Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

**IT'S A COMPACT MARKET!**

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

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

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

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

**JACK HOLDEN**

Thousands write to him as if he were owner or manager of WLS... and justly, for WLS Senior Announcer Jack Holden has been on the station’s announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts... seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats... from a World’s Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following... which, after 22 years, has come to accept and believe the things he says— and the products he sells.

Whether it be an announcer or a musician—an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That’s why they get results... why they sell goods for WLS advertisers.
WHK
IS
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!
actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers... that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

Steinman Station
Clair McCollough, President

WGAL Represented by MEEKER

AM • TV • FM
New York • Chicago • Los Angeles • San Francisco
COLGATE- PALMOLIVE- PEET's Halo
permitted for extension of completion deadlines are being held up by FCC pending better explanation for the delays. If CP holders are really digging but just struck rock, FCC sources indicate they will have no trouble getting extension. But it's one period only for the permittee who leans on shovel too long too often.

***

ADDITION of Manny Sacks to NBC's top echelon as vice president and assistant to Gen. Saroff has given new vigor to reports, current in last few weeks, that he is being groomed for top-policy post at network. New president, it's expected, will be selected from outside, after first of year.

NASHVILLE CBS-TV affiliate will be WSIX-TV, Ch. 8, because of firm basic affiliation contract agreed upon prior to FCC action last week granting Ch. 5 application of WLAC Television Inc., through 50-50 merger worked out with WKDA ownership. WLAC is old-line CBS Radio affiliate while WSIX is ABC. Affiliation situation will be reviewed one year from Aug. 6, date on which CBS signed with WSIX-TV. This is consistent both with FCC affiliation regulations and CBS understanding with WSIX. Both stations expect to be on air within 90 days.

NOW it can be told. Preliminary activity which led up to FCC petition by group of four uhf TV grantees for authorization of subscription TV (see story on page 31) took months of work by Hugh N. Boyd, New Brunswick (N. J.) Home News general manager. Not only did he visit 20-odd station operators and permittees to discuss pay-as-you-see TV, but also he led delegation to see late Sen. Tobey and Sen. Johnson. It's understood they both promised to use their influence to get FCC to act promptly, although both disavowed any intention to go to bat in behalf of subscription TV. It is believed this Capitol Hill visit, reaching ears of Rep. Hinshaw (R-Calif.), prompted him suddenly to introduce bill to make subscription TV and theatre TV common carrier services.

COMPLAINT of Station Representatives Assn., through its counsel, James Lawrence Fly, former FCC chairman, protesting network representation of affiliates in national spot field, has been referred to staff for study and comment, particularly with regard to FCC jurisdiction. But new development involving Westinghouse TV station representation may take heat off issue. Reverting trend, Westinghouse is shifting WBZ-TV Boston and WPTZ (TV) Philadelphia from NBC Television Spot Sales to Free & Peters which represents its radio list. Staff, nevertheless, will submit comments in due course and cite whether network representation is becoming "trend."

IN THIS ISSUE

LEAD STORY
Is pay-see TV the salvation of uhf stations? Four uhf grantees think so, and ask FCC to consider it soon. Page 31.

ADVERTISERS & AGENCIES
In a rush of fall activity 19 advertisers plan network or spot schedules. Page 32.

NETWORKS
CBS Inc. and subsidiaries had record net earnings of $4 million for the half-year. Page 40.

GOVERNMENT
FCC takes initial action on NTSC color TV standards in its Notice of Proposed Rule Making and calls for comments on the compatible system. Page 52.

Congress went home without getting a chance to act on South Dakota broadcaster Bob Dean's bid for FCC membership. Although "cleared" by the GOP National Committee and the Senate Commerce Committee, the green light didn't come from the White House. Page 54.

As far as the radio-TV field is concerned, it wasn't a "do-nothing" Congress the past session. Some highlights were on color and educational TV, baseball broadcasts, NARBA, a new Senate Commerce Committee chairman, McCarthy "recording" bill, radio-TV coverage of Congress, and box office TV. Page 55.

Ted Streibert takes over as head of the U. S. Information Agency. Page 58.

STATIONS
In a second move against the networks, Station Representatives Assn. declares NBC's "Tandem" and CBS' "Power" plans give the advertiser less for his money than do spots. Page 62.

Plough Inc. (WMPS Memphis) buys Marshall Field's WJJD Chicago for $900,000. Page 68.

Group headed by J. Elroy McCaw buys Croley's WINS New York for $450,000 plus accounts receivable. Page 70.

FEATURES
Tips to the novice film buyer. Page 82.
Tips to the novice film producer. Page 83.
Re-runs can be profitable. Page 89.

UPCOMING
Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Divisive Notch, N. H.
Aug. 29-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

Closed Circuit

Broadcasting • Telecasting

COLGATE- PALMOLIVE- PEET's Halo shampoo which has been using network supplemented by small spot campaigns for past three years planning broad national spot announcement campaign in radio in more than 150 markets for 52 weeks, with varied frequencies. Sherman & Marquette, N. Y., is agency.

NOW THAT FCC has its all-time high budget of $7.4 million (with $1 million-plus earmarked for processing TV), there will be prompt appointments of new "examiner teams" to handle expedited hearings in comparative cases. FCC must select these examiners from either Civil Service eligible list or by transfer from other agencies of government. Both lists are being screened for qualified personnel.

