Mgr.: Learn how MOVIE QUICK QUIZ can hit the jackpot for you. “M.Q.Q.” is a 5-time-a-week, 15-minute show (can also be used as a 30-min., 5-time-a-week strip) that’s a smash hit from coast-to-coast. Get the full story, audition print, and our special deal now before the fall rush starts. Phone, write, or wire—

WALTER SCHWIMMER PRODUCTIONS, INC.
75 East Wacker Drive, Chicago 1—FRanklin 2-4392
Creators of TELLO-TEST—America’s FIRST and most successful syndicated Radio Quiz Show
speaking of growing...

WDEL-TV
Channel 12
Wilmington, Delaware

In its fifth year of profitable selling... WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that buys WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell your product profitably, too, when you buy WDEL-TV.

Represented by MEEKER
New York Chicago Los Angeles San Francisco

Page 4 • August 3, 1953

Broadcasting • Telecasting
FRANK WHITE, whose resignation as president of NBC becomes effective Aug. 7, will "go fishing" probably until frost is on pumpkin (about Nov. 1). He'll be back in broadcasting business, possibly in RCA organization, but not necessarily so. Whatever his new assignment, it won't be as rigorous as his NBC stint which caused doctors to flag him down.

WITH DAVID SARNOFF tripling in brass as RCA-NBC board chairman and NBC president, it's expected he will go to outside for his new NBC president. Evidently there's no great rush, since he has virtually completed quasi-integrated radio and television organizations within NBC. But he's definitely looking for top operating executive as Mr. White's replacement.

PURCHASE OF KDZA-AM-TV Pueblo, Colo., by Gene P. O'Fallon, owner of KFEL-AM-TV Denver, for approximately $350,000 has been negotiated, subject to usual FCC approval. Sellers are Zula Stenton, Nina Ulrich and Dee B. Crouch, latter president and general manager. TV station operates on vhf Ch. 3, non-interconnected, and carries all networks' programs. KDZA operates on 1230 kc with 250 w and is independent.

DEPT. OF JUSTICE investigation of standard contract form for broadcast time endorsed by American Assn. of Advertising Agencies and NARTB is underway to determine whether guaranteed rates constitute "collusion" and might be construed as in violation of anti-trust laws. Clause 5 of contract has "most favored nation clause" whereby medium agrees to give advertiser best rate afforded any other account for similar time. Contract originally was agreed to in 1946 and is not mandatory but is simply recommended separately by each trade association. Justice Dept. investigator was checking "all stations" in Washington, D.C., last week on their use of AAAA-NARTB contract form.

OKLAHOMA CITY's new TV station (KWTV [TV], vhf Ch. 9) authorized fort-night ago by FCC, negotiating with CBS for regular primary affiliation. Avery-Knodel will be national representative of station, owned 50% by KOMA Inc. and 50% by group headed by Edgar T. Bell, who becomes executive vice president [B*T, July 27].

WHETHER OR NOT FCC promptly names new secretary, it's definite that T. J. Slowie, who has served as secretary for over sixteen years, will promptly wind up his tenure. He privately had agreed to resign upon appointment of his successor but necessary clearances have taken so much time that new GOP direction at FCC feels position should be vacated at once. William F. Massing, assistant secretary, will become acting secretary.

WTVJ (TV), MIAMI's pioneer vhf station operating on Ch. 4, has agreed with CBS-TV on primary basic affiliation. It currently functions as all-network outlet.

CONVINCED that best results for radio can be procured through full divestment of programming and sales from television, Westinghouse Radio Stations Inc. is effecting number of personnel shifts to bolster operations.

FOR THIRD successive week Nevada's Senator McCarran (D) has blocked consideration on unanimous consent calendar of several routine bills involving FCC. There is no formal explanation but Senator is at odds with FCC because it won't follow his bidding on pending TV case in which he has manifested interest. It's just garden variety of political vindictiveness.

INVITATIONS to advertisers and agencies to attend studio demonstrations of color TV latter part of August being readied by NBC, will probably go in mail within next few days, when times of demonstrations definitely set. Showings will emphasize product presentation via color TV [B*T, July 6].

NEW COMMISSION on telecommunications approved by Senate and reported by House committee had more beneath surface than met eye until Sen. Edwin C. Johnson (D- Colo.) stripped away implied powers. Resolution as drafted would have permitted commission to examine domestic communications (particularly TV and entire FCC allocations system) if desired. Sen. Johnson torpedoed this. New resolution would only permit U. S. study of overseas TV systems on how they can be utilized by U. S. overseas information program.

IT MAY be different story in House next year. Radio action was slim this year. But upcoming are host of controversial subjects to be studied. Hottest at present is subscription TV—whether or not it shall be common carrier. Also in future: Amendment of Sec. 309 (c) which permits protests against FCC grants on ground of purported economic injury; political broadcasting; so-called newspaper discrimination by FCC.

lead story

Robert J. Dean, president of KOTA Rapid City, S. D., is picked for FCC vacancy. Page 31.

ADVERTISERS & AGENCIES

A designer-consultant to advertisers says TV is creating need for widespread updating of product designs to make them look good on both black and white and color television. Page 32.

FACTS & FIGURES

Final FCC financial report shows total TV revenues of $342.2 million in 1952, up 38% over 1951. Page 36.

TRADE ASSOCIATIONS

Broadcast Advertising Bureau ended its fiscal year last March 31 with income of $615,694 and expenditures of $595,822, according to annual report which details BAB activities. Page 46.

GOVERNMENT

Theodore C. Streibert, veteran broadcaster, is appointed to head the new U. S. Information Agency. Leonard F. Erikson, McCann-Erickson vice president, is sworn in as director of Voice of America. Page 48.

MANUFACTURING

AT&T tells B*T it can deliver compatible color network telecasts. Page 70.

NETWORKS

Brig. Gen. David Sarnoff will act as NBC president at least until the end of this year, NBC Radio Affiliates are told at their organization meeting. Page 71.

Mutual sets three-week extension on deadline by which affiliates are asked to approve new hours-instead-of-money compensation plan. Page 76.

PERSONNEL RELATIONS

AFTRA authorizes "affirmative action" by its local if the union's jurisdictional fight with the AFM is not settled peaceably. Page 78.

FEATURES

Will a box-office be added to TV? A special B*T report traces the history of subscription television and outlines its prospects. Page 82.

Why can't project circulation by multiplying ratings by figures in the Nielsen Coverage Survey. Page 86.

UPCOMING

STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.
ADDITIONAL MERCHANDISING SERVICES
INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
Publicity
Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

STORER BROADCASTING COMPANY

WSPD-TV  →  WJBK-TV  →  WAGA-TV  →  KEYL-TV  →  WBRC-TV
WMMN  →  WSPD  →  WJBK  →  WAGA  →  WWVA  →  WGBS  →  WBRC

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, Eldorado 5-7690  →  230 N. Michigan Ave., Chicago 1, Franklin 2-6498

Broadcasting • Telecasting   August 3, 1953 • Page 7
H. Percival Trales

kept his eye on the sales of
"SMUG—The ATOMICAL Soap...

He sipped fortune's cup while sales headed up,
When they dropped, Percy's name became
"DOPE!"

And often he'd claim, "It sure is a shame
KOWH couldn't be in ALL cities!

His ulcer, you'll gather, was kept in a lather
At the whims of the soap-buying pretties...

Moral
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru June, 1953.)
- Largest share of audience, of any independent station in America! (June, 1953.)

KOWH
OMAHA

General Manager, Todd Stars; Represented Nationally by The SOLLING CO.

Page 8 * August 3, 1953

Broadcasting * Teletcasting
Share-Time Stations Can Share Identification Spot

PRECEDENT-setting station identification announcements were to begin past weekend when share-time stations KMBC-TV and WHB-TV Kansas City, Mo., planned to start commercial operation.

FCC Chairman Rosel H. Hyde advised stations just before start of programming that streamlined "dual" station identification can be used during ten-second period every 90 minutes when one outlet signs off and other station begins its operation.

Fears that if FCC regulations were followed literally there would be no time during station break for spot advertising and public service announcements, attorneys for stations after studying FCC rules concluded announcement for station leaving air and stations going on air could be incorporated in one ten-second period and yet meet requirements.

Station identification must be made at beginning and end of each transmission under Sec. 3,652 of rules. To provide for uninterrupted changeovers, KMBC-TV and WHB-TV proposed to use this notice in usual upper one-fourth of screen during ten second (out of 30 seconds) station break between CBS-TV network programs: "KMBC-TV signs over to WHB-TV, Ch. 9, Kansas City, Mo." or "WHB-TV signs over to KMBC-TV, Ch. 9, Kansas City, Mo." as the case may be. Oral announcement made at same time would employ similar language.

Chairman Hyde said that dual station identification would meet FCC requirements. He also congratulated stations on start of their operations.

Attorneys for KMBC-TV are Loucks, Zias, Young & Jansky and Washington law firm of Dow, Lohnes & Albertson represents WHB-TV.

FCC 'Making Progress' On Color TV

FCC started on color TV Friday, when Commissioners and staff met on subject all day. Meeting was general discussion and exploration, Chairman Rosel H. Hyde said, and further meetings are contemplated this week before official notice of proposed rule making is issued.

Asked whether proceedings would be "paper" hearing or not, Mr. Hyde pointed out that there had been no requests for oral hearings. Thus, it was presumed, that Commission is hoping to confine proceedings to written comments and counter comments plus demonstrations. FCC Chairman could not estimate how much time color hearing might consume, but did say Commission was making "progress.

Littlejohn to ABC

FRITZ LITTLEJOHN, managing editor of CBS-TV News, slated to move to ABC as head of television news and special events under John Daly, newly named ABC vice president in charge of TV News, Special Events and Public Affairs Department (BST, July 27).

Effective date not definite.

SALE SMASH SUCCESS AFTER SWITCH TO TV

STRIKE of Seattle (Wash.) Times on same day "Seattle Greater Value Days" sales promotion campaign of local department stores was due to begin resulted in "terrific" sales action at city's Bon Marche department store. Store heard Times was going to suspend publication pending settlement of American Newspaper Guild strike at 6 p.m., July 16. By 6:30 p.m. heavy schedule was lined up on KING-TV Seattle. Next day store described crowds, brought in by TV, as "record breaking," continued heavy TV coverage, within matter of hours after the Seattle Times announced indefinite suspension of publication. The store's swift move turned what might have been the collapse of a three-day promotion into an outstanding success. . . ." Otto Brandt, KING-TV general manager, told BST Friday that many of Bon Marche's oldest department heads declared TV selling "most effective in many years.

WBT, WBTV (TV) Give FM Transmitter to U. of N. C.

GIFT of its 10 kw FM transmitter made to Consolidated U. of North Carolina by WBT and WBTV (TV) Charlotte, N. C., announced Friday by Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co., WBT-WBTV licensee. Valued at $30,000, transmitter will be moved from WBT-FM site atop Spencer Mt. to Chapel Hill campus. Mr. Crutchfield said improvements made on WBTV to better serve people dependent upon station for TV service would decrease effectiveness of WBT-FM. He said since FM is specialized service and since all WBT-FM programs were aired over WBT (AM), transmitter will better serve "best interests of North Carolina" if located at Chapel Hill. It will replace university's 1 kw unit, according to Earl Wynn, director of university's Communications Center and head of Dept. of Radio there.

Statler Buys TV

MORE THAN 3,800 DuMont TV sets, specially designed and produced for hotel use, will be installed in Statler hotels in New York, Boston and Harris, according to joint announcement of Arthur F. Douglas, Hotels Statler Co. president, and Dan D. Halpin, general sales manager DuMont receiver division, which described deal as "largest single transaction to date involving TV receivers for hotel use."

• BUSINESS BRIEFLY

ANTI-FREEZE SPOTS • Activity perking in anti-freeze advertising. National Carbon Co., for Prestone, reportedly buying radio and TV minutes and chain breaks for fall announcements to be carried when temperature drops below freezing. U. S. Industrial Chemicals, for Super-Pyro, reportedly getting ready for fall spot campaign largely using TV stations. Agency for Prestone is William Esry Co., and for Super-Pyro, Geyer Adv., both N. Y.

BAB-O EXTENDS • Bab-O extending radio spot announcement for about four weeks beyond Aug. 8, then plans to increase TV appropriation, using radio in supporting role in non-TV and weak-TV markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

PREAM CAMPAIGN • M & R Dietetic Labs, Columbus, on behalf of its Pream instant coffee cream, starting radio spot campaign on West Coast in late August or early September, moving eastward. Daytime minutes to be used. Agency: Benton & Bowles, N. Y.

ARMOUR USING TIE-IN • Armour and Co., Chicago, currently utilizing merchandising ties in with grocers and stations in Illinois, Wisconsin and Texas. Formats call for half-hour program advertising multiple Armour products, with five stations actively merchandising show. Series is described as socking success, partly because of product spread and provision for repeating programs on tape.

SEEK NETWORK PROGRAM • Burlington Mills reportedly looking for network program before lining up supporting radio spot campaign for its Cameo house. Agency: Donahue & Coe, N. Y.

BRISTOL-MYERS BUYS • Bristol-Myers Co., N. Y., contracted for 100 20-second announcements on WPIL (TV) N. Y., preceding and following each telecast from Madison Square Garden during coming winter season, and for 35 ten-second announcemntes, three during each event. Vitallis will be advertised, Age by "largest money ad for Age campaign for 1953"

VAWERLY FABRICS BUYING • Waverly Fabrics, N. Y., buying one-minute participations in women's programs in scattered markets, starting in September. Agency: Lawrence Kane Adv., N. Y.

MUTUAL BENEFIT ON CBS • Mutual Benefit Health & Accident Assn. of Omaha signs to sponsor opening quarter-hour of Arthur Godfrey Time on CBS Radio and CBS-TV two days weekly on alternating schedule, effective today.

Wichita Falls CP Turned In

PERMIT for uhf Ch. 22 KTVW (TV) at Wichita Falls, Tex., was surrendered to FCC Friday by W. Erle White tr/as White TV Co. Citing two operating uhf stations there (Ch. 3 KFDX-TV and Ch. 6 KWPT-TV) and study of market, Mr. White concluded it is "economically unsound to build the station at this time."
Nine good salesmen and a gal!

And she's a salesman, too! All 10 of these folks on WAGA have top audiences in the billion-dollar Atlanta market—plus listener loyalty that pays off for their sponsors.

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.
WROL Gets Knoxville Ch. 6; Other FCC Actions

INITIAL decision to grant vhf Ch. 6 at Knoxville, Tenn., to WROL was made final by FCC Friday. Grant was made possible by withdrawal of competitive application of WKGN Inc., whose part owner, Clarence Beam Jr., is operator WKGN Knoxville. WKGN Inc. acquired option for 30% interest in new vhf firm to be formed for Ch. 6 station [B* T, July 20]. WKGN would be dropped.

Postpone Effective Date Little Rock Grant

effective date of Ch. 4 grant at Little Rock, Ark., to KARK postponed by FCC Friday in order calling for hearing on protest by KLRA there, said in vhf Ch. 11 contest. KLRA charged grant was "illegal" since both bids for Ch. 4 technically were pending at time of Commission action [B* T, July 20]. FCC put burden of proof upon protestant. Comr. John C. Doerfler dissented.

In its protest, KLRA explained Ch. 4 application was no longer viable as amended to Ch. 11 did not become effective as Ch. 11 bid but after grant to KARK since FCC did not formally "ac-cept" amendment until that time. KLRA also charged antenna-site option agreement between KARK and KTTE had not been disclosed, mak-ing amendment defective. KARK countered with claim of good faith in interest to FCC in Sec. 300(c), that technicality of amendment is without merit since no hearing was involved and option agreement did not have to be disclosed in application. KARK added further charge. KLRA protest was delay tactic "lacking in good faith."

WHOL Gets Extension

WHOL Allentown, Pa., given authority by FCC Friday to continue operation until Aug. 31. Station’s facilities of 250 w fulltime on 1,200 Kc have been granted to WEXX Easton, Pa., in revised final decision in lengthy Easton-Allentown case [B* T, July 6]. WHOL had asked continued operation until completion of funding of station. While WEXX said it would consent to WHOL’s operation only until WEXX was ready to commence program test operation.

WVEC-TV Answers WTAR-TV

ANSWERING charges of WTAR-TV Norfolk before FCC that NBC’s uhf promotion expenditures in that market effect “domination” of new WVEC-TV Hampton-Norfolk [story page 58], uhf Ch. 15 WVEC-TV told Commission Friday that “no amount of intimidation by WTAR-TV ... will discourage it from continuing to urge the prospective viewers in the area to convert their sets so that they can receive, for the first time, a competitive signal on uhf Ch. 15.”

WVEC-TV charged WTAR-TV with irritation over fact it no longer has TV monopoly there and alleged “series of maneuvers . . . to do everything possible to prevent, WVEC-TV from going on the air and becoming competitive to it.” Uhf outlet alleged “real purpose” of WTAR-TV’s letter to FCC was to “create con-fusion and misunderstanding in the industry” and “disourage the efforts of NBC and national advertisers from using its facilities.”

New Weed-TV Phone

WEED Television Inc., tv station representation firm, changes New York office telephone number to Plaza 1-2780, effectively immediately.

$125,000 IN TEN DAYS

WVEC-TV Norfolk-Hampton, Va., Tide-water area’s first uhf outlet planning Sept. 19 debut [B* T, July 27], signed $125,000 worth of local business in past ten days, Thomas B. Chisman, president, said Friday. NBC-TV affiliate sold: Weekly half-hour to Smithfield Packing Co. for Smithfield Hams through Fergus-son & Kennettly, Norfolk; weekly 15-minute shows to Liverman Motors, Portsmouth, through Moe Glazer & Asso., Portsmouth; weekly 15-minute ser-vices to Pine Grove Motors, Pine Grove, Glazer, and 30 regular weekly station breaks to other local firms. All con-tracts for 52 weeks, Mr. Chisman reported. He predicted total of 50,000 uhf sets in area by time station goes on air with 200 kw visual ERP from its 500-foot tower.

Need Data on Commercial Audience, Says Porter

“THE NEXT important step in advertising may be a more accurate and precise measurement of what agencies are spending for advertising for the dollars we are spending,” Arthur A. Porter, vice president, Leo Burnett Co., said Friday in talk to Iowa Broadcasting Assn. in Des Moines. “In radio,” he said, “we have information on how many sets are tuned to our program and how many people were in the average home while the radio set was tuned in. The place where we really run into trouble is when we try to translate the program audience into the commercial audience. We believe we know pretty accurately how many people are exposed to our programs. What we need more and better information is on how well we and you perform in converting viewers and listeners to a program into viewers and listeners to the commercial.”

Dismiss Charge Against KBLA

CHARGES of unfair labor practices brought against KBLA Burbank, Calif., dismissed Friday by National Labor Relations Board regional office in Los Angeles. International Brother-hood of Electrical Workers Hollywood Local 45 some months ago filed protest at NLRB when three announce-engineers at station were discharged. Counter-charges of unfair labor practices brought by KBLA against BEW also dismissed and now are under appeal before NLRB in Washington. Station said men were discharged for violating company rules; union said they were discharged for union activities.

KOMO-AM Hollingbery, Too

KOMO Seattle appoints George P. Hollingbery Co. national representative effective Aug. 1, W. W. Warren, station vice president-general manager, said Friday. KOMO-TV named Hollingbery national representative fortightnight ago [B* T July 27, 20].

PEOPLE

ROBERT W. SARNOFF, NBC vice president in charge of Film Division, named chairman of planning committee of Conference on Moral Standards to be held in N.Y. Sept. 13-15 under the auspices of Jewish Theological Seminary of America as part of seminary’s 50th an-niversary celebration.

MILFORD PASTRICH, former advertising and sales promotion coordinator for Schenley Industries and previously with Al Paul Leiton Agency, to Emil Mogul Co., N.Y., as assistant account executive.


ARTHUR GRAY Jr., Kuhn Loeb & Co., N.Y., banking firm, named president and general manager of Michael Myerberg Productions, N.Y., TV and motion picture film producers. During Presidential campaign he was in charge of special events for “Citizens for Eisenhower” in 42 cities.

STAN RAYMOND named account executive for Dora-Clayton Agency, Atlanta. He for-merly was commercial manager for WATL Atlanta.

DON FROST, account executive of Weed & Co., on Aug. 17 will join Free & Peters N. Y. office in a similar capacity. He succeeds Ed Jameson, resigned to join NBC Spot Sales same date.

Ryan Rites Held

SOLEMN requiem mass for Thomas L. Ryan, who retired last October as president Pedlar & Ryan Inc., was to be held Saturday St. Vincent Ferrer Catholic Church in N. Mr. Ryan, 61, died at his home in North S. N.Y., Wednesday night after illness of months.

He organized Pedlar & Ryan in assc with late Louis C. Pedlar in 1925, and with agency until it was dissolved last year. Firm numbered such accounts Gamble, Bristol-Myers, Sterling Shoo Corp. and Hearst newspaper.

Eight Join ABC-TV

EIGHT new television stations as affiliates, bring network totals to 143, national director of affi-liates department, annon. affiliates are: WIZZ-TV Zanesville, O. A. Nolte, general manager WCPA-FM (Ch. 8) Harold Thor WPAC-TV Flint (Ch. 14), James Thomas WPTM-TV Portland, Oregon, general manager: Arthur Zimm (Ch. 10). WHON-TV (Ch. 10).

NBC Sets N.B.C. Adjacent Area to Coast

NBC network has agreed to build studios at an adjacent site with the new studios at Portsmouth, will be affiliated with WTVQ-WTVQ in radio-TV lineup, Ch. 15 WWV. Portsmouth having been signed some weeks.

August 3, 1953 • Page 11
Advertisers & Agencies 32  For the Record 95  Open Mike 17
At Deadline 9  Government 48  Our Respects 25
Closed Circuit 5  In Review 16  People 90
Editorial 110  International 95  Personnel Relations 78
Education 94  Lead Story 31  Programs & Promotion 88
Facts & Figures 68  Manufacturing 64  Program Schedules 44
Feature Section 79  Networks 71  Stations 58
Film 33  On All Accounts 22  Trade Associations 44

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Sol Taishoff, Editor and Publisher

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Duane McKenna, Art and Layout.

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BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 8-8355.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famighetti, Joyce Barker.
BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
William H. Shaw, Midwest Sales Manager.
John Osbon, News Editor.

Hollywood
David Glickman, West Coast Manager; Marjorie Ann Thomas.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 55¢ per copy; 53rd and 54th issues: $1.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $1.60 per year.) ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting • Telecasting National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

Broadcasting® Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: Broadcasting®—The News Magazine of the Radio World. Broadcast Advertising® was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
In Washington, the News Capital of the World . . . WTOP newscasts deliver 23% more homes than those on any other radio station!
all these clients and all these agencies (plus many, many more: more, in fact, than any summer-fall to date) are now using ........
eedham, Louis & Brorby
aumkeag Cotton
ewell, Lennen &

ates, Ted & Co.
romo-Seltzer
urnett, Leo Co.

consolidated Cosmetics
U.N.A.
ve, Donahue &

MBS
If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're dollar signs... and they represent a buying potential of $1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money.

For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to your success when you travel into mid-South homes with the mid-South's favorite TV station. No time like now to start your profitable journey!

**wfmy-tv**

Basic CBS Affiliate — Channel 2
Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

---

**IN REVIEW**

**SCOTT MUSIC HALL**

Network: NBC-TV.
Time: 8:30-9:00 p.m. EDT, alternate Wed.
Reviewed: 7/29/53.
Producer: Kai Juhl.
Director: Hulse Kulik.
Sponsored by Scott Paper Co.
Agency: J. Walter Thompson Co.
Star: Patti Page.
Orchestra Leader-Music Director: Carl Hoff.

LAST October, Scott Music Hall made its debut on NBC-TV. The alternate week half-hour series then used a musical-revue format, just as it does now. If memory serves correctly, it was mediocre television leaning heavily on the charm and popularity of its star, vocalist Patti Page, for any following it might attract. With due respect for Miss Page's strides in the pop music field, she was not a particularly persuasive television hostess. Bridge dialogue was meaningless. Although the music was pleasant enough, it was a stilted production from stem to stern.

But things have changed. Last Wednesday night, Scott Music Hall, one of the few sum-

*Patti Page*

*Some changes have been made*

mer hiatus survivors, emerged an evenly paced, entertaining and polished production. In the flaw-elimination process that no doubt followed its arrival on TV, accent has been placed on song, dance and melodic orchestration. Each telecast has a different theme which is musically—not verbally—explored. Superficial chatter, which slowed down earlier productions, has been cut.

On the July 29 telecast Miss Page had little to say but a lot to sing, which seems only correct since she is a singer, not an actress. Her thoroughly natural and effortless way with a song makes her as enjoyable to watch as she is to hear. As a singer, she is very much at home on TV. Her guests on this telecast were Jimmy Boyd, teenage recording star, who sings, yodels and plays the guitar—not simultaneously but almost—and the Mills Brothers who need no introduction to anyone who has been within earshot of a juke box during the past few years.

Scott Paper Co. has been picking up the tab for the show since it began. Its various household paper products are discussed and demonstrated during commercial spots. Since the show appears to be a round-the-year advertising vehicle for the Scott firm it's safe to assume that Miss Page and company are selling a fair amount of wax paper and Scottie tissue.
Film Features

EDITOR:
Congratulations . . . on the splendid issue [July 13] in which you had the review of the film industry. This is a most constructive piece of editorial reporting.

C. Burt Oliver
Vice President
Feoste, Cone & Belding
Hollywood

Care and Feeding

EDITOR:
Your feature "The Care and Feeding of TV Film Unions" in your July 13 issue was of exceeding interest to us. It is features like this that enable us to give the full picture of the career opportunities for trained men and women in television and radio.

With your permission, we should like to reprint portions of this feature story for the purpose of showing present and future students. BT will be given full credit on any reprints of this feature.

John B. Ferguson, Adv. Manager
Northwest Broadcasting School
Portland, Ore.

EDITOR:
. . . I would like extra copies of this article, a dozen or so if you have them available . . .
Your Broadcasting • Telecasting is excellent.

J. C. Gallagher
Gallagher Films Inc.
Green Bay, Wis.

Why Not GMT?

EDITOR:
. . . Has the industry at any time ever seriously discussed placing itself on the 24-hour clock system sometimes referred to as Greenwich Mean Time?

We have organized our business more and more toward the use of IBM machines. These devices, when properly keyed, can give us just about anything we wish to know about our business. This includes complete breakdowns on film of all running times, prices, etc., ASCAP billing, even if we should go per program, the complete story on public service with immediate breakdowns classifying the various elements of public service, a fast answer on time devoted to political programs, etc., etc.

The machine naturally does not know the difference between the numbers 12:00 when they designate noon and midnight or 1:00 a.m. and 1:00 p.m., etc. It is possible to utilize another numeral and complicate the key, but the IBM would work beautifully for invoice purposes if agencies would accept the twenty-four hundred system of keeping time.

I feel that all national stations will eventually use IBM machines and therefore am anxious to know of any past attempts to adopt G.M.T. Certainly the ex-servicemen and servicewomen will have no trouble with this system.

Harold P. See, Station Manager
KRON - FM - TV
San Francisco

[EDITOR'S NOTE: Reactions to Mr. See's proposal will be received with interest.]

This Is Shakespeare?

EDITOR:
. . . My chief engineer here at KFAR, Dick Shoup, has been playing hob with Shakespeare's soliloquy from "Hamlet" and amazed all of
us with the enclosed... Perhaps you could call it simply "Manager's Soliloquy":

TV or not TV: that is the question.
Whether 'tis nobler to suffer the slings and arrows of the opposition, or to build and launch ourselves upon a sea of troubles; or by opposing it, end them.

TV, is to AM no more, and by TV to say that we begin the heartaches and thousands of dollars expenditure that either is heir to. 'Tis a consummation to be wished.

TV? To AM? TV, perchance to regret, Ay! There's the rub. For in that curse'd TV, what profits may come; before we have shoved off our last penny, must give us pause.

There's the respect that makes calamity of a manager's life, for who else would bear the whips and scorns of time, the opposition's horselaughs, the angry letters, the pangs of conscience, the FCC's delays, the insolence of the downstairs office, and the sponsor's spurns, that patient merit of the salesforce takes, when he himself might his future make by merely saying yes or no. ... A. O. Bramstedt Manager KPAS Fairbanks, Alaska

Scouts Ambushed
EDITOR:
Believe me, I've heard of "swifty" deals, but this one takes the cake. As you know, the Boy Scouts of America held a National Jamboree last week in California.

Well, today several listeners, obviously parents, kept calling asking when we would play the program of the Boy Scouts from Provo. In the mail we found a tape with the following letter: "The enclosed tape recording is a 1/2 hour interview with Boy Scouts from your home town. Through the cooperation of the Boy Scouts of America, we were able to record this for commercial or sustaining release as if made by your announcers from the site of the Jamboree," etc., etc.

It goes on with the punch line: "The only cost to you for the use of this local interest program will be $16.50. Make check payable to Elden Enterprises and please return the tape immediately after use," etc., etc.

My thought on this is as follows: To tell these Boy Scouts to listen, to have the parents call in anticipation, and then to send the tape in that manner... STINKS!

As an ex-Boy Scout, I am frankly surprised they would sanction such dealings. George R. Turpin General Manager KEYY Provo, Utah

EDITOR:
... I'm so damn burned at an outfit called "Elden Enterprises" in Laguna Beach, California I can hardly write about it... .

Frankly, we are not going to use the program. I think a principle is involved here and we are certainly not going to be gouged by some outfit to the tune of 16.50, public service or no... .

Cal Smith, Station Manager KROC Rochester, Minn.

More on Merchandising
EDITOR:
I read with more than passing interest, even with high hopes, Mr. Hal Davis' article on radio-television merchandising in the July 27 issue. Typically, this article made much about what should be done by way of merchandising, then proceeded to develop next to nothing in the way of explicit ways.

I agree in every sense with Mr. Davis' thesis that merchandising is indeed the support and justification advertising demands. But honestly, there is certainly more to merchandising than sending the talent out on personal appearance tours... . For the use of other disappointed readers, here's a partial list of the merchandising ideas we developed with CBS for supporting one of our client's fall radio campaign, and this is a spot buy:
1. A sales meeting with client's salesmen, addressed by talent and agency. 2. A personal letter to each salesman, detailing the campaign, both in terms of content and philosophy. (We want him to know what is being done to make his job easier.) 3. A similar letter to all dealers, stressing the fact that the client is conscious of his needs and is devoting this campaign to the dual ends of building sales and building traffic.
4. Window posters, featuring products and talent.
5. Counter samples. (This is a good product.)
6. Over-head display cards, eye-catchers for the customer.
7. Autographed photographs of the talent, giving the dealer direct identity with the talent, building his ego and prestige at the same time.
8. A give-away tie-in directly relating to use of our client's products, obtainable only at dealers.
9. Dealer mentions on programs.
10. A sales contest with winners being suitably rewarded and air mention of same.
11. Talent visits to dealers.

More ideas are being worked out, and while none of the above is particularly original with us, at least we have packaged them and are using them to support our client's advertising expenditures...

Charles L. Lewin V. P. and Director of Radio and Television The Rockmore Co. New York

Cheers for Ad Cheesecake
EDITOR:
After 20 years of looking at pictures of station managers, sales managers, account executives and other male personages of various shapes and sizes, going through the motions of signing contracts, shaking hands, holding plaques and an assortment of other novel and unique creations of photographic art, it is refreshing to see some cheesecake sprinkled around. Hail to the swing and umbrella girls. They can holler down my rainbarrel any time.

Forrest Wallace General Manager KFOL Los Angeles

Faithful Readers
EDITOR:
... I thoroughly enjoy reading B&W each week and believe your coverage of the trade news is excellent... .

Jack Simpson Radio and Television Foote, Cone & Belding Chicago

Applause
EDITOR:
The transmitter crew here at KFMB-TV follow the progress of TV-going-on etc. through the pages of your publication. We all feel that you do an excellent job... .

Lew Stoner KFMB-TV San Diego
Night and day, WPRO is your guarantee of blanket coverage of the nation’s 14th market, comprised of Providence, Rhode Island; Fall River and New Bedford, Massachusetts.

A million and a half potential listeners live well within WPRO’s 1 MV/M contour and account for over one billion dollars in retail sales annually. With 98.7% of the population owning one or more radios, WPRO penetrates completely this unusually large and prosperous market.

A combination of top flight CBS and long established local programs assures not only large but loyal listening audiences... in other words, highest ratings for all WPRO advertisers.

To take advantage of this rich, pre-sold audience put WPRO on your next advertising schedule and watch your sales increase.

WPRO 5,000 WATTS • 630 KC • BASIC CBS RADIO
Put your UHF

Do you require "single-direction" coverage?
If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?
If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?
If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?
All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, with minimum power loss in vertically polarized radiation.

New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 3 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 4 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?
RCA UHF Pylons (standard circulars and directionals) can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27 (see table). No tuning compromises in RCA UHF Pylons—with resultant loss of gain (such as caused by cross-polarized components). The gain that's published is the gain you get!

RCA UHF Pylon design is simplicity—plus! Just one feedpoint for the line input
You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.

Typical Installation of an RCA Adjustable Beam HighGain UHF Pylon
Use an RCA "contour-engineered" UHF Pylon Antenna

Select the RCA UHF Pylon to meet your requirements

<table>
<thead>
<tr>
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<th>Gain (DB)</th>
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<td>TFU-3BL</td>
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</tr>
</tbody>
</table>

No picture deterioration with an RCA UHF Pylon—Transmitter Combination, even when the antenna is covered with four inches of ice.

RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known to the television industry. You can put up a Pylon, connect the line, and throw the switch. Tuning is not required at your station!

RCA supplies specially-matched UHF transmission lines

No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories

Only when everything in your transmitting system is matched—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filter-plexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

An antenna can make or break a TV station. The way it works depends on planning NOW. Take advantage of RCA's antenna-engineering "know-how" when you talk UHF—and be sure your antenna installation will meet your horizontal and vertical radiation requirements EXACTLY. Your RCA Broadcast Sales Representative is at your service.
In Which Algy writes to...

Mr. William J. Kennedy
Ted Bates & Company
New York City

Dere Bill:
The aimers at WCHS have been tellin' the
folks how to keep Koki in these here
hot days. I think its downright smart
of you to hav the aimers sayin' that
early in the morning when so many
thousands of men is ridin' to work in
our big chemical plants and listenin' to
our car radios. I'll bet they like
the advise they're gettin'. Of course,
the advise they get from WCHS
lot of people gets advise from WCHS
with 5,000 on 580 every day, advise
about such things as Bluebonnet margar-
rine, Colgate dental cream and Carters
pills. Th' boss sez they more people in
W. Va. listen to us than to any others.
station which sure makes me glad I work
here.

Yrs.,
Algy

on all accounts

A YEAR as a customer's man in a Wall Street
brokerage firm is the only "off-beat" job held by
Arthur J. Daly, business manager of the radio
and television department of D'Arcy Advertising
Co., in a business career that has spanned
25 years—24 in radio and television.

Mr. Daly's foray into stocks and bonds took
place immediately after his graduation from
Villanova College in 1928 and ended the
next year when he joined NBC as a producer.

Like a true broadcasting veteran, Mr. Daly
disavows any contribution that his Wall Street
background may have made toward his present
position. He believes that his talents in the
administrative spheres of radio and television
sharpened over the years as he assumed
responsibilities in that direction along with
primary programming and production chores.

His career has alternated between networks
and advertising agencies. Mr. Daly remained
at NBC from 1929 until 1937, during which
time he produced such shows as The Goldberg's,
Firestone Hour and the Major Boves Original
Amateur Hour. In the intervening years, he
functioned as radio and television director for
such agencies as Weintraub, N. W. Ayer, Peck
Advertising and Geyer, Newell & Ganger.
Before assuming his present post on June 8 he took
another dip into network activity as an account
executive with the DuMont Television Network.

In his present post, Mr. Daly is in charge of
all timebuying for D'Arcy and of the general
administrative functioning of the radio
and television department. He reports to Paul
Louis, vice president and director of radio and
television for the agency. Mr. Daly maintains
his office in New York, where D'Arcy concen-
trates much of its radio-TV activities, although
agency headquarters are in St. Louis.

D'Arcy handles such accounts as Coca-Cola,
Gerber Products Co., Anheuser-Busch and
James Lees & Sons (carpets).

"I have long felt," Mr. Daly commented,
"that radio and television are prime movers of
merchandise in a way that no other media has
matched in the history of advertising. The
reason is that these media hit the people with
the greatest impact where they live, and can
influence most to buy products."

Mr. Daly was born in Cedarhurst, L. I., on
Sept. 18, 1905. He married the former
Ruth Hertzler, an executive in the fashion ad-
vertising field. They live with their twin sons,
Philip and Peter, 2, in White Plains, N. Y.

Mr. Daly, whose hobby is oil painting, is a
member of the Salmagundi Club. His favorite
sports are tennis, swimming and sailboating.

Arthur J. Daly

WCHS
CHARLESTON
THE TIERNEY COMPANY
CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium
On October 7, 1780, a hastily gathered "army" from the Carolina mountains surprised and destroyed a British force atop Kings Mountain—delaying the British advance until spring and paving the way for Yorktown.

Historic Kings Mountain now shadows a thriving industrial town. Confident Kings Mountain citizens ask odds of nobody—in 1780 or in 1953. Yet they depend on nearby Charlotte for business, cultural and recreational facilities beyond the resources of their own community. This dependence, repeated in scores of satellite textile communities* gives Charlotte a market importance ten times its city size.


JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

Broadcasting • Telecasting

August 3, 1953 • Page 23
NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
NBC'S TV AUDIENCE LEAD OVER SECOND NETWORK CONTINUES TO INCREASE

From the beginning of network television, NBC has consistently led all networks in audience delivered for advertisers.

That lead is increasing.

In 1952 the average NBC program—day and night—reached 919,000 more homes than the second network. In 1953 NBC's average program has increased its lead to 1,312,000 more than the second network—an increase of 393,000 homes.

<table>
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<th>HOMES REACHED BY AVERAGE PROGRAM</th>
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<tr>
<td>NBC</td>
<td>3,640,000</td>
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<tr>
<td>NETWORK NO. 2</td>
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</table>

An ever-expanding audience lead is another important reason why

NBC is America's No. 1 Network.

Next week... further proof.

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

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1952 and 1953, Average Sponsored Program.

Average per-minute audience for both years.

(Nielsen six minute audience not available in 1952.)