DEMOCRATIC National Committee may alert local party members to keep tabs on GOP Congressmen TV programs which Rep. Samuel W. Yorty (D-Calif.) charges are part of Republican campaign to sell recent Air Force appropriations cuts to public (see story, page 54). Local members would demand equal time from station telecasting such program.

MORE EMPHASIS on broadcasting and broadcasting people in new U. S. Information Agency can be expected under direction of its new head, Theodore C. Streibert, former WOR-Mutual head, who took oath in President Eisenhower's office last Wednesday. Mr. Streibert, who becomes first information head under new "Sub-cabinet" setup, agreed to take assignment for one year. He'll probably return to radio-TV fold upon completion of his Washington tenure.

IMPORTANT decision which awaits newly-installed Director of U. S. Information Agency Theodore C. Streibert is how much money should Voice of America have to operate in fiscal 1954. Congress gave lump sum of $75 million to USIA. That figure must be broken down among USIA media divisions.

WORKSHOP and practical operation panels to feature upcoming NARTB district meetings, kicking off at Seattle Sept. 14. Association currently canvassing directors and stations on most-desired topics. Basic four-man NARTB team will make circuit, along with TV specialist to be designated by Television Board. Present policy of board confines high-level industry discussions to annual convention.

SOON to be revealed for first time is story of NARTB Television Code enforcement. Proposed draft of document, with detailed account of industry's voluntary effort to keep video ethics on above-reproach level, now ready for scrutiny by TV directors.
GOING FAST!

IN JUST 10 DAYS THESE FINE STATIONS SIGNED FOR THIS GREAT SHOW, 5 HOURS PER WEEK!

BOSTON
WHDH
50 K.W. - IND.

DETROIT
CKLW
50 K.W. - MBS

ST. LOUIS
KSD
5 K.W. - NBC

MEMPHIS
WMC
5 K.W. - NBC

DAYTON
WING
5 K.W. - ABC

MIAMI
WKAT
5 K.W. - MBS

DALLAS-Ft. WORTH
WFAA
5 K.W. - ABC

HOUSTON
KXYL
5 K.W. - ABC

BURLINGTON, VT.
WCAX
5 K.W. - CBS

WNOW, York, Pennsylvania
1000 W. - IND

WLAK, Lakeland, Florida
1000 W. - NBC

WHYI, Carlisle, Penna.
1000 W. - IND

WHOS, Decatur, Alabama
1000 W. - IND

WIKC, Bogalusa, Louisiana
250 W. - NBC

WCSI, Columbus, Indiana
250 W. - IND

KCHA, Charles City, Iowa
250 W. - IND

WPLA, Plant City, Florida
250 W. - IND

WEVA, Emporia, Virginia
250 W. - IND

KJFI, Webster City, Iowa
250 W. - IND

WDOV, Dover, Delaware
1000 W. - IND

WTWN, St. Johnsbury, Vt.
250 W. - IND

KSIM, Sikeston, Missouri
250 W. - IND

KAYL, Sturgis, Iowa
250 W. - IND

WBZ, Muskegon, Michigan
1000 W. - ABC

KKDO, Colo. Springs, Colo.
250 W. - IND

KBLO, Hot Springs, Ark.
1000 W. - IND

KFJ, Klamath Falls, Ore.
5000 W. - MBS

WHOK, Lancaster, Ohio
500 W. - IND

WCRS, Greenwood, So. Car.
250 W. - NBC

WBRN, Big Rapids, Michigan
500 W. - IND

WHUN, Huntington, Penna.
250 W. - IND

WOB, Rhinelander, Wisc.
250 W. - MBS

NEW CONTRACTS ARE POURING IN DAILY...
HURRY! HURRY! WRITE, WIRE OR PHONE TODAY!
YOUR MARKET MAY BE SOLD TOMORROW!
ming you need . . . from ZIV!

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

DICK POWELL  PEGGY LEE

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

FOUR OF STARS

ORCHESTRAS AND SINGING STARS!
Time to Bring Up the Big Guns!

This fall buying resistance isn't going to tumble to any pop gun strategy. If you want to sell, you'd better buy a big market and a big medium.

For instance, the Savannah Seaboard Market... 79 rich counties in three states, better than half a billion in retail sales... For instance, WSAV at long-range 630 kc which booms out to more homes, more people than any other medium in the market.

Want proof? Ask any Blair man for a look at S.A.M. or the latest Pulse. WSAV can bulls-eye your sales story with the power and persuasion you need to sell the important Savannah Seaboard Market.
Sacks Made NBC V.P., Will Assist Sarnoff

EMANUEL SACKS, now staff vice president of RCA, has been elected to serve also as staff vice president of NBC, Brig. Sen. David Sarnoff, board chairman of both RCA and NBC, was to announce today (Monday). Mr. Sacks also will continue his duties as vice president and general manager of RCA Victor record department.

At NBC, Mr. Sacks became assistant to Gen. Sarnoff and also will assist various divisions of NBC in talent activities, as well as in other area.

RETMA Urges Removal Of TV Receiver Tax

REMOVAL of the 10% excise tax on TV receivers scheduled Friday by Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn. in statement to House Ways & Means Committee, currently studying national tax structure. Industry is willing to give its fair share of revenue under manufacturers levy applying to all types of consumer products, he said. In addition he sought special consideration to exemption of color TV sets under traditional withholding of taxes temporarily from new products and industries.