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

YOU CAN'T TRUST A WOMAN

They said she wouldn't watch daytime TV. Didn't have time.

But she fooled 'em. Today she spends more time with daytime TV than with all other media combined.

Daytime TV would have no impact, they said. But—you can't trust these women.

Today, daytime TV impact is five times greater in TV homes than other visual media.

Cost? Well, KSTP-TV personalities (and their daytime TV shows) such as George Grim, Jimmy Valentine, Bill Ingram, and Bee Baxter are delivering large women audiences at costs-per-thousand low enough to make a slide-rule shudder.

Like the man said—you can't trust a woman. They'll do the opposite just to upset the predictions.

Ed Petry and his boys or any KSTP-TV sales executive has more information on these untrustworthy women and how you can turn their whims into profit.

TERRENCE CLYNE, recently named senior vice president of the Biow Co., New York, is a strong advocate and personal exemplar of the principle that time is money.

Now third in rank at an agency which bills $40-50 million annually, half of which is spent in radio and television, Mr. Clyne is first in command of the Bulova account, a $7 million yearly advertiser in radio-TV which, under the guidance of John Ballard, president of Bulova, and Mr. Clyne's promotional stewardship, sells more watches annually than its two nearest competitors combined.

Using spots exclusively the account currently disburses $6 million annually in television and $1 million in radio. Bulova is represented in every television market with contracts that run for 52 weeks.

Despite the fact that 70% of watch sales are registered during the graduation and Christmas seasons, Bulova campaigns the year around. This is an expression of the client's and Mr. Clyne's validated belief that sales come as a result of continuous impact rather than from seasonal saturation.

In addition to his pre-eminence on the Bulova account, Mr. Clyne is supervisor of the radio-TV network efforts of all the other advertisers on the Biow list.

Ambitious TV Plans

The agency will premiere at least six new TV shows nationally within the next two months. These include Philip Morris' new production, Pentagon; Dunhill and Lady Esther's alternate week sponsorship of the Ezio Pinza show; Procter & Gamble's participation on the new Loreta Young show; Pepsi-Cola's Pepsi Playhouse; Ruppert Beer's Steve Allen show and Nothing but the Best, also for P & G.

Mr. Clyne's supervision, incidentally, embraces the top rated nighttime network TV show, I Love Lucy, for Philip Morris, and the two highest ranking daytime TV programs: Procter & Gamble's Search for Tomorrow and Whitehall Pharmacal's Love of Life. Other TV shows, both for Philip Morris, include My Little Margie and My Hero.

"The largest single contract ever signed in television" was executed under Mr. Clyne's supervision when Philip Morris signed Lucille Ball and Desi Arnaz and CBS-TV to an $8 million non-cancellable contract for 2½ or more years of I Love Lucy, on CBS-TV.

The contract will carry the film series through 1955. Mr. Clyne signed for the agency, while Harry W. Chenley Jr., vice president of Philip Morris, represented the cigarette company.

In radio Mr. Clyne supervises three network shows: Margie and Philip Morris Playhouse, both for the cigarette firm, and Welcome Travelers for Procter & Gamble.

Born in Philadelphia, March 22, 1906, Terry Clyne was educated at Amherst where he was a nine-letter man in football, basketball and track. He graduated with a B.A. degree.

From the time he entered the agency field, Mr. Clyne has been an account executive in every firm with which he has been connected.

He began his cycle with the Wall Street firm of Halsey Stewart & Co., forsaking it finally for a position with Merrill Lynch & Co., still on Wall Street. But after nine years he left The Street for another avenue, radio.

He joined Free & Peters, New York, station representatives firm, as an account executive and later was named vice president.

Served in 8th Air Force

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lt. Col. Clyne he was chief of supply for the 8th in Europe. He holds the Legion of Merit, the Croix de Guerre and Bronze Star with cluster.

A year after his return from service, he left Free & Peters to become associated with the Biow Co. as an account executive on the Bulova account.

It was in 1948 that Mr. Clyne conceived the idea and sold the first "TV station identification" to WGN-TV Chicago, then to WABD (TV) New York.

In mid-July of this year he was named senior vice president.

Mr. Clyne is married to the former Frances Donelon, who, as a professional model, is believed to have appeared on more Redbook covers than any other model in the country.

They have two children, Terry Jr., five years old, and Michael, three years. Their home is in Bedford Village.

Mr. Clyne's hobby is tennis, but, unfortunately, his pursuit of that vocation has gone into a decline with the rise of television.

Page 26 • August 3, 1953
NOW ON THE AIR! —

WDAY-TV

FARGO, N. D.

CHANNEL 6

WDAY-TV REACHES OUT LIKE CRAZY IN THE RICH FLAT LAND OF THE RED RIVER VALLEY!

WDAY-TV COVERS THE NATION'S THIRD-BEST COUNTY IN RETAIL SALES PER CAPITA*
—COVERS AMERICA'S 73RD WHOLESALE MARKET

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

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

August 3, 1953 • Page 27
Station Operato
Powerful "Put-Ne Show... Tony M Rogers
Dick Peggy Lee . . .
Station Operato

Ziv’s New “Hour of Stars” . . . Five Full Week . . . Full of One-Minute Spots and It’s the Hottest Station Deal That Ever
rs! ZIV's w-Life-in-Radio with Artin Ginger Powell and Offers "Smart" rs Big Profits!

Hours Every Chain-Breaks. Hit Radio!

Hurry! Hurry! Write, Wire or Phone! Your Market May Still Be Available!
More people hear KWKH than all other Shreveport stations combined!

KWKH is by all odds the most listened-to, most productive station in the Arkansas-Louisiana-Texas area.

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations combined—yet costs 44.2% less!

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

Write direct or ask your Branham representative for the whole 50,000-watt KWKH story.

50,000 Watts • CBS Radio •

KWKH
A Shreveport Times Station

The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
DEAN SET FOR FCC VACANCY, EFFECTING GOP MAJORITY

South Dakota broadcaster's name was authorized Friday by President Eisenhower but delayed because of Taft's death. Candidate Charles Garland was offered FCC secretarialship, but he declined.

PRESIDENT Eisenhower last Friday approved the nomination of Robert J. Dean, president of KOTA Rapid City, S. D. for a seven year term on the FCC, succeeding Paul A. Walker, Oklahoma Democrat. Mr. Walker retired June 30. The Dean nomination, however, was not submitted to the Senate as this issue closed Friday because of the death of Sen. Robert A. Taft, majority leader, and the consequent recess of the Senate out of respect to him. It was presumed the nomination would be transmitted to the Senate Saturday or possibly today (Monday). This was stated on authority of the Republican National Committee, which advised BROADCASTING Tuesday that the decision in favor of Dean had been reached by the White House.

The impending Dean nomination culminated one of the most vigorously contested campaigns for an FCC vacancy in many years. Also seeking the post was Charles Garland, general manager of KOOL Phoenix. Among other candidates was former R. E. O. John W. Gwynne of Waterloo, Iowa. On the preceding day, the 65-year-old Iowaan had been named to the Federal Trade Commission, clearing the decks for the Dean nomination. Mr. Dean's name will go to the Senate Interstate & Foreign Commerce Committee. If his confirmation is not forthcoming prior to adjournment, expected this week, he must serve without pay until the new session convenes in January.

Mr. Dean expressed a willingness to do so, having arranged to dispose of his 55.5% interest in KOTA to his associated stockholders (some 40 others). Mr. Dean's primary political sponsor was Sen. Francis Case (R-S.D.).

Veteran in Radio

The 55-year-old South Dakota has been in radio since 1922 and is a lawyer [B*T, May 25]. He practiced law in South Dakota following his graduation from the state university and has been identified with the ownership of seven stations in the state. KOTA is an applicant for TV Ch. 7 and operates KOZY (FM). A Republican for a quarter-century, Mr. Dean was active in the Eisenhower campaign. Married, he has two daughters, 20 and 22.

The Dean appointment, for the first time since the election, will shift the FCC balance to a majority of Republican members. Other Republicans are Rosel H. Hyde, chairman, George E. Sterling and John C. Doerter. The Democratic members are Frieda B. Hennock and Robert T. Bartley, with the seventh member, Commodore E. M. Webster, politically listed as an Independent.

In the running until last Friday was Mr. Garland. He conferred on both Tuesday and Wednesday with GOP Chairman Leonard Hall and was proffered the secretarialship ($10,300 per year) which he had rejected. In the power politics battle, Mr. Garland had the support of Barry Goldwater, freshman Republican from Arizona (who succeeded former Majority Leader Ernest W. McFarland, applicant for Ch. 13 against KTAR Phoenix and Desert Advertising Co.) and Eugene C. Pulliam, publisher of Indianapolis News and Deseret Advertising Co.

Ike Picks His 'Practical Broadcaster' . . . . . . An Editorial

PRESIDENT EISENHOWER, as this was written Friday, was prepared to name his first "practical broadcaster" to the FCC in the person of Robert J. Dean of South Dakota. The decision, formal announcement of which was delayed because of the death of Sen. Taft, came after one of the most fiercely contested campaigns ever conducted for an FCC post—practically all of it behind the political scenes.

In the battle of power politics, Mr. Dean was supported by Sen. Francis Case of South Dakota, with the backing of other political leaders and the endorsement of a number of state broadcasters' associations. He emerged over Charles Garland, general manager of KOOL Phoenix, supported by Sen. Barry Goldwater of Arizona, Eugene Pulliam, Indiana-Arizona publisher and broadcaster and a member of the Republican National Committee, as well as a host of broadcasters. Mr. Garland, it appears, was finessed out of the running at the eleventh hour. Other non-broadcaster starters wilted in the home stretch. The key man was Leonard Hall, recently installed chairman of the GOP Committee.

There can be no doubt about Mr. Dean's status as a practical, independent broadcaster. For many years there has been an insistent demand that a "journeyman" station operator be placed on the FCC, to impart to that body the "feel" of station operation. Mr. Dean has built seven stations during his 30 years in radio—all in his native South Dakota. He is an attorney.

Moreover, Mr. Dean had had experience on the other side of the regulatory fence. He, like many of his broadcaster colleagues, has had brushes with the FCC. In 1938, the Commission denied a renewal of license to the then KWTN Watertown, of which he was part owner. In a related case, it declined to consent to transfer of control of KGSD Huron to a company in which Mr. Dean held an interest. The conclusions reached by the FCC specified that the transfer of control had been effected with prior FCC approval, and that there also had been violations of technical regulations. The cases went to court; FCC was sustained.

So Mr. Dean comes to FCC with as rich and as varied a "home town broadcaster" background as anyone who has ever served. His record will be watched closely. There had been opposition to the appointment of a broadcaster—any broadcaster—because of possible bias. That argument, however, finally was demolished, since it makes sense to have experts on expert agencies.

Whether the FCC henceforth will have among its membership those who have toileted in the broadcasting vineyards may largely be determined by Mr. Dean's stewardship (assuming Senate confirmation). He'll have seven years to prove it.
TV WARES NEED VISUAL APPEAL
DESIGNER KECK TELLS ADVERTISERS

Design and packaging are all important for a product intended to be advertised on television, concludes the West Coast industrial designer after a lengthy study on that subject. 'Extraordinary' changes in consumer products may be occasioned by video advertising. Color TV will bring even more possibilities.

ANY consumer product which sets new sales records in today's competitive market must be designed and packaged to be completely "television proof.'

That advice to manufacturers was voiced by Henry Chapman Keck, West Coast industrial designer, who has just completed an extensive study of special considerations which TV advertising now requires for the product designer. The study was begun in 1951 as a matter of professional interest since his firm, Henry Keck Assoc., Pasadena, Calif., specializes in the engineering and styling of mass-produced articles. As the survey findings grew, Mr. Keck came to conclude that TV demands may soon work extraordinary changes in the manufacture of nearly all consumer products.

He feels the special requirements of television as an advertising medium bring new emphasis to the advantages of good design. He cites simplicity of design as the key to any successful video campaign.

Products advertised via TV must look desirable, for no amount of glowing rhetoric can spark sales appeal for an item which appears as a dull or indistinct blur on the screen, Mr. Keck said. The viewer simply ignores the announcement's message, or worse, resents it.

Basic product form carries more responsibility in TV advertising than in other media, according to Mr. Keck. Every set owner is all too familiar with the ludicrous distortions which turn round objects into football shapes on his home screen, he declared, stressing that faults of this type can be corrected, either in the original design or in manner of display.

Mr. Keck believes that many completely new appearance considerations are needed to prepare a product for maximum benefit from TV advertising. Much of his investigation has been directed at developing color combinations while staying within the limited range of effective TV screen values.

Special TV Packaging

In consulting with various West Coast independent and network TV engineers, Mr. Keck found a number of major manufacturers already have been forced to provide special mock-up packages and labels for television purposes, when the standard products made poor showings before the cameras. Costly, it causes a needless duplication of effort, as the advertiser's campaign is shifted from one medium to another, he pointed out.

Surface textures present another major problem for products making their television debuts, Mr. Keck found. The brilliant chrome or glass surfaces which sparkle invitingly from show-cases, cause immediate havoc on the light-sensitive faces of delicate camera tubes, and produce unpleasant "halos" of harsh and distracting glare.

"For many such products," he said, "the solution lies in using softer surfaced materials in the manufacturing process."

Mr. Keck found satin-finished aluminum or matte-finished plastics particularly valuable in eliminating glare. . . . their use often resulting in improved appearance of the articles being tested.

The two most important factors which Mr. Keck's study treated are "brand-label" identity and "ease of demonstration.”

"Identity of the product on television must be established visually," he states. "This can only be achieved with a clear, concise and attractive label treatment, which is visibly consistent with the nature of the product."

Actual viewer impact in the TV medium too often is measured with the over-simplified yardstick of sheer size, he said. This makes a poor criterion, since modern camera lenses literally can fill a 24-inch home screen with a close-up image of a product no larger than a cigarette lighter. It follows that composition and relative visual values, within the basic design, are the real ingredients of "telegenic appearance."

Of equal importance to the TV merchant is the matter of demonstration, Mr. Keck said. Chances are his product already functions well but that isn't enough for television purposes. It must look easy to operate from the camera's point of view.

If the demonstration requires awkward or difficult handling, sales will be jeopardized regardless of the actual performance of the product, he warned.

In discussing color TV, Mr. Keck said, "If the basic design is good, the color problem can be solved at the same time that the overall TV challenge is met. In other words, a well-conceived design will employ color combinations which look smart in black and white, yet require no modification for full color use."

"Design of this type will enhance a product's advertising appeal in every medium, whether it be used for newspaper advertising, TV commercials or point-of-sale displays."
Bears, Cardinals Games Taken by ABC-TV, Standard

HOME games of the Chicago Bears and Cardinals National Football League teams will be telecast by ABC-TV this fall for the second consecutive year, the network announced last week.

Standard Oil Co. of Indiana will sponsor one half of each of the 12 Sunday contests, with local sponsors in other areas picking up second-half sponsorship. Agency is McCann-Erickson Inc., Chicago. Telecasts will be blacked out in Chicago. Harold (Red) Grange will handle play-by-play.

Westinghouse Electric Corp. already has contracted for exclusive sponsorship of telecasts of selected Saturday pro league games on the DuMont TV Network. Standard also will sponsor radio broadcasts of Bears' Sunday games on WGN Chicago.

Williamson to Moore

R. S. (BOB) WILLIAMSON, managing director of the Piedmont Advertising Agency Inc., Salisbury, N. C., for four and a half years, has been appointed advertising and public relations director for B. C. Moore & Sons Inc., operator of 43 department stores in Alabama, Georgia and the two Carolinas. Mr. Williamson will join the Moore organization Aug. 15 and will be headquartered at the firm's general offices which are located in Wadesboro, N. C.

NEW BUSINESS

Continental Baking Co., N. Y., (Wonder bread and Hostess cup cakes), signs to sponsor CBS Radio's new panel show, Make Up Your Mind, which starts Aug. 7 (Mon.-Fri., 11:30-45 a.m. EDT) with Jack Sterling, ringmaster of CBS-TV's Big Top and WCBS New York's early-morning personality, in role of m.c. Agency: Ted Bates & Co., N. Y.

Liggett & Myers (Chesterfield cigarettes) renews Les Griffith and the News on ABC radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Admiral Corp., Chicago (television receivers), will sponsor 20th annual All-Star football game from Chicago on Aug. 14, starting at 9:30 p.m., over DuMont Television Network. Game will be carried in at least 69 cities. Agency: Erwin, Wasey & Co., N. Y.

Hazel Bishop Inc. (beauty preparations) to sponsor West Coast m. c. Peter Potter in Peter Potter's Jake Box Jamboree on ABC-TV, Sun., 9:30-10:30 p.m. EST, effective Oct. 4 for 52 weeks. Agency: Raymond Spector Co., N. Y.

Voight's Labs, planning spot radio campaign in Boston, Philadelphia, Washington, Indianapolis, New York and perhaps other markets, using news and women's programs to promote Dermadyme poison ivy remedy and Orapbyll denture adhesive. Agency: Ovesey, Berlow & Straus, N. Y.

NEW ZIV SERIES

IN 58 MARKETS

WIDESPREAD sales activities on the latest Ziv television and radio program series were announced last week by M. J. (Bub) Rifkin, sales vice president of Ziv Television Programs Inc.

Mr. Rifkin said that the 1 Led Three Lives TV program has been sold in more than 58 markets after having been on sale only four weeks. He estimated total billings at more than $1 million. He noted that sales on the program which centers around a young Boston advertising executive who becomes an undercover man for the FBI, were all on firm, 52 week contracts.

Advertisers who have bought 1 Led Three Lives include Phillips Petroleum, Bartlettville, Okla., for all key midwest markets; Adolph Coors Co., Golden, Colo., brewery firm, for nine TV markets in the mountain states area, and Golden State Co. Ltd., San Francisco dairy company, for all TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employees to 80 by July 1954.

CBS TV Film Sells $250,000 in Series

ADDITION of some $250,000 in new business by CBS Television Film Sales for three of its major syndication series was announced last week by Wilbur S. Edwards, general sales manager. He noted that the sales were completed within a 12-hour period July 21-22.

New sales included Lankletter and the Kids to the Kasco Dog Foods Co., Waverly, N. Y., for showing in Detroit; Cleveland; Columbus; Baltimore; Binghamton, N. Y.; Tulsa, Okla., and Schneiderly, N. C., for all TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employees to 80 by July 1954.

CBS TV Show to Capsule Eight Years of History

NBC PLANS to celebrate the eighth anniversary of its independent TV news-on-film production with a special, full-hour show Assignment Tomorrow, a rundown of outstanding news events of the 1945-53 period, prepared from the NBC Film Library on Aug. 23 at 7:30 p.m. EDT, NBC Public Affairs Director Davidson Taylor announced last week.

James Fleming, former news editor of NBC-TV's Today series, is editor-narrator for the documentary in which, Mr. Taylor said, a new reporting technique will be used, employing the voices of news-making personalities as "narrators" speaking behind films of events in which they participated. Among these will be the voices of President Eisenhower, former President Truman, Gen. Lucius D. Clay, former UN Secretary-General Trygve Lie, and Adlai Stevenson. In some cases, special recordings will be made for the program.

GENERAL ELECTRIC's Electronics Division will sponsor Meet Mr. McNulty on CBS Radio beginning Thursday, Sept. 17 with a film version slotted for ABC's Small Appliance Division later in the fall. Radio plans are discussed by (1 to r) S. James Andrews, radio-TV director of the agency, Maxon Inc., New York; Ray Milland, the show's star, and Tyler Davis, Maxon's West Coast representative. GE's Small Appliances Division agency is Young & Rubicam.

Guild Films' Kaufman Sees $2½ Million in '53 Business

GROWTH of Guild Films Inc. in its first year of operation has been described by President Reub Kaufman in a statement projecting company business for 1953 at a figure totaling "at least $2½ million."

Mr. Kaufman pointed out that he had launched Guild as a TV film production and distribution firm with a "modest capital of $100,000," and said the company currently has contracts for shows totaling "close to twice that amount monthly." Guild has administrative offices in New York and several operating studios on the West Coast.

At the same time, Mr. Kaufman announced plans for the production and distribution of two new shows, Life with Elizabeth and Joe Palooka. Both will be half-hour TV film shows and will be produced on the West Coast.

Edward (Ned) Buddy Dies; Headed CBS Newfilm Dept.

FUNERAL services for Edward C. (Ned) Buddy, general manager of CBS-TV's Newfilm department, were to be held Saturday at Vineyard Haven, Mass. Mr. Buddy, 46, died Wednesday after a heart attack at his home in Westport, Conn.

He took over direction of CBS-TV's film department May 1 when it began operation [B*T, April 13]. It was set up to provide daily coverage of world events for the network. He was a member of CBS Radio's news staff for a time before World War II.

Survivors include his wife, three daughters and two sons.

Film Sales


* Illinois Bell Telephone Co. buys NBC-TV documentary, Victory at Sea, for repeat show.

August 3, 1953 • Page 33
GROSS sales of the nationwide radio and TV networks during the first six months of 1953 totaled $187,046,260, an increase of 8.7% over the $172,106,873 radio-TV network gross for the first half of 1952, according to figures compiled by Publishers Information Bureau on advertising expenditures for network time.

Individually, the radio networks for the six month period were down 1.1% below their total for the like period of last year, while the video networks showed a gain of 18% in the first half of this year over the same period of 1952.

For the month of June, the radio networks grossed 1.1% more than in June of 1952 (reversing their position for the first half of the year), and the TV networks were 29.1% ahead of June of last year. Combined, the broadcast network gross for June totaled $30,167,342, a gain of 15.2% over the June 1952 gross of $26,181,395.

PIB earlier had released five-month figures on AM and TV network timebuying, in which the top advertisers were listed and the sales figures to the May figures. With the June figures, the numbers were slightly revised.

In the January-May period of 1953 a total of 177 advertisers sponsored or participated in sponsorship of TV network programs, compared with 192 TV network clients in the like period of 1952 (not including political advertising). Average expenditures for time, however, were considerably higher (25.9%) this year than last, $494,524 to $392,721.

**AM-TV NETWORK GROSS UP 8.7% FOR FIRST SIX MONTHS**

PIB figures show nearly $1 million increase over the January-June totals of 1952. Also released by the Bureau are radio and TV advertiser breakdowns for May and the January-May period of 1953.

**TOP TEN NETWORK ADVERTISERS IN MAY 1953**

1. **Procter & Gamble Co.** $1,370,209
2. **Colgate-Palmolive-Peet** 941,508
3. **R. J. Reynolds Tobacco** 807,790
4. **General Foods** 616,568
5. **American Tobacco** 577,858
6. **Lipton & Myers Tobacco** 488,483
7. **General Mills** 487,182
8. **Gillette** 468,934
9. **Philip Morris** 452,366
10. **P. Lorillard** 482,749

**TOP TEN NETWORK ADVERTISERS IN MAY 1953**

1. **Procter & Gamble Co.** $1,370,209
2. **General Foods Corp.** 997,029
3. **Philips Labs.** 976,048
4. **General Mills** 939,044
5. **Gillette Co.** 809,472
6. **Colgate-Palmolive-Peet Co.** 748,081
7. **Sterling Drug** 745,679
8. **Lipton & Myers Tobacco Co.** 681,007
9. **R. J. Reynolds Tobacco Co.** 588,104
10. **Lever Brothers Co.** 582,073

**NETWORK TELEVISION, JUNE AND JAN.-JUNE**

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,110,958</td>
<td>$2,091,214</td>
<td>$1,533,074</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,206,123</td>
<td>$4,298,244</td>
<td>$31,381,720</td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,206,123</td>
<td>$4,298,244</td>
<td>$31,381,720</td>
</tr>
<tr>
<td>Apr.</td>
<td>$2,206,123</td>
<td>$4,298,244</td>
<td>$31,381,720</td>
</tr>
<tr>
<td>May</td>
<td>$2,206,123</td>
<td>$4,298,244</td>
<td>$31,381,720</td>
</tr>
<tr>
<td>June</td>
<td>$2,206,123</td>
<td>$4,298,244</td>
<td>$31,381,720</td>
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<tr>
<td>Total</td>
<td>$13,117,776</td>
<td>$12,971,359</td>
<td>$82,543,414</td>
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**NETWORK RADIO, JUNE AND JAN.-JUNE**

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<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>DuMant</th>
<th>NBC</th>
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<tr>
<td>Jan.</td>
<td>$1,535,074</td>
<td>$1,279,985</td>
<td>$9,866,205</td>
<td>$44,205,527</td>
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<td>Feb.</td>
<td>$1,648,720</td>
<td>$9,640,429</td>
<td>$58,044,048</td>
<td>$45,044,048</td>
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<td>Mar.</td>
<td>$1,560,289</td>
<td>$5,388,066</td>
<td>$45,044,048</td>
<td>$104,503,846</td>
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<td>Apr.</td>
<td>$1,926,029</td>
<td>$7,499,743</td>
<td>$84,044,048</td>
<td>$104,503,846</td>
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<tr>
<td>May</td>
<td>$1,926,029</td>
<td>$7,499,743</td>
<td>$84,044,048</td>
<td>$104,503,846</td>
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<tr>
<td>June</td>
<td>$1,926,029</td>
<td>$7,499,743</td>
<td>$84,044,048</td>
<td>$104,503,846</td>
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<td>Total</td>
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<td>$13,999,836</td>
<td>$105,043,846</td>
<td>$86,616,114</td>
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**NETWORK TELEVISION TOTALS TO DATE**

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<th></th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
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<td>Jan.</td>
<td>$1,654,892</td>
<td>$7,053,395</td>
<td>$982,794</td>
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<td>Feb.</td>
<td>$1,483,026</td>
<td>$82,095</td>
<td>$6,523,256</td>
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<td>Mar.</td>
<td>$1,725,068</td>
<td>$6,523,256</td>
<td>$8,050,384</td>
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<td>Apr.</td>
<td>$1,695,572</td>
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<td>$8,050,384</td>
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<td>May</td>
<td>$1,725,068</td>
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<td>$8,050,384</td>
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<tr>
<td>June</td>
<td>$1,597,283</td>
<td>$7,596,584</td>
<td>$8,050,384</td>
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<td>$58,388,066</td>
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**NETWORK RADIO TOTALS TO DATE**

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<th>ABC</th>
<th>CBS</th>
<th>DuMant</th>
<th>NBC</th>
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<tr>
<td>Jan.</td>
<td>$12,740,107</td>
<td>$9,998,946</td>
<td>$17,049,574</td>
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<tr>
<td>Feb.</td>
<td>$12,740,107</td>
<td>$9,998,946</td>
<td>$17,049,574</td>
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<td>Mar.</td>
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<td>June</td>
<td>$12,740,107</td>
<td>$9,998,946</td>
<td>$17,049,574</td>
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<td>Total</td>
<td>$65,955,035</td>
<td>$65,955,035</td>
<td>$65,955,035</td>
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*Revised 7-28-53
LEADING NETWORK RADIO ADVERTISERS BY PRODUCT GROUPS FOR MAY 1953

<table>
<thead>
<tr>
<th>Class</th>
<th>Company</th>
<th>Expenditure for Network Time</th>
</tr>
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<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>$43,767</td>
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<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>Knorrer Mfg. Co.</td>
<td>41,992</td>
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<tr>
<td>Automotive, Automotive,</td>
<td>General Motors Corp.</td>
<td>145,863</td>
</tr>
<tr>
<td>Equipment &amp; Accessories</td>
<td>Fostelco Brewing Co.</td>
<td>114,656</td>
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<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>John-Manville, Inc.</td>
<td>14,860</td>
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<tr>
<td>Building &amp; Agricultural</td>
<td>William Wrigley, Jr., Co.</td>
<td>146,280</td>
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<tr>
<td>Gasoline &amp; Other Fuels</td>
<td>Miles Labs</td>
<td>595,045</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>Standard Oil Co. of Indiana</td>
<td>595,079</td>
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<tr>
<td>Household Furnishings</td>
<td>Ferry Motor Co.</td>
<td>71,919</td>
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<tr>
<td>Industrial Materials</td>
<td>Philco Corp.</td>
<td>131,851</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Owings-McIlroy Fiberglass Corp.</td>
<td>135,162</td>
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<tr>
<td>Office Equipment</td>
<td>U. S. Steel Corp.</td>
<td>73,996</td>
</tr>
<tr>
<td>Perishable Foods &amp; Supplies</td>
<td>Green Wood Co.</td>
<td>60,310</td>
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<td>Retail &amp; Wholesale Merchandise</td>
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<td>Tobacco</td>
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<td>Toiletries &amp;摩擦剂</td>
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<tr>
<td>Transportation &amp; Resorts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND FIRST FIVE MONTHS 1952-1953

<table>
<thead>
<tr>
<th>Product Group</th>
<th>May 1953</th>
<th>May 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$113,992</td>
<td>$54,046</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>101,993</td>
<td>52,189</td>
</tr>
<tr>
<td>Automotive, Automotive,</td>
<td>510,950</td>
<td>2,384,644</td>
</tr>
<tr>
<td>Equipment &amp; Accessories</td>
<td>151,127</td>
<td>773,338</td>
</tr>
<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>307,013</td>
<td>1,249,923</td>
</tr>
<tr>
<td>Building &amp; Agricultural</td>
<td>258,871</td>
<td>1,266,837</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>1,930,999</td>
<td>1,538,636</td>
</tr>
<tr>
<td>Gasoline &amp; Other Fuels</td>
<td>5,212,301</td>
<td>16,297,970</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>372,451</td>
<td>2,082,907</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>336,235</td>
<td>1,099,724</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>611,506</td>
<td>3,201,133</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>399,586</td>
<td>2,108,303</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>125,182</td>
<td>708,793</td>
</tr>
<tr>
<td>Perishable Foods &amp; Supplies</td>
<td>180,719</td>
<td>820,387</td>
</tr>
<tr>
<td>Transportation &amp; Resorts</td>
<td>82,786</td>
<td>466,266</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>83,225</td>
<td>366,312</td>
</tr>
</tbody>
</table>

Nielson Drafts New TV Ownership Survey

A. C. NIelsen Co., Chicago, has forwarded to the TV networks plans for a complete national and local re-measurement of TV ownership, designed to yield up-to-date data by counties and groups of counties with 10,000 or more families.

The firm will conduct a re-survey with a 100,000 home area probability sample to “find out the truth about local TV ownership, with special reference to new markets and uhf,” according to A. C. Nielsen, president. Project is planned for this fall after return of winter TV schedules. Reports will be made available about Jan. 1.

"AM and TV stations and networks will also have up-to-date facts on which to evaluate their needs for remodeling of station and network coverage," Mr. Nielsen said, referring to a "Back With A Bang"

LARGEST share-of-audience in the history of Talent Scouts program was attained Monday night when Arthur Godfrey returned to the CBS-TV show, according to Oscar Katz, CBS-TV director of research. He said that the show’s Trendex rating was 43.0, meaning that more than 90% of viewers who had their sets turned on were tuned to the Godfrey program.

Of the audience, Mr. Katz noted that Trendex’s research showed only 4.4% of the audience, with a 2.0 rating, were tuned to the next-highest-rated show.

Druggists Favor TV, Fact Finders Reports

OFF 2,317 druggists (83.8% independents and 15.2% chain) interviewed in a survey to find which one—or more—of the advertising media they would recommend to national advertisers to help increase their sales, 86% recommended television.

The survey of drug stores conducted in 33 major markets by Fact Finders Inc., marketing research firm, found that 29.2% also liked magazines, 23.6% newspapers, 23% radio, 20.2% outdoor, 2.6% displays and 3.6% other media.

Of the cities: Los Angeles, San Francisco, Miami, Chicago, Detroit, Baltimore, New York, Cincinnati, Albany, Milwaukee, Minneapolis, St. Paul, Denver, Philadelphia, New Orleans, St. Louis, Columbus, Ohio, San Antonio and Portland, Ore.

August 3, 1953 • Page 35
FCC issues annual financial data reports, revising the estimated figures on last March. Television stations had a total broadcast income of $55.5 million before taxes; the networks' total income was $9.9 million.

TOTAL broadcast revenues of $324.2 million were garnered by the U. S. television industry in 1952, up 38% over 1951, the FCC reported last week in issuing its annual financial data reports based on final tabulations. The current figures replace estimates issued by the Commission last March (B*7, March 30).

Total TV industry income in 1952 amounted to $55.5 million before Federal taxes, the Commission's economic statisticians reported. This is an increase of 33% over 1951 income.

The report also shows:
- Network broadcast revenue, including that from 15 owned and operated stations, doubled. Networks took in $180.2 million (compared with $95.8 million for radio), spent $170.3 million in operating expenses, were left with a total income of $9.9 million. Because of higher operating expenses, network TV income was less than radio's $10.2 million.
- TV network time sales totaled $36 million, for the first time surpassing network radio time sales. This is a 41% increase over 1951.
- Total broadcast revenues for 93 non-network-owned pre-freeze stations reached $143.4 million.
- Reporting profitable operations were 94 of the 108 pre-freeze TV stations. Of the 94, 17 made more than $1 million before Federal taxes.
- Loss operations were reported by 14 of the

### NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS

#### COMPARATIVE DATA FOR AM AND TV OPERATIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>AM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949-1952</td>
<td>$95.8</td>
<td>$9.0</td>
</tr>
<tr>
<td>1950</td>
<td>$100.0</td>
<td>$105.3</td>
</tr>
<tr>
<td>1951</td>
<td>105.4</td>
<td>109.3</td>
</tr>
<tr>
<td>1952</td>
<td>107.4</td>
<td>112.3</td>
</tr>
<tr>
<td>1949</td>
<td>124.0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>AM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$85.9</td>
<td>$8.5</td>
</tr>
<tr>
<td>1950</td>
<td>$92.8</td>
<td>$9.5</td>
</tr>
<tr>
<td>1951</td>
<td>91.3</td>
<td>96.5</td>
</tr>
<tr>
<td>1952</td>
<td>91.8</td>
<td></td>
</tr>
</tbody>
</table>

(1) Broadcast Revenues

(2) Before Federal Income Tax

(3) Includes data for the operations of 14 stations starting in 1952.

### CHANGES IN INCOME BETWEEN 1951 AND 1952 OF 105 TV STATIONS IN OPERATION FOR FULL YEAR DURING 1951 AND 1952

#### Number of Stations Reporting

<table>
<thead>
<tr>
<th>Year</th>
<th>Stations Reporting</th>
<th>Increased loss in 1952</th>
<th>Decreased income in 1952</th>
<th>Increased income in 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>105</td>
<td>3</td>
<td>4</td>
<td>79</td>
</tr>
<tr>
<td>1952</td>
<td></td>
<td>4</td>
<td>3</td>
<td>75</td>
</tr>
</tbody>
</table>

### TV STATIONS CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING CHANGES IN INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES, AND INCOME FOR ALL STATIONS IN EACH GROUP

#### Year

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of TV Stations Reporting</th>
<th>Reporting Loss</th>
<th>Reporting Gain</th>
<th>Average Per Station Broadcast Income Receipts &amp; Expenses</th>
<th>Income$ (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>105</td>
<td>4</td>
<td>79</td>
<td>$276.0 $227.4 $161.5 $124.6</td>
<td>$255.9 $206.9 $152.8 $118.2</td>
</tr>
</tbody>
</table>

(1) Denotes loss.

(2) Decreased income in 1952

(3) Increased income in 1952

### INDIVIDUAL TV MARKET DATA

#### Season 1952-1953

<table>
<thead>
<tr>
<th>Market</th>
<th>No. of TV Stations</th>
<th>Networks Advertisers</th>
<th>Local National Advertisers</th>
<th>Total Expenses</th>
<th>Broadcast Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7</td>
<td>5,891</td>
<td>1,576</td>
<td>$111,075</td>
<td>$95,700</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3</td>
<td>2,381</td>
<td>654</td>
<td>$107,105</td>
<td>$9,035</td>
</tr>
<tr>
<td>Chicago</td>
<td>4</td>
<td>2,927</td>
<td>762</td>
<td>$110,905</td>
<td>$7,635</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1</td>
<td>1,696</td>
<td>904</td>
<td>$55,105</td>
<td>$10,300</td>
</tr>
<tr>
<td>Detroit</td>
<td>1</td>
<td>1,696</td>
<td>693</td>
<td>$55,105</td>
<td>$10,300</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1</td>
<td>1,983</td>
<td>300</td>
<td>$64,000</td>
<td>$8,023</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1</td>
<td>1,015</td>
<td>1,168</td>
<td>$100,000</td>
<td>$8,704</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>1</td>
<td>1,379</td>
<td>1,653</td>
<td>$97,075</td>
<td>$7,910</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1</td>
<td>1,586</td>
<td>2,247</td>
<td>$136,000</td>
<td>$7,035</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>4</td>
<td>1,291</td>
<td>1,696</td>
<td>$124,000</td>
<td>$8,235</td>
</tr>
<tr>
<td>Columbus, G.</td>
<td>3</td>
<td>962</td>
<td>1,060</td>
<td>$106,000</td>
<td>$7,904</td>
</tr>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>727</td>
<td>866</td>
<td>$122,000</td>
<td>$8,365</td>
</tr>
</tbody>
</table>

(1) Total 102

(2) broadcast stations

(3) broadcast stations

(4) broadcast stations

### August 3, 1953

#### Page 36

BROADCASTING • TELECASTING
TV's OK, BUT...

LOOK WHAT YOU GET WITH WHO!

Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The largest all-Iowa TV market has 136,104 television homes (See Telestatus, Page 43, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—about half of whom have two or more home radio sets!

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO likes its advertisers, and our advertisers like us because of results. Now more than ever, WHO is Iowa's greatest advertising value!

WHO likes its advertisers, and our advertisers like us because of results. Now more than ever, WHO is Iowa's greatest advertising value!

WHO
+ for Iowa PLUS +
Des Moines ... 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
NORTH TEXAS RADIO-HABITS STUDY RELEASED BY WHAN RESEARCHERS

The report, first half of a radio-TV survey by Kansas State College, covers 9,167 families in the Lone Star area. Stations listed include 77 AM and 11 FM.

FIRST PART of a study of radio-TV listening habits in the north Texas area, on radio, was released last week by Dr. Forrest L. Whan, head of the Kansas State College Committee on Radio-TV Policy. The second part, on TV, is being published in a separate release.

Patterned after similar studies conducted elsewhere by the KSCO group for 16 years, the Whan radio study is the result of a survey of 9,167 randomly-selected families in all parts of the area, which comprises 111 counties in northeastern Texas, forming an area 450 miles long and 300 miles wide, Dr. Whan said.

The study encompasses personal interviews with the 9,167 families and diary reports of two days' radio listening in 725 homes, mostly in the period Jan. 19-31, 1953. It lists 77 operating AM stations, 11 FM stations and three operating TV stations in the area at the time of the survey.

Radio Saturation
Saturation of radio in working order in the area's homes was 97.6%, in Dallas-Fort Worth area 96%, other urban 98.4% and all rural 98%. Some 42.9% of homes in the total area had two or more sets, in the Dallas-Fort Worth area 45.1%, other urban area 52.6% and all rural 33.7%. Location and listenership percentages for each set, respectively, were: Living rooms, 42.7% and 39.1%; kitchens, 15.7% and 16.5%; bedrooms, 21.8% and 27%; dining rooms, 3.3% and 2.9%; other rooms and 3.4% and 4.3%; "moved about," 13.5% and 10.1%.

Of the 9,018 families who had home radios, 57.1% had autos with radios, and of families who owned cars 67.8% had auto radios.

Of interviewees who owned radio-equipped autos, 65.3% of the women said they had used their cars the previous day, as had 78.1% of men interviewed. Some 84% of men reporting by the diary system said they had used their cars the day previous.

Of those who had used their cars, 52.6% of women interviewees, 60.8% of men interviewees and 59.7% of men reporting by diary said they had used their auto radios.

Dr. Whan's study found that the average family used two or more sets simultaneously 2.26 quarter-hours on weekdays and 2.41 quarter-hours on Saturday or Sunday.

Of 2,469 families interviewed who own both radio and TV sets, 32.5% said they used radio and TV simultaneously "sometimes," Of 233 radio-TV owning diary-families, 35.7% said they tuned in radio and TV sets simultaneously on an average day.

Of the diary families using both media on an average day, 16.4% used both during the daytime and 6.4% used both at nighttime, with the average TV family using both media 2.14 quarter-hours on an average day.

In diary homes the average woman reported spending 5.1 hours with radio on weekdays, 4.09 hours on Saturday and 3.83 hours on Sunday. The average weekday-Saturday-Sunday figures for men were 2.35, 2.81 and 2.51; for teen-agers, 3.06, 4.39 and 2.97; for children, 1.95, 1.85 and 2.36.

Time spent with the four media in TV homes on an average day by those interviewed included: Radio—women 85 minutes, men 66 minutes; TV—women 207 minutes, men 171 minutes; newspapers—women 36 minutes, men 36 minutes, and magazines—women 20 minutes, men 14 minutes.

Of those who "usually" listen to radio, 94.8% reported they listened in the daytime, 84.7% at night.

WPFA-WBAP (Dallas-Fort Worth on 820 kc) was the most-listened-to station for the whole area, receiving a 27.9% daytime share of audience for the area from listeners reporting by diary and 26.6% of interviewees reporting they listened to "most," and 66.5% reporting they heard it "regularly." The same figures, respectively, for WPFA-WBAP (820 kc) nighttime listening, were 30.8%, 26.3% and 56.0%.

WPFA-WBAP (820 kc) also led among stations preferred for newscasts, farm news and market news.

Best liked types of programs, based on weighted reports, were: News broadcasts, women 68.1%, men 80.3%; audience participation, women 48.3%, men 40.7%; featured comedians, women 47.8%, men 51.8%; religious, women 45.6%, men 36.5%; popular music, women 45.4%, men 39.1%; complete drama, women 39.1%, men 32.7%; variety, women 29.2%, men 25.2%; serial dramas, women 31.9%, men 15.3%; old-time music, women 28.8%, men 33.5%; sports, women 20.4%, men 41.6%. Less popular with both sexes was classical music, talks and comment, homemaking, brass band, and talks on farming and market reports.

'Lux Theatre' Polls

First on Pacific

THE PACIFIC segment of Nielsen ratings for May radio popularity shows Lux Radio Theatre first in first place, Jack Benny second, and People Are Funny, third. Our Gal, Sunday polled first in weekday favor. The listings:

PACIFIC NIELSEN-RATINGS TOP RADIO PROGRAMS

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Total Week</th>
<th>Program Name</th>
<th>Stations reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>984</td>
<td>Lux Radio Theatre</td>
<td>523</td>
</tr>
<tr>
<td>2</td>
<td>596</td>
<td>Jack Benny's (CBS)</td>
<td>369</td>
</tr>
<tr>
<td>3</td>
<td>498</td>
<td>People Are Funny (CBS)</td>
<td>331</td>
</tr>
<tr>
<td>4</td>
<td>356</td>
<td>You Bet Your Life (NBC)</td>
<td>326</td>
</tr>
<tr>
<td>5</td>
<td>336</td>
<td>Big Story (NBC)</td>
<td>306</td>
</tr>
<tr>
<td>6</td>
<td>316</td>
<td>Martin &amp; Lewis (NBC)</td>
<td>291</td>
</tr>
<tr>
<td>7</td>
<td>310</td>
<td>My Little Margie (CBS)</td>
<td>274</td>
</tr>
<tr>
<td>8</td>
<td>469</td>
<td>Our Miss Brooks (CBS)</td>
<td>249</td>
</tr>
<tr>
<td>9</td>
<td>469</td>
<td>Dagget (NBC)</td>
<td>247</td>
</tr>
<tr>
<td>10</td>
<td>469</td>
<td>Who's My Line (CBS)</td>
<td>246</td>
</tr>
</tbody>
</table>

*Homes reached during all or any part of program, except for homes listened only 1 to 2 minutes.
For 5-minute programs, Average Audience basis is used.

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BROADCASTING • TELECASTING
WSYR-TV

Now 100 kw on Channel 3

...The Only Low-Band VHF Station in Rich Central New York

WSYR-TV channel 3

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

Broadcasting • Telecasting

August 3, 1953 • Page 39
WMAR-TV CHANNEL 2
BALTIMORE
NOW ON THE AIR WITH
SUPER POWER

The Station with the Largest Audience Now Reaches even MORE!

More audience than ever! That's the big PLUS on WMAR-TV, Sunpapers' Television in Baltimore. New equipment delivers Television's Top Power on Channel Two, Maryland's first TV station to radiate maximum SUPER POWER under FCC standards.

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION ★ BALTIMORE 3, MARYLAND

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
## TELESTATUS

**Weekly TV Set Survey—Aug. 3, 1953—Telescasting Survey**

**Editor's Note:** Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Total Sex is 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, in some cases, to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>WAFM-TV, WERC-TV</td>
<td>161,000</td>
</tr>
<tr>
<td>Mobile</td>
<td>WTVL-3</td>
<td>22,360</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WCOV-TV</td>
<td>10,700</td>
</tr>
<tr>
<td>ARIZONA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tucson</td>
<td>KTVL-TX</td>
<td>71,500</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>71,500</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFSA-TV</td>
<td>30,000</td>
</tr>
<tr>
<td>LITTLE ROCK</td>
<td>KRTV</td>
<td>20,000</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>164,700</td>
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<tr>
<td>San Francisco</td>
<td>KMIP-KFKN</td>
<td>688,860</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRTV</td>
<td>30,000</td>
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<tr>
<td>CONNECTICUT</td>
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<tr>
<td>Bridgeport</td>
<td>WICC-TV</td>
<td>11,001</td>
</tr>
<tr>
<td>New Britain</td>
<td>WKN-TV</td>
<td>72,034</td>
</tr>
<tr>
<td>New Haven</td>
<td>WNHC-TV</td>
<td>370,000</td>
</tr>
<tr>
<td>WDEL-TV</td>
<td>141,662</td>
<td></td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>WMAL-TV, WNEWB, WTOP-TV</td>
<td>445,884</td>
</tr>
<tr>
<td>FLOIDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>WPFL-TV</td>
<td>131,340</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJGL-TV</td>
<td>181,900</td>
</tr>
<tr>
<td>Miami</td>
<td>WSVN-TV</td>
<td>30,000</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>WUSN-TV</td>
<td>20,000</td>
</tr>
<tr>
<td>GEORGIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSBV-TV, WWA</td>
<td>330,000</td>
</tr>
<tr>
<td>Rome</td>
<td>WKIN-TV</td>
<td>79,500</td>
</tr>
<tr>
<td>HAWAII</td>
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<td></td>
</tr>
<tr>
<td>Honolulu</td>
<td>KGMB-TV, KONA</td>
<td>21,500</td>
</tr>
<tr>
<td>Idaho</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boise</td>
<td>KIHO-TV</td>
<td>20,000</td>
</tr>
<tr>
<td>KFXO-TV</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>ILLINOIS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV, WENN-TV, WGN-TV, WHFSQ</td>
<td>1,570,000</td>
</tr>
<tr>
<td>Pearl City</td>
<td>WEEK-TV</td>
<td>44,328</td>
</tr>
<tr>
<td>Rockford</td>
<td></td>
<td>42,000</td>
</tr>
<tr>
<td>INDIANA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>235,000</td>
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<tr>
<td>Indianapolis</td>
<td>WAFB-TV</td>
<td>360,000</td>
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<tr>
<td>Lafayette</td>
<td>WAFM-TV</td>
<td>14,000</td>
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<tr>
<td>Indianapolis</td>
<td>WLRB-TV</td>
<td>20,110</td>
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<tr>
<td>South Bend</td>
<td>WSBT-TV</td>
<td>65,000</td>
</tr>
<tr>
<td>IOWA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ames</td>
<td>WOI-TV</td>
<td>136,104</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WOC-TV</td>
<td>203,000</td>
</tr>
<tr>
<td>Sioux City</td>
<td>KTVV</td>
<td>52,114</td>
</tr>
<tr>
<td>KANSAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hutchinson</td>
<td>KTVH</td>
<td>33,735</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHN4</td>
<td>286,695</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>205,546</td>
<td></td>
</tr>
<tr>
<td>LOUISIANA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>WAFB-TV</td>
<td>19,000</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>192,697</td>
</tr>
<tr>
<td>BANGOR</td>
<td>WABF-TV</td>
<td>22,000</td>
</tr>
<tr>
<td>BRIDGETON</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITY TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARYLAND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAM, WBAL-TV, WMAR-TV</td>
<td>466,913</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>Cabel TV</td>
<td>55,592</td>
</tr>
<tr>
<td>Boston</td>
<td>WEIZ-TV, WNAC-TV</td>
<td>1,049,414</td>
</tr>
<tr>
<td>Springfield</td>
<td>WHYN-TV, WWLP</td>
<td>40,000</td>
</tr>
<tr>
<td>MEXICO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metamora</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tijuanas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MINNESOTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duluth</td>
<td>WCCO-TV</td>
<td>366,400</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO-TV</td>
<td>371,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>WROC-TV</td>
<td>35,000</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>WICJ -TV</td>
<td>19,260</td>
</tr>
<tr>
<td>Jackson</td>
<td>WJTV</td>
<td>1,069,414</td>
</tr>
<tr>
<td>MISSOURI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Springfield</td>
<td>KDYE, KOLI/V</td>
<td>200,658</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSIX, KSTL</td>
<td>48,143</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WPGA-TV</td>
<td>12,790</td>
</tr>
<tr>
<td>Newark</td>
<td>WATE-5</td>
<td>3,550,000</td>
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<tr>
<td>NEW MEXICO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albuquerque</td>
<td>KOBB, KRVV</td>
<td>27,134</td>
</tr>
<tr>
<td>New York</td>
<td>WJW, WNYE</td>
<td>7,000</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asheville</td>
<td>WBBV, WLOS</td>
<td>333,038</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WNOR-11, WRAO-11</td>
<td>172,574</td>
</tr>
<tr>
<td>NORTH DAKOTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fargo</td>
<td>WDAY, TV</td>
<td>5,936</td>
</tr>
<tr>
<td>MINOR</td>
<td>KBXV</td>
<td>12,790</td>
</tr>
<tr>
<td>OHIO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akron</td>
<td>WAKR, WORP</td>
<td>149,909</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCPO-TV, WJMP-TV</td>
<td>355,820</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS, WREX</td>
<td>63,386</td>
</tr>
<tr>
<td>Denver</td>
<td>WWJ, WCREATE</td>
<td>187,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>WBNF, WFMG</td>
<td>272,780</td>
</tr>
<tr>
<td>Oklahoma</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KGVO-TV</td>
<td>220,612</td>
</tr>
<tr>
<td>TULSA</td>
<td>WVTX</td>
<td>6,386</td>
</tr>
</tbody>
</table>
| WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message. There are 365,000 sets in use in the rich market covered by WFBM-TV.
### 'Summer Theatre' Wins Top June 21-27 Position

TOP listing in Nielsen's June 21-27 radio rating goes to Lux Summer Theatre, with People Are Funny and Johnny Dollar taking second and third places, respectively. The complete listing:

**NATIONAL NIelsen-RATINGS**

**Top Radio Programs June 21-27, 1953**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Summer Theatre (CBS)</td>
<td>3,178</td>
</tr>
<tr>
<td>2</td>
<td>People Are Funny (CBS)</td>
<td>2,590</td>
</tr>
<tr>
<td>3</td>
<td>Your TV, Johnny Dollar (CBS)</td>
<td>2,581</td>
</tr>
<tr>
<td>4</td>
<td>Fibber McGee and Molly (NBC)</td>
<td>2,506</td>
</tr>
<tr>
<td>5</td>
<td>Best of Groucho (NBC)</td>
<td>2,402</td>
</tr>
<tr>
<td>6</td>
<td>Bob Hope (CBS)</td>
<td>2,417</td>
</tr>
<tr>
<td>7</td>
<td>My Friend Irma (CBS)</td>
<td>2,193</td>
</tr>
<tr>
<td>8</td>
<td>Father Knows Best (NBC)</td>
<td>2,059</td>
</tr>
<tr>
<td>9</td>
<td>Two For The Money (NBC)</td>
<td>2,059</td>
</tr>
<tr>
<td>10</td>
<td>Log Cabin News (NBC)</td>
<td>1,925</td>
</tr>
</tbody>
</table>

**National TV Market Areas**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medford</td>
<td>KEES-TV</td>
<td>10,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Anchorage</td>
<td>WSDK-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>KIRO-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>KMTR-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KNIC-1</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-1</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Dallas</td>
<td>KDFW-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>WCAU-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>WRC-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WGBS-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>16,000</td>
<td>17,920</td>
<td></td>
</tr>
</tbody>
</table>

### 'Lucy' Leads Videodex For June 26-July 2 Week

CBS-TV's I Love Lucy topped Videodex's network top 10 listings for the June 26-July 2 period in both percentage of TV homes and number of TV homes, it was announced last week. Complete Videodex breakdown follows:

**VIDEODEX NETWORK TOP 10**

<table>
<thead>
<tr>
<th>No. of TV Cities</th>
<th>% TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy (CBS)</td>
<td>79</td>
</tr>
<tr>
<td>2. Godfrey's Friends (CBS)</td>
<td>75</td>
</tr>
<tr>
<td>3. Dropseed (NBC)</td>
<td>59</td>
</tr>
<tr>
<td>4. Talent Scouts (CBS)</td>
<td>51</td>
</tr>
<tr>
<td>5. Best of Groucho (NBC)</td>
<td>79</td>
</tr>
<tr>
<td>6. Jackie Gleason (CBS)</td>
<td>83</td>
</tr>
<tr>
<td>7. Toast of the Town (CBS)</td>
<td>66</td>
</tr>
<tr>
<td>8. What's My Line? (CBS)</td>
<td>42</td>
</tr>
<tr>
<td>9. Our Miss Brooks (CBS)</td>
<td>31</td>
</tr>
<tr>
<td>10. Goodyear Playhouse TV (NBC)</td>
<td>27</td>
</tr>
</tbody>
</table>

**Videodex Top 10 TV Programs June 26 thru July 2, 1953**

<table>
<thead>
<tr>
<th>No. of TV Cities</th>
<th>% TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy (CBS)</td>
<td>79</td>
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<tr>
<td>3. Dropseed (NBC)</td>
<td>59</td>
</tr>
<tr>
<td>4. Talent Scouts (CBS)</td>
<td>51</td>
</tr>
<tr>
<td>5. Best of Groucho (NBC)</td>
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</tr>
<tr>
<td>6. Jackie Gleason (CBS)</td>
<td>83</td>
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<tr>
<td>7. Toast of the Town (CBS)</td>
<td>66</td>
</tr>
<tr>
<td>8. What's My Line? (CBS)</td>
<td>42</td>
</tr>
<tr>
<td>9. Our Miss Brooks (CBS)</td>
<td>31</td>
</tr>
<tr>
<td>10. Goodnight Playhouse (NBC)</td>
<td>27</td>
</tr>
</tbody>
</table>

**Rorbaugh Report Out**

FIFTH anniversary issue of the "Rorbaugh Report on Spot Television Advertising," for the second quarter of 1953, was released last week. The 132-page report lists information on total advertisers by stations for the first two quarters this year, 25 top spot TV advertisers for the second quarter, a special study of spot TV costs for leading soap and detergent accounts, leading spot TV shows and network shows carried on a spot basis, an index of TV advertisers and a market section.
San Antonio's FIRST Maximum Power Station!

Take a look at WOAI-TV Coverage!

WOAI-TV now serves over 1,000,000 people.

WOAI-TV now serves TWICE the area with SHARPER, CLEARER, STEADIER pictures.

An extensive Field survey of the San Antonio TV area has just been made. It is complete — concise — gives distance from antenna — altitude above sea level — reception — quality of reception. Ask Petry for copy.

Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit
2,845 PERSONS ATTENDED 48 BMI CLINICS

More than a thousand stations were represented at this year's BMI-BAB clinics, BMI Vice President Glenn Dolberg reports. 'The free and brisk exchange of ideas and attitudes was wonderful to watch,' he says.

A TOTAL of 2,845 persons from more than 1,000 stations in the U.S. and Canada attended the 48 regional BMI program clinics held during May, June and July, Glenn Dolberg, BMI vice president in charge of station relations, said last week in reviewing the third annual round of interaction discussions held under BMI auspices.

Unlike the past few years, when the clinic atmosphere was somewhat subdued as radio station executives pondered their best defense against the threat of TV, this year's clinics reflected the vigor of AM radio in the positive approach by broadcasters to their programming problems. 'The free and brisk exchange of ideas and attitudes was wonderful to watch,' Mr. Dolberg said. "More than ever before broadcasters seemed to realize the benefits and advantages derived from the pooling of ideas and information, at the same time lending stature and character to the industry at large.'

The sessions showed broadcasters' keen awareness of the developing markets for play-by-play sports, local personality and news programs and concert music, Mr. Dolberg said. In sports, he reported stations highlighting local or "little league'' games and events, in addition to sports events of national interest. The entire operas

Concert Music Stress

Radio is broadcasting—and selling—more concert music than ever before, Mr. Dolberg reported.

The potentialities and problems of broadcasting programs of non-dramatic literary material were outlined to clinic audiences by BMI representatives. They reported on BMI's plans for including a substantial catalog of both prose and poetry in its current licensing agreements with stations. Lists of both public domain and copyrighted non-dramatic material suitable for radio presentation and a script service will be sent to BMI subscribers as part of its "project literature," station executives were informed.

Stimulated by the back-to-back arrangement of BMI and BAB clinics, each one-day meeting forming part of a two-day program at the same place, the BMI sessions chalked up an overall attendance of 2,845 individuals from 1,002 stations. Station administrators made up the largest segment of clinic attendees, Mr. Dolberg reported, with a total of 867 station owners, presidents, vice presidents and managers present. Next largest group was made up of 601 program directors, followed by station department members, largely sales managers, totalling 345 and ranking third. Other clinic attendees included musical directors, librarians, disc jockeys, announcers, news and sports directors and other station personnel.

BMI-Ricondi Pact Allows Complete Operations on Air

COMPLETE performances of recorded operas may be broadcast by American radio stations for the first time under a contract between BMI and G. Ricondi of Milan, Carl Haverlin, BMI president, announced Tuesday. Past performances of recorded performances of operas copyrighted by the publisher were permitted under special permission from the copyright owner.

BMI's first acquisition of rights to perform entire operas on the air was based on a growing appetite of American listeners for grand opera, Mr. Haverlin said. The more than 1,300 radio stations which a BMI survey found to be broadcasting an average of nearly six hours a week of concert music "are obviously broadcasting a lot of operatic material," he said.

World Reports on 'You Win'

SALES totaling more than $3 million have been reported by World Broadcasting System radio affiliates selling World's telephone quiz show, 'You Win,' Robert W. Friedheim, World vice president, announced.

The program, which was released to World stations without charge on May 15, is designed to feature a local personality as quiz master. According to Mr. Friedheim, many stations are selling the program to individual sponsors, while others are offering it on a participating basis, either for 30 minutes or an hour a day on a 52-week schedule.

'Ouah of Stars' in 70 Markets

NEW Ziv radio show, 'The Hour of Stars,' has been sold in more than 70 markets in the first few days it went on sale, according to Alvin W. Unger, radio vice president of Frederic W. Ziv Co. He revealed that several station executives have written the company praising the program as "the stimulant radio has been seeking."

Oren W. Evans Dies

FUNERAL services were held last Tuesday at Glendale, Calif., for Oren W. Evans, 53, West Coast director of the Broadcasting & Film Commission of National Council of Churches of Christ. He died July 25 after a heart attack. Survivors include his wife, Rita, and a daughter, Mrs. Dorothy Lyte.

BAB CLINICS SHOW RADIO HALE-RYAN

All radio stations are in their strongest competitive position in three years, says BAB President Bill Ryan after clinic series. He lists seven main topics discussed.

RADIO stations throughout the country, big and small, are in a stronger competitive position today than they have been at any time in the past three years,

This conclusion was reached last week by William B. Ryan, BAB president, after examination of the opinions of hundreds of radio sales executives who participated in the 43 BAB area clinics from May 26-July 11. The clinics which were held in conjunction with BMI (see story on this page), were attended by more than 2,900 broadcasters representing 1,070 stations, BAB said.

"In every section of the country," Mr. Ryan declared, "radio station owners and managers reported gains in the volume of business everywhere from 10% to 50% during the first six months of this year as opposed to 1952.

"Revenue increases have not been confined to any particular type of station or markets, but instead seem to reflect the fact that a large number of stations have started during the past year to sell more intelligently and aggressively."

Selling Teams

Mr. Ryan noted that two teams, each consisting of two BAB executives, traveled a total of 46,000 miles to meetings which were held approximately every other day in both the eastern and western sections of the nation. The entire morning session of each clinic was devoted to a presentation by BAB executives of a seven-point plan designed to assist broadcasters in selling large retailers. The afternoon portion, he continued, featured a panel of area broadcasters discussing various phases of commercial radio.

As summarized by Mr. Ryan, broadcaster reaction to the most provocative topics were as follows:

MERCHANDISING: There still is a divided opinion as to the value of merchandising but enough station interest was displayed to prompt BAB to announce the results of detailed analysis of the concept and function of merchandising as it relates to radio advertising.

JOINT COOPERATION OF STATIONS: The trend toward formation of more state and city groups of broadcasters for the purpose of jointly selling radio as an advertising medium was underscored by the establishment of a special sales committee by the Oklahoma Assn. of Broadcasters to make presentations to all public utilities in the state. The action was taken during the Oklahoma City meeting. The formation of joint promotional groups in Phoenix and Tucson were announced during the Phoenix clinic, followed by similar action by Portland stations at the BAB session in that city.

COOPERATIVE ADVERTISING: Stations agreed their retail billings can be reduced substantially through encouraging local advertisers to utilize co-operative advertising funds when selling radio time, but felt it was up to the stations, in many instances, to first, the retailer in ascertaining the amount of manufacturer money at his disposal.

RADIO COPYRIGHT: There was wholehearted agree-
Pass the biscuits, Pappy...
or how Martha
White makes dough
in the milling business!

Since 1946, and using WSM and
WSM's Grand Ole Opry almost to the
exclusion of all other media, Martha
White Mills, Inc. has shown the most
phenomenal growth in Southern
Milling Circles.

Martha White's family flour business
has more than doubled. Martha
White Self Rising Cornmeal has
become a household word. And
Martha White Coffee, Martha White
Cake, Pancake and Waffle Mixes, and
Martha White Jams, Jellies and
Preserves have been successfully
launched in one of America's most
competitive food markets....

When you ask Cohen Williams, Jr.,
president of Martha White Mills, his
secret he grins and says, "Early to
bed, early to rise, work like hell, and
advertise over WSM..." The Martha
White Agency, Noble-Dury and
Associates, agrees.

Tom Harrison or any Petry Man can
fill in the Martha White details. It's
American radio's biggest single
success story!

WSM 650
Nashville
ment among the broadcasters that commercial copy could stand decided improvement and that it is the individual station's obligation to place at the disposal of local advertisers and agencies copywriters of a professional calibre who are fully acquainted with the account, product and the type of consumer a particular advertiser wants to reach with his message.

RATES: "Radio is continuing to underprice itself in practically every market in the country," was the feeling expressed over and over by broadcasters during the clinics. Many station operators contended that radio stations should not be ashamed to cite "increased cost of operating," one of the motivating reasons for a rate increase. There was general agreement that the average radio station rate card sometimes hampers the retailer's use of the medium because of the rate-holder basis upon which discounts must be earned.

IMPORTANCE OF SELLING BROKERS, ETC.: Stations feel more effort should be exerted to sell brokers, distributors and wholesalers on the sales effectiveness of radio. It was contended that companies influence a tremendous amount of retailer advertising, particularly when placed on a co-operative basis.

SALES EFFECTIVENESS SELLING TOOLS: The stations agreed almost unanimously the most effective basis upon which radio can be sold is by exploiting the medium's ability to produce sales results. Results of dollar-for-dollar competitive media tests, audience mail pull and sponsor testimonials were cited as strong sales points that should be utilized to a greater extent.

BAB executives who participated in the clinics, in addition to Mr. Ryan, were Vice President Kevin B. Sweeney; Director of Local Promotion E. F. Harderst; Director of National Promotion R. David Kimble and Midwestern Sales Director Gale Blocki Jr.

NARTB Creates Sports Committee
CREATION OF NARTB'S Sports Committee, a group authorized by the NARTB board of directors at its June meeting to improve relationships between radio-TV broadcasters and amateur and professional sports interests, was announced Thursday by NARTB President Harold E. Fellows.

Mr. Fellows appointed George J. Higgins, KMBC Kansas City, Mo., as chairman of the group, which will work out arrangements between broadcasters and sports leaders for broadcast rights to sporting events. No date or place has been set for the group's first meeting.

Other members: Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Wis.; Joe Sullivan, WQXI Atlanta; William Crothers, WHDH Boston; William E. Ware, KSTL St. Louis; Harold Hough, WABAP-TV Fort Worth; M. C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore; Robert Tinker, KVTV (TV) Sioux City, Iowa, and Robert B. Hanna, WRGB (TV) Schenectady, N. Y.

Audio-Visual Workshop
THE 10th International Audio-Visual Workshop will be held by the National Council of the Churches in Christ at Green Lake, Wis., Aug. 31-Sept. 5, it was announced last week.

Expected to attend are voluntary members of audio-visual and radio committees of national, state, county and city agencies. Registration forms are being mailed by the council's audio-visual and radio education departments, Chicago.

Page 46 • August 3, 1953

BRONZE PLAQUE is presented by BAB to M. E. Blatt Co., Atlantic City, a dominant department store in southern New Jersey, at the end of Blatt's second year of full-scale use of radio as its only day-to-day medium. At the presentation are (l to r) David Freedman, general manager, WMID that city; William B. Ryan, BAB president, presenting plaque to M. E. Blatt, Blatt's president, and John G. Stuckell, general manager, WOND that city.

BAB ISSUES ANNUAL FINANCE REPORT:
INCOME $615,694, SPENDING $595,822

The radio promotion organization shows substantial growth for the year ended March 31, and projects a 'minimum' budget of $642,000 for the next 12 months.

BAB's income for the fiscal year ended March 31 aggregated $615,694 and its expenditures totaled $595,822 for national and local promotion of radio as a sales medium, the annual report showed last week.

Reflecting the organization's growth, these figures for its second year of operation as an independent bureau compare with $313,000 received during 1951-52. With $18,075 carried over from 1951-52, plus the $19,872 excess in 1952-53, BAB closed last year with a reserve of $37,947. "Minimum" budget for the 1953-54 year, which started April 1, is $642,000.

During the year between April 1, 1952, and March 31, 1953, the report showed, membership rose 43 1/2%—from 544 stations and the four national radio networks to a total of 799 stations, the four networks, and nine radio station representation firms.

The report, signed by President William B. Ryan and Board Chairman Charles C.aley of WMBD Peoria, listed the following BAB accomplishments of the past fiscal year:

- Preparation and delivery of 662 "sales tools," ranging from 51 major presentations such as "Sears Counts Its Customers" to multigraphed continuing services like the weekly BAB Radio Salesman, which goes to each BAB member. This is more than twice the number delivered in 1951-52.
- Handling members' requests for individual service, which totaled 3,228. Number of such requests for help on specific problems averaged 120 a week in March of this year as compared to 19 a week in April 1952.
- Increased in staff from 21 to 30, including addition of a director of national promotion (R. David Kimble), opening of a Chicago office (with Gale Blocki Jr. as Midwest sales director), and additions in national and local promotion departments, research departments, and Library.
- Holding of 44 area sales clinics in 38 states, with total attendance of 2,123 representatives from 531 member stations.
- Marked increase in number of radio sales presentations to advertisers and agencies. Major presentations numbered 860, the rate rising to more than 100 a month in February and March.
- Issuance of 36 direct-mail pieces to BAB's list of 4,100 executives of national and regional advertisers and agencies, plus 75 news releases and 40 specially written articles for business publications.
- "The most comprehensive advertising campaign in the history of the radio medium," including ads carried by BAB in 12 trade publications and four general newspapers and by BAB members in papers throughout the country, plus on-the-air promotion for radio on more than 1,100 stations.
- Underwriting of media sales effectiveness studies for Kroger and Block & Kuhl stores, and of three pilot studies on "extra sets" and "listeners on wheels.""
YOU MIGHT GET A 1600-LB. BULL MOOSE—

BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!

WKZO-WJEF
RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan’s outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 20% and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!

WKZO-TV (80,000 WAVTS VIDEO—40,000 AUDIO TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America’s really important television markets—far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station “B”—an average daytime audience of 126,889 homes, or 41.3% more than Station “B”!

That’s the Fetzer story in a nutshell. Ask your Avery-Knode man!

* F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
1953

TRADE ASSNS.

41%, 23%, and 18% of the stations, respectively. The most effective major presentations were "Sears Counts Its Customers," "Count Your Customers," "Listeners on Wheels," and "Paper Advertising Readership," which rang the cash register for 30%, 28%, 16%, and 15% of the stations, respectively.

A breakdown of BAB income for the past year showed that 81.3%, or $499,747, came from radio stations and that 15.4%, or $99,000, came from the four networks. The rest was derived from station representatives, transcription firms, associate members and the sale of extra BAB materials to members.

The report said two-thirds of station members pay less than $50 a month for BAB service. Seven stations pay $500 or more, and 49 pay $15 or less.

BAB's balance sheet as of March 31, 1953, is as follows:

**ASSETS CURRENT ASSETS**
- Cash
  - Accounts receivable—Members
  - Notes payable—Due January 31, 1954
- Cash on hand
- Depreciation of property

**LIABILITIES CURRENT LIABILITIES**
- Payable—Due January 31, 1954
- Notes payable—Due January 31, 1954
- Reserve

**STATEMENT OF INCOME AND EXPENSE Year Ended March 31, 1953**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>Expenses</td>
</tr>
<tr>
<td>$499,747.00</td>
<td>$18,231.60</td>
</tr>
</tbody>
</table>

**EXCESS OF INCOME OVER EXPENSES**

$381,515.40

**RESERVE—March 31, 1953**

$37,947.47

GOVERNMENT

**PRESIDENT NAMES STREIBERT TO HEAD INFORMATION AGENCY**

The industry will have its second big name in the overseas information program if the Senate confirms the nomination of the former WOR-AM-TV president. Leonard Erikson was sworn in as Voice of America chief last Monday.

PRESIDENT EISENHOWER last week reached into the top drawer of the radio industry to appoint Theodore C. Streibert, a veteran broadcaster, to head the new U. S. Information Agency.

The USIA replaces the International Information Administration under the President's reorganization of the Government's overseas information program.

This was the second appointment to the agency of a prominent figure in the broadcast media world. Leonard F. Erikson, vice president and director of the New York advertising agency, McCann-Erickson Inc., was sworn in as Voice of America director last Monday (see picture).

Mr. Erikson declared at the swearing-in ceremony that the Voice is the only means of reaching behind the Iron Curtain. VOA, he said, is the only medium through which millions of peoples are being presented with "unbiased news." He succeeds Alfred H. Morton, acting Voice chief who becomes a chief consultant in the new information agency.

Mr. Streibert left the presidency of WOR-AM-TV New York and the vice presidency of General Teleradio Inc., owner of the Voice properties, last October, ending nearly 20 years association with the station (BT, Oct. 13, 1952). He was a director of MBS and served as 1949-1951 chairman of the board.

More recently Mr. Streibert served in Germany as consultant to U. S. Ambassador Conant Mr. Streibert's nomination was sent to the Senate for confirmation last Thursday.

Immediate support of Mr. Streibert was voiced by an outspoken critic of the information program. Sen. Karl E. Mundt (R-S. D.) said he knew Mr. Streibert and his "rich background experience as a business executive in radio."

Sen. Mundt said that Mr. Streibert's reputation indicates that "he should be equipped to give the IIA the tight-fisted, tough-minded administration it needs."

President Eisenhower, in announcing the nomination, said:

"Our overseas information service never carried a heavier responsibility than it does now. The Service must clearly and factually present to the world the policies and objectives of the U. S. It is not enough for us to have sound policies, dedicated to goals of universal peace, freedom and progress."

"These policies must be made known to and understood by all peoples throughout the world. That is the responsibility of the new U. S. Information Agency."

The agency will comprise all information activities formerly carried on by the IIA (including Voice of America), as well as information services of the Mutual Security Agency and the Technical Cooperation Administration. In meeting newsmen after the appointment was announced at the White House, Mr. Streibert said: "I have nothing to add to what the President has said. I know it's a big job. I recognize the great responsibility that has been entrusted to me and I will do the best I can. I know there is a lot of hard, tough work ahead."

Mr. Streibert entered radio in 1933 when he gave up a position of assistant dean at the Harvard Business School to join WOR (then owned by the Macy department store) as assistant to the president, Alfred J. McCosker. He was named vice president and manager of
quality television stations
demand quality representation

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our only interest.

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
Information Funds
THE SENATE last week restored $20 million of the $27.6 million cut made by the House in the International Information Administration appropriation. The IIA was scheduled to become the U. S. Information Agency, effective last Saturday. Voice of America is operated by the agency. A joint Senate-House conference was set for last Friday. The $20 million addition, if approved, would bring the total information fund to $70 million. The Administration had been disturbed by the House action [B*T, July 27].

the station in 1938. Seven years later he succeeded Mr. McCosker in the presidency. Mr. Streibert served as a member of the boards of NARTB and BMI and was a director of BAB.

Other information developments:
* Outgoing head of IIA, Dr. Robert L. Johnson, named a committee of religious leaders to help the program to stress the importance of spiritual values in the U. S.
* The Senate refused to give the USIA chief absolute hire-and-fire authority over all employees of the new agency. Sens. Homer Ferguson (R-Mich.) and Bourke B. Hickenlooper (R-Iowa) argued its necessity in order to let the new director remove what they called "misfits" and "incompetents."

Hoover Commission
Membership Appointed
MEMBERSHIP of the new Commission or Organization of the Executive Branch of the Government (Hoover Commission) [B*T, July 27] has been named.

White House appointees: Herbert Hoover; James A. Farley, former Democratic National Committee Chairman; Attorney General Herbert Brownell; Arthur S. Flemming, Office of Defense Mobilization; and Sen. Elbert W. Cutler (R-Maine).


House appointees: Reps. Clarence J. Brown (R-Ohio) and Chet Holifield (D-Calif.); Joseph P. Kennedy; Boston banker and former U. S. Ambassador to Great Britain; Sidney A. Mitchell, New York banker.

BRICKER NEW SENATE COMMERCE CHIEF
Ohioan takes over the Interstate & Foreign Commerce Committee chairmanship left by the late Sen. Tobey. He states the group will keep a close watch on educational TV.

Sen. John W. Bricker (R-Ohio) took over officially last Wednesday as the new chairman of the radio-influential Senate Interstate & Foreign Commerce Committee. He succeeds Sen. Charles W. Tobey (R-N. H.) who died July 24 after suffering a coronary thrombosis [At Deadline, July 27].

According to Sen. Bricker, the committee will maintain a close watch on educational TV. Speaking of the educators, Sen. Bricker, who has long advocated that FCC provide ample channel reservations for them, told B*T:

"I want them to get what they deserve. I do not want channels reserved for them to get away."

The key Senate post went to Sen. Bricker by seniority. First in line was Sen. Homer E. Capehart (R-Ind.). Sen. Capehart declined it, preferring to retain his chairmanship of the Senate Banking & Currency Committee.

Sen. Bricker commented that the communications field is one in which he has long been interested, and recalled his service in regulatory matters. That experience dates back to his three years on the Ohio Public Utilities Commission. From there, Sen. Bricker, a Columbus, Ohio, lawyer, became the state's attorney general, serving two terms.

Political History
Sen. Bricker was governor of Ohio for three terms and the Republican candidate for Vice President in 1944 when New York Gov. Thomas E. Dewey unsuccessfully bid for Presidency.

The Ohioan was elected to the Senate in 1946 and has held the seat since. He is not up for re-election until November 1958.

The death of Sen. Tobey leaves a GOP vacancy on the committee (normal composition: eight Republicans, seven Democrats). Sen. Edwin C. Johnson (R-Colo.) is the ranking Democrat.

Speculation that the Senate might change from Republican to Democratic control because of Sen. Robert A. Taft's (R-Ohio) death last Friday was dispelled by an appeal to Sen. Wayne Morse (Ind.-Ore.).

Sen. Morse said he would vote with the GOP thereby not taking advantage of any parliamentary emergency to defeat the will of the people as expressed at the ballot-box last fall.

With an Ohio vacancy, Gov. Frank J. Lausche would be expected to name a Democrat to succeed Sen. Taft. This would give a lineup of 48 Democrats, 47 Republicans and Sen. Morse, an Independent. Should Sen. Morse vote with the GOP, it would leave it up to Vice President Lodge to name the tiebreaker and retain Republican control.