Present TV set tax is both inequitable and inexpedient," Mr. McDaniel told committee. He cited important industry contributions to national defense and said RETMA members object to "being singled out as one of a relatively small number of industries to bear sizable excise burden." He asked how TV levy can be defended when there is no tax on ornamental lamps and decorative furniture, for example. He referred to difficulty and cost of administering TV tax.

Urging passage of bill (HR 6314) introduced by Rep. Richard M. Simpson (R-Pa.) to remove tax on parts and components of radio and TV sets other than tubes, Mr. McDaniel said, "Clearly, it is not the intent of Congress that consumers alter their purchasing habits or that the nation forego tax revenues because consumers do so. Would it not be both more equitable and more expedient to levy excise in a manner that permits of no escape and involves no discrimination—by placing a moderate tax on virtually all products?"

Theatre TV Gets Fight

PRESENTATION of Rocky Marciano-Roland La Starza heavyweight championship fight from New York's Polo Grounds Sept. 24 exclusively on closed-circuit theatre television announced by James D. Morris, president of International Boxing Club, and Nathan L. Halpern, president of Theatre Network Television. Neither home television nor radio will carry bout. Following areas will be blacked out for TNT's presentation: New York City metropolitan area, Boston, Brockton, Lynn, Providence and immediate vicinities.

Mr. Halpern told B'TV Friday number of theatres carrying event will exceed 50 which presented Marciano-Walcott fight in September 1952. Admission price reportedly will be $2 to $3, depending on locality.

CBS-TV Adds 1, Drops 3

CBS-TV has signed basic affiliation contract with WHEC-TV—WTEN-TV Rochester, N. Y., joint licensees for vhf Ch. 10 due on air about Dec. 1. Network also announced that, due to new affiliates and improved coverage, affiliation agreements with KPTV (TV) Portland, Ore., WDAF-TV Kansas City and KBTV (TV) Denver have been cancelled. Termination dates of these CBS-TV affiliations are Jan. 23, 1954, for KPTV, Aug. 2, 1953, for WDAF-TV and Nov. 1, 1953, for KBTV.

American Dairy on Radio-TV

AMERICAN DAIRY ASSN. will sponsor Bob Hope radio show on full NBC network Fridays, 8:30 p.m. EST, starting Sept. 25, and 15-minute Tuesday-Thursday segments of Bob Crosby TV program on CBS-TV (about 50 stations) 3:45 p.m. EST, starting Sept. 22, Lester J. Will, associate's general manager, will announce to-day (Monday). Firm will advertise dairy products, with both shows originating on West Coast. Contracts placed through Campbell-Mithun Inc., Minneapolis-Chicago (see early story, page 33).

Foley Expands Into Film

GEORGE F. FOLEY announced Friday opening of Hollywood offices with Kelvin F. Horton, former Pacific Coast sales manager of CBS, as vice president in charge. It also was announced that company, which heretofore has specialized in production of radio and TV programs, has entered production field, with Maurice E. McMurray, sales supervisor of Foley, as head of new unit.

'RED' CHARGE ON KYA COSTS HEAVY DAMAGES

SLANDER damages of $55,125 against KYA San Francisco, H. G. Fernhead, station's general manager, and James Tarantino, KYA commentator and Hollywood gossip magazine publisher, awarded California school teacher late Thursday by San Francisco Superior Court jury. Fern Bruner, high school instructor in San Lorenzo, had asked $100,123 damages for defamation, claiming that she was not "reported connie or communist sympathizer" as alleged by Mr. Tarantino in radio program aired over KYA. Jury's verdict was $55,000 punitive damages with KYA and Mr. Tarantino each paying $25,000, Mr. Fernhead paying $5,000, plus $123 for out of pocket costs and $2 other damages. Trial ran 18 days.

BROADCASTING • TELECASTING

BUSINESS BRIEFLY

SPOTS FOR 'DIGEST' • Reader's Digest through BBDO, N. Y., preparing spot announcement campaign to start in September using sets, has tented before publication date in 20 markets. In addition television spot campaign also to be used with details still to be worked out.

RAILROADS NAME AGENCY • Eastern Railroad Presidents' Conference, N. Y., to Donahue & Coe Inc., N. Y. Account executive, Walter Weir, plans to use radio, newspaper and magazine advertising.

CHESTERFIELD ON MBS • Liggett & Myers Tobacco Co., N. Y. (Chesterfield cigarettes), to sponsor Perry Como three times weekly (7:45-8 p.m.) starting Aug. 31 on MBS. Contract, placed by Cunningham & Walsh, N. Y., is for 52 weeks.

PALL MALL EXPANDS • American Cigarette & Cigar Co., N. Y. (Pall Mall), increasing its radio spot announcement campaign in eight states starting late in August. Increased frequencies and new stations are being added. This is in addition to firm's network radio and television programs. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

RADIO SPOTS FOR COAL • For sixth consecutive year, Delaware, Lackawanna & Delaware Coal Co. N. Y. (Blue coal), is placing seasonal fall radio-only spot announcement campaign in 26 markets, starting late September for 13 weeks.

OXYDOL, DREFT BUY • Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., planning radio spot campaign for Oxydol and TV schedule for Dreft, effective mid-October.