But with such a precarious lineup, control still could shift in the interval between adjournment and convening of the second session in

Relentless Pace
REGARDLESS of how soon or how late the 83d Congress adjourns its first session, the legislative pace last week was relentless. B*T this week again has assembled on the next few pages reports of legislation and actions of interest to the radio-TV industry and related fields.

Sen. John W. Bricker
Succeeds Sen. Tobey as Commerce head
January, should there be a further toll of any GOP Senator from a state governed by a Democratic chief executive. Sen. Johnson would resume the chairmanship of the Commerce Committee if Senate control turned Democratic.

Sen. Bricker had hardly time to get used to his new committee responsibility. As he took over the reins, Congress was in the annual legislative crush for adjournment.

HINSHAW ASKS PROBE
OF SUBSCRIPTION TV
Rep. Carl Hinshaw (R-Calif.) wants the House Interstate & Foreign Commerce Committee to explore the entire field of subscription television.

That is what he told B*T last week.

The Congressman also denied that there was any outside interest which prompted him to introduce a bill on subscription TV that has stirred considerable interest in the broadcast industry.

The Hinshaw bill (HR 6431) would make subscription TV and theatre TV common carriers. It would do so by amending the Communications Act [B*T, July 27].

The Congressman reiterated what he had said a fortnight ago: His purpose is to redefine broadcasting so as to eliminate any confusion that the public can be charged for receiving a broadcast program.

At the same time, it was learned that Rep. Oren Harris (D-Ark.) also expects to plug next year for an exploration of subscription TV. Both Congressmen are members of the House Interstate & Foreign Commerce Committee.

Rep. Hinshaw believes that if a fee is to be collected for receipt of a program transmitted over the airwaves then the amount of the charge must be set by FCC.

Asked whether it was his intention that subscription TV would be sent on broadcast or a common carrier frequency, Rep. Hinshaw said that was for the FCC or Congress to decide.

"The bill," he said, "is my own idea." Reason why it was introduced so late in the session? He just got around to offering it.

Page 30 • August 3, 1953

Broadcasting • Telecasting
Arizona is First...

... in Bank Capital Growth
... in Per Capita Income Growth
... in Retail Sales Growth
... in Farm Income Growth

... and is First in Arizona!

KTYL-TV is First...

... IN ANTENNA HEIGHT: KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!

... IN COVERAGE AREA: KTYL-TV blankets a fat 63.2% of the state's population...including all of Metropolitan Phoenix and Central Arizona!

... IN RECEIPTION: KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!

... IN PROGRAMMING: KTYL-TV programming is a blend of the best in network, live and film programs...and the fan mail is terrific!

... IN MERCHANDISING: KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for proof of its performance for national advertisers.

... IN FACILITIES: KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

See your Avery-Knodel man...or Phone or Wire Collect to KTYL-TV, 2730 N. Central Avenue, (Amherst 6-4485) Phoenix, Arizona
SENATE SCRATCHES NARBA FOR 1953

Sen. Tobey's death stops Senate Foreign Relations Committee plans to bring North American Regional Broadcasting Agreement to swift vote.

THE NORTH American Regional Broadcasting Agreement officially was declared a casualty last week in the Congressional drive for adjournment.

The word came from the Senate Foreign Relations Committee, which had been holding executive sessions on the agreement. The international treaty, affecting principally those who have the support of wealth—could afford or television costs, and consider the possibility of limiting such costs through limitations upon radio and television rates for political programs, or through requirements for the provision of a certain amount of free air time to political candidates as a public service, or through limitations upon campaign expenditures for this purpose."

The bill was referred to the Senate Rules Committee.

Sen. Humphrey said, "The mounting cost of television in recent political campaigns has brought about concern lest only the wealthy—or those who have the support of wealth—could afford to represent their fellow Americans in national office."

A situation of that kind "would endanger our democratic system of government," Sen. Humphrey said. The commission would be made up of representatives from public office and private life.

Similar concern was voiced three weeks ago by Sen. Warren (Ind.-Ore.) in a Senate speech [B&T, July 20].

CAMPAIGN COSTS STUDY URGED

TELEVISION's cost to political campaigners was underscored by Sen. Hubert H. Humphrey (D-Minn.) who last week introduced a bill in the Senate to create a commission to study the problem of campaign expenditures.

The bill (S 2538) contains a section directing the commission to "consider the recent sharp increase in campaign costs due to radio and especially television costs, and consider the possibility of limiting such costs through limitations upon radio and television rates for political programs, or through requirements for the provision of a certain amount of free air time to political candidates as a public service, or through limitations upon campaign expenditures for this purpose."

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Halleck Lauds MBS Show

HOUSE Majority Leader Charles A. Halleck (R-Ind.) last Monday inserted in the Congressional Record a plaudit for MBS Reporters Roundup in marking the show's three years on the air a week from today (Aug. 10). Rep. Halleck said the radio program is one that "contributes to a greater understanding of public affairs by its search for facts in the American tradition of a free press." He also praised the program's moderator, Everett Holles.

HOUSE SETS PROBE OF FOUNDATIONS

A NEW investigation of tax-exempt foundations will be launched by the House.

That body voted last week to set up a five-member special committee to investigate tax exempt educational or philanthropic foundations to determine if any "are using their resources for un-American and subversive activities, for political purposes, propaganda or attempts to influence legislation."

Rep. B. Carroll Reece (R-Tenn.) sponsored the legislation. He was expected to head the committee which will report to Congress by Jan. 3, 1955.

A special House committee conducted a similar probe in the last Congress. It was backed by Rep. Eugene E. Cox (D-Ga.) who died before it was completed.

Rep. Reece, in pushing for the committee before the House last week, directed much of his fire against the Ford Foundation, which granted $15 million for a civil rights investigation including a look at current methods of combatting the Communist menace. The foundation also has made grants to educational TV groups and supports the TV-Radio Workshop.

Also coming under attack by Rep. Reece was the American Social Science Foundation, which makes annual awards for outstanding radio and television programs. The Congressman pointed to the U. of Chicago Round Table radio program as being suspect as "a propaganda sounding board." The show, he said, has received no funding from the Sloan foundation.

He also charged the 1951 grant of $50,000 by the Ford Foundation to the Advertising Council, Inc. for "a restatement of the principles of American society" culminated in an economic education program that smacked of socialism.

Moviemen Urgen President To Approve Tax Repealer

DELEGATION of motion picture executives (representing Council of Motion Picture Organizations) called on President Eisenhower last Thursday to urge him to sign the Congress-passed bill repealing 20% tax on movie theatre admissions [B&T, July 27]. According to spokesman Robert W. Coyne, counsel for COMPO, movie people told the President that 5,000 theatres had closed in the last five years, and that 3,000 theatres per day are closing now. If tax relief is not granted, the deben said the President, 5,000 more would close in the next 12 months. Mr. Coyne told newsmen that 25% of the theatres in TV markets had failed, compared to only 2% in non-TV markets.

Overseas Radio-TV Study Approved by House Unit

THE HOUSE Foreign Affairs committee last Wednesday approved a Senate-passed joint resolution to set up a Commission to Study the Governmental Use of International Telecommunications [B&T, July 27].

The Commission, made up of government and private members, would study international telecommunications and recommend policies to stimulate the development and effective use of media in fostering cooperation among overseas nations. The exploration would be made in connection with the U. S. overseas information program.

Senate Votes Gallery, Facility Remodeling

THE SENATE Radio-Television Gallery last week got a Senate okay to begin a $33,000 face-lifting.

The Senate also gave more space to the Joint Recording Facility and an expense of $7,200. When the work on the gallery is completed it will provide a large TV studio to handle live telecasts. The studio also could be subdivided by acoustical doors to permit simultaneous production in two locations for television or on other combinations. Three radio booths will be built.

The joint facility which cuts discs and produces film for TV for lawmakers in Washington and to their home stations, will now have a radio and television room in the Senate for the use of members there. House members can continue to use the present facility located in the Old House Office Bldg.

In testifying before a Senate appropriations unit, Robert J. Coar, coordinator of the facility, revealed that 82% of Senate and 53% of House members are being served with radio and TV. He said a number of new projects, will use the film in their campaigns next year.

President To Sign $7.4 Million for FCC

PRESIDENT EISENHOWER last week was to sign an appropriations bill, passed by Congress, which gives FCC $7.4 million for fiscal 1954. Of this amount, $1,018,496 is directed to be applied to TV application processing. The Federal Telecommunications Service received $4,053,800, while the National Bureau of Standards would get $2 million to continue research in radio propagation and standards.

McCarran Blocks FCC Bills

SEN. PAT MCCARRAN (D-Nev.) last week objected (for the third time) to three FCC-required bills when they appeared on the Senate calendar.

The bills had been passed by the House earlier in the year and subsequently approved without change by the Senate Interstate & Foreign Commerce Committee.

The bills are HR 4538, which would extend the time FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

Sen. McCarran did not give any reason for his objections.
ST. LOUIS HOUSEWIVES

"just

love

that

TONY

GLENN"

MID MORNING
KSTL's IDOL

Every morning at 10, work stops in St. Louis homes, and housewives settle back to enjoy the charms of smooth-voiced Tony Glenn, KSTL's handsome disc jockey, on his platter-chatter program, "Messin' Around with Records."

Tony wows 'em and Tony sells 'em. His long-time experience in the radio field enables him to profitably pass along your sales message to the gals who count . . . the gals who do the buying. Spots or program segments now available . . . but hurry!

CONTACT YOUR NEAREST FORJOE MAN

William E. Ware, President
merger and option proposals make possible five of nine grants last week, including the only vhf channel at Greenville, S. C. Other permits are given for Anchorage, Alaska (two vhf channels); Cedar Rapids, Iowa; Brockton, Mass.; Portland, Me.; Wilmington, N. C., and Spartanburg, S. C.

SECOND vhf TV station for Nashville, Tenn., and the only vhf outlet possible at Greenville, S. C., were authorized by FCC last week after mergers of competitive applicants in both cases. Carolinas TV Inc. received a construction permit for Ch. 4 at Greenville upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Broadcasting Co. (WMRC). Both of the latter, according to a merger proposal, would acquire part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undetermined.

Ch. 4 is the only vhf assignment allocated to Greenville. Earlier, uhf Ch. 23 was granted for WGVL (TV), locally-owned outlet which was to commence operation this past weekend. Another uhf facility is assigned there, Ch. 29, is reserved for educational use.

WSIX Granted
At Nashville, Ch. 8 was granted to WSIX Broadcasting Co. (WSIX) after withdrawal of the mutually exclusive application of Volunteer State Broadcasting Co. (WMAK). Volunteer has received an option for purchase of 25% for 1,000. In 1955, the competitive TV firm would be organized and WSIX would continue separately under its present ownership.

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. Only other vhf applicants are rural Transportation Co., w2. At nearby Old Hickory, Tenn., vhf Ch. 5 has been assigned, having been removed from Nashville to correct an allocation error. Two Nashville stations, WCAC and WKDA, are competitors for Old Hickory's Ch. 5. No applications pend for uhf Chs. 30 and 36 at Nashville. The Greenville and Nashville grants were among the total of nine new construction permits issued by the Commission Thursday, of which nine are possible by dropping of competing applications.

The new grants:

- Anchorage, Alaska—Kiggins & Rollins (also Ch. 2 grantee at Fairbanks) granted vhf Ch. 2 with effective radiated power of 13.8 kw visual and 8.32 kw audial; antenna height above average terrain 49 ft. Temporary mailing address: 841 Turquoise St., San Diego, Calif.
- Anchorage, Alaska—Northern Television Inc. granted vhf Ch. 11; ERP 3.24 kw visual and 1.48 kw audial; antenna 130 ft. Address: Danali and E. 5th Ave.
- Cedar Rapids, Iowa—Hawkeye Television Co. granted uhf Ch. 20; ERP 18.2 kw visual and 9.93 kw audial; antenna 500 ft. Address: Merchants National Bank Bldg.
- Brockton, Mass.—Trans-American Enterprises Inc. granted vhf Ch. 6; ERP 195 kw visual and 105 kw audial; antenna 480 ft. Temporary mailing address: 225 Washington St., Boston.
- Portland, Me.—Congress Square Hotel Co. (WCVB) granted Ch. 6; ERP 190 kw visual and 100 kw audial; antenna 480 ft. Temporary mailing address: 95 Washington St., Boston.
- Phila., Pa.—WMFD-TV Inc. (WMFD) granted vhf Ch. 6; ERP 53.7 kw visual and 26.9 kw audial; antenna 350 ft. Address Princess Radio Bldg. Your installation will be subject to final determination by FCC on petition of WMFD High Point, N. C., to amend TV rules to change separation requirements and to alter Zone I and II boundaries to allow allocation of Ch. 6 at High Point.

Greenville, S. C.—Carolina Television Inc. granted vhf Ch. 4; ERP 100 kw visual and 50.1 kw audial; antenna 1,180 ft. Address: 300 N. Main St. Grant is without prejudice to any action which FCC may take with respect to any future application which is filed to effectuate the merger agreement with Greenville News-Piedmont Co. (WFBC) submitted as part of the merger plan also includes Textile Broadcasting Co. (WMRC).

Spartanburg, S. C.—Sterling Telecasting Co. granted u hf Ch. 17; ERP 105 kw visual and 57.5 kw audial; antenna 606 ft. Address: 124 1/2 E. Main St.

Nashville, Tenn.—WSIX Broadcasting Co. (WSIX) granted vhf Ch. 8; ERP 316 kw visual and 188 kw audial; antenna 879 ft. Address: Nashville Trust Bldg. Dismissed competitor, Volunteer State Broadcasting Co. (WMAK), has received an option for purchase of 25% interest at $26,000 in TV venture only.

At Portland, Me., the Ch. 6 grant to WCSH was made possible by withdrawal of the competitive bid of Oliver Broadcasting Corp. (WPOR), whose principals are interested in the new Ch. 8 grant to Mt. Washington TV Inc. for a transmitter atop Mt. Washington, N. H. [B*T, July 20]. Because of signal overlap, they were required to give up the WPOR application.

Similarly, Granite State Broadcasting Co. (WSV) gave up its Ch. 37 application at Claremont, N. H., since its principals are interested in the new Ch. 8 grant to Mt. Washington Ch. 8 grantee. There is no other bid pending for Ch. 37 there.

By Year's End
William H. Rines, managing director of WCHS, reported he hopes the new Ch. 6 station will be on the air by the end of this year. RCA equipment will be used and Weed TV will be national representative. WCHS is an NBC outlet and its affiliation is not decided.

The Ch. 6 grant to WMFD-TV Inc. at Wilmington, N. C., was facilitated by dismissal of the competitive application of WGNI-TV Co. there. WMFD-TV has set next spring as target date, according to President Richard A. Dunle, owner of WMFD-AM there. RCA equipment will be installed.

At Spartanburg, S. C., the Ch. 17 authorization to Sterling Television was made possible by the withdrawal of Piedmont Radio Co.'s bid. Piedmont told FCC it recently studied advertiser acceptance of uhf and vhf facilities in cities comparable to Spartanburg and its stockholders concluded that "delicate question" by a hearing would probably be fatal to the uhf applicant. The survey also casts some doubt as to the ability of the uhf to survive . . . even if granted before the vhf.

Earlier in the week, Sterling Television asked FCC to drop its petition which sought dismissal of the Piedmont application "as sham or for want of good faith." Piedmont denied the allegations. At one time, it was reported FCC had written Piedmont for additional data on its application [B*T, June 22, 8].

Sterling Wright, president of Sterling Televising, said the Ch. 17 station hopes to be on the air in six months and RCA or DuMont equipment will be used.

Carolina Television has no target date estimated. The two vhf applicants are in good shape to make an air date quickly as possible. Capitalization of the firm is to be enlarged to $1 million under the merger plan, with the name changed to WMRC-TV Inc. President Alester G. Furman Jr. and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WPBC and WMRC stockholders.

New Subsidiary
The Greenville News-Piedmont Co. has formed a subsidiary firm, Blue Ridge Radio Co., which will hold the WPBC properties separate from the newspaper interests in order to facilitate the merger. WMRC is headed by Robert A. Jolley while Roger C. Peace and family control WPBC.

The three merger groups have decided that a committee of 10 will advise on organization of the new WMRC-TV Inc. as well as on disposition of either WMRC or WPBC. Four members of the committee, one to be chosen by the Jolley group, four by the Peace group and two by the Furman group.

Louis Draughon, president and general manager of WSIX Nashville, Ch. 8 grantee, reported a TV target date of Nov. 1 with George P. Hollingbery Co. as representative. GE equipment will be used. CBS-TV announced that WSIX-TV will become a primary basic affiliate.

Bill Holley, WSM, next week resignation as station's executive and construction executive who is a principal in Hawkeye Television Co., said he was "shocked" to receive the Ch. 20 grant at Cedar Rapids, Iowa last week. "Now we have to get busy," he commented, not having specific information about starting date, equipment, representative or network affiliation.

The new Ch. 2 grantee at Anchorage, Kiggins & Rollins, is a co-partner in the firm of Kiggins, former ABC vice president, and Richard R. Rollins, realtor.

Northern TV Inc., Ch. 11 grantee at Anchorage, is headed by President A. G. Hiebert (27.6%), minority stockholder and director of KENI there and KABI Ketchikan, KFAR Fairbanks and KJNO Juneau. Jack M. Walden, KENI chief engineer, holds 6.7%. There are 22 local minority stockholders.

Meanwhile, FCC dismissed the application of WHPE High Point, N. C., for Ch. 6 since the channel is not assigned there. The Commission also dismissed an application for consolidated hearing with Ch. 6 applicants at Wilmington, N. C. and Beckley, W. Va. 

Earl Stanley to Law Firm
EARL R. STANLEY, TV attorney at FCC, has resigned from the Commission effective July 17 and last Monday joined the Washington law firm of Dow, Lohnes & Albertson, whose practice includes radio-TV. Mr. Stanley was attorney with the Applications Branch, TV Facilities Division of FCC's Broadcast Bureau.
ALL THIS AND WCAN-TV, TOO!

1953 is an EYE-opening year for Milwaukee. It all began when Milwaukeeans got their first LOOK at the Braves. They couldn’t believe their EYES, nor could the rest of America.

WHY?
A new landmark is being added to the Milwaukee skyline. Soon the new WCAN-TV tower will be completed on top the famous Schroeder Hotel in downtown Milwaukee. The tower will rise 1,297 feet above sea level—577” above terrain—and will be the transmitting point of new and clearer television entertainment for this great area.

With the completion of its new antenna, WCAN-TV will begin telecasting both local and network programs of sports, drama, comedy, music and education—all designed to give its viewers the ultimate in listening and viewing reception.

New programs, new ideas, A NEW MARKET for America’s smart time buyers.

Like everyone else in Milwaukee, LOOK to WCAN-TV...
For WCAN-TV is catching the in Milwaukee.
FCC MEETS TO CHART COURSE FOR FUTURE ACTION ON COLOR TV

Six petitions for approval of the NTSC standards are before the Commission as it prepares to begin action. Notice of proposed rule making will be the first step—but no one can say when it will be taken.

WITH six petitions for approval of the National Television System Committee’s standards for compatible color TV on file—GE and Motorola filed last week—the FCC met Friday to lay out the general design of the required proceedings.

First formal FCC meeting on color television was exploratory, it was learned, and concerned mainly with broad discussion of what still has done and what it might do, as well as establishing the pattern of the contemplated hearings.

Although there was some hope that the oft-talked of proposed rule making might be decided upon at the meeting—so that it can be issued this week—there were some doubts that the Commission would move that quickly. Informed sources are more inclined to think that the rule will be issued next week.

The notice of proposed rule making is the first step in any proceeding that the Commission institutes. It is expected to call for comments on the NTSC proposals [B*7, July 27] and also to provide for counter-comments after the initial documents are received. Best estimates on time in which the Commission will ask for comments range from 30 to 45 days, and for counter comments, from 15 to 30 days.

Course of Hearing
Just what course the Commission’s hearings will take after that is, at the moment, conjectural. It is believed that some sort of demonstration will be required, and also that a short session of oral interrogation may be combined with the demonstration. Most of the proceeding, it is hoped in FCC circles, will be on paper.

Fact that there have been no opposing petitions—thus implying industry unanimity—has given rise to the belief that the Commission might move right away. But there have been warnings by responsible FCC officials that the development of color TV standards is too serious to be expected in any hurried manner. It also was pointed out that the Commission was extremely conscious of its responsibilities in view of the fact that it had adopted the CBS-sponsored field sequential color TV system in 1950, over the objections of most of the radio-TV manufacturers.

The only opposition which might arise was expected to come from CBS or DuMont. CBS, however, has informed the Commission that it supports the NTSC standards. Although Dr. Allen B. DuMont has not publicly stated his position in the matter, it is commonly rumored that he has adopted the CBS-sponsored field sequential color TV system in 1950, over the objections of most of the radio-TV manufacturers.

To Make FCT Survey
HARRY A. BABCOCK, officer in charge of the Federal Trade Commission’s Washington, D.C., branch office, has been designated by FCC Chairman Edward F. Hawrey as his special assistant and will make a survey of the FCC’s investigation to help determine whether changes should be made in methods and procedures or in day-to-day operations.

Johnson Applauds CBS
CBS's announcement of support for the NTSC system of color TV—and of its plan to start experimental color network broadcasts in the fall—was hailed by Senator HARRY F. KEAN, ranking Democrat on the Senate Interstate & Foreign Commerce Committee and for the past three years an outspoken adherent of getting color TV going. Sen. Johnson said in an extension of remarks in the July 28 Congressional Record, that CBS’s letter to its affiliates was evidence of “patriotism and good sportsmanship.” In offering to begin compatible color broadcasts, CBS “in the public interest . . . offers no delaying tactics to the color telecast systems of others,” the Senator said.

KSTM-TV CHALLENGES CLAIMS OF WTVI (TV)

KSTM-TV St. Louis, Ch. 36, has filed notice that the FCC and the FCC and the FCC have charged WTVI (TV) Belleville, III., Ch. 45, with violation of the Fort Act by calling itself a St. Louis station and saying it already is on the air, and with economic injury to KSTM-TV and possible violation of FCC rules by failing to make “full disclosure” that it is a “St. Louis station in its FCC application.

WTVI was charged in the letter Monday to the FTC with violating Section 5(a) of the FTC Act (prohibiting unfair methods of competition and unfair or deceptive acts or practices in commerce) by advertising it is a St. Louis station when it is in fact a Belleville station and that it “now is on the air” when such is not the case.

The station sent a separate letter Tuesday to the FCC, KSTM-TV said WTVI’s advertisements that it is a St. Louis station are inconsistent with its FCC application to serve the people of Belleville, III. If WTVI (TV) will cease advertising it is a St. Louis outlet, however, and will serve the people of Belleville, III. if KSTM-TV will not have to file a protest under Section 309(a) of the Communications Act of 1934, the letter informed the FCC.

Belleville is located across the Mississippi River, several miles from St. Louis.

16 Set for Hearing
SIXTEEN TV applications were scheduled for hearing last week by FCC in a half-dozen comparative proceedings. All will be heard in Washington. The cases are:

August 6
Canton, Ohio—UHF Ch. 29, Brush-Rowe Newspapers Inc. (WHBC), Stark Telecasting Corp. (WCWO) and Tri-Cities Telecasting Inc.

August 8
Grand Rapids, Mich.—UHF Ch. 23, Music Besty Co. (WGBH), W.S. Butterfield Theatres Inc. and W.S. Butterfield Theatres Inc.

Little Rock, Ark.—UHF Ch. 11, Arkansas Besty Co. (KLRK), Arkansas TV Co. (KTHI), Little Rock TV Corp. and Arkansas Telecasts Inc.

Erie, Pa.—UHF Ch. 35, Great Lakes TV and Civic TV Inc.

Albany, N.Y.—UHF Ch. 66, Erie TV Corp. and Commodore Perry Besty Service Inc.

Jackson, Miss.—UHF Ch. 2, Lamar Life Besty Co. (WJTX) and Delta Sales Corp.

BROADCASTING • TELECASTING

Page 56 • August 3, 1953
Something new has been added . . .

MEET
Connie
Cook!

THE NEW HOME SERVICE DIRECTOR OF
OMAHA'S RADIO WOW AND WOW-TV
. . . A FRESH NEW PERSONALITY WHO
CAN SELL FOOD AND HOUSEHOLD
PRODUCTS!

SHE CAN GET MORE SALES FOR YOU . .

BECAUSE . . . she has fine professional training in home eco-
nomics . . and every other facet of modern living.

BECAUSE . . . her experience includes applying her skills to
a family of her own . . and teaching home
management to thousands of women.

BECAUSE . . . she sells naturally and instinctively . . (You've
got to see and hear her to really appreciate
this*)

(*Air-check or film
available on request)

*CONNIE'S CUPBOARD
11:15 — 11:30 a.m.
Monday through Friday
Radio WOW

*CONNIE'S KITCHEN
3:00 — 3:30 p.m.
Monday through Friday
WOW-TV

• Ask your John Blair or Blair-TV representa-
tive how Connie Cook can give your sales a
lift in the great Midwest market served by
Radio WOW and WOW-TV.

NBC—590 KC
5000 watts

Meredith Stations
OMAHA

Radio WOW • WOW-TV

NBC—Dumont
100,000 watts
KOA REIMBURSES KMYR IN CH. 4 CASE

KOA Denver, favored in an FCC hearing examiner's initial decision for a new TV station on vhf Ch. 4 there, has agreed to reimburse KMYR Denver the sum of $125,000 for expenses incurred in the preparation and prosecution of its competitive Ch. 4 application even though the examiner proposed to deny the KMYR bid. KMYR agreed not to file exceptions to the initial ruling.

The recommended decision was to have become final last Wednesday but it was stayed July 26 by the commission pending further review [B&T, July 27].

KMYR offered not to file exceptions to the initial decision since continued litigation would further delay use of the channel and the additional local service. Details of the agreement were disclosed in a letter filed with the Commission by the two applicants.

The letter stated the $125,000 in expenses represented "a year of 'exploratory studies and 10 months of hearings" as well as legal, engineering and architectural fees, options to purchase equipment, travel ("numerous trips" to Washington, D. C.), hospitalization and doctor's bills. KMYR's President A. G. Meyers suffered a heart attack during the course of the hearing in Washington.

WTAR Cites NCB 'Domination' of WVEC-TV

WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, Va., last week filed a letter with the FCC protesting "the dominating influence of NBC as expressed via WVEC-TV" and alleged advertising by WVEC-TVP Hampton that it is a Norfolk station.

When WTAR-TV switched affiliation from NBC-TV to CBS-TV last spring, WVEC-TV was signed as an NBC-TV primary interconnected affiliate.

Since then, WVEC-TV and NBC jointly have conducted an advertising campaign to promote the new uhf Ch. 15 in the Tidewater area [B&T, July 27].

The protest alleges the advertising campaign "is costing almost half as much as the total construction of WVEC-TV and the bill for which is being paid largely by NBC and/or RCA is naturally dominated by NBC. . . . to many persons this (advertisement) might indicate that WVEC-TV is owned, or at least controlled, by NBC. . . ."
CHECK THESE EXCLUSIVE FEATURES:

1. HIGHEST PICTURE FIDELITY—True repeater concept—unexcelled for single and multiple hops. Same circuitry as in TV network equipment.

2. WIDEST FREQUENCY RESPONSE—This and other design features assure transmission of all proposed color signals.

3. SYSTEM COMPATIBILITY—Designed to meet specifications for network interconnection.

4. HIGHEST EFFECTIVE RADIATED POWER—For greater dependability—7.5 kw or more in the 6000-7000 mc band.

5. FIXED OR PORTABLE OPERATION—Recessed chassis units in portable weather-proof cabinets—can be mounted in standard cabinets or racks.

6. LOW MAINTENANCE COST—Conservatively rated components—Equipment designed for continuous unattended operation.

7. RELIABILITY—Utilizes highest quality tubes and components, power circuit breakers—built-in 50/60 cycle operation.

... These are only a few of the extra values in Philco Microwave Equipment. Be years ahead, and specify Philco TV Relay Equipment, designed and built by the world's leading manufacturer of microwave relay equipment.

For further information write to Department "B-7" today.
Bert Hawkins and Barney Boyle, cost analysts, have been transferred from the engineering department to work under Mr. Walen.

Milton Burgh will be responsible for all news and special events for both stations, in addition to his Mutual duties, and will report to Mr. Gaines in WOR-AM-TV matters.

In the engineering division, Earl M. Johnson, vice president of General Teleradio, will continue to head engineering for both stations, with Charles H. Singer as chief engineer and Leslie Learned in charge of engineering assignments.

Robert Schmid, vice president of General Teleradio and Mutual, will continue to head advertising, research and press information for WOR-AM-TV. Supervising similar functions at the stations will be the following Mutual department directors: James Tyler, advertising; Richard Puff, research, and Frank Zurado, press information.

On specific assignments are Robert Sullivan, manager of WOR promotion and advertising; Joe St. Georges, manager of WOR-TV promotion and advertising; Bob Hoffman, manager of WOR-AM-TV research, and Henry Wilson, manager of WOR-AM-TV press information.

LEE NAMED NO. 2 IN FETZER COMMAND

CARL E. LEE has been appointed managing director and a member of the board of Fetzer Broadcasting Co., it was announced last Friday by John E. Fetzer, president and general manager.

Mr. Lee assumed his new duties last Saturday, becoming second in command of all radio-TV operations of the Fetzer company. He is charged with the execution of company policy and assumes broadcast responsibilities on an assignment basis.

It was further announced by Mr. Fetzer that Arthur Coval, with the company since 1937, has been named chief engineer of WKZO Kalamazoo, Mich., and WKZO-TV Kalamazoo-Grand Rapids; Francis Morse, who joined the Fetzer organization in 1942, has taken over the post of assistant chief engineer at WKZO-AM-TV; and Bruce Glycadis, with WJEF Grand Rapids since 1945, has been appointed chief engineer of that station.

Mr. Lee joined Fetzer in 1939. In 1945, as Fetzer chief engineer, he built WJEF and in 1950 completed the installation of WKZO-TV. In 1951, Mr. Lee became administrative assistant to Mr. Fetzer.

In addition to being licensee of the aforementioned stations, Fetzer Broadcasting Co. is buying KOLN-AM-TV Lincoln, Neb., subject to FCC approval [B*T, July 20].

Standard Renews Gridcasts

STANDARD OIL Co. of Indiana, for the seventh consecutive year, will sponsor the entire 10-game football schedule of the U. of Colorado on KOA Denver. Schedule opens Sept. 19 with the play-by-play descriptions handled by sportscaster Starr Yelland, assisted by Bill Day, KOA news and sports director.

Standard Renews Gridcasts

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PITTSBURGH'S SECOND TV SCHEDULED WITH 8 OTHER DEBUTS OVER WEEKEND

Pittsburgh's second television station is the first uhf among the nation's eight top markets. With eight other outlets set to start over the past weekend, U. S. stations now total 208.

WKJF-TV Pittsburgh's second TV station was scheduled to go on the air over the last weekend, which saw a flurry of nine commercial outlets slated to commence operation.

WKJF-TV Pittsburgh, on Ch. 53, is the first uhf station in that city. Since 1949 the only TV outlet there has been WDTV (TV), vhf Ch. 2. WKJF-TV also is the first uhf station to go on the air in any of the nation's eight top markets.

KLAS-TV Las Vegas, Nev., began programming July 22.

Late last week, the nine stations (all have been airing test patterns) were "hopeful" of making their Aug. 1 and 2 target dates.

Assuming they did, commercial TV outlets now total 208.

Here are the 10 new stations:

KLAS-TV Las Vegas, Nev., vhf Ch. 8, July 22.
KBE5-TV Medford, Ore., vhf Ch. 5, Aug. 1.
KMBC-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 1.
KTVX (TV) Longview, Tex., uhf Ch. 22, Aug. 1.
WGVY (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.
WKBH-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.
WISE-TV Ashevile, N. C., uhf Ch. 62, Aug. 2.
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

Mr. Lee

George J. Higgins, managing director of KMBC-TV Kansas City, said he would like to let WHB-TV there on vhf Ch. 9, said last Thursday all equipment is installed.

F. G. Raees, general manager of WKJF-TV Pittsburgh, said last week the outlet definitely would begin Aug. 1, and will carry some NBC- TV programs.

Mr. Raees said the station has received "wonderful reports of reception from all sections of Pittsburgh and the surrounding area."

He said AT&T promised interconnection with the coaxial cable by Aug. 1, allowing live network features to be carried the first day.

Extensive promotion is planned, Mr. Raees said. He said newspaper ads were to start last Friday and he has signed for 53 billboards in the area.

WKJF-TV will begin operating from 6 p.m. to 11:15 p.m. daily and gradually will expand its schedule.

Mr. Raees said the station plans higher-powered transmitting equipment when it is available (present effective radiated power is 19 kw visual), and color equipment.

Stanley H. Durwood, president of Kedd (TV) Wichita, Kana., said the station's tower has been complete several weeks, the building is 90% complete and equipment 90% installed—but that the RCA antenna shipment was delayed. If it arrives soon a test pattern should be shown on the air by Aug. 15, he added.

Mr. Durwood said network orders are coming in and local sales, too, are moving steadily.

Tom Seesland, program director for KMVT (TV) Austin, Minn., expects to be programming by mid-August with ABC-TV, DuMont and CBS-TV affiliations.

Nick Reyes, promotion director for WIRK-TV West Palm Beach, Fla., said the 12th floor of the Harvey Bldg. is being readied for studios and office and engineers hope to begin telecasting in mid-August.

WETV (TV) Testing

WETV (TV) Macon, Ga., started test patterns July 25 and expects to begin programming Aug. 21, John Hicks, program director, reported. He said WETV has NBC-TV primary affiliation, plus ABC-TV affiliation. The uhf Ch. 47 station will have 15,000 sets in its area, according to NBC research, he said.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said that with the end of a steelworkers' strike, construction on the station's tower is underway. However, about six or eight weeks are needed, he said, so the Sept. 1 starting date "must go by the boards."

He reported that "requests for availabilities and time still pour in."

Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., said the vhf Ch. 11 outlet has set Sept. 15 for test pattern and Sept. 27 for commercial opera-
More PEOPLE OVER
More AREA TUNE
More OFTEN TO

KVOO

THAN TO

 Nielsen
 Nielsen
 Pulse

Any Other Station in the KVOO Market Area

RADIO STATION KVOO

50,000 WATTS
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

August 3, 1953 • Page 61
HIGH IN THE AIR
2380 FT. ANTENNA ABOVE DENVER

HIGH in facilities... operational know-how
... trained personnel

HIGH in coverage of the lush market on Colorado's Rich Eastern Slope.

HIGH audience “Pull”... with CBS Television plus KLZ’S traditional local programming.

STATIONS

KLZ-TV
CHANNEL 7 DENVER
CBS TELEVISION

ALADDIN RADIO AND TELEVISION, INC.

CHANNEL Cx 3.
August 3, 1953

IN BROADCASTING TELECASTING

Arkansas
KLTV (TV) Fort Smith, uhf Ch. 58, represented by Fort Smith TV Inc., Aug. 10, test pattern.

COLORADO
KQTV (TV) Fort Dodge, Iowa’s, 652-foot Stainless tower has been completed and its Workshop antennas installed, Ed Breen of the station reported. The studio-transmitter building is near completion, he said, and will have one large 40x40-foot studio. Target is Oct. 1.

WBAY-TV Green Bay, Wis., on the air with a 2 kw transmitter since last March, has been shipped a 25 kw transmitter, according to RCA Victor. RCA said the five-ton trans- mitter, with a six-section superturnstile anten- na, will allow the station to operate with ERP of 100 kw visual.

* Here are the grantees which contemplate starting within the next 30 days:

ARIZONA
KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA
KAFT-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forbue TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

Kiem-TV Eureka, vhf Ch. 3 (ABC-TV, CBS- TV, DuMont and NBC-TV), represented by Bثق TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. 28, non-commercial educational, August.

KICU (TV) Salinas, uhf Ch. 29, Sept. 1.

KFOX-TV San Bernardino, uhf Ch. 18, rep- resented by George P. Hollingbery Co., August.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

KIPR-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey & Co., Sept. 1.

CONNECTICUT
WILL-TV New Haven, uhf Ch. 39, represented by H-R TV Inc., August.

WZTV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA
WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co.

WPTA (TV) Pensacola, uhf Ch. 15, rep- resented by Adam Young TV Inc., Aug. 15.

WIRF-TV West Palm Beach, uhf Ch. 21, Aug. 15.

GEORGIA
WTEV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 21 (test pattern started July 29).

ILLINOIS
WTYI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weeds TV (now on test pattern).

WCIA (TV) Champaign, vhf Ch. 5, repre- sented by George P. Hollingbery Co., Sept. 1.

WTIV (TV) Des Moines, vhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 10.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.
presented by Adam Young TV Inc.

IOWA
KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS
KEED (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

Kentucky
WKLO-TV Louisville, uhf Ch. 21 (ABC-TV), August.

LOUISIANA
KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.
KFAZ-TV Monroe, uhf Ch. 48, represented by Headley-Reed TV Inc., Aug. 15.
KNOE-TV Monroe, uhf Ch. 5 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE
WPMT (TV) Portland, uhf Ch. 63 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-Mckinney, Aug. 30.

MINNESOTA
KMMT (TV) Austin, uhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI
WCOC-TV Meridian, uhf Ch. 36, Sept. 1.

MISSOURI
KMTC-TV Kansas City, uhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1 (granted STA).
WHB-TV Kansas City, uhf Ch. 9 (CBS-TV),

represented by Blair TV, Aug. 1 (granted STA).
KFFE-TV St. Joseph, uhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 1.

Montana
KOPR-TV Butte, uhf Ch. 4 (ABC-TV), Holberg, Aug. 15 (granted STA).
KXLF-TV Butte, uhf Ch. 6, Aug. 15, represented by the Walker Representation Co.

NEVADA
KLAS-TV Las Vegas, uhf Ch. 8 (ABC-TV and CBS-TV), represented by Webb TV, started July 22.

NEW YORK
WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R TV, Aug. 15.

North Carolina
WISE-TV Asheville, uhf Ch. 62, represented by The O. L. Taylor Co., Aug. 2 (test pattern started last month).
WAYS-TV Charlotte, uhf Ch. 96, represented by The O. L. Taylor Co., Sept. 1.
WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.
WNCT-TV Greenville, uhf Ch. 5 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.
WHKP-TV Hendersonville, uhf Ch. 27, Aug.

Ohio
WICA-TV Ashtabula, uhf Ch. 15, represented

The Twin Cities take
A GIANT STEP FORWARD
Represented Nationally by THE O. L. TAYLOR CO.

ABC
Authorized 316 kw interim 70 kw until March '54
Established market 386,400 TV sets
Class A hourly base rate $750
One minute spot base rate $150

ON THE AIR SEPTEMBER 1ST

Broadcasting • Telecasting August 3, 1953 • Page 63
WIFI (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.
WUTV (TV) Youngstown, uhf Ch. 21, August.

OREGON
KRES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1 (granted STA).

PENNSYLVANIA
WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15 (test pattern started June 26).
WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.
WKJP-TV Pittsburgh, uhf Ch. 58, represented by Weed TV, Aug. 1 (test pattern started July 14).
WTUJ (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 2 (now on test pattern).
WLTV-Wilkes-Base, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA
WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co.
WGLV (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE
WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.
WHRQ-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS
KBBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.
KVRE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.
KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.
KTEX (TV) Tyler, Tex., uhf Ch. 19, August (granted STA).
KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA
WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.
WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 16).
WSVA-TV Harrisonburg, uhf Ch. 3 (NBC-TV), represented by Devney.

WASHINGTON
KMO-TV Tacoma, vhf Ch. 13, represented by The Branhman Co., Aug. 1 (test pattern started last month).
KTVI-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA
WVNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN
W CAN-TV Milwaukee, uhf Ch. 26, represented by O. L. Taylor Co., Sept. 1.

WNBW (TV) Adds to Tower
WNBW (TV) Washington has begun construction of a 184-ft. addition to its present antenna atop the Sheraton Park Hotel. New antenna height will be 557.5 ft. above ground. The vhf Ch. 4 outlet will increase its effective radiated power to 100 kw when the tower is completed. General Manager Carleton D. Smith has announced.

EVER HEAR of making a mountain out of an ant hill?

Piling up sales mountains is no new story since WLW-A became a Crosley Station...and Crosley made the "A" also stand for Action! Here, your time dollar buys buying audience and talent that sells. Then expert merchandising plans and smashing program exploitation through the client service department really cinch your sales in the South!

Want sales in Atlanta? Ask WLW-A.

As your ad plan is carried out...
So your sales are built.

Atlanta's Dynamic Station

EXCLUSIVE SALES OFFICES IN: CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, ATLANTA, HOLLYWOOD
about activity
KOREAN TRUCE GETS FAST COVERAGE

Both radio and television were all set when the armistice was signed at Panmunjom, and wasted no time in getting both the facts and the features before their audiences. Next up: The prisoner release.

ON TOP of their fast-breaking coverage of the signing of the Korean armistice on July 26, radio and television networks and stations last week hastened preparations for coverage of the release of prisoners scheduled to begin Wednesday.

Minutes after official documents were signed in Panmunjom at 9 p.m., EDT, radio and TV networks and stations flashed the news. An hour after the signing ceremonies, networks carried a pooled program, which included addresses by President Eisenhower, Secretary of State John Foster Dulles, and UN dignitaries.

Pool Set Up
A description of the Panmunjom proceedings was provided to all radio and TV networks under a pool arrangement that utilized NBC facilities. Correspondents who furnished commentary at the scene were John Rich, NBC; George Herman, CBS; Walter Simmons, Mutual, and Ray Falk, ABC.

ABC radio presented a two-part documentary story titled The Korea Story Wednesday and Friday. The first part featured Dick Powell as narrator, the second starred Helen Hayes.

NBC radio was on the air a half-hour after news of the truce with a 30-minute narrative of the war titled This Was Korea, highlighting tape recordings made there. NBC-TV presented a half-hour review of the conflict called The Outbreak of Peace.

Mutual broadcast a special half-hour documented history of the war an hour and a half after the Panmunjom signing. The program consisted of recordings made in Korea by MBS and Dept. of Defense reporters. A one-hour program of comment and reaction was presented over CBS-TV two hours after the truce was signed. It featured a talk by Gen. James A. Van Fleet, plus interviews with crowds in Times Square and with dignitaries in Washington. CBS Radio carried the pooled programming plus remarks and reactions from officials throughout the world. At midnight it presented a special address by Gen. Mark Clark as he signed the truce.

DuMont Television Network carried film programming of the war followed by comments of news editor Cameron Cornell and interviews with Korean veterans in New York and Washington.

Crosley Covers
Crosley Broadcasting Corp. presented a simulcast feature over WLW-WLWT (TV) Cincinnati which included interviews with the wife of a prisoner, a pilot back from Korea, and an Air Force chaplain. A documentary film of the war was shown on WLWT, WLWC (TV) Columbus, and WLWD (TV) Dayton.

The networks plan to announce names of released prisoners as soon as they are disclosed, in much the same manner as they handled the prisoner exchange last March.

KDYL Takes New Quarters
KDYL Salt Lake City has begun operations from its new headquarters in the Salt Lake Tribune building, 143 S. Main St. The station previously had studios in its transmitter building at 33d South and 7th West. All writers, announcers and artists connected with KDYL have offices in the new location.

WDLC Begins Operations
WDLC Port Jervis, N. Y., began broadcasting July 4 with 100 w on 1490 kc, William H. Ware, president, reported last week. The station's manager is Oscar Wein; Dennis Govern is program director. Permittee is Port Jervis Broadcasting Co.

Colorado FM Outlet Starts
KCMS (FM) Manitou Springs, claiming to be the first independent FM outlet in Colorado, went on the air July 16 on Ch. 283 (104.9 mc). Music is stressed in the station programming. KCMS is owned by Mr. and Mrs. Charles Edmonds with offices at 68 Minnehaha Ave., telephone Mulberry 5-5776. Manitou Springs is adjacent to Colorado Springs.

Looking In—From Six Miles Away

SIX MILES is quite a distance to focus a TV camera, but the staff of WBRC-TV Birmingham, Ala., proved it was equal to the occasion.

According to the station, a $200,000 fire which broke out in the plant of the Southern Rubber Co. in Birmingham was quickly spotted by the WBRC-TV staff at the station location on Red Mountain, six miles away. A camera was immediately wheeled into the glass-enclosed front office for a birdseye view of the flames. For close ups, a pair of seven-power field glasses were held in front of the camera, giving an illusion that the camera was just across the street from the fire.

Information for the telecast was relayed by phone from the city to Red Mountain, enabling WBRC-TV to render its coverage of the fire 15 minutes in advance of all others, according to the station.
G-E STUDIO SWITCHING COMBINATIONS
ANSWER ALL YOUR REQUIREMENTS!

For Large Studio Operations

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Up to 9 non-composites and 2 composites for any equipment combination you need!

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today’s broadcasting operation from General Electric’s complete line of switching combinations. You will get the most for your money plus built-in provision for expansion! This G-E “extra” also minimizes your maintenance worries... allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to: General Electric Company, Section 283-3, Electronics Park, Syracuse, New York.

Operating “extras” that spell standout performance with this G-E switching combination’s control panel:

- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

**GENERAL ELECTRIC**
WSYR-TV Goes to Ch. 3,Boosts Power to 100 kw

WSYR-TV Syracuse, N.Y., over the weekend was to switch from Ch. 5 to Ch. 3. President - General Manager E. R. Vadeboncoeur announced last week. The station will begin broadcasting with maximum 100 kw at the time of the channel change.

WSYR-TV planned to complete dismantling of its old tower and finish wiring and testing for its new structure between 11 a.m. Friday and 7 p.m. Saturday. The new installation boasts a 513-ft. tower and 100-ft. antenna, and with the power increase is expected to double operational effectiveness.

The station's promotion for the channel switch was headlined by a “Big 3 Contest” in which participants were challenged to estimate the number of beans in a pinch-vase. First prize in the contest is a Mercury station wagon; second prize a flight to New York, weekend at the Statler Office Bldg., Boston. Nona Kirby, president of the new organization and formerly general sales manager of WLAW Boston, also announced that offices in New York and Chicago will be established later.

WPRO Names John Blair

WPRO Providence has named John Blair & Co. as its exclusive national sales representative, throughout the U.S., effective Sept. 1, Arnold F. Schoen Jr., general manager, said last week. WPRO, owned and operated by the Cherry & Webb Broadcasting Co., is a basic CBS affiliate with 5 kw on 630 kc.

WICU (TV) Names Petry

WICU (TV) Erie, Pa., has named Edward Petry & Co. as its national sales representative, effective Aug. 18, Edward Lamb, president of Dispatch Inc., licensee and publisher of the Erie Dispatch, said last week. Mr. Lamb said the change is one of several to increase WICU (TV) efficiency, the latest being complete renovation of its control rooms.

Representative Shorts

KLP-R-TV Oklahoma City, appoints The Bolling Co. as national representative, effective last month.

WFMD Frederick, Md., appoints Robert Meeker Assoc. Inc., N.Y., as representative in New York, Chicago, Los Angeles and San Francisco.

WBEI Rockford, Ill., appoints Don Rich as representative.

WAPE Fall River, Mass., appoints Bertha Bannon, Boston, as New England sales representative.

DuMont Labs Sales Up

RECORD-BREAKING sales of cathode-ray instruments and associated products in the first 26 weeks of 1953, amounting to a 26% increase over the same period last year, were reported last week by the instrument division of Allen B. DuMont Labs Inc.
By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington... already looking to WPTZ for the best TV... soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important plus in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.
AT&T CAN DELIVER COLOR, LONG LINES DEPT. AVERS

Although AT&T's Long Lines Dept. will face about the same problems in intercity color transmission as broadcasters will face in putting it on the air, engineers are confident it can be done. Color hookups will cost stations another $450.

PROBLEMS confronting AT&T's Long Lines Dept. in transmitting color TV programs from city to city and station to station are much the same as those facing the TV broadcasters in putting color on the air, AT&T learned in a discussion of video transmission methods with Bell System engineers. The question rapidly is becoming of more than academic interest, with both NBC and CBS planning to start experimental networking of color programs under NTSC standards this fall.

It was stated in the discussion that color is more critical than monochrome and requires more faithful transmission of the higher frequencies of the 4 mc TV band. New test equipment will be needed for color, in addition to that now in use for checking black-and-white signal quality during intercity transmission. More man-hours as well as more equipment will be called for at key points along the Bell System's nationwide radio relay and coaxial cable network of video transmission circuits.

There is no uncertainty in the minds of its engineers about AT&T's ability to deliver the same quality of service for color television it now is providing for black-and-white TV. The many successful demonstrations conducted in recent years in intercity color program transmission, say the engineers, support this view. The first problem to be met will be replacement of laboratory models of color test equipment used in these experimental demonstrations with stock apparatus that will function on the regular schedules which will prevail when color-casting begins full-scale commercial operations. This problem is, in many respects, about the same as that faced by the TV broadcasting networks and stations in preparing for color. Bell engineers expressed the utmost confidence that as color networks grow, AT&T will meet the requirements of the industry.

Satisfactory Color Pictures

As an example, should the NTSC system be adopted it would involve a change from the present monochrome system, in which the higher frequencies of the video band are not too critical, to a system in which these frequencies are extremely important. The transmission of monochrome TV signals via coaxial cable circuits of 2.7 mc bandwidth produce pictures which only the most critical home-viewers distinguish from the 4 mc picture delivered by microwave relay circuits and the newer coaxial systems. In the RCA and NTSC color systems, the color is added at a frequency above 2.7 mc so naturally the color is wiped out when transmitted over coaxial systems of the older types. However, a way has been developed to drop the color signal to 2.4 mc for cable transmission, restoring it to 3.6 mc at the receiving terminal, so that AT&T can transmit satisfactory color pictures from city to city over coaxial cable of either type or over micro-wave systems.

The color carrier in the NTSC system is both amplitude and phase modulated—controlling color brightness and phase determining the hue, features not needed in monochrome signal transmission. These are some of the factors which would call for new types of test equipment to keep the color carrier in phase and to permit more precise adjustments in the neighborhood of 3.6 mc.

Rates for network lines to carry the color signals under the NTSC standards would be substantially the same initially as for present black-and-white TV, AT&T representatives said, except for additional station connection and switching charges.

The present monochrome tariff calls for a station connection charge of $500 per month for daily service of eight consecutive hours, with line charges under the same conditions amounting to $35 monthly per airline mile, FCC records show. The additional station connection charge for color would be $450 per month.

AT&T first filed a color tariff with FCC in December 1950, effective Jan. 25, 1951, covering 525 line monochrome and CBS 405 line field sequential color on an alternate use basis. This tariff subsequently was revised and remains in effect until Dec. 24 this year.

AT&T explained that while the tariff relates to CBS color, it will be applicable equally to NTSC transmissions on an interlase basis.

Philoct Produces Film For Uhf-Area Distributors

FILM showing how to build up enthusiasm for uhf television service is being distributed to Philco Corp. to dealers in areas where uhf stations are going on the air.

Titled "When Uhf Comes to Town," the film was produced by Philco's sales training department under Edward Bland and Frank Russell. It runs 15 minutes, and includes scenes from the company's engineering laboratories and from locations in six uhf markets. The production also describes Philco's all-channel uhf tuner, which the company says will enable a set owner to receive all uhf signals in his area.

New RCA Electron Tube

NEW RCA electron tube, engineered to offset the "shakes" of airborne and mobile electronic communications equipment, has been made available commercially by the Tube Dept. of RCA Victor Division. The new "premium" tube (RCA-6101) is designed specifically for use as class A amplifier and control tube in applications where dependable equipment performance hinges on the ability of electron tubes to take abnormal shocks and vibration, according to L. S. Thees, general sales manager of the RCA Tube Dept.

Sylvania Income Up

SYLVANIA ELECTRIC PRODUCTS Inc. has reported its net sales for first half of 1953 totaled $149,092,932, all-time company record for six-months' operations.
OUTLOOK: SARNOFF TO STEER NBC FOR REMAINDER OF YEAR

White tells the organizing NBC radio affiliates he is stepping down from the presidency for reasons of health. His successor is unnamed — Gen. Sarnoff will hold the reins in the interim. The affiliates then hear NBC say it is seeking new option-time provisions and sales and pricing methods.

WITH Brig. Gen. David Sarnoff set to occupy the NBC presidency for the rest of this year, officials of the network and its affiliates moved ahead last week with plans to insure that radio, in the words of retiring President Frank White, "shall occupy a front seat at NBC side by side with television and that NBC shall be No. 1 among radio networks."

A subcommittee designated by the network radio affiliates in their meeting Monday in Chicago and headed by Robert D. Swezey of WDSU New Orleans conferred with Gen. Sarnoff on Thursday and arranged a Sept. 17 meeting in Chicago for all NBC radio outlets to hear Gen. Sarnoff outline NBC's plans for putting NBC radio "in the undisputed No. 1 position."

In a letter sent Friday to all NBC radio affiliates, Mr. Swezey also reported that Gen. Sarnoff assured the group who will meet with network authorities Sept. 17 to review NBC's plans that "he had his hands on the wheel," would not be "hurried" in designating a successor to Mr. White—who resides effective with this Friday's NBC board meeting because of ill health [B&T, July 27]—and that such a designation probably would not occur until the first of the year (see text of Mr. Swezey's letter, page 74).

Earlier, without indicating how long the interval was apt to be, Gen. Sarnoff, board chairman of RCA and NBC and for some months actively in command at the network, had announced that "until a new president for NBC is selected, I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed, I shall continue to serve NBC as chairman of the board."

The changes in NBC's top command were announced formally at the NBC Radio Affiliates' organizational meeting in Chicago Monday, with Mr. White reassuring stations of NBC's determination to occupy the No. 1 spot in radio and then personally disclosing his doctor-ordered decision to resign the presidency.

Both he and Gen. Sarnoff, whose message he read to the affiliates, expressed hope that Mr. White later would be able to return to RCA-NBC, although Mr. White said his doctor "suggested that I seek lighter work [than the NBC presidency] after I regain my health." Other developments at and after the affiliates meeting included:

- Affiliates, setting up their own autonomous organization, elected officers, headed by Robert D. Swezey of WDSU New Orleans, who then designated four other affiliates to join the officers in an eight-man executive committee.
- Although the executive committee is slated to confer at length with Gen. Sarnoff in September, Mr. Swezey and some of his executive committee colleagues met with the general in a preliminary session in New York Thursday.

To 'Re-examine' Option Time

- The necessity of "re-examining" option-time provisions of affiliation contracts was cited by President White, in the need for "more flexible patterns to meet the sales and pricing patterns of today's competition" and the need for "facing up to the other competitive problems which we must jointly solve to move ahead in network radio."
- Aside from Mr. White's mention of option-time changes, other sources indicated unofficially that radio affiliates may be asked to accept adjustments in the compensation provisions of their network contracts, also for "competitive" reasons.
- NBC's divorce of its radio-TV operations in the program, sales, and advertising and promotion fields, slated to become effective today (Monday), took shape with appointment of heads of two of these departments in radio. In another development stemming from the separation, a new general manager was named for NBC's New York stations to succeed Ted Cott, new operating vice president for radio
under Vice President William H. Fininshriber Jr. (see story, page 78).

What result the "re-examination" of option-time provisions to affiliation contracts might have were not indicated, nor did Mr. White elaborate on the meaning of his preference to "more flexible patterns to meet the sales and pricing patterns of today's competition."

However, he made clear his feeling that there will be "drastic changes" in the "radio network picture" in the next few years, and asserted that "no one can be certain of the ultimate form a radio network will take." But, he emphasized, "whatever the changes may be, the NBC network will be in business and so will its affiliates."

Terminating NBC "the one network which is not in operation for the short-time gain," he expressed confidence that for the foreseeable future "there will continue to be enough radio audience and enough radio advertising to support a successful network operation" — and that NBC and its affiliates, working together, "can secure a proper share of whatever business is available for the radio network medium."

With respect to re-examination of "option-time agreements," development of "more flexible patterns," and "facing up to the other competitive problems," Mr. White told the affiliates that "I am confident you appreciate the fact that NBC has been operating under some serious consecutive handicaps in radio." As NBC develops "specific proposals" to overcome such "handicaps," he said, "it will present these proposals to you in definite form and ask for your cooperation."

Although Mr. White did not allude to it, there was subsequent speculation that, as another competitive step, NBC may propose a change in its method of calculating compensation to affiliates for carrying network commercial programs. Such change, if proposed, reportedly would be designed to bring NBC's method more into line with CBS Radio's.

NBC's present system is based, although other calculations also are involved, on payment for a half-hour show at 60% of the hour rate and for a quarter-hour show at 40% of the hour rate, whereas CBS Radio, whose system also involves other considerations, figures payments for a half-hour show at 50% of the hour rate and for a quarter-hour show at 25% of the hour rate.

In the Chicago meeting Monday, officers named by the affiliates to serve with Chairman Swezey were E. R. Vadeboncoeur of WSYR Syracuse, vice chairman; Milton Greenbaum of W2AM Saginaw, Mich., second vice chairman, and Harold Essex of WSJS Winston-Salem, secretary-treasurer.

Mr. Swezey subsequently named George Norton of WAVE Louisville, Paul Morency of WTIC Hartford and Clark McCollough of the Steinman stations and Robert Hanna of WGY Schenectady to serve with the officers on the subcommittee to meet with Gen. Sarnoff.

**Confer With Sarnoff**

Although shortness of time did not permit Messrs. Norton, Morency and McCollough to be on hand, Mr. Swezey and other subcommitteemen conferred with Gen. Sarnoff Thursday morning, through lunch and until mid-afternoon, and set up the Sept. 17 Chicago sessions at which Gen. Sarnoff agreed to outline NBC plans for strengthening its radio operations. Gen. Sarnoff himself, in his message to Monday's meeting, had mentioned an "early September" meeting with the promise that "I will lay before you then our detailed plans. We are determined that the NBC radio network shall occupy first position in the field. With your cooperation this result can and will be achieved."

Mr. Hanna presided at the Chicago meeting in the absence of Mr. Swezey, who was chairman of the preliminary study group drafting the organizational plans but who had to miss the meeting because of an FCC hearing in Washington.

Some 75 to 80 broadcasters attended the session at the Drake Hotel. Mr. White and Harry Bannister, NBC vice president in charge of station relations — who said he was gratified that the radio committee was being formed — were their luncheon guests.

Mr. Hanna, on behalf of the affiliates, expressed regret at Mr. White's resignation.

In their consideration of network operations, the affiliates centered attention on programming and sales, a number of them reportedly voicing dissatisfaction with the network's activity in these fields.

Many affiliates strongly favored NBC's plan to divorce its radio and television operations in sales, programming and promotion, it was understood. They agreed to ask Mr. Swezey to appoint smaller committees to work with the network on sales and programming, indicating their feeling that speed was of the essence.

Question reportedly arose over the network's plan to retain research under a combined radio-TV roof. Some non-TV affiliates were understood to be concerned with statistics which, they felt, chronically tend to place television in a better competitive light alongside radio. They felt separation would be a good thing here, too, but took no action.

Mr. White read Gen. Sarnoff's statement to the affiliates inasmuch as the latter was unable to be present at the White House appointment. In announcing Mr. White's resignation, Gen. Sarnoff stated:

"For the past several months, Mr. White had had to lighten his duties and reduce his activities at NBC for reasons of health. We had hoped that his recent trip to Europe would refresh him and restore his vigor sufficiently to permit him to resume his duties as president of the company. Since his return, however, it has come to our attention that the health of Mr. White has been advised that is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the presidential office. He has asked me to release him from his contract and to relieve him from his duties as president . . . ."

**Effective Friday**

Gen. Sarnoff said the resignation would become effective at the next NBC board meeting Aug. 7, praised Mr. White for serving "conscientiously and faithfully" and expressed hope he would return "in an appropriate executive position in the RCA organization" when he regains his health.

Mr. White said he will "follow the progress of NBC and its stations with the pride and personal interest it has always given him and hopes to be again a member of the RCA-NBC family." He expressed confidence "the time is not too far distant when I shall see you again with my health fully restored."

Discussing radio, NBC's president noted the network's reorganization and emphasized that the "radio network is no less important to NBC and to RCA than the television network," and recalled Gen. Sarnoff's statement that "he expects NBC to occupy first position in radio as well as maintain its first position in television." Mr. White continued:

"We know that the task in radio is more complex and more difficult than in television — and will take more time to accomplish. Television has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition."

Noting NBC's avowed plan to strengthen its radio position and partial separation of radio-television, Mr. White added:

"The integration of radio and television, complete last year, looked, not too long ago, as if it might take the time. It followed an industry trend, for many of our television affiliates had done the same thing before NBC took the step."

"We found from experience, however, that with many advertisers and agencies and performers talking and thinking exclusively of television, an integrated organization could not achieve maximum results for radio alone. Hence, our latest move is in fulfillment of our purpose that radio station managers occupy a seat at NBC side by side with television."

Mr. White said separate organizations are being set up "in the areas where radio and
Public support of federal power drops to new low, national survey shows

Fewer and fewer Americans think that the federal government should be in the electric power business. Only 9% now support federal ownership of electric companies compared to 18% in 1943. Most men and women are for electric companies owned and operated by business concerns. 55% favor business management. 28% are for local or state ownership. And 8% have no opinion.

These facts show up clearly in the sixth national public opinion poll on electric power topics conducted by Opinion Research Corporation, Princeton, N. J.* The study confirms that...

More people today than at any time in the ten-year survey period favor business ownership of their local electric light and power company.

The majority feels that federal ownership is a bad thing. “It means higher taxes.” “Hurts business.” “Leads to socialism,” they say.

Furthermore, most people are convinced that the business-managed companies give better service than government operations.

These important highlights of the Opinion Research survey are presented here by America’s Electric Light and Power Companies.**

**Names on request from this magazine

*For a free 16-page summary of this poll, write
Electric Companies, 30 Rockefeller Plaza, New York 20, N. Y.
television compete for audience and advertisers" but not for functions which support both media. Present combined operation for research, station relations and engineering serves both radio and TV "most effectively and economically," he added.

Under Sarnoff's Direction

"Acting under Gen. Sarnoff's directive, the radio network will program, sell and promote radio, against all competition—including television," Mr. White stated. "And he has made it clear that the money required for this increased development will be available as plans are completed to use it effectively."

The NBC Radio Affiliates Committee is primed along the lines of the NBC-TV Affiliates Committee set up in 1951 and somewhat similar to the NBC SPAC group in recent years. Purpose of the radio committee, which will meet at the call of the chairman, is to work with NBC on problems of mutual interest.

Serving with Mr. Swezey on the study group named at the NARTB convention were the following broadcasters, some of whom met in Chicago in advance of the organizational meeting:


SWEZEY'S REPORT

TEXT of letter sent Friday to all NBC radio affiliates by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee, and Harold Essex, WSJS Winston-Salem, N. C., secretary-treasurer of the committee (see story page 71):

To the NBC radio affiliates:

Pursuant to the instructions of the NBC radio affiliates meeting in Chicago on July 27 I appointed Messrs. George Norton, Paul Morency, Clair McCollough and Robert Hanna to supplement the officers of the committee for the purpose of talking with General Sarnoff. As I understood that it was the desire of the group to have this meeting held promptly I scheduled it with the General on Thursday, July 30th. Due to the shortness of notice and other complications three members of the augmented committee were not able to attend the meeting.

Our group of five met with the General in his office at 11 o'clock on Thursday morning. Our discussion continued through lunch and until mid-afternoon. During the latter part of the conference we were joined by Messrs. Frank White, Harry Bannister, Bill Fineshbritter and Ted Cott.

We advised the General of the developments in the Chicago meeting and spoke with him candidly concerning the tenor of that meeting. The General was equally frank with us. He gave us his complete assurance that it was his firm intention to place the radio station of NBC in the undisputed number one position. He told us that he had his hands on the wheel; he would not be hurried in his appointment of a replacement for Frank White and that such a designation would probably not occur until the first of the year.

The General spoke at some length about the future of the radio broadcasting industry and the serious problems which are facing both

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - KYW - KDDK - WOWO - KEX - WBZ- TV - WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ. NBC Spot Sales
network and affiliates at this time. He told us that he welcomed constructive suggestions from the affiliates. The General has already assigned various members of his staff to a detailed analysis of these problems and the framing of plans and proposals to be presented to the next full meeting of our affiliates group. This task is not a simple one and will require several weeks' work on the part of the NBC staff. It has been suggested that your committee meet with the NBC group early in September for the purpose of reviewing with them in a preliminary fashion the results of their efforts.

The earliest feasible time for another full meeting of our group appears to be Wednesday, September 16. The General has agreed that, since the sense of the last meeting in Chicago was to hold a subsequent one there, he will meet with us in Chicago. It is the opinion of your committee that this meeting will consider matters of utmost importance to the future of our business.

The General made it clear that leadership in radio broadcasting requires the joint efforts of the network and affiliates. He stressed the point that for the long run, neither can hope to succeed without the other. General Sarnoff will be prepared to outline the specific steps which in his opinion must be taken by both in order to achieve the desired goal.

Your committee recommends and urges that wherever possible ownership as well as management be represented at the meeting in Chicago. You will be advised shortly of the exact time and place of the meeting.

[Editor's Note: Original date for the fall meeting was Sept. 16, but difficulty in completing hotel accommodations for that date forced the change to Sept. 17. A subsequent letter will be sent to affiliates explaining the change.]

General Tire Reports Fiscal Standing Up

GENERAL TIRE & Rubber Co., Akron, Ohio, which owns General Teleradio Inc. (Yankee and Don Lee Networks, WOR-AM-FM-TV New York and the largest stockholder in MBS), reported net sales of $95,925,457 for the six months ending May 31. Report, which covers all subsidiaries but does not include the radio-TV properties, showed that net profit after taxes for the company's first half of its fiscal year was $3,482,750, compared to 1952's first six months' $2,464,246. This was equal to $2.73 per common share (with 1,205,953 outstanding) versus $2.30 per common share on 1,199,169 outstanding same period last year.

MBS Ups Alma Graef, Names Johnson to Succeed

ALMA GRAEF, manager of Mutual's sales service department, has been named manager of commercial operations for the network, and Katherine Johnson, assistant manager of sales service, has been appointed to succeed her, Roy Danish, director of the department, announced last week.

E. J. Saulpaugh Dies

EDWIN J. SAULPAUGH, 54, supervisor of continuity acceptance for the DuMont TV Network, died of a heart ailment last Wednesday. He was a staff director for ABC in 1941. From 1944 to 1947, while associated with Hutchins Adv. Co., he was a producer-director of Philco's Hall of Fame. He joined DuMont in 1950. His wife, Dassah Saulpaugh, survives.
MUTUAL MOVES DEADLINE TO AUG. 21 FOR AFFILIATE ACCEPTANCE OF PLAN

MBS Vice President Pete Johnson says three-week extension will give affiliates time to study Mutual's hours-instead-of-money plan and expresses confidence 'enough' of them will accept. Some 100 'pay' affiliates already have accepted, he says.

DEADLINE by which MBS affiliates must notify the network of their acceptance of its new plan of option time and station compensation (B*T, July 27, 20) for it to become effective Oct. 1, has been extended from Aug. 1 to Aug. 21, E. M. (Pete) Johnson, MBS vice president in charge of station relations, revealed Thursday.

Admitting the original date had been "unrealistic," Mr. Johnson said Aug. 1 had been chosen because of commitments to talent optioned by Mutual for the expanded network programming called for by the proposed plan, the talent asking for 60 days in which to seek other employment for fall in case the plan should not be carried out. Most of these commitments have been adjusted to give the network an additional three weeks in which to secure the station endorsements needed to put the plan into effect, he said.

Reporting that "about 100" of the networks' "pay" affiliates already have accepted the proposed changes in their affiliation contracts with Mutual, Mr. Johnson said many others have indicated they will sign the revised agreements as soon as station officials now on vacation return to their offices or as soon as board meetings can be arranged in cases where board approval of such changes is a necessary preliminary to signing the new network contracts.

In addition to those delays in signing caused by the summer vacation season, Mr. Johnson said a number of affiliates have written to ask how certain phases of the proposed method of network operation will affect their particular stations and markets.

Too Early Yet

Noting the affiliates first learned of the new Mutual plan in a conference call on July 17 and did not receive their copies of proposed amendments to the affiliation contract until July 21, and that they needed time to study the document before writing him, he said the exchange of correspondence also was time-consuming and that it is too early yet to expect their final answers.

Mr. Johnson said he confidently expects approval of enough stations by Aug. 21 to guarantee the proposed plan will go into effect Oct. 1. He defined "enough" as adding up to a substantial majority of the Mutual rate card, with the actual number of signed contracts needed depending on the rate of the stations signing them. The MBS affiliates in the top 100 markets would almost make up the quota by themselves, he noted. The signed contracts already received, he said, are from a typical cross-section of MBS affiliates, representing all types of markets and a normal distribution of rates.

In essence, the Mutual proposal is that optioned time from affiliates be cut from nine to an average of five hours a day, with affiliates agreeing to broadcast all programs received from the network during the optioned periods, sustaining as well as commercial, and, in lieu of money payments for the network commercials in optioned hours, the affiliates are to receive 14 hours a week of "highest caliber" free programs for sale to local or national spot advertisers.

The Option Outline

The optioned hours outlined in the new agreement are: Monday through Friday—8:45-9 a.m., 11 a.m.-12:30 p.m., 2-3 a.m., 6-6 p.m., 7:30-8:30 p.m., 9-9:15 p.m., 11:15-12:30 p.m., 2-3 a.m., 6-6 p.m., 7:30-8:30 p.m. Saturday—11:15 a.m., 12:30 p.m., 2-3 a.m., 6-6 p.m., 7:30-8:30 p.m. Sunday—9:15-10 a.m., 1:30-2 p.m., 3:30-4 p.m., 4:30-6 p.m. All times are New York City times except the 5-6 p.m. hours on weekdays and the 11:30 a.m.-12:30 p.m. and 5-6 p.m. periods on Saturday which are specified as local time.

Correspondence and conversations with affiliates indicate no major objections to the networks' proposed revision of its affiliation contracts, Mr. Johnson reported. The first, he said, is a fear that Mutual plans to compete with the stations themselves for spot business; the second that the network will set its rates below those of the stations themselves.

These fears are groundless, he stated, since Mutual could not do either of these acts with-
out putting itself into bankruptcy. "To put our proposed plan into operation," he said, "we are committing ourselves for heavy expenditures for programming. The only revenue we can get under the plan is that received from the sale of the five hours of network time we will have under the option. If we were to sell on a spot basis, that is, to permit an advertiser to buy only a selected handful of our affiliation, we'd be cheating ourselves. We just plain can't afford to cut prices under the proposed plan. There's no way to pass those cuts along to the affiliate stations; Mutual would have to absorb them itself."

Cites Multi-Message Plan

Mr. Johnson pointed out that the same fears of network competition with its affiliates for spot business had been expressed when Mutual first introduced its multi-message plan, permitting advertisers to share sponsorship of a number of network programs instead of sponsoring a single program exclusively. "It didn't work out that way," he stated, pointing out that the advertisers attracted to Mutual by this plan were either clients of the other networks or had not used radio at all in recent years.

He noted further that networks always have had, through their discount structures, the means of underselling their affiliates, but under the affiliation agreement proposed by Mutual there is less risk of price cutting than before, since the network would be reducing its own revenue without affecting that of its affiliates, a "suicidal" practice.

"If, to sell a final time period, we let it go at a cut rate," he declared, "we'd soon be forced to reduce the price of all the rest of our network time to that level. Your cheapest rate is always your rate card in the long run."

'Maybe They Haven't Tried'

Some station executives, Mr. Johnson said, have objected that in their markets they are unable to sell programs and therefore would not benefit from the 14 hours of programs a week the network plans to give them for individual sale. "Perhaps," he noted, "they can't sell programs because they haven't tried to sell programs, and if they prefer to concentrate on selling spots it's easy enough for them to sell our programs on a participating basis."

Commenting on reports of protests against the Mutual proposal by some of its affiliates, Mr. Johnson reiterated his belief that these are based largely on a misunderstanding of the plan and how it will operate. He reaffirmed his expectation that, come Aug. 21, a substantial majority of MBS stations will have accepted the new system of network-station relationship embodied in the plan.

A strong affirmative vote for the MBS proposal was registered last week with B*T by A. Frank Katzentine, owner of WKAT Miami Beach, who wired this message: "Understand some of the station operators have objected to Mutual's new plan of affiliation. Have studied the plan as carefully as we can and can't see anything wrong with it. It is a daring and fresh approach, but fresh ideas and daring never hurt radio. I for one, along with my beloved WKAT, am going along and will do everything in our power to make the plan succeed. I thought you might be interested to know where some of the oldtimers stand."

Tam O'Shanter Finals

ABC-TV will televise finals of the Tam O'Shanter world championship golf tournament in Chicago Aug. 9, 6:30-7:30 p.m. CDT as a co-op feature. Program will be sponsored in Chicago, Detroit and New York by Florsheim Shoe Co. Agency: Gordon Best Co., Chicago.

"Now I'll REALLY knock 'em dead!"

In Kentucky radio you can overdo a good thing. You can "cut the cloth" so big that your waste and overlapping get absurd — because more than half of Kentucky's sales are made in the 25-county Louisville Trading Area, alone!

Here in this one concentrated area occur 55.3% of Kentucky's total retail sales, 59.8% of its drug sales and 51.3% of its food sales!

5000-watt WAVE is powered, priced and programmed for the Louisville Trading Area alone; and WAVE delivers it intact, with no waste circulation. To cover the rest of Kentucky, you need many of the State's other 50 stations.

Enough said! Ask your Free & Peters Colonel for WAVE availabilities, soon.
FOUR MORE NAMED IN NBC SEPARATION

Shea, Horton, Cleary and Mueller get radio posts in latest phase of NBC's radio-TV divorce.

NBC last week prepared to set its radio-TV divorce plan into operation today (Monday) with appointment of three key figures in the new radio-only organization, at the same time naming Hamilton Shea as general manager of its New York stations in succession to Ted Cott, elevated to operating vice president for the radio network [B* T, July 20].

Mr. Cott announced the appointment of Fred Horton, NBC sales veteran, as director of radio network sales; John P. Cleary, radio network program manager, as director of radio programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

William H. Finishesbier, Jr., who has been vice president and general manager of the radio-TV networks, is vice president in charge of the radio network while John K. Herbert, who has been vice president in charge of both networks, is vice president in charge of the television network. NBC's "service" departments are not being separated and will continue to service both radio and TV.

ABC Plans Area Network Of Nine Video Stations

A NINE-CITY regional TV network is being organized by ABC-TV in the western states and plans are to have it in operation by Oct. 1.

Robert E. Kintner, ABC president, has placed Donn B. Tatum, ABC-TV Western Division director of TV, in charge of the project. Besides owned and operated KECA-TV Hollywood and KGO-TV San Francisco, the regional network will include affiliate KFMB-TV San Diego and stations in Fresno, Bakersfield, Seattle, Portland, Salt Lake City and Denver.

Many factors, including rate structure, are yet to be worked out before the network starts, Mr. Tatum said. Eventual expansion of coverage to include TV stations in other western cities is planned.

ABC-TV will establish Hollywood and San Francisco sales offices for syndication of film properties.

KMMT (TV), KOIN-TV Join CBS-TV Affiliates List

ADDITION of KMMT (TV) Austin, Minn., and KOIN-TV Portland as affiliates of CBS-TV was announced Thursday by Herbert V. Alkerberg, CBS-TV vice president in charge of station relations.

KMMT (TV), which operates on Ch. 6, joined the network as a primary, non-interconnected affiliate on July 15. The station is owned and operated by the Minnesota-Iowa Television Co., with L. L. McCurnin as general manager.

KOIN-TV (Ch. 6) will join CBS-TV as a basic interconnected affiliate, effective Oct. 15. Owned and operated by the Mount Hood Radio & Television Broadcasting Corp., the station is directed by General Manager Howard Lane.

CBS Signs Red Skelton To Radio-TV Contract

AFTER several months of negotiations, CBS last week signed Red Skelton to a long-term exclusive contract covering both radio and television.

Although the money involved and terms of the agreement were not revealed, it was understood the contract favors live over film TV. The comedian had been a holdout because he wanted to do his TV shows on film.

Contract negotiations were handled by Howard S. Meighan, CBS Inc. vice president; J. L. Van Volkenburg, CBS-TV president; Harry Ackerman, CBS-TV West Coast vice president in charge of network programs; Bo Roos, Mr. Skelton's business manager, and Freeman Keyes, Chicago agency executive and packager of the Red Skelton Show.

AFTRA APPROVES 'ACTION' IN FIGHT

Petrillo's ban on dual AFM-APTRA membership brings AFTRA approval of "affirmative action" at its national convention in Hollywood, but nature of the "action" is not explained.