DRENE CAMPAIGN • Procter & Gamble Co. preparing radio-TV spot announcement campaign for Drene in 30 markets, starting Sept. 7 for 52 weeks. Agency: Compton Adv., N. Y.

August 10, 1953 • Page 9
75% of the time...San Antonio's KEYE has the MOST audience

*JUNE PULSE

- At night, from 6:00 to 11:00 P. M., KEYE ranks first in 88 quarter hours...to 51 for the second station.
- During the day, Monday through Friday, KEYE ranks first in 166 quarter hours...to 34 for the second station.
- During the day, Saturday and Sunday, KEYE ranks first in 39 quarter hours...to 4 for the second station.
- Throughout the day and night, including all time any station is on the air, KEYE ranks first in 326 quarter hours...to 98 for the second station.

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street...
or in Chicago, call Bob Wood, 230 North Michigan Avenue.
National Representatives - Katz Agency
WNDR Asks FCC Delay License Renewal Hearing

WNDR Syracuse asked FCC Friday to postpone indefinitely hearing scheduled Sept. 9 on station's license renewal and transfer application, pending Commission consideration of petition seeking renewal and transfer without hearing. FCC posed issues concerning discontinuance of WNDR-FM and Oct. 1948 contract for management and option to buy by group headed by Martin Karig, former principal owner of WWSW Gies Falls, N. Y. Karig group seeks to buy for $200,000.

WNDR regretted failure to formally surrender WNDR-FM after destruction of tower in 1950 hurricane, but denied allegations of illegal transfer of control to management group, pointing out October 1948 contract was filed with FCC along with all subsequent changes and relevant facts and no question has been raised until now. WNDR cited $400,000 loss of owners and ability of management group to put station on profitable basis with increase in local programming.

WNDR has law suit pending against Samuel Newhouse interests (WSYR-AM-FM-TV, Syracuse Post Standard and Herald Journal) charging conspiracy to put station out of business after refusing to sell to Mr. Newhouse at early date. Station told FCC its renewal hearing "has been unduly publicized by the Newhouse newspapers in Syracuse for the purpose of further embarrassing and damaging WNDR."

KWEM Turns In TV CP, Unable to Get Site

FAILURE to secure adequate TV site is reason given by KWEM-TV Memphis, Tenn., upon surrendering permit for uhf Ch. 48 to FCC Friday. KWEM Inc., which holds permit to move KWEM from West Memphis, Ark., to Memphis, Tenn., wanted to construct new facility housing both AM studios and TV transmitter-studio, but did not wish to delay AM improvement because of TV site problem.

Wilmingion TV Sought

APPLICATION for new TV station on uhf Ch. 29 at Wilmington, N. C., filed with FCC Friday by Wilmington TV Corp., owned 25% each by O. C. Tucker and Glenn M. Tucker, real estate; A. L. Wheeler, Washington attorney, and Milton Hammer, TV producer of Washington Spotlight.

New AM for Oklahoma

FINAL decision granting new AM station at Anadarko, Okla., to J. D. Allen tr/ass Caddo Bstg. Co. announced by FCC Friday. Facilities approved are 300 w daytime on 1230 kc. Ruling denied competitive bid of Lawton-Fl. Sill Bstg. Co. for 1 kw day, 500 w night on 1250 kc at Lawton.

WILS-TV Joins DuMont

WILS-TV Lansing, Mich., uhf Ch. 54, due on air Sept. 15, has signed affiliation contract with DuMont TV network as secondary outlet.

People

LESLIE HARRIS, former director of radio-TV, Colgate-Palmolive-Peet Co., to Bernard Schubert Productions, N. Y., in partnership capacity.

HOWARD KANY, director of news for CBS-TV in Washington, named temporary manager of CBS-TV news and CBS Newsfilm Dept. in New York. He fills vacancies caused by death of EDWARD C. (Ned) BUDDY and resignation of FRANCIS N. (Fritz) LITTLEJOHN, who joins ABC-TV Sept. 1 as director of news, special events and public affairs [BWT, Aug. 3].

DONALD A. DAVIS, vice president in charge of radio and television, Jaffe Agency, Hollywood talent firm, to Rockhill Productions, N. Y., radio and TV producing firm, as general sales manager in charge of creative development of properties. TERRY OHUNES, independent radio-TV producer, to Rockhill as director of press and public relations.

JAMES S. MacVICKAR, account executive, Benton & Bowles, to Kenyon & Eckhardt, N. Y., as account executive.

BERT SOMSON, former sales director at United Film & Recording Studios, joins motion picture-TV division of Kline Studios Inc., Chicago, as account executive.

DuMont Reorganizes Advertising Set-Up

JACOB H. RUITER Jr., former technical advertising manager of Allen B. DuMont Labs, named manager of public relations Friday, in reorganization of DuMont advertising and public relations. Move eliminated DuMont advertising department, making DuMont responsible for advertising, making product advertising responsibility of individual advertising managers of company's various divisions. Public relations, institutional advertising and coordination of technical advertising of several divisions will now be handled by public relations department.

NARTB Groups to Meet

THREE NARTB groups to hold meetings during September. Public Events Committee, which is looking into freedom of access to radio-TV coverage of legislative, civic and other events, meets Sept. 18-19 at Waldorf-Astoria, New York. Radio Standards of Practice Committee, engaged in revision of broadcast code, meets Sept. 20-21 at same site. NARTB TV Code Review Board planning Sept. 11-12 session.

Grant Agency Convenes

IMPACT of television in foreign countries explored by representatives of Grant Advertising Inc., convening in Chicago from branch offices throughout world. Representation includes 23 executives from foreign countries and eight from continental U. S. Agency organization, policy and progress reviewed. Convention continues through Aug. 14.

WKOL-TV Names Taylor

WKOL-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.

Colton Company Moves

LIONEL COLTON, N. Y., radio station representative, has moved to new offices in Hotel Shelton, Lexington Ave. at 49th St., New York 17. Telephone: Eldorado 5-7609.
It takes an old hand to have a
In radio programming, an old hand we are. For CBS Radio programs have won what almost amounts to permanent possession of Nielsen's top places.

And a green thumb we've got too. For many of the Top Ten winners have started their climb in a CBS Radio Studio. Like Arthur Godfrey Time. Talent Scouts. Our Miss Brooks. Suspense. Yours Truly, Johnny Dollar.

Now, CBS Radio has developed some of the most promising new properties in years. And we've planted them in our schedule this summer, so that by fall, you'll have gathered a big loyal bunch of followers. Pick the variety that goes with your budget:

THE JOHNNY MERCER SHOW (Monday thru Friday evenings, 7:15 to 7:45 EDT) Interviews, stories and music by a personality who knows—and has written—more songs than almost anybody around.

21ST PRECINCT (Tuesday evenings, 9:30 to 10 EDT) The daily drama—based on actual events—that unfolds before a precinct captain in a typical New York City station-house.

ROGERS OF THE GAZETTE (Wednesday evenings, 9:30 to 10 EDT) Will Rogers, Jr., leading the amusing and rewarding life of anyone who edits a small-town weekly.

CRIME CLASSICS (Monday evenings, 8 to 8:30 EDT) Dramas in documentary style that reconstruct the most famous criminal stories of every land and of every time.

STAGE STRUCK (Hour-length, scheduled for September) The romance that is Theatre, told through interviews and biographies, re-enacted play scenes, and eavesdrop auditions.

You can listen to them grow... where America listens most.
100,000
EDWARD PETRY
Page
REPRESENTED
Upper
BY
14
Watts
On
100,000
With
Regularly
People
Over a
Million-
and-a-Half
People
With
100,000
Watts
On Channel 5

KSTP-TV
Now
Reaches
In The
Upper Midwest...

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

570 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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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 (34th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy. 52nd and 54th issues: $5.00 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 D.C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—the News Magazine of the Filmmakers. Broadcast Advertising® was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
Things have changed in ARKANSAS, too!

From one-room schools to Fulbright scholars ... from “one-crop” farms to a booming economy—Arkansas is getting its share of the South's new progress and wealth. One example: Effective Buying Income per family is up 195.1% over ten years ago*!

There's been a big change in Arkansas radio, too. You can now cover almost all the State with 50,000-watt KTHS from Little Rock—now CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS offers primary daytime coverage of more than a million people—secondary, interference-free daytime coverage of more than 3½ million people, including practically all of Arkansas (and 387,409 radio homes in six adjacent states)!

Ask your Branham man for all the KTHS facts, today.

*Sales Management figures

50,000 Watts ... CBS Radio

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

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS
EVER WATCH TUGS pushing and pulling a huge liner into her dock? It takes enough tugs to do the right kind of a job.

Good representation requires enough salesmen in relation to the number of stations represented. This makes it possible for each station to get its full share of attention and not be lost in a long list crowd.

Our company has an extremely high ratio of manpower per station represented. Because of this we are able to concentrate our attention on the particular qualities, advantages and programs of each station — and then devote to each the necessary selling time to produce the maximum amount of business. Our stations are sold "individually." That is what we mean by "Personalized Representation." It takes plenty of manpower.

If you think this kind of concentrated effort would take you out of a crowd — ask us what we can do for you.
of Tugs...

“Queen Elizabeth”. Photograph courtesy of Cunard Steamship Co., Ltd. and Moran Towling and Transportation Co., Inc.

PAUL H. RAYMER COMPANY, INC.
RADIO AND TELEVISION STATION REPRESENTATIVES
NEW YORK - CHICAGO - DETROIT - ATLANTA - SAN FRANCISCO - HOLLYWOOD
OOPS, IT'S DAISY
Network: NBC-TV.
Time: Wed., 8:30-9 p.m. EDT (Air Audition, 8/5).
Creator, Producer and Director: Frank Tashlin.
Writers: Robert Riley Crootcher and Frank Tashlin.
Stars: Helen Halpin and Mary Costa.

NBC-TV gave viewers a crack at picking their own television entertainment last Wednesday night when it requested comments on an air audition of Oops, It's Daisy, a new comedy series starring Helen Halpin and Mary Costa.

The pilot film of the new series filled the introductory bill nicely in giving viewers an idea of the sort of thing they may expect from Oops, It's Daisy. The show join the ranks of TV regulars. Those watching the Aug. 5 telecast met Pam, a charming, pretty and relatively sensible blond, and Daisy, her disenchanted, not-so-prettv, irrational roommate who has a facility for getting into comic situations which will provide the series with story material. Rover, their dog, filled the audience in on details about his apartment-mates by doubling as narrator on the initial telecast.