AMERICAN Federation of Television & Radio Artists ended its national convention in Hollywood on July 26 with "affirmative action" by locals if AFTRA's jurisdictional fight with American Federation of Musicians is not settled peaceably. The nature of such "affirmative action" was further defined.

AFTRA National Executive Secretary George Heller, at a news conference after the four-day convention, declined to elaborate on just what was meant by "affirmative action" in the dispute which followed AFM President James C. Petrillo's order to AFM members holding AFTRA cards to resign and stop paying dues to the talent union [B* T, July 13, 6]. He did hint, however, that some joint AFTRA-AFM members are ready to challenge Mr. Petrillo's edict.

Mr. Heller said AFTRA is seeking "amicable resolution of the conflict" with AFM.

Asked if he would try settlement by personal negotiation with the AFM president, Mr. Heller replied he was always ready to talk to Mr. Petrillo, but was not actively seeking such a meeting.

On another phase of inter-union relations, the convention delegates told AFTRA's national board to continue its cooperation policy with the International Brotherhood of Electrical Workers concerning dual-capacity workers (i.e., announcer-engineers, etc.).

Committees were set up to study problems concerning transcription, including a new recording code. The Los Angeles local proposed a new recording fee schedule which would raise featured solos to $50 a side and pay additional fees for subsequent 200,000-side sales units after the first 200,000.

At the news conference, Mr. Heller said earlier reports of possible merger between AFTRA and Screen Actors Guild were misinterpretations of his words. He said that while AFTRA, by cooperative agreement, represents SAG members in various cities, "We've got enough to do taking care of our present membership." He left the door open, however, by saying if "any other group" wants affiliation and comes to AFTRA with plans worked out, "we'll certainly listen."

After a marathon seven-hour session, in which three Los Angeles local members, suspended for one year for failure to answer questions of a House Un-American Activities subcommittee [B * T, July 13, June 22], pleaded their case from the convention floor, the delegates overwhelmingly (151 to 16) voted to uphold the local's action. Mr. Heller said if the three, Libby Burke, Shimen Ruskin and Murry Wagner, were to answer the questions before the end of the year, their cases might be reconsidered.

Unanimously re-elected president of AFTRA was Alan Bunce, New York. Frank Nelson, Los Angeles, was elected first vice president. Don Hirsch, John Gannon, Vinton Hayworth, Paul Baumhover, Ernie Winstanley, and Bob Bruce also were elected vice presidents; Bruce Grant, recording secretary, and Conrad Nagel, treasurer.

PERSONNEL RELATIONS

BROADCASTING • TELECASTING
All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet in this rich 76-county market. High quality programming appeals to the “Better Half” audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis Radio Station). The cost? 10% LESS, per thousand listeners, than in 1946.
FIVE 50-KW TRANSMITTERS FOR ABC POWER BOOST

General Electric to Supply Amplifiers and Antennas for ABC’s Power Boost to Maximum Allowed by FCC

The American Broadcasting Company will boost effective powers of its five television stations to the maximum allowed by the Federal Communications Commission, using equipment the General Electric Company will supply under a contract in excess of $1,000,000 announced recently.

WABC-TV, ABC’s New York key station, and KECA-TV, ABC’s Los Angeles station, will increase their Effective Radiated Power to the maximum allowed by the FCC. The ABC stations in Chicago, Detroit and San Francisco will be authorized 516 kilowatts. The entire ABC power increase program will culminate early in 1955.

First step in the long-range campaign to extend the service of ABC’s stations (already accomplished at WABC-TV and KECA-TV) will be the installation of G-E 20-kilowatt amplifiers in all five stations replacing their present 5-kilowatt units.

Second step will be installation of new G-E antennas in four of the ABC stations. The WABC-TV antenna will not be exchanged, but will be modified.

The final step in the ABC “superpower” program will be installation of G-E’s first 50-kilowatt amplifiers in all five stations. These units will produce the most powerful VHF transmitter built. They will be more than capable of providing maximum powers to be authorized by the FCC.

N. Y. District Manager rates a “Magna Cum Laude” on ABC sale

Key General Electric figure in the ABC super power program is Charles J. Simon, New York City’s district sales manager on broadcast equipment since 1951.

Simon graduated Magna Cum Laude B. E. E from Syracuse University nearly eleven years ago and, since then, has pursued a business career with equal distinction. Sales credit for equipping Studios 2 and 3 at ABC’s New York Television Center plus complete studio and master audio control systems in New York, Chicago and Los Angeles ABC outlets also belongs to Mr. Simon.

In 1948, as Supervisor of Commercial Equipment Field Engineering, Simon was responsible for the installation and service of every General Electric FM, AM or TV station installed!

His background of essential military government work, radar, and extensive electronic field engineering ranks Charles J. Simon near the top of “best qualified men” to handle the multiple problems of TV station installations.

Mr. Simon maintains headquarters at Room 3103, General Electric Company, 570 Lexington Avenue, New York City.

ONE OF ABC’s NEW G-E AMPLIFIERS GETS FINAL FACTORY TEST

G-E engineers are shown here at work on one of five new 20-kw high channel amplifiers earmarked for early delivery to owned and operated ABC-TV outlets. Each G-E unit is thoroughly tested prior to shipment. Pictured are (l. to r.) Stan Barkauskas, Eugene Haas, Wilford Smith and Project Foreman, Donald Reed.
Television public service:

HOW TV KEEPS OHIOANS POSTED ON STATE AFFAIRS

AFTER 29 consecutive weekly telecasts, Report From the State Capitol, public service feature of WSPD-TV Toledo, has proven that television can be a potent educational force for state government, as well as national politics.

The Saturday telecasts, 12:30-12:45 p.m., have taken Toledo area viewers behind the scenes of their state government in action through unrehearsed and often controversial discussions with state legislators, high state government officials and department heads.

Until now, the workings of the Ohio General Assembly and the duties of state officers have been something of a mystery to the average citizens. Through television, a greater interest in state government and understanding of the problems, has been achieved, according to comments from viewers.

Republicans and Democrats

Report From the State Capitol was launched last Jan. 3, three days before the 100th Ohio General Assembly convened in Columbus. The broad panel includes five state representatives and two state senators from Lucas County, (five Republicans, two Democrats) two of whom appear weekly to explain legislation and to predict what will happen to bills of importance.

In addition, guests have included the state attorney general, secretary of state, lieutenant governor, state auditor, speaker of the House of Representatives, members of the Ohio Turnpike Commission, a member of the Ohio Un-American Activities Commission, two of Ohio's women legislators, the chairman of the Ohio Sesquicentennial Commission, the state highway department division engineer and many others.

The program originates in Toledo, which means the guests must make personal trips to Toledo on a Saturday morning. None have hesitated, even though most are pressed for time.

The success of the telecast is due to the fact that ambiguous questions are avoided. Instead, a direct and often pointed approach is utilized constantly, with no punches pulled. As a result, the viewers get a much clearer understanding of the subject. When legislators of different political parties are on the same program, they are "needled" into arguments. No holds are barred, except that of good taste, and technicians often are forced to hold up signs, "Don't pound the table!" when the debate rages hot and heavy.

Old Formula, New Application

There is nothing new about the formula. Meet the Press has used it for years. But it is an approach to discussing local and state problems, for which there appears to be a great nation-wide need in television scheduling. For example, with a state budget in Ohio of nearly a billion dollars, a frank and outright discussion of just where the money is coming from, where it's going, and how it is being wasted, if it is, can do more in one 15-minute segment than columns of itemized figures. Report From the State Capitol did that recently with two legislators agreeing that millions of dollars are being wasted in Ohio through "pork-barrelling" in which they admit participating because of lack of public opinion and information.

Before being invited on Report From the State Capitol, guests are being warned that the questions will seek out factual information and not provide a spring-board for personal propaganda. Of course it works, although to many participants it is a novel—and refreshing approach.

• Box-office television -- where it stands, where it's going: A special B-T situation report. Page 82.

• Why you can't project ratings and circulation figures in the Nielsen Coverage Survey. Page 86.

August 3, 1953 • Page 81
"HELLO, I would like to see 'Moulin Rouge' this evening. Thank you."
The speaker then hung up the telephone and settled back before his giant 27-inch TV screen (or maybe just his old 10-inch peephole). After being switched on, the screen is covered with a maze of squiggly lines. But, sure enough, in a moment, the lines clear and the world of Toulouse-Lautrec appears in the living room of Mr. and Mrs. America...

Thus, according to the promises of the promoters of subscription television, would TV set owners see productions and events that are too expensive for advertising sponsorship over "free TV"—first-run movies, Broadway revues, high class drama, sports, opera, education...

According to every survey that has been made by subscription-TV enthusiasts, at least seven (or eight, or nine) out of 10 people say they will gladly pay $1 (or more) to see in their homes on their TV receivers the Rose Bowl, the World Series, the Metropolitan Opera, a championship fight, Toscanini...

Whether these surveys would pan out if subscription-TV were authorized, no one can say. Before a subscription service can be adopted, a lot of other questions need answering.

Chances are that some answers will be projected soon. The whole problem of box-office television is due for airing, either before the FCC or the Congress, perhaps both.

Zenith Radio Corp., the Chicago radio-TV manufacturer whose name is almost synonymous with subscription-TV, last year asked the Federal Communications Commission to establish pay-TV on a commercial basis. Two weeks ago, Rep. Carl Hinshaw (R-Calif.) introduced a bill in Congress which would specify by law that subscription-TV (as well as theatre-TV) is a common carrier type of operation. This means that the FCC would be empowered to set rates, establish returns on invested capital, and in general deal with the pay-as-you-see principle in the same manner it treats the AT&T, Western Union and the overseas communication systems. In both instances, some sort of hearing will be held, and the answers to a lot of questions should be known.

The idea of paying for what comes over the air is not new. Most foreign broad-
BE ADDED TO TV?

Phonevision, as it was first publicized, worked along these lines: A regular television station would send out a scrambled signal which would show up on all TV sets in its area as a mess of wriggly, out-of-focus lines. Subscribers would have a wire running between their telephones and their TV receivers and, should they desire the program, they would call up a special Phonevision operator and "order" it. A "decoding" signal would then be transmitted through the telephone line to the TV receiver and, presto, the picture would be clear.

The use of the telephone was considered the best means of transmitting the decoding signal and also for billing purposes. It was also emphasized that the use of the telephone for this purpose would have no effect on its ordinary use for communications.

No sooner had Zenith begun grinding the promotional gears than two other competing forms of subscription-TV hove into view. One was Subscriber-Vision, a product of Skiatron Electronics & Television Corp. The other was Telemeter, a product of the International Telemeter Corp., half-owned by Paramount Pictures.

Both used the same scrambled picture principle but had different ideas on how the subscriber was to pay. Skiatron, an offshoot of the British-American combine (now dissolved under a consent decree) formed to promote a TV system using no cathode ray tubes, proposes that subscribers order fee programs by using an IBM-type coded card to be sent through the mails or bought at the corner drug store or supermarket. Telemeter, tied in with movie interests, plugs that it is the only system where cash is paid in advance; it proposes a coin-box device attached to TV receivers—similar to the old-fashioned gas meter attachments.

Early in 1951 under the aegis of Zenith Radio Corp., which laid out $600,000 for the equipment, a 90-day test of 300 Chicago families was made. The Chicago guinea pigs were given a choice of 90 first run movies (but none made later than September 1948) at a charge of $1 per order. Some interesting results were developed, and although the definitive study made by the National Opinion Research Council of the University of Chicago still has not been released, Zenith has made some results public.

It appears that the "average" family in the test saw 1.73 movies a week. This compares, said Zenith, with the national average of 0.47 movies per week.

One of the Zenith families chose 74 out of the 90 movies in the three months that the test ran, Zenith revealed. Another family ordered only twice during the 90 days.

Many of the Chicago test families had never seen some of the 90 pictures which Zenith showed—though they were all at least six years old. According to Zenith, 20% of the families, chosen so they would be properly proportioned economically, educationally, etc., had not seen all before. This would indicate, Zenith surmised, an untapped masses market which is not reached by downtown first runs, uptown first runs, second runs, drive-ins and so on.

What this home box office might add up to was calculated by Zenith, using its results on the Bing Crosby-Barry Fitzgerald "Welcome Stranger" picture. "Welcome Stranger" grossed $6.1 million in the several years of exhibition in theaters. Based on the percentage of the Phonevision test families who ordered its 50 (out of the 300) "Welcome Stranger" prints, Zenith said it might add up to $3 million from the same proportion of the then 13 million TV set owners had it been shown nationally via pay-and-look video, Zenith said. This was based on the proposed economics that the producer of the program would get 50 cents, the station and Zenith splitting the other 50 cents.

In February 1951 Zenith announced the
WOODland! AM

WOOD again proved your best buy in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY
WOOD ............................................. 72,014 Families
Network Station No. 2 ........................ 47,954 Families
Network Station No. 3 ........................ 34,712 Families
Independent Station No. 1 ..................... 26,773 Families
Independent Station No. 2 ..................... 19,240 Families

NIGHT
WOOD ............................................. 56,862 Families
Network Station No. 2 ........................ 35,824 Families
Network Station No. 3 ........................ 29,628 Families
Independent Station No. 1 ..................... Daytime Only
Independent Station No. 2 ..................... Daytime Only

Not only is WOOD top dog in circulation; the cost per thousand story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — 5,000 Watts
Associated with WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WROA — Evansville, Ind.
National Representatives: Katz Agency

FCC to authorize Phonevision as a commercial broadcast service. Its document indicated that Zenith had given up the idea of using only telephone lines; it said that Phonevision could be used in conjunction with other means of decoding and billing.

Since then the petition has laid dormant at the FCC. When it might become live is conjectural. At the present, the Commission's entire efforts are being concentrated on TV application processing and the issue of color TV. However, for the first time in its 19-year history, the FCC has received a bonanza from Congress—$7.4 million for fiscal 1954, with $1 million earmarked for TV application processing. Some people consider the Zenith petition an application, and thus—with an increased staff—the Commission might very soon open up on the request for fee broadcasting.

The Commission's attitude toward subscription television has been indicated once. That was when Zenith originally asked for permission to hold the Chicago tests, and the FCC refused to give its permission without a hearing. In setting the demonstration application for hearing, the Commission asked Zenith to answer these questions: (1) Whether Phonevision should be classified as a common carrier or a broadcast service.

(2) What Zenith's relationship to TECO is and what both their relationships would be to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

But beyond that there have been other questions raised. One of the foremost is whether subscription-TV will be a monopoly of one station in each city, or whether all TV stations may switch to a kind of closed circuit broadcast service at will.

Common Carrier

If Phonevision—or the other subscription-TV services—is classed as a common carrier service (and that seems to be the import of Rep. Hinshaw's bill) it would give the FCC regulatory powers over fees and rates. It also implies that pay-TV would have to use common carrier frequencies, although this point has not been clarified by Mr. Hinshaw.

This is hardly what subscription-TV proponents are seeking. Basic to their thinking is that the scrambled signals will be broadcast by an existing TV station (or stations) in the broadcast band receivable by all the 25 million receivers now in use—but in "jittered" form. By paying, through one of the various means offered, the viewer would then get his picture cleared up. Therefore the potential "box-office" for which Zenith and the others are spending so much promotional effort is the vast number of individual TV receiving sets. If, through legislation or otherwise, subscription-TV becomes a common carrier operation, each one of these sets would be an utter cipher in that scheme of things—unless converted. More obviously, a second set, tuned to the common carrier frequencies, would have to be purchased by viewers who want the promised "better" programs and are willing to pay for them.

It has been Zenith's consistent contention that pay-as-you-see television would be a supplementary service to commercial tele-
casting. Some proponents have suggested that a TV station would possibly broadcast to the general public in the morning and early afternoon, switch to subscription-TV for a matinee, return to general broadcasting for the remainder of the afternoon and early evening and for the prime evening time, go back into fee-TV.

In fact this prospect has been touted more and more recently as the savior of uhf television. Since there is some thinking in advertising circles that TV may be economically possible in no more than the top 150 to 200 markets, subscription-TV protagonists have begun holding out pay-TV as the means by which stations in the smaller markets (and they are mostly uhf) might keep their books in black ink.

Generally speaking, broadcasters have been lukewarm to the idea. But they also have been Milquetoasts in their opposition. Perhaps the strongest dissent to pay-TV came from Brig. Gen. David Sarnoff, RCA-NBC chairman. Speaking at the 1953 NARTB convention in Los Angeles last April, Gen. Sarnoff flatly declared that pay-as-you-see television will never become a national service. He said it was the "negation" of the fundamental principle of American broadcasting—freedom to listen and freedom to see. He warned subscription-TV would invite more government regulation. He said it was conceivable that some local communities might have subscription-TV, but, he declared: "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

Early this year, a vigorous objection to subscription-TV was entered by H. W. Slavick, general manager of the Scripps-Howard WMCT (TV) Memphis, and a member of the NARTB's committee on subscription-TV.

$7 Billion a Year

Mr. Slavick said it would be "disastrous" to the public to have subscription-TV. Supporters of subscription-TV "have propagandaized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would . . . cost the public about $7 billion a year."

He also declared that the fee-TV idea is contrary to the concept that broadcast channels are a natural resource belonging to the people and to be used in the best interests of the public.

NARTB's committee also includes Paul Raibourn, KTAL (TV) Los Angeles, which is owned by Paramount Pictures, and Clair McCollough, of the Steinman stations in Pennsylvania. Mr. Raibourn, whose Paramount Pictures also has a half interest in International Telemeter Corp., is chairman. The committee has submitted one preliminary report to the TV Board of NARTB, but that was only a description of the various types of subscription-TV.

ABC President Robert E. Kintner made a less-than-optimistic estimate of subscription-TV when he was testifying during the FCC hearings on the ABC-United Paramount Theatres merger. On the assumption he said then, that TV will become better and better he saw no need for pay-as-you-see TV. He also hazarded the guess that when people were willing to spend money to see
entertainment, they would not remain at home.

Privately, broadcasters have not been backward in their objections to the pay principle. Most agree with Gen. Sarnoff's premise that American broadcasting is based on the "free" principle. Others, thinking in operational terms, shudder at the problem of switching from "free" to pay TV during the course of a broadcast day. "How will you justify the public's expenditure of money?" is the question that is asked. One broadcaster said: "I'd sure hate to try to sell adjacencies for that kind of an operation."

That the subject of pay-TV is good for plenty of discussion has been amply demonstrated. Millard C. (Tex) Faught, New York economic consultant, has for months bombarded the luncheon circuit in behalf of subscription TV. One of Mr. Faught's principal clients is Zenith. (For Mr. Faught's latest speech, see box, page 82.)

Zenith has an attractive 12-page booklet describing Phonovision, and also offers a 15-minute 16mm film on the subject for community or service groups, lunchrooms, clubs, lodges or schools—gratis.

The other subscription television companies have not been idle in the promotion sweepstakes. Skiatron, after almost two years of testing its coded-card system in conjunction with WOR-TV New York, ran a series of public and wired circuit demonstrations in New York during one week in June. In an announcement following the close of the demonstrations, Skiatron President Arthur Levey said that 93.6% of the audience indicated they were willing to pay a "nominal" fee for "outstanding TV programs not now otherwise available."

Skiatron Will File

Skiatron has said that it, too, will petition the FCC to authorize subscription TV.

Telemeter, the brainchild of two young men with famous Hollywood surnames—David Loew and Carl Leserman—has not yet gotten around to its public test of the coin-box method of pay-as-you-look video. It has an experimental authorization from the FCC to run such a test in Palm Springs, Calif., where it has established a community television service to food the TV-starved desert. Telemeter's seven signals whose transmitters are atop Mt. Wilson, 90 miles from the resort town.

But Telemeter has not let the promotional guns remain silent, either. In two-color brochures it has plugged the benefits of subscription TV for movies, sports and the other activities.

Paul Raibourn, who is Mr. TV as far as Paramount Pictures is concerned, said more than two years ago that in his opinion "there will be some form of subscription TV in five years."

There are still three years before Mr. Raibourn's prediction runs out. Whether he will be proved right or wrong, the probability is that the destiny of subscription television will have been definitely settled before then. It will be known soonener than that whether box-office TV promises to become the panacea that its supporters claim it to be—or whether it is largely a dream produced by what is acknowledged to be a masterful campaign of promotion.

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

THE USER of local or spot broadcasting (radio or TV) usually faces a difficult problem in determining, for any given program or time period, the total number of homes reached in the entire area served by the station.

This basic problem exists primarily because, with a few exceptions, local broadcast research confides in "inner area" ratings (generally the city in which the station is located, or that city plus its suburbs), despite the fact that this "inner area" may contain only a part of the total homes reached by each program. The audience located in the "outer area"—often a substantial portion of the total—is ignored in the research procedure.

Failure to measure the "outer area" arises primarily from economic considerations. Personal or telephone calls would usually involve prohibitive cost if such areas were included. The television area alone typically contains 8,000 to 12,000 square miles, and the audience reached by the more powerful radio stations are very much larger—often totalling 50,000 to 100,000 square miles!

Hence the research user normally is obliged to work with a program rating which says, for example, that Program "X" was heard by 10 percent of the homes within the city limits, i.e., in the "inner area". Since there are 51,400 homes in Nashville, the measured audience is 10% x 51,400 = 5,140 homes.

However, unless the sponsor's market is actually limited to the city of Nashville (which is seldom the case), it is vital to ascertain also the number of homes reached beyond the city limits, i.e., in the "outer area". Comparisons between stations, and between programs, are seldom meaningful unless the audience measurement includes

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* The exceptions are New York, Chicago, Pittsburgh, Cincinnati and Los Angeles—where Nielsen Audimeters measure listening, program by program, in the entire area served by each station.

SHORTLY after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked the researchers to explain to their subscribers exactly how their audience figures should and should not be used [B&T April 20]. The following statement on the propriety of projections is taken from the NCS Subscriber Manual which went into the mails last week.

either the entire "outer area" or that portion in which the sponsor distributes his goods—for one station may have little or no "outer area" audience while another may have a very large audience of this type.

And even when two programs on the same station are compared, the relative "inner area" audiences may not be significant because, due to differences in program appeal, time of day, competing programs or other factors, one program may reach a much larger "outer area" audience (relative to the "inner area" audience) than the other program.

In the absence of facts about the "outer area" audience, a great variety of guesswork has been used. One of the most common methods is to assume that the program reaches, in the "outer area", the same percentage of homes that it reaches in the "inner area". For example, if the "inner area" rating is 10 per cent, and there are 100,000 homes in the "inner area" and 150,000 homes in the "outer area", it is assumed that the program's total audience is:

Inner area: 100,000 homes x 10% = 10,000
Outer area: 150,000 homes x 10% = 15,000
Total: 250,000 homes x 10% = 25,000

In general, the use of this procedure is utterly indefensible, for it is obvious that as we move away from the station's home city and toward other cities, the stations in these other cities may acquire increasing shares of the listening; or if other cities are quite distant, and our station is the most powerful in its own city, its outer area rating (in per cent) may increase as we move far enough away from the home city to eliminate the less powerful competing stations.

Furthermore, the effect of television may undergo substantial changes as we move outward from the station's own city. Another variable is introduced by the fact that the "outer area" families usually have socio-economic characteristics and occupa-
NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS WKY!

THE 58 OKLAHOMA COUNTIES IN WKY’S DAYTIME NCS COVERAGE AREA CONTAIN . . .

73% OF OKLAHOMA’S RETAIL SALES
71% OF OKLAHOMA’S FOOD STORE SALES
74% OF OKLAHOMA’S DRUG STORE SALES
74% OF OKLAHOMA’S AUTOMOTIVE SALES
88% OF OKLAHOMA’S GROSS FARM INCOME

Based on 1952 NCS Report and 1953 Sales Management Survey of Buying Power.

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS . . .

WKY

930 KC 5000 W NBC

Radio Oklahoma City, Okla.

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY
tional habits quite different from those in the "inner area", and this often creates differences in program choices.

All competent research organizations understand these principles, and they ordinarily warn their customers that ratings should not be projected beyond the measured area (i.e., the "inner area", generally the city and, perhaps, its suburbs).

To date, with the exception of the cities mentioned in the footnote on page 86, no satisfactory solution has been developed to this fundamental and very serious problem of determining the total audience reached, by each local program, in the entire area served by the station. In view of the great importance of this problem, it would be logical to ask whether Nielsen Coverage Service might properly be used as a means of projecting "inner area" program ratings to the total area served by the station.

For example, if a program has an "inner area" rating of 10% of 100,000 homes (i.e., 10,000 homes) and if the station has a total NCS daily audience of 90,000 homes (in its entire area) and an NCS daily audience of 30,000 homes in its "inner area," would it be proper to assume that its total audience is 90,000 x 10,000 = 30,000 homes?

A sound answer to this important question could be obtained only by a vast amount of meticulous and costly research based on the use of Audimeters. Pending completion of such research, the only safe assumption—in our opinion—is that any procedure of the type set forth in the foregoing illustration would run afield of serious problems somewhat analogous to those which have thwarted all other efforts to project city ratings to substantially larger areas. If a sound procedure should eventually be developed, we are rather confident that it will involve formulae far more complex than the one employed in the above illustration.

We cannot conscientiously recommend—at this time—that NCS be used, in any way, as a tool for the projection of local programs.

* The practicability of such a research program is by no means certain and, in any event, it seems likely to take a long time.

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**PROGRAMS & PROMOTION**

**'WONDERFUL CITY' PROMOTION**

MUTUAL has released an attractive chartreuse and blue promotion piece for its program, "Wonderful City, which opens out accordion-wise into eight panels. First two panels show Mutual's "Mr. Plus" conducting a sightseeing tour of New York. Other panels give information about the program: Its publicity; its "mayor," Harry Wistman; its staff of two singers and 18-man orchestra, and the "honors guests" who tell why they came to New York and who provide a climax for the program when they are given the "key to the city" in the form of the fulfillment of their purposes in coming to the city.

The program is aired 10:35-11 a.m. Monday through Friday.

**'TODAY'S' TOURNAMENT**

NBC-TV's early-morning Today program today (Monday) is conducting the "First Annual Today Hole-in-One Tournament" at the Tam O'Shanter course in Chicago, with $25,000 offered to the golfer scoring a hole-in-one on the par three 16th hole, and $5,000 to be distributed among those coming closed to the pin. Plans called for the event to be teletast in six segments of the Today show.

**'WHAM MARKET ANALYSIS'**

AFTER several months of research, WHAM Rochester has published the "WHAM Market Analysis." The analysis covers western, southern program ratings. Furthermore, it seems necessary to sound a warning against certain other erroneous uses of NCS data:

1. Projection of local program ratings to areas having NCS station circulations above a specified level. Whether this level be set at 30 per cent, 50 per cent or any other point, it is obvious that this procedure is merely a variation of the projection method (illustrated above) which we are not prepared to endorse.

2. Application of a local program rating (in per cent) to the station's total NCS circulation. Whether this circulation be monthly, weekly or daily, there is no justification for logic whatever in such a procedure.

3. Application of a local "audience share" rating (in per cent) to either the NCS circulation of the station or the total radio homes in the area. This procedure is wholly illogical and indefensible.

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**SYMPHONY PROMOTION**

A CONTEST was launched July 22 by Washington, D.C., radio stations when 21 outlets began a large scale campaign to promote the Symphony Mystery Voice contest. Contestants will be asked to complete a statement which begins: "I like music because..." and mail it to the National Symphony Orchestra's sustaining fund. The contest will be run for eight weeks, during which time a mystery lady will give clues over the radio. Prizes include a grand piano, a mink stole, a Coldspot freezer and many others. Top award is a Hilliard sedan.

**CONTEST FOR GROCERS**

"GROCER of the Week" contest is being held by KSL-AM-TV Salt Lake City, to further merchandise grocery items now being advertised on the stations. The contest is open only to grocers, and winners will be picked on how many of the various KSL advertised items are stocked and how effectively these items are displayed and otherwise promoted. A "Grocer of the Week" sale will be held by winning grocers, with local brokers and the KSL merchandising co-ordinator to spotlight advertised items in his store. The sales will be highlighted by personal appearances of KSL talent.

**WJR GUEST SHOW**

A NEW variety show is being staged by WJR Detroit in a bid for further evening audience leadership. The new show, called Guest House, is heard Monday through Friday, with Bud Guest heading the production as m.c. He will be supported by the WJR orchestra, conducted by Max Leib, tenor Fred Kendall and others. The program will feature guest appearances of famous personalities from the entertainment world and interviews with people from all walks of life.

**KOWL SURVEY**

KOWL Santa Monica has compiled a comprehensive survey of the Negro market in the greater Los Angeles area. Available to advertisers and their agencies, the survey credits eight reputable sources for the information contained. It includes a breakdown of the economy and character of the Los Angeles area Negro population and also gives a plug for KOWL's disc m.c. Joe Adams.

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**the NBC station serving greater YOUNGSTOWN, O.**

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM
More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.
Advertisers

Bradley P. Williams, sales promotion manager of Masonite Corp., Chicago, appointed general merchandise manager, with responsibility for company's advertising, sales promotion and publicity programs.

Donald W. McDonald, formerly supervisor of copy and research, Pan American World Airways, appointed assistant manager of public relations and advertising, Air France, N. Y.

Teri Segur, assistant sales promotion manager of Masonite Corp., appointed assistant to president of H. M. Gross Co., Chicago.

Robert L. Foreman, vice president of BBDO, N. Y., appointed chairman of agency's TV-radio plans board, in addition to retaining responsibilities over BBDO's television department.

Champ C. Humphrey, vice president of Gardner Adv., N. Y. and St. Louis, elected to agency's board of directors. Oscar D. Nurling, account executive on Nebraska Consolidated Mills account, elected vice president.

John T. Southwell, vice president in charge of radio and television for Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, N. Y., as vice president.

Frank Yahnner, Young & Rubicam, N. Y., to Biow Co., effective immediately.

Jacqueline M. Dodge, assistant account executive, WDTV (TV) Pittsburgh, appointed account executive at Advertising Syndicate of America, Pittsburgh.


Elmer M. Boruk, formerly with NBC, to Robert Knox Adv., N. Y.

Hugh Leland, radio-TV supervisor and account executive at Armour & Co., Chicago, to merchandising department of Lennien & Newell, N. Y.

Ray Baur and Reginald Spurr, media department, Young & Rubicam Inc., N. Y., transfer to Los Angeles office, as outdoor space buyer and media buyer, respectively. Marion Clapp, secretary to Jack Smock, L. A. office vice president and general manager, adds duties as administrative assistant.


Norman Retchin, story editor, Screen Television Productions, Beverly Hills, to Dan B. Miner Co., L. A., as member of creative staff.

Stations

Nelson S. Roussey, manager of WEEX-FM Easton, Pa., appointed business manager of WEEX-AM-FM and WGLV (TV) Easton, Charles R. Thon, chief engineer at WEEX, to WGLV in same capacity. Mr. Thon also named manager of operations for WEEX-AM-FM and WGLV. William H. Blackton, retail advertising dept. of Eastern Express, named regional sales and promotion manager for WGLV and Alice O'Hare, assistant to chief program coordinator of DuMont Network, to WGLV as program coordinator.


Don Balsamo, formerly with Wright-Campbell Agency and WIND Chicago, joins sales department of WBKB (TV) Chicago as account executive.

Lynn C. Thomas named general manager of KWHO Coquille, Ore., succeeding George W. Stratton, who has entered hospital at Salem for indefinite stay.

Byron Nelson, salesman for KFY San Francisco, to sales staff, KCBS same city.

Le Roy Stahl, sales representative for KFFB-TV Great Falls, Mont., named director of
His Own Sports Story

A HOLE IN ONE is every golfer’s dream — especially if he has a professional interest in sports. Wayne Osborne of WOPA Oak Park, Ill., performed the feat July 12 on the seventh hole at Westward Ho on the outskirts of Chicago, driving the ball 140 yards. Mr. Osborne was doubly pleased—he’s sports director at WOPA.

**Now**

"Double-Branded"

**Here's Good News for users of the RCA-7C24 and 5762. Now you can order one tube type, the double-branded 5762/7C24, for replacement use no matter what kind of transmitter service you operate...AM, FM, or TV.

The RCA-5762/7C24 supersedes and is directly interchangeable with the RCA-5762 and the RCA-7C24. All structural improvements that have been made in the two older types, are incorporated in the new double-branded tube.

Whether you are presently using the RCA-5762 or the 7C24, just call your local RCA Tube Distributor and ask for the RCA-5762/7C24. You can depend on him for fast, efficient service on your broadcast tube requirements.
advertising agency, to merchandising department of WWRL Woodside, L. I.

Fred Garst, graduate of Columbia Institute, Phila., to WAYB Waynesboro, Va. Other graduates and stations with which they are affiliated are: Mike Peck and Tony Orlando, WTOA Trenton, N. J.; Alfred D’Angelus, WDEL-TV Wilmington, Del.; Al Carpenter, WFIL-TV Philadelphia.

Reed E. Upton to announcing staff, WNOX Knoxville.

Joy Fritzke appointed writer on KCBS San Francisco's Jay Todd Show replacing Nancy Reinike, who resigned to enter Hollywood radio field.

William States, TV director, Benton & Bowles, N. Y., to KTLA (TV) Hollywood as staff director.

Warren Dana to WDTV (TV) Pittsburgh, as director.

Jean Williams to continuity staff, KTBC-TV Austin.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis-St. Paul, named dean of summer session of U. of Minnesota.

Francis Urry returns to staff of KDYL Salt Lake City.

Dick Wynne to KCBS San Francisco, announcing staff.

Al Endicott, disc jockey, to KGST Fresno.

Don Bernard, WIZE Springfield, Ohio, to WGAT Utica, N. Y., as disc jockey.

Bill Sea to apprentice staff at KCBS San Francisco.

Paul Bolton, news editor, KTBC-TV Austin, elected vice president of Travis County Citizens Safety Council.

Dick Haynes, disc m.c., KLAC Hollywood, assigned role in M-G-M feature film, "Tennessee Champ."

Bob Fairbanks, promotion writer, KCBS San Francisco, elected president of Junior Dept. of city's Advertising Club.

Howard Woraser, director of publicity, KTLA (TV) Hollywood, named public relations chairman, that city, for Los Angeles area Community Chest funds appeal.

Pete Peterson, farm editor, WNAX Yankton, S. D., appointed State Chairman of the Agri-

EDWARD LAMB Enterprises has acquired this twin-motored Aero-Commander amphibian for use in business activities. Standing beside the plane at Erie, Pa., airport are (l to r) Ken Weiderholdt, Lamb public relations director; Ben McLaughlin, general manager, WICU-TV Erie; Charles Kinney, general manager, WIKK Erie; Mr. Lamb, and Howard Parsons, general manager, Erie Dispatch-Herald.

as staff attorney for ABC-TV to join Lawler & Rockwood, New York law firm.

Henry R. Flynn, appointed general sales manager for CBS Radio Spot Sales, effective immediately [BT, July 27].

Frank Blair, ABC radio-TV commentator in Washington, named on-the-air news editor of ABC-TV's Today series. He succeeds Merrill Mueller, who is moving to new radio assignment in network's News & Special Events Dept.

Albert McCleery, NBC producer and director, named NBC-TV executive producer.

Mort Weinbach elevated to post of director of labor relations for ABC after serving as acting director since last November.


Bill Davenport and Don Nelson signed as writers on ABC-TV Adventures of Ozzie & Harriet, resuming Sept. 18. John J. Greene and Jay Somers signed for radio version. Assigned writers on both AM and TV versions are Ben Gerschmann, Dick Bensfield and Perry Grant.

Richard Conte, radio-film actor, signed to star as roving freelance newspaperman in NBC's Jeff Pilgrim starting in fall.


Tom Swafford, CBS Radio Spot Sales executive, S. F. and Mildred Swafford, former traffic manager for KGW-KEX Portland, parents of girl, Stephanie, July 5.

Paul Frees, actor featured on CBS Radio's

NEW disc jockey for KQV Pittsburgh is Joe Deese (l), who signs with the station while James F. Murray (r), manager, and John Gibbs, program director, look on. Mr. Deese will handle two weekday programs for KQV beginning Aug. 31. He comes to Pittsburgh from WHEC Rochester, N. Y.

Mr. Flynn

Lo Rene Washburn, traffic staff, KVOO Tulsa, has won title of "Miss Tulsa" and "Miss Oklahoma."

Jack Kerrigan, program director, WHO Des Moines, elected president of Advertising Club of Des Moines.

Mrs. Harry R. Christopher, state president of Maryland Federation of Women's Clubs, to WAAM Baltimore on program advisory council.

Finis Bell, announcer, KGER Long Beach, and Caroline McLaughlin, secretary to Joan W. Barkhurst, ABC Radio Western Div. director of promotion-publicity, were married July 18.

Art Holbrook, station manager of WIBW-TV Topeka, Kan., and Genevieve Hargiss were married July 18.

Myron M. Zabner, announcer and disc jockey, WJNC Jacksonvile, N. C., and Barbara C. Jackson were married July 28.

Dick Bingham, WBBM-AM-TV Chicago staff announcer, father of boy, Richard Van.

George Sanders, announcer, KPOL Los Angeles, father of girl, Susan Tracy, July 20.

Reed Browning, m.c. on KECA Los Angeles Hits and Encores, father of girl, Elizabeth, July 22.

Arthur Masthay, staff engineer, WMMW Meriden, Conn., father of girl, Joyce Elaine, July 22.

Networks

MacLean Chandler, manager of CBS-TV Spot Sales, Chicago, transferred to San Francisco in similar capacity.

James S. Troy, production supervisor, appointed network program supervisor at NBC Central Div.

William Perry Keats of New York law firm of Reed & Priest and one-time salesman for KSRO Santa Rosa, Calif., and Raphael G. Scobey of New York law firm of Davis & Gilbert, to ABC's legal staff. Felix Kent resigns

published weekly by the New York Times Company

**Manufacturing**

Robert P. Lamons appointed sales manager of Andrew Corp., Chicago. Robert C. Bickel succeeds Mr. Lamons as regional sales engineer, headquartering in Ridgewood, N. J. J. F. Moynihan named manager of Andrew California Corp., succeeding Mr. Bickel.

Mr. Lamons


Carl Reinschild, senior account executive for Columbia Transcriptions Div. of Columbia Records Inc., named radio and television consultant to General Council of the Presbyterian Church in the U. S. A.

**Personnel Relations**

Erna Lazarus, Hollywood TV film writer, appointed to Screen Writers Guild board of directors.