Supporting roles on the show are the girls' next-door neighbors, a patterned couple—he the traditionally henpecked husband and she the rolling-pin wielding type constantly threatening to return to mother. The first show concerned itself with the confusion that resulted when the dominating wife misunderstood a conversation between her husband and Daisy and concluded that her spouse was being led astray by that "weird girl in the next apartment."

The initial telecast was a well coordinated production. It was on film, a definite advantage in situation comedy where timing is all important. Both Miss Halpin and Miss Costa seem entirely capable of handling their roles well as do the supporting players.

The bothersome note in Oops, It's Daisy is its obvious resemblance to an already established series of the same type, My Friend Irma. The situation on the new series' first telecast was not as funny as some that have been seen on My Friend, Irma, nor were the characters as broad. The feeling that it all had happened before was very definitely there.

Pam is a modified version of the Jane Stacy role in the Irma series. There is not as much comedy in the characterization as there is in Jane's. But she lives and must cope with an Irma-type and hence a parallel between the two can be drawn. Daisy bears a greater resemblance to a rational human being than Irma does. Her intellectual shortcomings are not as exaggerated and therefore she is not as funny. But she and Irma have a common trait. Through no apparent fault of their own, both Irma and Daisy are always in the midst of situations that are all the more amusing for their attempts to solve them.

THE REVLON MIRROR
Network: NBC-TV.
Time: Tues., 8-8:30 p.m. EDT.
Play Reviewed 8/4: "White Night."
Star: Joan McCracken.
Director: Daniel Petrie.
Producers: Dorothy Mathews and Donald Davis.
Sponsor: Revlon.

A mixed-up little opus titled "White Night" was the Aug. 4 offering on The Revlon Mirror, a weekly summer drama series on NBC-TV. TV scriptwriters will persist in avoiding dramatic simplicity like the Bubonic Plague. Despite the obvious limitations that a half hour program such as this one presents, too often the man behind the pen complicates his story line so thoroughly that the outcome really tells no story at all. In fact it more closely resembles a scanty outline for a three-hour TV play. Such things were in existence. Dabbling with plots, sub-plots and more sub-plots in a 30-minute framework is the shortest possible route to a TV dead-end.

So it was with "White Night." The play was adapted from James Ramsey Ullman's book of short stories called "The Island of the Blue Macaws." Basically the plot dealt with the shattered romance of a young dancer. It was related by a cab driver who had picked up her and her amorous home snowy evening. En route, the relationship was terminated by the young man who also happened to be the young lady's dancing partner. Frustrations were generally complicated because in addition to the emotional problems that his exodus had created the girl was also out of a job. The cabbie, who had no small share of difficulties himself, gave but with some folkly encouragement that he felt set the girl on the right road again. Flashbacks were used to incorporate incidents in the past that had a bearing on the present as it affected both cab driver, his momentary dance friend, and their respective headaches.

Dancer Plays Dancer
Joan McCracken, a dancer by profession, played the young dancer in "White Night." But the casting director should have had a better reason than that for assigning the part to her. Miss McCracken has had a fair amount of success in musical theatre in the past few years. She dances very well but she is not an actress. Warren Stevens who portrayed the hackie gave an equally unmotivated performance.

Admittedly they were working with a poor script. It is a stiff assignment for any actor to make lifeless dialogue believable. This was the problem that confronted both Miss McCracken and Mr. Stevens. Conviction was entirely lacking in their attempts to solve it.

Direction was no help to the story nor to the actors involved. It plodded along at a slow pace in spite of the material that was to be covered in a short time. Most of the play was set in the interior of a cab, an economical move to be sure, but hardly one which leaves room for any imaginative staging.

Revlon, the cosmetic firm which sponsors the show, is showing the "bop" influence in its commercials, a definite departure for a firm whose sales messages are usually of a more sophisticated nature. Revlon's new lipstick and nail polish bearing the timely title "Crazy Pink," were plugged with proper vocal inflections by Robin Chandler.

BOOKS
RADIO-TELEVISION BIBLIOGRAPHY, edited by Burton Pauh. National Assn. of Educational Broadcasters, Urbana, Ill. 129 pp. THIS study is a revision of a previous NAEB bibliography published in 1950, and, according to its editor, lists most of the books and articles on non-technical radio and television subjects published between January 1, 1949, and June 30, 1952. Mr. Pauh is vice president of the NAEB and manager of KUOM Minneapolis, U. of Minnesota station.

BROADCASTING • TELECASTING
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.
High-gain VHF antenna
— with a 50-kw rating!

It delivers up to 316 kw ERP— with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

It provides null fill-in

With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system

Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. An important feature for emergency operation!
RCA 50-kW Superturnstiles to fit your need

<table>
<thead>
<tr>
<th>Sections</th>
<th>Channel</th>
<th>Type No.</th>
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<tr>
<td>12</td>
<td>2 and 3</td>
<td>TF-12AL</td>
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<tr>
<td>12</td>
<td>4 to 6</td>
<td>TF-12AM</td>
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<td>12</td>
<td>7 to 13</td>
<td>TF-12AH</td>
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<tr>
<td>6</td>
<td>2 and 3</td>
<td>TF-6AL</td>
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<tr>
<td>6</td>
<td>4 to 6</td>
<td>TF-6BM</td>
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</tbody>
</table>

Specially matched Styroflex line
No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line matches the impedance of Superturnstile sections, handles higher power, holds center conductor in position—even when line is coiled.

Complete VHF Antenna Accessories
RCA has all equipment for VHF 50-kW Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

Remember
RCA makes five different types of high-gain 50-kW antennas for VHF. RCA has all 50-kW antenna accessories. RCA can supply high-gain 50-kW antenna systems—tailored specifically for your VHF channel, power, and service area. Play it safe. Let your RCA Broadcast Sales Representative help plan your TV antenna system.
Also Bullish About B•T
EDITOR:
McCann-Erickson ought to pay display rates for the beautiful presentation of our story on radio ["Why McCann-Erickson Is Bullish About Radio," B•T, July 27]. I only hope that our enthusiasm as publicly expressed in your fine publication helps to stir up even more business for radio whose rumored demaisie has, in the words of Mark Twain, been grossly exaggerated.

Hendrik Booraem Jr.
Vice President
McCann-Erickson
New York

Feeding and Footage
EDITOR:
Are reprints available of the following two articles in your July 13 issue?
"The Care and Feeding of TV Film Unions."
"Stock Footage: How to Use It."
If so, we would like to have 20 copies of each .

Ken Poltie
Knox Reeves Advertising
Minneapolis

War or Peace
EDITOR:
Why plug the movies? In glancing over the article of July 20 by Mr. Willard E. Walbridge in your publication, I found myself a little non-plussed and a bit perturbed: O.K. I am on the opposite side of the fence. I am a plug man . . . I know that motion pictures are buying a good deal of time in Los Angeles on television. If a war were to start between movie pictures and television at the present time it would gain nothing but trouble and any thinking person knows this.

So movies got panicky and now movies see the light . . . Movies are better than ever and the truth is television has made them so. The first steps are being taken now in the cooperation of television and movies. If Mr. Walbridge’s suggestions were really taken at their face value, this steady cooperation, which is just coming after five years, would be set back another five years . . .

The plug goes both ways. You know every time you see a TV screen in a motion picture set, it is a plug for TV . . . Movies are now preparing to open up their vaults and give the television industry the movies they have been asking for all of these five long years . . . If television decides to wage war on movies, then the movies, being proud, will have to retaliate by taking all revenue and cooperation from television . . .

Barry Leon Brissel
Publicity Creations
Los Angeles

Longest Marathon?
EDITOR:
I want to stake a claim on the world’s record for a marathon. I noticed in the July 20 issue of B•T that WBRW Welch, W. Va., claims 85 hours as a world’s record for a marathon.

I can more than double that. I often wondered why very little publicity, if any, got back to the States about this anyway. Up until the middle of March, this year, I was the station manager of Gypsy (that’s the station’s call name) of the American Forces Korea Network, serving the fighting forces in Korea.

Here’s the background on the show. The network, nine stations in all, decided to run a marathon to collect money for the March of Dimes. This money was collected from the guys who were fighting and dying over there. For us at Gypsy, the marathon started at 6 a.m. Saturday, Jan. 17, 1953. We ran one continuous marathon until 10 p.m. Sunday, Jan. 25, 1953. With a little figuring, you can see that this was a total of 208 hours of nothing but records played for the price of donation to the March of Dimes. We at Gypsy collected a total of $14,880 . . .

Jim Graves
WRBL, Columbus, Ga.

Through the Looking-Glass
EDITOR:
We read with interest the story about weather on video [B•T, July 20] and [KOTV (TV)] Tulsa’s transparent map.

KFOR-TV, on the air since May 31, uses a plate-glass four square feet in area, and our weatherman does it the hard way. He writes backwards. We feel that our map has an ad-

vantage over Tulsa’s backward scanned map: the weatherman may hold sponsors’ printed signs—and the lettering is correct for the viewer.

We understand there are other transparent weather maps. Is this true? . . .

Bon Spearman
Sales Promotion Manager
KFOR-AM-TV
Lincoln, Neb.

The Roanoke Story
EDITOR:
In my opinion you did an outstanding job of factual reporting on the Roanoke uhvvhf situation [B•T, July 13].

I appreciate your complete understanding of our attitude and the fact that you made such a valued effort to get truly factual information.

James H. Moore
Exec. Vice Pres.
WSLS-AM-FM-TV
Roanoke, Va.

Yag’s Bag
EDITOR:
Perhaps the “Rhombic Record” (OPEN MIKE, July 20) won’t look so good compared to the record of my Yag’s antenna. I’ve verified 25 stations and have seen over 40 . . .

William Moser
National Radio Club
Uniontown, Pa.
Let's fight for markets; for sales; for product identification! Let's forget those years when a salesman's duties were to take orders, and to file his expense account before the Friday deadline... settle down to a struggle to win the public's acclaim — sales for your products. You'll need a competitive force to send those sales-graphs up these days. Aggressive, independent salesmen that have won through in the face of adversity before — hold their position on merit alone.

There's just such a force waiting for your, "Okay men, let's go to work!"