Lou Smith appointed public relations director, Screen Directors Guild, Hollywood.

Robert Stark appointed to Screen Actors Guild board of directors replacing Richard Carlson, who has resigned. Terry Moore and Hillary Brooke named to serve on board as alternates for Robert Keith and Glean Ford, respectively.

Edward J. Meehan Jr., who has rejoined the Broadcast Marketing Div. of RCA Victor as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment, and Roger Tatarian, newly-named general European news manager for United Press, were incorrectly pictured in B*T July 27, due to a transposition of the engravings.

**GM DIESEL Standby 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—12½ 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.

**DETROIT DIESEL ENGINE DIVISION**

General Motors • Detroit, Michigan

Single Engines... 16 to 275 H.P. Multiple Units... Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

August 3, 1953 • Page 93
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 ____________________________
Firm ____________________________
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 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

EDUCATION

TV EDUCATIONAL PROGRAMS ANALYZED

Office of Education surveys
more than 250 series presented
on commercial TV outlets dur-
ing the 1952-53 school year.

OF THE more than 250 program series pre-
sented by educational institutions on com-
mercial TV stations during the 1952-53 school
year, nearly 43% constituted "public rela-
tions" ventures to "interpret" the school to the
community.

This use of commercial TV facilities—of-
fered free of charge by stations—is among the
data contained in a survey of educational TV
programs compiled by Gertrude G. Broderick,
radio-TV education specialist for the Office of
Education, U. S. Dept. of Health, Education
and Welfare. Of 256 program series reported, 15
were "telecourses," some of which offer
full college credit and others offering certifi-
cation through extension divisions.

The report shows that in 32 states and the
District of Columbia, programs are being of-
fered in 76 cities over 90 stations and three
networks. The series are being presented by
two state departments of education, seven
county school systems, 84 colleges and uni-
versities and 49 public and private school sys-
tems. Of the 256 program series, 60 are pre-
sented throughout the school year.

Public schools reported 37 direct teaching
programs designed for in-school viewing while
30 such programs were reported by colleges
and universities. A total 113 of the series are
comprised of half-hour programs while 73
comprise quarter-hour shows, the report states.

The Office of Education study is based upon
a survey of the 109 operating TV stations in
the fall of 1952. The study concluded that "while no qualitative analysis of this coopera-
tive effort is possible with the limited data
available in this first survey, there is ample evidence, quantitatively, of a growing accept-
ance by educators of their responsibility to
broaden the boundaries of knowledge for the
greatest number through the use of this newest
medium."

Educ. TV Meets Set
In Illinois, Iowa

PLANS for two educational TV meetings—
one a production workshop at the U. of Illinois
in Urbana, the other a station management
seminar at Iowa State College in Ames—were
announced by the National Assn. of Educational
Broadcasters last week.

The sessions, announced by Dr. Harry Skornia,
NAEB executive director, will be held under grants offered by the Ford Foundation's
Fund for Adult Education.

Production workshop is scheduled for Ur-
bania Aug. 28-Sept. 18, with the university offering
TV-motion picture facilities and staff.
Attendance is limited to 30 persons from present or planned educational television
outlets.

Richard B. Hull, manager of WOI-AM-TV
Ames, will be in charge of the management
seminar, there, Aug. 30-Sept. 5. WOI-TV
staff members will assist, with the same require-
ments governing attendance. Applications for
both conferences are being accepted by Dr.
Skornia at the U. of Illinois, with a deadline of
Aug. 10.
European Farm Radio Directors Meet in London

FORTY-TWO representatives from 11 European countries met in London July 20-22 for the continent's first conference on farm radio.

The conference, held in BBC's "Broadcasting House," was arranged by the Food and Agriculture Organization of the United Nations. Delegates to the meeting were from Italy, France, Germany, Belgium, the Netherlands, Sweden, Denmark, Norway, Switzerland, Ireland and the United Kingdom.

Two U. S. representatives took part. They were Wallace Kadderly, former farm director of KGW Portland, Ore., and Layne Beatty, former farm editor of WBAP-AM-TV Fort Worth. Both are past presidents of the National Assn. of Radio Farm Directors in the U. S., and now are with Paris headquarters of the Mutual Security Agency.

Mr. Beatty has been named corresponding secretary for the group. No formal organization plans have been made, but a second meeting is planned for next year.

All-Canada Sets Up TV Representation Unit

A TV DIVISION has been established by All-Canada Radio, Ltd., at Toronto and Montreal, with expansion later at Vancouver, Winnipeg and Calgary, where the firm has offices as representative of a large number of AM stations. The All-Canada TV CANADA Division will represent CJCH-TV Hamilton, CFPL-TV London, CKCK-TV Regina, CHSH-TV St. John, CKSO-TV Sudbury, CIBC-TV Sydney and CKLW-TV Windsor-Detroit. Toronto offices are located at 129 Adelaide St. West, with Reo C. Thompson, formerly program manager of CFCF Montreal, as manager. Ross McCleath, from All-Canada's Toronto AM representative office, will be on the TV sales staff, and Dick Carson, from All-Canada's Calgary office, will direct the TV film programming service. John Cameron, formerly with Trans-Canada Airlines, heads the Montreal office in the Windsor Hotel.

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FOR THE RECORD

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

ALABAMA

Birmingham, WJHN-TV (48), 12/10/52—Unknown.

Birmingham, WSDN-TV (31), 12/18/52—Unknown.

Decorah, WMSL-TV (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, KOOL-TV (10), 5/27/53-10/1/53 (shore area with KOOL-TV).

Phoenix, KONY-TV (10), 5/27/53-10/1/53 (shore area with KOOL-TV).

Tucson, KOCA-TV (9), 12/18/52—Fall '53, Holllingbery.


Yuma, KIVA-TV (11), 12/1/53—10/55.

ARKANSAS


Little Rock, KEETV (22), 10/20/53—Unknown.

Fine Bluff, KTV (7), 6/18/53-10/15/53—Avery-Knodel.

CALIFORNIA


Los Angeles, KFIR-TV (22), 12/10/52-Late '53

Los Angeles, KETH-TV (47), 8/29/52-Jul '53.

Monterey, KMVY-TV (8), 2/19/53—Unknown (shore area with KESW-TV Salinas).

Sacramento, KBCI (TV) (46), 6/26/53—Fall '53.

Sacramento, Capital-CA-Television (40), 7/14/53—Unknown.

Soltes, KSBW-TV (8), 2/19/53—Unknown (shore area with KMVY-TV Monterey).

Salinas, KICU-TV (28), 1/15/53-9/1/53.

San Bernardino, KFTE-TV (18), 11/12/52-August, Hollingbery.

San Diego, KSDV-TV (10), 3/19/53-9/1/53, NBC, Katz.


Yuba City, KAGB-TV (35), 3/11/53—Unknown.

COLORADO


Denver, KDEN (TV) (26), 7/11/53—Unknown.

Denver, KERV-TV (20), 9/11/52—Unknown.

Denver, KOA-TV (44), initial station 6/18/53—stayed 7/24/53.


Denver, City & County School Districts (16), 7/1/53-1954.


CONNECTICUT

Bridgeport, WSIB (TV) (49), 8/14/52—Unknown.

Bridgeport, WCBT (TV) (771), 1/29/53—Unknown.

Hartford, WCHJ (TV) (94), 1/29/53—Unknown.


New London, WNLC-TV (26), 12/31/52-10/0/53—Headley-Read TV.

Norwich, WCCTV (TV) (*5), 1/29/53—Unknown.

Stamford, STAMFORD-NORWALK TV Corp. (27), 5/27/53—Unknown.


DELWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, WFTV (TV) (17), 7/2/52-9/20/53.

Fort Myers, WINK (TV) (11), 3/1/53-10/0/53—Weed TV.

Jacksonville, WJHP-TV (36), 6/5/53—Fall '53, Perry Assoc.

Lakeland, WDTP-TV (16), 12/31/53—Unknown.


Pensacola, WPFA (TV) (15), 11/13/52-1/15/53—Young.

* Indicates noncommercial, educational station.

Note: Information provided by station executives, representatives, networks and sources considered reliable.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, WHEC-TV (10), 3/11/53—Unknown (share time with WROC-TV).


Pittsburgh, KDKA-TV (2), 1/15/53—Unknown.


Columbia, WOR (6), 6/25/53—Fall '53, Taylor.

Tennessee

Chattanooga, WNOX-TV (49), 8/1/53—Unknown.
Chattanooga, WTVT (TV) (43), 8/1/53—Unknown.
Johnson City, WJIH-TV (11), 1/29/53—8/1/53, Pearson.
Knoxville, WCET-TV (26), 3/26/53—Unknown.
Knoxville, WORL-TV (48), Initial Decision 7/15/53.
Memphis, WHB-Q (TV) (13), 7/26/53—9/15/53—Blair TV.

Texas

Beaumont, KBNT-TV (11), 12/24/52—Summer '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KVT-T (TV) (29), 1/5/53—Unknown.
Dallas, KVF-T (TV) (29), 2/12/53—Unknown.
El Paso, KFEL-TV (13), 10/2/52—Fall '53, Avery-Kendal.
Ft Worth, KYCO (TV) (20), 3/11/53—Unknown.
Galveston, KTRV (TV) (6), 4/19/53—Late Summer, Early Fall '53.
Houston, KJTV-TV (39), 1/8/53—7/15/53—Forjoe.
Houston, KYVV-T (TV) (29), 1/8/53—Unknown.
Houston, KYTV-TV (TV) (39), 1/8/53—7/15/53—Forjoe.
Lubbock, KFPO-TV (5), 3/7/53—Late '53, Taylor.
Midland, KMID-TV Co. (2), 7/15/53—1/15/53.
San Antonio, KALA (TV) (35), 5/6/53—Unknown.
Sherman, KSYM (TV) (48), 5/14/53—Late Summer '53.
Temple, KCEN-TV (56), 3/14/53—10/15/53—NBC.
Odessa-Texas, KCY-TV (6), 2/26/53—10/15/53—ABC.
Victoria, KJAL-TV (19), 7/15/53—Unknown, Best.
Waco, KGTV-TV (33), 2/26/53—Late '53—ABC, Pearson.
Wichita Falls, KTVW (TV) (22), 11/5/53—Summer '53.

Utah


Virginia

Charlottesville, WCWV-TV (64), 1/29/53—9/1/53—Walker.
Danville, WDBN-TV (54), 12/30/52—8/25/53, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, WMEW-TV (50), 4/2/53—Unknown, Donald Cook.
Norfolk, WLOV-TV (27), 7/8/53—Unknown, ABC, Fajjar.

Washington

Tacoma, KMOK-TV (12), 2/10/53—8/1/53—Braham.
Vancouver (Wash.), KTVN-TV (21), Initial Decision 6/25/52.
Yakima, KITV (23), 10/6/52—Aug. '53.

West Virginia

Beckley, Appalachian TV Corp. (21), 6/25/53—Unknown.
Charleston, WKKA-TV (49), 3/4/53—7/15/53—ABC, Weed TV.
Fairmont, WPWB-TV (53), 7/1/53—7/1/54—Gil-Perna.
Huntington, WTAP-TV (10), 7/1/53—11/15/53, Bolling.
Wheeling, WTVY TV (51), 7/21/53—Oct. 53.
Wheeling, WTRF-TV (7), 4/22/53—10/15/53, NBC, Hollingbery.

Wisconsin

Beloit, WBBJ (TV) (57), 7/21/53—Fall '53, Clark.
Eau Claire, WEAU-TV (13), 3/19/53—Fall '53, Hollingbery.
Milwaukee, WOKY-TV (19), 6/3/53—9/15/53, H. H. Tele-
vision.
Neenah, WMN-TV (42), 12/23/53—10/31/53, Clark.

Wyoming


Alaska

Fairbanks, KJPG & Rollins (2), 7/1/53-Dec. '53.

Hawaii

Honolulu, American Broadcasting Stations Inc. (4), 5/14/53—
Unknown.

Puerto Rico

San Juan, WAKA-TV (2), 7/24/52—10/54, Inter-American.
San Juan, WAPA-TV (4), Initial Decision 7/10/53.

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RCA Radio Corporation of America

August 3, 1953 • Page 97
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Three-Year TV License Proposal

A. PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-mentioned matter.

2. Section 309(g) of the Rules presently provides that licenses for television broadcast stations may be issued for a period of 9 months or 1 year, to expire on a date determined by the Commission. The Commission has authority to make such a provision.

3. The one-year license period for television broadcast stations was appropriate during the early formative period of the television broadcast service. At the present time, however, almost all television broadcast stations have been licensed for a period of 9 months, with the exception of television licensees who are also licensees of standard and FM broadcast stations.

4. In view of the foregoing, it is proposed to amend Section 309(g) of the Rules to provide a license period of three years to expire in accordance with the schedule contained in the proposed rule set out in the attached Appendix.

5. It should be noted that since Section 412 of the Rules provides that "Licenses for stations in the Auxiliary Broadcast Service will be issued for a period running concurrently with the licenses for the broadcast stations on which such auxiliary stations are used," the adoption of the proposed rule will have the effect of extending for a three-year period the license period for television STL stations.

6. Authority for adoption of the proposed amendment is contained in Section 76 of the FCC Act of 1934.

7. Any interested party who is of the view that the proposed amendment should not be adopted, or should not be adopted in the form set forth herein, may file a statement in writing with the Commission before September 1, 1953, a written statement or brief setting forth his views. Comments in support of the proposed amendment may also be filed on or before the same date. Complete statements or briefs in reply to the original comments or briefs may be filed within 10 days from the last date for filing such original comments or briefs.

8. The Commission will consider all such comments submitted prior to taking action on this matter; and, if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or argument will be given.

In accordance with Section 1.164 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

FCC

T. J. Slowie
Secretary

Attachment:
Adopted: July 23, 1953
Released: July 24, 1953

1. Renewals of licenses will be granted for the period specified in the rule: Provided, however, that such a result of the transition form the present schedule to the proposed schedule the period of time for which a license is renewed for 6 months or less, the licensee may within the period of 60 days to 30 days after the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written statement or brief setting forth his views. Comments in support of the proposed amendment may also be filed on or before the same date. Complete statements or briefs in reply to the original comments or briefs may be filed within 10 days from the last date for filing such original comments or briefs.

2. The Commission has authority to make such a provision.

3. Section 412 of the Rules provides that "Licenses for stations in the Auxiliary Broadcast Service will be issued for a period running concurrently with the license of the broadcast station on which such auxiliary stations are used;" the adoption of the proposed rule will have the effect of extending for a three-year period the license period for television STL stations.

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7. Such comments shall be furnished the Commission.

8. In accordance with Section 1.164 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

Appendix

It is proposed to amend Section 3.630 to read as follows:

(a) All television broadcast station licenses will be issued for a period of 3 years. The license year period for licenses will be issued to expire at the hour of 3 a.m., EST, of the first standard time, with the following schedule and at three-year intervals thereafter:

- For stations located in Delaware and Pennsylvania, August 1, 1954.
- For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
- For stations located in North Carolina, South Carolina, December 1, 1954.
- For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
- For stations located in Maine, New Hampshire, New York, April 1, 1955.
- For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.
- For stations located in Tennessee, Kentucky, Indiana and Michigan, August 1, 1955.
- For stations located in Ohio and Michigan, October 1, 1955.
- For stations located in Illinois and Wisconsin, December 1, 1955.
- For stations located in Iowa and Missouri, February 1, 1956.
- For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
- For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
- For stations located in Texas, August 1, 1956.
- For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
- For stations located in California, December 1, 1956.
- For stations located in Washington, Oregon, and Alaska, February 1, 1957.
- For stations located in Connecticut, Maine, Massachusetts, Rhode Island, New Hampshire, February 1, 1957.
- For stations located in Ohio and New York, June 1, 1954.

Dissenting Opinion of Commissioner Hennessy

I am compelled to register my dissent to the matter of extending the license period for television stations from six months to three.

The Commission should as soon as possible engage in a factual study of television programming. The industry will well understand the significance of this statement. The Commission should then hold a conference with the industry, to be followed by open public hearings.

It seems to me that a matter of such importance should not be finally acted upon by the Commission except upon the basis of a complete factual record compiled at a public hearing. The Commission should study the problem, as it has been presented to it, and upon the basis of such study, hold the appropriate public hearing. The public will well understand the significance of this matter, and it is of great importance for the public to understand it as well as possible.

The Notice of Proposed Rule Making states that the one-year period for television broadcast stations "was appropriate during the early formative period of the television broadcasting service." The majority of the Commission states that at the present time, however, we have authorized 500 television stations and more than 200 are in operation. This, I presume, is meant to imply that we are no longer in "the early formative period of the television broadcasting service." However, in the very next sentence the Commission's Notice states "We are of the view that the development of a nationwide television system will be accomplished by the donation of television licenses for a three-year period" (emphasis mine).

I can only take this to mean that the Commission recognizes that the nationwide television system is a reality. The allocation table is still in process of development, and the number of stations, as of the present, is 400 stations. The freeze and the entrance into operation of stations in January can be expected to be in the near future. But, if that is the case, I cannot understand the Commission's reasoning.

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sioning in suggesting that a one-year license period which is appropriate for the early formative period of television broadcasting has somehow become inappropriate during this period when growing pains are most likely to be felt. The explanation of the reason for the change is that the proposed change in the rule is due to a change in circumstances, that it is the Commission's view that certain conditions which are undergoing change. And I think the reason for the change is strongly indicated if one reads in the remainder of paragraph 3 of the Commission's Notice of Proposed Rule Making on the license period, the Commission states, "will reduce substantiality to two such stations to the same geographical area that at the same time agree. I agree with this also, although I was not aware that this burden was weighed so heavily on the licensees in the light of the benefits conferred by the renewal of their licenses. But I am in fundamental disagreement with the Commission on this... from these facts, that an increase in the license period for television stations would, in my judgment, "serve the public interest and will be conducive to the orderly dispatch of the Commission's business..."

My disagreement stems from the majority's identification of the "public interest" with the convenience of broadcast licensees rather than with higher public interest considerations. I would, of course, agree that there is no magic in a one-year license period which is appropriate for the early formative period of television broadcasting. But I would agree that the Commission has not in the last few years added a one-year license period presently in force, to examine intently and believe that broadcast stations to determine whether they are or are not serving the public interest. I think that the solution for this dilemma for the Commission is to return to the orderly and reasonable renewal procedures, rather than to the promises made to other television stations of any necessity for accounting annually for their stations on a basis similar to these precious channels of mass communication.

Until 1941, the licenses of standard broadcast stations were good for a maximum of five years. This was fourteen years after the beginning of systematic radio regulation. There were almost 100 standard broadcast stations then on the air. And the Commission at that time concluded that the "broadcast industry has reached a point of maturity and growth to which it is incumbent... to increase the license period of standard broadcast stations from three to five years is no hardship. And the term was further extended to three years. But, even with the increase towards the average of six years for a station to the United States, the Commission, in its 'Blue Book' of 1937, did not recognize that much of standard broadcast programming was substantially inferior to that of the public interest required. As far as television broadcasting is concerned, it is now apparently being suggested that the industry has reached a stage of maturity that justifies regarding an existing situation as being relatively stable. Such evidence exists, it seems to me, indicating that the future is far from certain. Whether about 100 licensees have been assigned to the broadcast bands and are actually engaged in broadcasting as of July 4, 1937, the number was some post-freeze stations had been on the air for as much as two years. In addition to these 203 stations, about 300 had received construction permits, but had not yet operated. And 300 of the 1800 available commercial channels, or over two-thirds, have not been occupied in any way. Moreover, circumstances have so operated that the Commission's rules on television matters has been channeled, to a very large degree, into the effort to grant construction permits and to get television on the air. The past year has seen changes in our procedures designed to facilitate the inauguration of television broadcasting throughout the country without delay. While we have not always agreed with the desirability of these changes, I think we have all agreed as to their object. But their net effect has been that our scrutiny of the applications themselves has often been hurried, and that our inspection of television programming has been negligible. Such investigations as we have made in recent years have only confirmed that the programming of television broadcasting stations leaves much to be desired in meeting public interest standards. The present proposal is not based on any current investigation of which I am aware. The inquiries of 1921 and 1922 lend it no support.

In January, the Commission, in considering renewal of the licenses of some television broadcast stations, was sufficiently disturbed by their program performances to announce publicly that:

"...a public conference will be scheduled at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the Commission and industry. A detailed agenda for that conference will be announced by the Commission and notice will be given of the dates, place and time of the meeting. The Commission will consider the renewal of these licenses in connection with the public service features of their programs..."

But we do have the RICH GROWING and ISOLATED Webach Valley Market area - 70 to 175 miles from the nearest major trading center.
A brief inquiry into the immediate effects of a one-year license period -- as opposed to a five-year period, will show graphically the importance of retaining the shorter period for television broadcasting stations. The point of having a one-year period is to provide annually an opportunity to reassess the broadcaster's programming and compliance with technical standards. Because of the present nature of business or a lack of adequate personnel, we have not in the past made the reassessment that we should have made.

We have here a situation where the Commission has devoted relatively little attention to the programs offered by television broadcasters. Such time as the Commission has spent in evaluating program performance has indicated that such performance fell short of satisfactory. Now that the issue is presented, it seems to me that the Commission has a choice of two alternatives.

The alternative adopted by the majority -- in the face of our determinations in 1951 and 1952 that television programming failed to meet reasonable standards of public service, in the face of the public announcements that our dissatisfaction with that programming was such that we felt that a public conference on the matter would have to be held, in the face of our failure so far to hold that conference or to take any further steps to review the present state of television programming -- signals a lack of practical concern by the Commission with program performance. It is the Commission's policy no longer entertain such doubts regarding program standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every five years. That offense, which is contradicted in every respect by such record as we do have before us, will be interpreted as an indication that the Commission will in the future be even less actively interested in television programming than it has been in the past. If this is in fact our intention, I think we should proclaim it frankly so that the public as well as the industry will know what our decision means.

The other alternative, which I should choose, is to accelerate the Broadcaster's Guide and evaluation of television programming adequate to support intelligent and maturely considered action by this agency. If, after such study, we conclude that adequate programming standards do not exist, we may then call our conference and consider with the industry the factors involved in meeting such standards. In any event, before we take final action, the public should be kept informed and there should be a real effort to determine the course of action the Commission should follow.

---

**New TV Stations...**

**ACTIONS BY FCC**

Berkeley, Calif.--Bay Area Educational Television Association, Granted vhf Ch. 9 (188-192 mc); ERP 30.5 kw visual, 15.5 kw audio; antenna height above average terrain 510 ft., above ground 384 ft. Estimated construction cost $100,000, first year operating cost $110,000, revenue $110,000. Post Office address: Alameda County Court House. Berkeley, Cal. Transmitter location: Berkeley Community Theatre. 84 St. and 17th St., Berkeley, Calif. (122.5 47 24' N., 122°24' W.). Chairman: Dr. A. A. Isberg, Palo Alto, Calif. Applicant is non-profit corporation which has no stock issued and is composed of education schools in the San Francisco Bay Area. Granted July 1953.

Champaign-Urbana, Ill. -- Champaign-Urbana TV Inst. Granted uhf Ch. 3 (512-518 mc); ERP 16.2 kw visual, 8.7 kw audio; antenna height above average terrain 740 ft., above ground 700 ft. Estimated construction cost $150,000 revenue $160,000. Post Office address: 700 East Avenue, Champaign, III. Transmitter location: East Avenue, Holdrege, Neb. Effective Antenna: 415 ft.; 29 kw visual, 14 kw audio; antenna height above average terrain 740 ft., above ground 666 ft. Estimated construction cost $420,553, first year operating cost $215,654, revenue $226,650. Post Office address: P. O. Box 1447, Jackson, Miss. Studio and transmitter location west of Robinson Road (extention), about 0.2 mile north of Route 18, and 4.5 mi. WSW of center of Jackson (antenna of WTVF (TV) will be located at same site). Geographic coordinates 23°30' 06" N., 90°15' 22" W. Long. Transmitter and antenna GE, Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington Consulting engineer Commercial Radio Equipment Washington. Principals include President W. R. Newman (4%), Chairman of the Board W. C. Bussell (4%). Treasurer Manager L. M. Sepha (23.2%), Secretary, Stone M. Smith, T. E. Landor (22.6%). Standard Local Ins. Co. has 52.6% Interest. Granted July 22.

Kearney, Neb. -- BI-States Co. Granted vhf Ch. 13 (210-216 mc); ERP 56.2 kw visual, 30.2 kw audio; antenna height above average terrain 550 ft., above ground 420 ft. Estimated construction cost $97,925, first year operating cost $110,000, revenue $160,000. Post Office address: c/o Harold J. Hamilton, 414-416 East Avenue, Holdrege, Neb. Studio and transmitter location 9 mi. E. Acton on State Hwy. 44 about 0.7 mi. N of C & M & Q RR. Geographic coordinates 40°30' 06" N. Lat., 90°00' 01" W. Long. Transmitter and antenna GE, Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equip. Co. Washington. Principals include

---

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---

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

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general partners F. Wayne-Brewster (40%), 95% owner The Brewer; C. E. Freas Jr. (35%), 50% owner, farm implements & estate; William S. Bliven (15%), physician; Gilbert G. Huff (10%), 77% owner The Redbud Printing Co., The Brewer, N.Y.C. The Brewer Inc. (20%); Harold J. Hamilton (5%), administrator at St. Luke's Hospital, N.Y.C. (10%), plumbing, heating. Granted July 22.

Oklahoma City, Okla.—Oklahoma Tele-

vision Corporation seeks modification of Change EIP 115-70. ERP 316 kw visual, 158 kw audio; antenna height above average terrain from 1,008 ft. to 2,315 ft.; change configuration. Granted July 22.

Montgomery, Ala.—Montgomery Bcstg. Co., applications for new visual station on vhf ch. 15 to change ERP from 10.9 kw visual and 8.8 kw audio to 13.7 kw visual and 3.5 kw audio. Filed July 14.

APPLICATIONS DISMISSED

Berkley, Calif.—Paddock Foundation (KPPA-


Brownsville, Texas—Valley TV Inc. granted dismis-

sal of bid for new visual station on vhf ch. 5 and for ERP. Granted July 19.

Harlingen, Texas—M. J. Reynolds granted dismis-

sal of bid for new visual station on vhf ch. 5 for ERP. Granted July 19.

West, Texas—The Rio Grande TV Corp. grant-

ed dismissal of bid for new visual station on vhf ch. 5 for ERP. Granted July 19.

APPLICATIONS CANCELLED

CANTON, Ohio.—Stark Telecasting Corp. amends application for new TV station on vhf ch. 29 to change ERP from 100 kw visual and 50 kw audio, antenna height above average terrain from 1,008 ft. to 997 ft., above ground 989 ft. Estimated construction cost $2 million. Post Office Department application; on file.

New York, N.Y.—WHOW-TV Inc., vhf ch. 31 (173 kw visual and 100 kw audio) to change ERP from 53 kw visual and 22 kw audio; antenna height above average terrain 829 ft. to 57 kw visual and 30 kw audio; antenna height above average terrain 572 ft. to 390 ft.; change configuration. Granted July 25.

New York, N.Y.—WJMB-TV Inc., vhf ch. 43 (10 kw visual and 5 kw audio) to change ERP from 13 kw visual and 6 kw audio; antenna height above average terrain 597 ft. to 10 kw visual and 5 kw audio; antenna height above average terrain 597 ft. to 5 kw visual and 2 kw audio; antenna height above average terrain 597 ft. to 4 kw visual and 1 kw audio; antenna height above average terrain 597 ft. to 3 kw visual and 1 kw audio; antenna height above average terrain 597 ft. to 2 kw visual and 1 kw audio. Granted July 26.

Wills-TV Lansing, Mich.—Lansing Bcstg. Co., granted modification of CP for vhf ch. 54 to change ERP to 26 kw visual and 10 kw audio; antenna height above average terrain 360 ft. Granted July 22; announced July 28.

WEVY (TV) Macon, Ga.—Macon TV Co., granted STA to operate commercially on vhf ch. 47 for the period ending Aug. 3. Granted July 21; announced July 28.

WACH (TV) Newport News, Va.—Eastern Bcstg. Corp. granted modification of CP for vhf ch. 12 to change ERP from 10.9 kw visual and 8.8 kw audio, antenna height above average terrain 802 ft. Granted July 22; announced July 28.

WGEM-TV Quincy, Ill.—Quincy Bcstg. Co., granted modification of CP for vhf ch. 10 to change to new channel; transmitter location to new Columbus Hwy., 0.7 miles W of Franklin School, Ellington Township, 4 miles NE of Quincy, III. Granted July 24; announced July 28.

KDLV-TS Salt Lake City, Utah—TLP Broadcasting Corp., granted license for new visual station on vhf ch. 3 to change ERP from 0.22 kw visual and 0.05 kw audio, antenna height above average terrain 2,025 ft. Granted July 28; announced July 28.


KEVY (TV) Santa Barbara, Calif.—Santa Bar-

bara Bcstg. & TV Co. granted STA to operate commercially on vhf ch. 3 from July 22 to Nov. 21. Granted July 21; announced July 28.

KMO-TV Tacoma, Wash.—KMO Inc. granted

STA to operate commercially on vhf ch. 13 from July 24 to Aug. 7. Granted July 21; announced July 28.

KEZ (TV) Tyler, Tex.—Jacob A. Newborn Jr., granted STA to operate commercially on vhf ch. 10 from July 25 to Nov. 21. Granted July 21; announced July 28.

TV STATION DELETED

WOV-TV Rockford, Ill.—Radio Roanoke Inc. FCC granted request to delete vhf ch. 12 to Station and delete call letters and pending applic-

ation for modification of CP. Deleted July 21; announced July 28.

APPLICATIONS


Richland, Mich.—J. Reynold Cooper, Granted July 22; announced July 28.


KHQA-TV Hannibal, Mo.—Lee Bcstg. Inc., Granted July 22; announced July 28.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co., granted modification of CP for vhf ch. 54 to change ERP to 26 kw visual and 10 kw audio; antenna height above average terrain 360 ft. Granted July 22; announced July 28.

WETV (TV) Macon, Ga.—Macon TV Co., granted STA to operate commercially on vhf ch. 47 for the period ending Aug. 3. Granted July 21; announced July 28.

WACH (TV) Newport News, Va.—Eastern Bcstg. Corp. granted modification of CP for vhf ch. 12 to change ERP to 10.9 kw visual and 8.8 kw audio. Granted July 22; announced July 28.

WGMN-TV Quincy, Ill.—Quincy Bcstg. Co., granted modification of CP for vhf ch. 10 to change to new channel; transmitter location to new Columbus Hwy., 0.7 miles W of Franklin School, Ellington Township, 4 miles NE of Quincy, Ill. Granted July 24; announced July 28.

KDLV-TS Salt Lake City, Utah—TLP Broadcasting Corp., granted license for new visual station on vhf ch. 3 to change ERP to 27.5 kw visual and 14.1 kw audio, antenna height above average terrain 3,080 ft. Granted July 22; announced July 28.

KEVY (TV) Santa Barbara, Calif.—Santa Bar-

bara Bcstg. & TV Co. granted STA to operate commercially on vhf ch. 3 from July 22 to Nov. 21. Granted July 21; announced July 28.

KMO-TV Tacoma, Wash.—KMO Inc. granted

STA to operate commercially on vhf ch. 13 from July 24 to Aug. 7. Granted July 21; announced July 28.

KEZ (TV) Tyler, Tex.—Jacob A. Newborn Jr., granted STA to operate commercially on vhf ch. 10 from July 25 to Nov. 21. Granted July 21; announced July 28.

APPLICATIONS

KMTV (TV) Austin, Minn.—Minnesota-Iowa TV Co. granted STA to operate commercially on vhf ch. 6 from July 6 to Nov. 5. Granted July 21; announced July 28.

WBOV (TV) New Orleans, La.—Signal Hill Telecasting Corp. granted STA to operate commer-

cially on vhf ch. 10 to WBOV (TV) New Orleans, No. Granted July 26; announced July 28.


KFBR-TV Great Falls, Mont.—Buttrey Broad-

cast Inc. granted modification of CP for vhf ch. 5 to change ERP to 25.1 kw visual and 12.5 kw audio, antenna height above average terrain 240 ft.; change transmitter and studio location to Great Falls, Mont. Granted July 28; announced July 28.


KHQA-TV Hannibal, Mo.—Lee Bcstg. Inc., Granted July 22; announced July 28.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co., granted modification of CP for vhf ch. 54 to change ERP to 26 kw visual and 10 kw audio; antenna height above average terrain 360 ft. Granted July 22; announced July 28.

Nielsen Shows a Larger Average Nightly Audience for WCKY

Than Any Other 50 KWS

Station Covering the South

COVER THE SOUTH WITH
WCKY'S FAMOUS JAMBOREE
IT TAKES PERSONALITY PLUS APPEAL TO SELL!

There's plenty of what-it-takes on Johnstown's personality station.

WESTERN PENNSYLVANIA'S 2nd LARGEST MARKET

WEED & CO., Representative

CBS RADIO NETWORK

FOR THE RECORD

height above average terrain 212.5 ft. Filed July 20.

WOKY-TV Milwaukee, Wis.—Barcelli Broadcasters Inc. seeks modification of CP for FM, 1 kw during 1000-100 w night directional and 1 kw day. Filed July 15.

KGO-TV Missoula, Mont.—Mosby's Inc. seeks modification of CP for vhf Ch. 10 to change ERP from 17.4 kw to 19.9 kw aural; change antenna to transmitter location to 716 N. 11th St., Tower Hotel Blvd, and change studio location to 716 W. Wisconsin Ave., Milwaukee. Filed July 16.

WCAU-TV Philadelphia, Pa.—WCAU Inc. seeks modification of CP for vhf Ch. 10 to change ERP from 17.4 kw to 27.2 kw and 19.9 kw to 19.9 kw aural; change antenna direction, 4 miles E of Evanston; antenna height above average terrain 201 ft. Filed July 20.

KDKO-TV Sedalia, Mo.—Million J. Hinlein seeks modification of CP for vhf Ch. 6 to change ERP from 17.4 kw to 18.4 kw and 19.9 kw to 18.4 kw; antenna height above average terrain 247.5 ft. Filed July 20.

WICS (TV) Springfield, Ill.—Plains TV Corp. seeks modification of CP for uhf Ch. 20 to change antenna location from W. Capitol Ave; transmitter location to 5000 W. 4th St.; change ERP from 37.2 kw to 13.2 kw aural; antenna height above average terrain 250 ft. Filed July 20.

New AM Stations . . .

APPLICATIONS

Church Hill, Tenn.—Twin Cities Best, Inc., 1260 kw during 0-1210 w daytime. Estimated construction cost $10,072.00, first year operating cost $5,901.00, second year operating cost $5,090.00, revenue $50,901.00. Filed July 9.

Covington, Tenn.—Charles K. Sparks and R. William Hoffman, 1250 kw during 0-1210 w daytime. Estimated construction cost $15,600.00, operating cost $4,940.40, revenue $51,600.00. Principals in partnership are Lowell L. Valentine (50%), editor and 50% partner in the Franklin Favorite, and Howard H. Ogles (50%), advertising manager and 50% partner in the Franklin Favorite. Filed July 12.

Lanett, Ala.—Greene Land & Cattle Co., 910 kw during 0-1210 w daytime. Estimated construction cost $15,944.85, first year operating cost $5,895.00, second year operating cost $5,090.00. Principals include Resident Boy Brantley M. Greene (50%), officer and minority stockholder of WPFW, Phenix City, Ala.; Vice President McGuffey J. Ogles (25%), manager and majority stockholder of WPFW; William Walker (25%), officer and minority stockholder of WPFW; Secretary and Treasurer Virgil R. Greene (5%), partner; and Sylvania Greene Eason (5%). Filed July 9.

Wetumpka, Ala.—Elmore Service Corp., 1570 kw during 0-1210 w daytime. Estimated construction cost $8,500.00, first year operating cost $4,590.00, revenue $30,000.00. Principals include President James L. Coley (39%), January 1955. President WRPS-AM-FM, Alexander City, Ala., and vice president WRAL-AM-FM West Point—Ga., H. C. Duncan (20%), vice president WRPS and WRAL; Vice President Charles H. Whaley (15%), retail radio and TV dealer; Treasurer James W. Whaley (15%), general manager WPFS, and Secretary Bill White (20%), attorney in Alexander City. Filed July 12.

APPLICATION AMENDED

Bayshore, N. Y.—Key Bestg. System Inc. amends CP for new AM station on 1500 kc, 50 w daytime to change power to 1 kw on specified transmitter location as of 150 ft. North of Sunrise Hwy., Bay Shore, on location at 3rd Ave., Bayshore. Filed July 15.

Existing AM Stations . . .

KRDO Colorado Springs, Colo.—Plates Peak Bestg. Co. granted CP to change transmitter and studio location from 118 N. Cascade Ave. to 390 S. 8th St., Colorado Springs. Granted July 31. 

ACTION BY FCC

APPLICATIONS

WINA Charlottesville, Va.—Charlottesville Bestg. Corp. seeks CP to change from 1280 kc, 3 kw daytime to 1540 kc, 250 w unlimited. Filed July 14.

KXOC Chico, Calif.—KXOC Inc. seeks modification of CP to increase nighttime power from 5 kw to 10 kw. Filed July 7.

KELP El Paso, Tex.—Trinity Bestg. Corp. seeks CP to change from 1520 kc, 500 w night directional and 1 kw day. Filed July 15.

K280FL Lakeville, Minn.—KLA Radio Inc. seeks CP to replace permit which expired June 1. Filed July 7.

Raymondville, Tex.—Kelli Bell and J. C. Stallings 2/3 as Willacy Bestg. Co. amendment to new AM station to change name to Kelli Bell; change transmitter location from 1478 kc, 250 w unlimited to 1460 kc. 250 w unlimited; change studio and transmission location from Raymondville to Brownsville. Tex. Filed July 10.


New FM Stations . . .

ACTION BY FCC

Highland Park, Mich.—School Dist. of Highland Park grants CP for new FM station on Ch. 201 (681 mc) with ERP 10 kw. Granted July 24; announced July 28.

APPLICATIONS

Loudonville, Ky.—Board of Trustees, Louisville Free Public Library seek CP for new FM station on Ch. 202 (99.7 mc) with ERP 10 kw. Filed July 18.

Bay Shore, N. Y.—Great Bay Bestg. Co. requests CP for new FM station on Ch. 290 (105.9 mc) with ERP 50 kw. Filed July 14.

Existing FM Stations . . .

APPLICATIONS

WJSK-FM Nashville, Tenn.—Nashville Bestg. Co. requests CP for new FM station on Ch. 215 (91.9 mc) with ERP 31 kw. Granted July 24; announced July 28.

WQTR-AM Quincy, III.—Lee Bestg. Co. requests CP for new FM station on Ch. 203 (91.9 mc) for purpose of 10 kw ERP. Granted July 24; announced July 28.

FM STATION DELETED

WGTR (FM) Paxton, Mass.—General Telecasting Inc. seeks deletion of CP for WMFR-FM. Deleted July 24; announced July 28.


Ownership Changes . . .

APPLICATIONS

WRAY-TV Princeton, Ind.—M. R. Lankford 0/b as Princeton Bestg. Co. granted assignment of CP to Southern Indiana Tele-Casting Inc. No condition on Ch. 280 (91.9 mc) with ERP 10 kw. Filed July 18. Corporation, Ltd. Lankford will own 100% of all stock.


KWFT-TV Wichita Falls, Tex.—Rock, Pacific Telecasting Inc. Same as above.

APPLICATIONS


KRFK-AM-TV Wichita Falls, Tex.—Wichita Falls Tele. Inc. Same as above.

APPLICATIONS


KRFK-AM-TV Wichita Falls, Tex.—Wichita Falls Tele. Inc. Same as above.

APPLICATIONS

and 49% partner in J. Patrick Beacom & Assoc., applicant for uhf Ch. 28 in Clarksburg, W. Va. Filed July 10.

WTVQ (TV) Pittsburgh, Pa.—Golden Triangle TV Corp. requests voluntary transfer of control from Loren Berry and Ronald B. Woodyard to Edward Lamb through transfer of stock for $2,000,000. Mr. Berry owns 32.4% stockholder and owns 22.4% as trustee for his son of WJCU (TV) Brx., Pa.; president, treasurer, and 45% stockholder and owns 26% as trustee for his son and daughter of Unity Corp. (WTQG, WTQF, FM) Toledo and applicant for new tv station on uhf Ch. 11 in Toledo, vice president, treasurer, and 20% stockholder of Woodruff Inc., by initial decision of the FCC on July 24, grants the petitions for rehearing; and denies competitive applications for new uf stations on uhf Ch. 4 in Toledo and uhf Ch. 9 in Youngstown, Ohio. Operating license is imposed for the new station in Mobile.

Rochester, N. Y.—New tv, vhf Ch. 18. By memorandum opinion and order FCC (January 1950) granted petition of American Broadcasting Co. Inc. (BR-1217) to reconsideration of Commission action of April 1 in postponing the effective date of grants to them for new tv station to share time on vhf Ch. 10 in Rochester and designating them for hearing; (2) terminated the postponement of the grants and made them effective immediately; (3) denied motion by Federal Broadcast System (WAKA) for consolidated hearing; and (4) dismissed the proceedings. Comm. Hennock dissented. Action July 22.

Sharon, Pa.—New tv, uhf Ch. 39. FCC dismissed most petition of Feb. 2 of Leonard J. Sethens, requesting immediate consideration of his application for new tv station on uhf Ch. 39 and denying competitive application of Sharon Herald Broadcasting Co. Action July 22; announced July 23.

Hearing Cases . . .

INITIAL DECISION

Allentown, Pa.—New tv, uhf Ch. 39. Examiner Enid Gagnier announced initial decision looking toward grant of application of Qualcom TV Co. for a new tv station on uhf Ch. 38 with ERP 107 kw visual and antenna height above average terrain 300 ft. Initial decision July 23.

OTHER ACTIONS

TV Allocation—By report and order FCC finalized the rule-making proceedings issued April 23 in association with its grant to Qualcom TV Co. for a new tv station on uhf Ch. 38 with ERP 107 kw visual and antenna height above average terrain 300 ft. Initial decision July 23.

Denver, Colo.—New TV, vhf Ch. 4. FCC ordered the granting of application for new vhf station on vhf Ch. 4 to Metropolitan Tele. Co. (KTMB) to serve the Denver area with a separate application for new kYMR Broadcast Co. (KMYR) is stayed pending review by the Commission. Action July 24; announced July 24.

Los Angeles, Calif.—New TV, uhf Ch. 34. FCC by memorandum opinion and order denied petition of Lawrence A. Hare's request to amend competitive application of Spanish International TV Co. for new tv station on uhf Ch. 34. Action July 25; announced July 27.

Mobile, Ala.—New TV, vhf Ch. 5. By memorandum opinion and order FCC denied motion of The Mobile TV Corp. for amendment of the hearing and designation order to delete the findings that WKRQ-TV Inc. is legally qualified and for enlargement of issues to make inquiry into possible violation of the Commission's rules and policies concerning unfair competition. (2) denied request of Broadcast Bureau Chief for enlargement of the issues to permit inquiry into the details concerning elimination of common ownership between WKRQ-TV Inc. and the Mobile Press Register, Inc. and the leased station of Mobile TV Corp. that the hearing order be amended to find it legally qualified and to delete issue No. 2 concerning its authority to construct, own and operate a tv station in Mobile, and granted its petition to dismiss its May 8 motion to amend and enlarge the hearing issues or for declaratory ruling. Commission action of June 17; order granted, June 22.

WBIS Roanoke, Va.—Cy N. Bahakel seek voluntary assignment of license to Roanoke Independent Broadcasters in return for $16,500 of common stock, or 30% of the stockholder's equity of the station, plus 61.6% of the stockholder's common stock. Action July 24.

Sharon, Pa.—New TV, uhf Ch. 39. FCC dismissed most petition of Feb. 2 of Leonard J. Sethens, requesting immediate consideration of his application for new tv station on uhf Ch. 39 and denying competitive application of Sharon Herald Broadcasting Co. Action July 22; announced July 23.

January 1950


Albany and Schenectady, N. Y.—New tv stations, uhf Ch. 23 and 35. By memorandum opinion and order FCC denied petition of July 10 of Western N. Y. Broadcast Corp. (WABY) directed against Commission action of June 19 in granting applications of Patron Broadcast Co. for new TV station on vhf Ch. 23 at Albany and Van Curter Broadcast Corp. for a new tv station on uhf Ch. 35 at Schenectady. Action July 23; announced July 23.

Routine Roundup . . .

July 23 Decisions

BY COMMISSION EN BANC

WKMI-TV Kalamazoo, Mich.—Howard D. Steere, being advised that application (BPCT-1187) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1187) cannot be granted on basis of present information.

WRAK-TV Williamsport, Pa.—WRAK Inc. Is being advised that application (BPCT-1197) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1197) cannot be granted on basis of present information.

KTVR (TV) Galveston, Texas—Kuidman Televis. Co. Is being advised that application (BPCT-1188) for extension of time to construct TV station to operate on Ch. 41 (BPCT-1188) cannot be granted on basis of present information. Denied Petition

WMT, WMT-TV Cedar Rapids, Iowa—American Bestcast Stations Inc. Denied petition requesting cancellation of call letters WMTV assigned to Bartelle Television Corp. Madison, Wis. (over two miles away). Commission doesn't see likelihood of confusion.

July 24 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KCAL, Lebanon, Ore., Linn County Bestc., Co. —Mod. Ch. 31 (BR-1192), which authorized change in frequency, hours of operation and installation of DA-39, for extension of completion date (BPMT-1207).

Renewal of License

Following stations request renewal of license: WABB Mobile, Ala., The Mobile Press Register (BR-1121); KYOS Merced, Calif. (BR-885); KDVD Dubuque, Iowa (BR-1126); and WBNF Columbus, Ohio, Radionico Inc. (BR-1162); KMBQ Aberdeen, S. Dak. (BR-1175); KCHC Batavia, Ohio. (BR-1175); KCHC Enid, Okla., Radiophonic Co. (BR-1175); The Eastern Oklahoma Bestcast Corp. (BR-2047); KSRR Casper, Wyo., Donald Lewi Grove, Okla. (BR-707).

APPLICATION RETURNED

Renewal of License

WMBR Jacksonville, Fla., The Washington Post Co.—Returned application for renewal of broadcast license (BR-103).

Elizabeth, N. J.—ASL, Inc. for renewal of license on AM station (BPCT-1168) to serve the town of Elizabeth, N. J.

WJZ (AM) Newark, N. J.—For renewal of license on AM station (BPCT-1207) to serve the city of Newark, N. J.

WPCC (AM) Washington, D. C.—For renewal of license on AM station (BPCT-1189) to serve the city of Washington, D. C.

WRV (AM) Kansas City, Mo.—For renewal of license on AM station (BPCT-1191) to serve the city of Kansas City, Mo.

WRH (AM) Chicago, Ill.—For renewal of license on AM station (BPCT-1190) to serve the city of Chicago, Ill.
July 27 Applications

FOR THE RECORD

ACCEPTED FOR FILING

Remote Control Operation

WTUX Wilmington, Del., Port Frewe Besty, Co.—Filing application for remote control operation of trans. (SRC-12512).

Renewal of License

Following stations request renewal of license:

KLPM Minot, N. D., Minot Besty, Co. (BR-385).

WPRD Toledo, Ohio, Mabel Besty, Co. (BR-383).

KWRB Abilene, Tex., Reporter Besty, Co. (BR-689).

KGTV-TV Florence, Mont., Agness Besty, Co. (BTC-612).

WSPD-TV Toledo, Storer Besty, Co. (BTC-73).

WVIT-KC Jackson, Miss., Mississippi Besty, Co. (BR-1611).

WMAC Macon, Miss., Mississippi Besty, Co. (BR-1491).—KOTT (FM) Tacoma, Wash., Tacoma School District No. 10 (BTC-31).—

Extension of Completing Date

KFXQ-TV St. Joseph, Mo., KFXQ Inc.—Mod. CP (BTC-625).—as mod., which authorized new TV for extension of completion date to 1-19-55 (BMPCT-1259).—

WIMA-TX Lima, Ohio, Northwestern Ohio Besty, Co.—Granted license for AM-17528, as mod., which authorized new TV for extension of completion date to 1-21-54 (BMPCT-1259).—

WMAC-TV Toledo, Ohio, MidWest TV Co.—Mod. CP (BTC-1010), as mod., which authorized new TV for extension of completion date (BMPCT-1259).—

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Mod. CP (BTC-896), as mod., which authorized new TV for extension of completion date to 2-4-54 (BMPCT-1257).—

KURC-TV Los Angeles, U. of Southern Calif., Allan Hansen Foundation—Mod. CP (BTC-181), as mod., which authorized new educational TV, for extension of completion date to 1-29-54 (BMPCT-12).—

License for CP

WBMH-FM Chicago, Ill., CBS Inc.—License for CP (BTC-846) which authorized changes in license condition (SLR-305).—

July 28 Decisions

BY BROADCAST BUREAU

Actions Taken July 23

Granted License

WBLE Batesville, Miss., Panola Besty, Co.—Granted license for AM, 1750 kc, 1 kw-D (BL-5061).—

KVNA McGehee, Ark., Southeast Ark. Besty, Inc.—Granted license for AM, 1250 kc, 1 kw-D (BL-5060).—

Modification of CP

WLOF Frankfort, Ind., Radio Frankfort—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMPCT-163).—

WFAD Alliance, Ohio, The Review Pub. Co.—Granted mod. CP for change type trans. conditions (BMPCT-626).—

WBNJ Lebanon, Ky., Lebanon-Springfield Besty, Co.—Modified CP for change in type trans. (BMPCT-624).—

WANN Anniston, Ala., Anniston Radio Co.—Granted mod. CP for approval of ant., trans., and studio location and change type trans. conditions (BMPCT-624).—

WDHR Delray Beach, Fla., Delray Besty.—Granted mod. CP for approval of ant., trans. location and specify studio location condition (BMPCT-624).—

ECHB Charleston, Mo., Mo. Missouri Besty, Co.—Granted mod. CP for approval of ant., trans. and location type trans. (BMPCT-620).—

Following were granted extension of completion date as shown:

KWTV-TV Wichita Falls, Tex., to 10-17-53 (BMPCT-1250).—WSPN Saratoga Springs, N. Y., to 11-15-53 (BMPCT-526; WNRD Woosneck, R. I., to 2-7-54 (BMPCT-829).—

Actions Taken July 23

Granted License

WBMH Huntsville, Ala., Wilton Harvey Pollard—Granted license covering change in trans., studio and type trans. (BL-5062).—

WBRM Baltimore, Md., Bateo, Besty, Corp.—Granted license for aux. trans. (BMPCT-628).—

KMAK Fresno, Calif., The McManus Co.—Granted license for AM, 1320 kc, 250 w-U (BL-5066).—

Modification of CP

WWVP Tupelo, Miss., Lee Besty, Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMPCT-624).—

WCHR-Coldwater, Mich., operations (BMPCT-628).—

WIBH Macon, Ga., The Peach State Besty, Co.—Granted authority to operate trans. by remote control (SRC-195).—

WYVE Wytheville, Va., Wythe County Besty, Co.—Granted authority to operate trans. by remote control (SRC-197).—

Extension of Completion Date

Following were granted extension of completion date as shown:


Actions Taken July 22

Granted CP

WFUL Fullom, Ky., Ken-Tenn Besty, Corp.—Granted authority to operate trans. by remote control (SRC-125).—

Granted Authority

KELY Ely, Nev., Pure Stoney Besty, Co.—Granted authority to operate trans. by remote control (SRC-125).—

Extension of Completion Date

Following were granted mod. CP’s for extension of completion dates as shown:

WTJV Jackson, Miss., to 2-12-54 (BMPCT-1254).—WAKD-TV Johnstown, Pa., to 1-13-54 (BMPCT-1251).—KIPD-TV House, Pa., to 2-3-54 (BMPCT-1254).—WAZL-TV Hazelton, Pa., to 2-28-54 (BMPCT-1254).—

Actions Taken July 21

Granted License

KBNR North Platte, Neb., John Townsend—Granted license for AM, 970 kc, 1 kw-D, DA-D (BL-5063).—

Granted Authority

WREA-FM Eau Claire, Wis., Central Besty, Co.—Granted authority to operate trans. by remote control (BMPCT-625).—

KCOA Kcilope, Tex., Radio Station KCOA Inc.—Granted authority to operate trans. by remote control (BMPCT-625).—

Actions Taken July 20

Modification of CP

WAYZ Wayneboro, Pa., Richard Field Louis Jr.— Granted mod. CP, for approval of ant., trans. and studio location, and change type trans.; condition (BMPCT-624).—

Extension of Completion Date

WBEN-TV & Aux. Buffalo, N. Y., WBEN Inc.—Granted extension of completion date to 2-12-54 (BMPCT-1252 & 12407).—

July 28 Applications

ACCEPTED FOR FILING

License for CP

KGPU Flagstaff, Ariz., The Frontier Besty, Co.—License for CP (BMPCT-620).—

Modification of CP

WESB-Columbus, Wis.—Granted change in frequency, change in power, installation of dishes for new trans., and make changes in ant. system (BMPCT-655).—

Transmission Authority

John Bubert, San Diego, Calif.—Authority to transmit programs to KUSC Tijuana, Mex. from San Diego. AMENDED to include KXAS Rosario Beach, Mex. (BMPCT-625 AMENDED) .—

Extension of Completion Date

KHTV (TV) Baton Rouge, La., Capital Television & Besty, Co.—Mod. CP (BTC-1568) which authorized new TV, for extension of completion date to 2-17-54 (BMPCT-1256).—

WITH-TV Baltimore, Md., WITH-TV Inc. — Mod. CP (BTC-1366), which authorized new TV, for extension of completion date to 12-31-53 (BMPCT-1242).—

WTCK (TV) Uteca, N. Y., Copper City Besty, Corp.—Mod. CP (BTC-1280), as mod., which authorized change in existing facilities for extension of completion date to 10-12-53 (BMPCT-1280).—

July 29 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KONG Visalia, Calif., Tulare County Besty, Co. (BR-1941).—WHIC Jacksonville, Fla., Radio Sta...
A. D. RING & ASSOCIATES

30 Years' Experience in Recording Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCC*
SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to—

John R. Livingston, WPEO, Peoria, Ill.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Hillbilly Jockey, Chicago area. Salary and sales opportunity. Send full details and audition tape.

Box 369X, B.T.

Announcer. Some experience. $250 week net af- filiate, east Tennessee town of 13,000. Box 383X, B.T.

Midwest station will have opening for play-by- play sportswoman. Network station in medium size city. Box 368X, B.T.

Network affiliate in major southwest city of 100,000 wants an experienced announcer with good voice, radio, or television background, salary requirements, first letter. Box 360X, B.T.

Experienced play-by-play man as sports director of the number one sports show in the prominent southeast market. Must have first phone. Other staff pay to be determined. Submit letter. Box 376X, B.T.

Announcer-disc Jockey with record, career, and experience. WANTS position with major group 75 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Good all-round experienced announcers. Heavy musical background. Local position. Must have records. Send resumes. Box 367X, B.T.

Immediate opening for good staff announcer. Call or write KCOM, Sioux City, Iowa.

Good staff announcer with some experience for 8 kw NBC affiliate in progressive central Kansas market. Send resume and detailed back- ground and letter with background, references, mari- vitograph photo and salary requirements to Dick Painter, KVGK. Great Bend, Kansas.


WGYT, Regional 5000 watt CBS affiliate has staff vacancy for a disc Jock to handle night shift. Wilson, N. C.


Marvelous opportunity for three topnotch an- nouncers. $75 weekly base salary. No limit to tips. Definite opportunity for management positions. Two weeks vacation with liberal sick leave. Submit resume to Dick Beck, WNYT, New York. 3/75

Urgently need 1S engineer, preferably announcer or salesmen combo for eastern Indiana. Wire collect. Box 36X, B.T.

Our chief engineer leaves soon to build our tele- vision station. Application accepted. Applicant must have previous television experience, education, age, etc., to Box 368X, B.T.

Help Wanted—(Cont'd)

B.T.

Manager, strong on sales and programming. Small city, leading network station, only station in market. Prefer man between 30 and 40. Must have good character and personality. Please furnish full information in first letter to Box 466X, B.T.

Manager who is experienced in managing stations doing all colored programming. Station reaching audience of over million colored. Eastern metropoli- tan market. Must be young, aggressive, with sales experience. Give complete background and experience with photo in first letter. Reply Box 468X, B.T.

Good opportunity for live wire salesman with midwestern 15,000 watt, clear-channel, network station. Excellent market and ideal working conditions. Must have photo, plus small photo. Send full details experience (need not be in publication field), past earnings and picture. Box 460X, B.T.

Salesman. Aggressive man, looking for a good future in an excellent market. Guarantee with ten percent commission on sales. Box 467X, B.T.

Salesman, capable of moving up to commercial manager by proving ability. Salary and commis- sions. Excellent position in fast growing East Coast market. Box 364X, B.T.


Salesman—Must know selling. Television sales experience not necessary, but radio sales primary requirement. Send resume of background, plus small photo. List present and past earnings. We pay substantial salary plus commission. Air mail 255-414X, Ferguson, J- J, Salesman, Springfield Television Broadcast- ing Corporation, 51 Chestnut Street, Springfield 3, Massachusetts.

Space salesman for leading trade journal to cover midwestern territory with headquarters in Chi- cago. Must be willing to travel and operate midwest location. Box 346X, B.T.

Salesmen wanted to handle trade magazine. Salary and bonuses. Start up position assured with good starting salary. No commission, but incentive bonuses; also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full background and photo with resume. Box 347X, B.T.

Space salesman for leading trade journal to cover southeastern territory with headquarters in Wash- ington. Must know radio-television field. Per- mission to travel to sell. Good starting salary, no commission, but incentive bonus. Also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full background and photo with resume. Box 348X, B.T.

Applicants for space salesmen must be willing to travel all over U.S. Good commission plus bonuses. Box 349X, B.T.

Advertise Any Product in Thousands of Radio Stations!

Complete details by writing for free booklet.

RADIO ADVERTISING BUREAU

180 Madison Ave., New York 16, N. Y.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch.

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

Advertisements must be typewritten or clearly printed. Bullets or underlines are disregarded. All typewritten, $1.00 minimum charge (10¢ per word separately). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcast- ing • Telecasting expressly repudiate any liability or responsibility for their custody or return.

SALESMAN WANTED

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Help Wanted—(Cont’d)

Technical

Immediate opening for man with first class license. Contact Herb Nelson, KOKX, Kekoak, Iowa.

Transmitter engineer—no announcing. $1.35 per hour. Write or phone Don Morris, KRIS, Corpus Christi, Texas—403X, B.T.

Immediate opening. Operator, first class license. 5000 watt CBS. WQTM, Wilson, N. C.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted to network station in important market. Write or phone Box 342X, B.T.

Copywriter. Must be experienced, congenial, sober. Announcing ability desirable, but not necessary. Box 276X, B.T.

Assistant radio director-instructor wanted by one of the best known radio and theatre schools in the country. Local and national sales experience. Base salary $1200.00. Excellent references. Box 380X, B.T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience essential. You will earn $500 a year to start with annual bonus and periodic pay increases. Must be capable of handling your own research, sales and paid vacations. Write giving complete data and clips of previous work. We write our own copy. All answers confidential. Box 384X, B.T.

Program director as soon as possible for 250 watt fulltime, doing region's only all music network. Needed to manage a proposal of a newly acquired property. It can happen to you if you are a worker. Address replies Box 413X, B.T.

Have opening for experienced copywriter, 1000 watt, fulltime. Contact Herb Nelson, KOKX, Kekoak, Iowa.

Experienced radio newsman who can gather, write and air local newscast. Send tape and full details first letter, Box 348X, B.T.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Bring credentials, excellent conditions, good opportunity for advancement. Will have call for full time radio or advertising background, and salary requirements to Manager, WLIS, Lansford, Pa.

Television

Texas TV station applies to establish contact with well-trained TV personnel. Box 195X, B.T.

TV personnel wanted. Engineers, girls for cameras and production. Applicants of EHF television station south. Address Box 397X, B.T.

Announcers

Announcer with radio or TV background for established EHF television station, large market. Send resume, photo with first letter. Contact Box 321X, B.T.

Technical

New TV station needs technical directors, transmitter supervisor experienced. TSTA, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 276X, B.T.

Need operating engineers for new middlelevel TV. Experience not necessary. College town. Box 110X, B.T.

Production-Programming, Others

Educational TV production center offers a limited number of positions for producers-directors. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B.T.

Situations Wanted

Managerial

General manager with outstanding record wishes to locate in California, Colorado or adjacent state. Eight years newspaper radio experience. Wife experienced in traffic and women's shows. Reli- able, sober and capable of meeting immediate family responsibilities. Box 389X, B.T.

Manager, with knowhow. Thoroughly experienced, unless successful. Civic-minded. Fine references. Box 388X, B.T.

Attorney with administrative ability, first class legal training, presently employed as Texas television executive. Box 413X, B.T.

Salesmen

TV-radio representative. National, local sales background plus agency. 6 years direct contact with managers and owners on market, sales analysis. Excellent references. Mid-thirties. Box 338X, B.T.

Salesman-announcer, in 100,000 metropolitan market. Would like to step up. Five years experience. Details return mail. Box 369X, B.T.

Announcers

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 242X, B.T.


Three years experience, seven years background, for Pennington. Must have voice, good delivery. $65 plus & talent or higher base. All inquiries answered in person. Available Sept. 7th. Box 290X, B.T.

Sportscaster, 3 years experience play-by-play, announcing play-by-play, voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 306X, B.T.


White announcer who can sell Negro market. Sell, write, air live show. Seven years experience. Southest only. $100 per week minimum. Box 330X, B.T.

Announcer, 26, single. Vet. 3 years experience. Specialize in news. No independents, please. Box 305X, B.T.


Experienced announcer desires to make a change. Good voice, good delivery. Wife, personality, married, veteran. Box 376X, B.T.

Announcer-engineer, Copy, remotes, staff, DJ. First picture. College graduate. 5 years with present net. References. Prefer outside continental U. S. Box 327X, B.T.

Salesmen


Announcer-DJ. Thoroughly trained for all staff positions.喜欢 music. Can operate board. Strong on disc and interview shows. Photo available by return. Box 379X, B.T.


Announcer, broadcasting school graduate, wants experience in radio. Promotions and public relations experience. Can write. Familiar with control room operations. Box 384X, B.T.

Need an announcer-controller board operator with extra talent? Young, limited experience. Fru. All sports, commercials, background, play accordion. Permanent situation. Resume, tape, references. Box 385X, B.T.

Announcer. Strong on play-by-play of all sports; disc jockey, news, interview, town. Hold Writers Guild card. Married, steady. Disc on request. Box 403X, B.T.

Trained announcer and script writer, college grad, wants position in N. J., N. Y., Penna. or Del. station. Box 410 X, B.T.

Announcer. Up-and-coming sportsmen desires opportunity anywhere. Can deliver client and network material. Educational background, all sports; disc jockey, news. WLSH, Corpus Christi, Texas.


Personal, young announcer, Experience: strong network voice, commercials. DJ. Draft exempt. Steve Gay, 151-10 Jamaicav Ave., Jamaica, N. Y.

Announcer, no experience, but willing to learn. Excellent knowledge of music, mostly hillbilly field. Good references. Available within two weeks. Reply to Robert Ranger, 1141 Tenth Ave., Huntington, West Virginia.

First phone. No experience. Schooling includes TV, radio servicing. Morris Kohren, 381 Myrtle Ave., Brooklyn, N. Y.


College graduate, liberal arts, B. A. Degree, Age 35, married. July '53 graduate accredited college. Experienced in all phases of radio and TV. Strong commercial man, good sales on DJ, news, interview. Board work. 6 years MC and singing experience. 10 years experience board business; featured saxist with Tommie Riccieri and Ralph Maurice orchestras. Ken Mann, 47-39 Durfee Street, Chicago, Illinois. Livingston 8-3077.

World's most widely traveled radio news analyst, 30, with current authority. Man of action, handling, or offers. Will handle disc show. Dishmon C. Mullins, Creekville, Kentucky.

Continued on next page

YOUR OPPORTUNITY
to get EXPERIENCED RADIO PERSONNEL

Due to our leaving the air on August 1st, most of our staff will be at liberty through no fault of their own. This is your golden opportunity to acquire experienced radio personnel for your station.

Salesmen, Commercial Manager, Promotion Manager, Engineers/Chief Engineer, Copywriter, Account Engineers, Announcers and personalities.

Those interested in placements through these experience people, please write

RADIO STATION WXKW, BOX 951, ALBANY, N. Y.
Wanted! BETTER SALES MEN (than we can afford)

But...
...if you need a healthful climate... high altitude, dry, very cool, and most healthful for asthma and other respiratory ailments... the country's best climate, note to mention some of the best hunting, fishing and camping country anywhere... if you want any or all of that... maybe we can afford each other... at Raton and Las Vegas, New Mexico (not Nevada).

We need one station manager, one or two commercial managers and possibly additional salesmen. We can't start high, but the potential is here for those who can produce.

Above all, we want men who need our unexcelled high, dry, healthful climate.

Write:
Ernie Thwaites
KFUN
Box 710
Las Vegas, New Mexico

Wanted—Buy

stations

Local radio station. Must be bargain. Box 360X, B.T.

Equipment, etc.,

250 watt standard make transmitter no more than 2 years old. George M., Chief Engineer, WNVN, Norton, Virginia.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 4-6's resident class begins September 14 at Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, Calif. (no TV stations)

Help Wanted

Salesmen

young man, age 35, married. Some experience, desires position west or middle west. Some studio experience. Good writer. Good personality. Good salesmanship. If interested, write to Box 381X, B.T.

For Sale

Musak franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 381X, B.T.

Television

Technical

Experienced television director-producer. Ten years radio, theater, news, NBC trained. Box 381X, B.T.

Equipment, etc.

Antennas for sale. Used RCA, type TF-5A 5-kw super turnstile, tuned for TV channel 5 but usable to channel 4 or 5. Used RCA-14XK 14-kw heavy duty FM pylon with pedestal mount. New Collins type 47-84 X-ring for 100 MC FM. Two used Hewlett-Packard FM monitors. Used G-E VHF UHF FM monitor with regulated power supply. One RCA TF-5A 5-kw super turnstile with pedestal mount tuned channel 3, but usable to channel 2. One RCA TV-14A 1 kw TV receiver. Used for很棒 channel 3. Write to Box 380X, B.T.


3 kw Westinghouse FM transmitter, complete, in perfect condition, for sale. Also Federal 8 bp 4 square loop-antenna (new $150). GE FM frequency & modulation monitor, and 200 feet of 5/16\(^2\) transmission line. We are inclined to accept the highest bid for all four items as located at our transmitter at KFGR-AM-TV, Lincoln, Nebraska.

2 Freestyle model 66-A 3 speed transcription turntables, never used. 1 Freestyle model TL-10 tape drive, used once. 1 Stancill-Hoffman minitable playback console. 1 Minicord, contact Stan Whitman, Gen. Mgr., RNDJ, New Ulm, Minn.

RCA 250 watt standard now operating. 2nd class condition. Available about Nov. 1. R. R. Cronise, Box 116, Albany, Oregon.

Production-Programming, Others

Announcers

DJ

1,000 watt fulltime independent 250,000 market wants experienced man for morning show. Schedule flexible. Able to show own show. Have car. Salary plus commission. Good proposition. Box 285X, B.T.
APPLICATION RETURNED
Transfer of Control
WISR Butler, Pa., Butler Bcast. Co.—Involuntary Transfer of Control from Sara E. Rosenblum, deceased, to Abe H. Rorsy and Union Trust Co. of Butler, executors.

July 29 Decisions
ACTIONS ON MOTIONS
By Examiner James D. Cunningham
Chief, Broadcast Bureau.—Granted petition to accept license application re application of Eugene Television Inc., Eugene, Ore. (Docket 10543-05).

By Examiner Basil P. Cooper
South Bend Bcast. Corp., South Bend, Ind., Michiana Telecasting Corp., Notre Dame, Ind.—Continues scheduling now scheduled for July 24 to date to be announced after Commission has opportunity to act on applications. Petitions to amend issues, etc. (Dockets 10544-05).

KUTB Inc., Shreveport, La., International Bcast. Corp., Shreveport, La.—Scheduled further hearing re applications for new TV stations to be held Aug. 9, 1953, for further clarification of issues after submission by applicants on July 24 of detailed programming proposals (Docket 10416-77).

By Examiner Anne Neal Hunting
Southern Tel. Co., Inc., Baton Rouge, La.—Granted petitions only in so far as they seek withdrawal of applications. They are approved, for Petition for action of existing and new capital and to change address to See L., item 4, as proposed by amendment of July 9, but not in so far as they seek to amend application in other respects, without prejudice, however, to reconsideration upon the filing within 10 days of petition for reconsideration accompanied by affidavits or affidavits of a person with knowledge of the facts therein stated, setting forth information called for in statement seeking forth information to be included in affidavits attached to order of this date. Further ordered that any petition filed by Louis. Tel. Bcast. Corp. (Docket 10560), which is based on facts not included in affidavits or which questions accuracy of facts in affidavits (filed by Southern), shall be summarily disposed of by summons on persons with knowledge of the facts therein stated which shall be served with summons upon petition. It relieves to show that good cause does not exist for granting adverse motions in respects indicated.

By Examiner Elizabeth C. Smith
Oregon Television Inc., Portland, Ore.—Granted petition to amend TV application (Docket 10561), to show changes resulting from death of Huntington Malasky, stockholder and director; ordered record reopened and stipulation attached to petition entered into by and between counsel for applicants and for Broadcast Bureau, together with verified statement by counsel wherein under will of Malasky, be received in evidence and made part of hearing in this proceeding, and that record again be closed.

Oregon Television Inc., Columbia Empire Telec. Inc., Northwest Tel. & Bcast. Co., Portland, Ore.—Ordered transcript in proceeding (Docket 10563), to be heard in open court. And in this proceeding, no evidence to be heard in connection with issues, etc. July 31, 1953, unless opposition thereof is timely filed.

By Examiner Herbert Sharman
Ordered continuance from Aug. 24 to Sept. 14, for initial taking of testimony re applications of W. E. B. Breden Radio Engineers, Inc., Chi. Ch. in Knoxville, Tenn. (Docket 10512 et al.).

By Examiner William G. Butts
Ordered prehearing conference to be held on July 30, 1953, on application of Orange Belt Tele- c. to license to經營 new TV station for new TV station, for purpose of considering procedures to be followed in further clarification of issues, etc.

By Examiner Renato Gagnone
WSAV Inc., Savannah, Ga.—Granted petition to amend TV application to make changes in situe, gain and rated power (Docket 10517), for new TV station, for purpose of considering procedures to be followed in further clarification of issues, etc.

By Examiner Robert D. Copeland
Queen City Tele. Co., Inc., Allentown, Pa.—Ordered correction to be filed with applications on July 23 to show visual power to be 268 kw, curl 144 kw, and height of antenna to be 414 ft. (Docket 10491), to supply further financial information.

Alabama Teel. Co., Montgomery, Ala.—Denied motion to amend TV application (Docket 10576) to rev. Sec. 1 through V. revise engineering exhibit.

Upcoming Events
July 27: NBC radio affiliates, organizational meeting, New York City.
Sept. 20-23: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nelson, B.C.
Sept. 16-20: Canadian Assn. of Broadcasters, meeting, Leb. Park Lodge, Jasper, Alberta.
Sept. 8-12: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 15-17: RTMA board meeting, Biltmore New York, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Oct. 1-6: Dist. 10 meeting, Corpus Christi, Tex.
Oct. 7-10: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 16-19: Inter-City Tele-Conference, AFA, Edgewood Beach Hotel, Chicago.
Oct. 22-23: Dist. 2, Pittsburgh, Pa., to Albany, N.Y.
Oct. 31-Nov. 1: Board meeting, AWT, Edgewood Beach Hotel, Chicago.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.
Nov. 11-13: RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING
(NARTB District Meetings)
Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Scranton.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 28-29: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Flannkton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Biltmore Hotel, Chicago.
Oct. 18-19: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buxton Hotel, Biloxi, Miss.
Oct. 29-30: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Nov. 1-2: Dist. 4, Grove Park Inn, Asheville, N. C.
IN SELECTING Ted Streibert as the new head of the newly-created U. S. Information Agency, President Eisenhower has moved briskly to retrieve for that battered service the prestige the overseas information service must have to be effective. It is his second wise appointment within the month to revitalize the operation, which becomes an independent establishment, responsible directly to the Chief Executive. The first was Leonard F. Erikson, vice president of McCann-Erickson Inc., as director of the Voice of America.

Both are men of stature, coming directly from the business world. Both came up through practical broadcasting—by the American Plan. This is recognition of the indisputable conclusion that the broadcast media are the most potent weapons in reaching the minds of men. They have been eminently successful in selling goods and ideas to America. They will use the same techniques in selling America to an oppressed world.

Ted Streibert was called back from a Government mission by the President. If he hadn't made that trip he probably couldn't have been sold as readily in accepting this call to high public office. But he had seen conditions in Europe at first hand. He knows the job that has to be done.

For two decades, Ted Streibert headed the WOR organization, part of the time doubling in brass as the chairman of Mutual. Before that he served on the faculty of Harvard's famed School of Business Research. He is a top administrator.

It's a tough job. It has been a thankless one for the men who preceded Ted Streibert. Doubtless much of the criticism of erstwhile propaganda activity has been justified. But we feel a sense of satisfaction about the new structure. Ted Streibert has a way of getting things done—well.

 ***

**Box-Office TV Conundrum**

THE PRESSURE now being applied to the campaign for subscription television virtually assures this question being brought to a head soon. It is a question that has not been considered seriously enough, primarily because of preoccupation with other things.

Telecasters will have to decide a lot of subsidiary questions first.

Would subscription television contradict the theory of U. S. broadcasting? Maybe yes; maybe no. As a practical fact radio and television have depended almost exclusively upon advertising for their support, but there is nothing in the law that limits their source of revenue to advertising alone.

Would subscription television endanger the freedom of the air? An argument to the contrary can be made in the example of newspapers and magazines which obtain their revenue from both advertising and circulation fees.

Would subscription programs dilute the effectiveness of television as an advertising medium? Is the public interest, convenience and necessity served if the audience must buy sets and then pay for individual programs? These are only some of the questions.

One sweeping answer has been proposed by Rep. Carl Hinshaw, who has introduced a bill that would classify subscription television as a common carrier and not a broadcasting service. If the bill became law the government could fix rates for such a service.

Some industry attorneys have questioned whether that would be a desirable end. If the government took a firmer grip on that part of the telecasting service which was hooked up to home box-offices, it might encourage it to similar encroachment in the entire telecasting service. There is a serious question as to whether the government should be allowed to do what until now it has never attempted—to limit the sources of revenue available to broadcasting.

Mr. Hinshaw has told B*T that he will insist on hearings on the question at the next session of Congress. In advance of that, it would be well for U. S. telecasters to get their thinking organized.
The parade of KMBC-KFRM personalities moving into the top ten most popular daytime shows in Kansas City gets longer with each new Pulse Survey.

The first Kansas City Pulse, (November-December 1952) revealed that KMBC News Director John Farmer, Farm Director Phil Evans and the Dinner Bell Roundup Gang rated in the "top ten." January-February Pulse added Marketcaster Bob Riley, and according to the March-April Pulse, KMBC's Sigma Delta Chi award-winning newsman, Bill Griffith, joined the parade.

But, there's another parade to The KMBC-KFRM Team. It's the parade of wise advertisers who know the complete story of KMBC-KFRM superiority in the vast Kansas City Primary Trade Area. Write, wire or phone your nearest Free & Peters colonel or The KMBC-KFRM Team, Kansas City, today. Join the parade of advertisers who are selling their products to the people who hear about them on the radio station they listen to most...
SINGULAR PLURALS

(including clowder, murmuration and gaggle)

We have been investigating group designations for the animal kingdom. In the interest of keeping you informed, we publish a passel of our findings.

A bunch of cats is a clowder; one speaks of a cover of coots, a stud of mares, a tribe of goats, a bale of turtles, a murmuration of starlings, a rafter of turkeys and a gang of elk. There are also a dray of squirrels, a pace of asses, a barren of mules, a crash of rhinoceroses, a gaggle of geese.

In a certain part of the Midwest, where consumers herd and listeners muster, there's a plural for human being which gives point to our prose: WMT listeners. This is a collective term for 338,480 families who listen to WMT every week, the pluralest assemblage that ever.

For a clutch of data (a group of datum), see the Clowder* man.

WMT CEDAR RAPIDS
600 kc  5,000 watts
Basic CBS Network

*The Katz Agency, our national reps.