...America's leading **INDEPENDENT RADIO STATIONS!**

### THESE ARE THE LEADING FIGHTERS IN THEIR MARKETS...

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>KLAN</td>
<td>Seattle, Washington</td>
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<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
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<tr>
<td>WACE</td>
<td>Springfield, Mass.</td>
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<td>KSON</td>
<td>San Diego, California</td>
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<td>WCUE</td>
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<td>Portland, Oregon</td>
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<td>St. Paul, Minnesota</td>
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<td>KREM</td>
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<td>WOLF</td>
<td>Syracuse, New York</td>
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<td>Jackson, Mississippi</td>
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<td>KOWH</td>
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<td>KSTL</td>
<td>St. Louis, Missouri</td>
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<tr>
<td>CKNW</td>
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<tr>
<td>KBYE</td>
<td>Oklahoma City, Okla.</td>
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<tr>
<td>KWBB</td>
<td>Wichita, Kansas</td>
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</table>

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

*Aim for BULL'S-EYE results...with the AIMS GROUP*
our respects

to WARD LOUIS QUAAI

WHEN the 1935 Northern Michigan oratorical contest for high school students was settled, the winner was a Junior in the Ishpeming school, Ward Quaal. That competition convinced the school’s drama and voice teacher his pupil should use his talent professionally. The pupil has just been elected vice president and assistant general manager of Crosley Broadcasting Corp.

Ward Quaal went to Marquette, 15 miles away, and got a job at WDMJ during his senior year. This satisfied his youthful yearning for voice experience and provided $17.50 a week toward a college education. He rose at 4:30 every morning to handle a milk route, attended classes all day and then drove the family car to Marquette where he announced until 11 p.m.—quite a schedule for a 17-year-old youth (he was born April 7, 1919).

Aided by an occasional transcribed half-hour show and some standby time, he managed to supplement his midnight-4:30 slumber period with studio catnaps. After graduation he continued his milk route and announcing until U. of Michigan classes started in September. The first thing Freshman Quaal did at the university was land a job at WJR Detroit where he soon was handling a number of commercial and sustaining shows, moderating a youth forum and announcing sports. On the side he fed microphones at the old WILB Detroit and WCAR Pontiac, still finding ample time to get his A.B in radio-speech and economics with non-credit law courses for good measure, and to serve as a part-time instructor.

During Easter vacation in 1941 he auditioned with a dozen others for a job at WGN Chicago. He went to work June 9, getting a short leave to take part in commencement exercises June 23. At WGN he handled special events, sports and general announcing, all the while working slowly toward the business side.

In 1943 he received a call from Uncle Sam and reported to the Navy as an ensign assigned to Atlantic fleet communications. Before the end of the war he was in charge of a large Navy radio installation at Norfolk, Va.

During his war service he had courted Dorothy Jane Graham, an Ohio girl who had been chosen “Queen of Air Hostesses” flying into Washington. As soon as his tour at sea ended he married Miss Graham.

Back at WGN in 1945 he was named special assistant to Frank P. Schreiber, station manager, completing a long-planned transition to the business side of radio. Here he was deep in the special problems of clear-channel radio stations as well as the newer trials of TV as WGN added a visual operation in 1948. He built several new programs for clear-channel stations, took part in Clear Channel Broadcasting Service activities and helped build a strong WGN farm department. He took law courses at Northwestern U. at night.

When Victor A. Sholis left the directorship of CCBS in 1949 to manage the WHAS operations in Louisville, Mr. Quaal was the logical successor. Soon he was directing CCBS from Washington headquarters. In this role he was closely associated with the late Louis G. Caldwell, counsel for CCBS, and joined the ranks of industry admirers who knew and appreciated the genius of this radio pioneer. With Mr. Caldwell literally day and night—for a considerable period he lived in the Caldwell home, a gathering place for broadcasters—he acquired a general knowledge of administrative law.

At CCBS Mr. Quaal attended the 1949 NARBA sessions at Montreal and the 1950 sessions at Havana and Washington, acquiring close familiarity with international broadcasting. He expanded CCBS engineering and program service to member stations and covered the 1952 political conventions.

Following outbreak of the war he was appointed by President Truman to the President’s Broadcast Advisory Council. He served as a member of the Citizens Committee on the Hoover Report assigned to the agricultural committee task force.

Just a year ago, when Dwight Martin left the Crosley radio organization to join the General Tire radio-TV interests, Mr. Quaal was named as his successor. Headquarters at Cincinnati, he has been active in direction of the entire group of Crosley radio, TV and international shortwave stations.

Promotion of Mr. Quaal to the post of vice president and assistant general manager of the Crosley group was announced July 15 by James D. Shouse, board chairman, and Robert E. Dunville, president [B&T, July 20].

In his year at Cincinnati Mr. Quaal has become active in community affairs, including University Club, Cincinnati Executives Assn., Cincinnati Country Club and Cuvier Press Club.

The Quaals have a 5-year-old boy, Graham. At his suburban home he finds an outlet for two hobbies, landscape gardening and photography.

A firm believer in radio, Mr. Quaal believes the medium’s impact on rural and smalltown America has never been greater. He summarizes his views this way: “Advertisers realize now that they can get more out of their dollars through radio than through any other medium. When the radio industry truly appreciates its greatness and begins to scrap the false rating formulas which precipitated the downfall of network radio and hurt all broadcasters, we will be on a much stronger footing for the future.

NOW SERVING OVER 217,900 TV HOMES IN OKLAHOMA!

*June 1, 1953

WKY-TV Channel 4

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Former-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

Page 24 • August 10, 1953

Broadcasting • Telecasting
Now the Strongest Quad-City Radio Team

WHBF and CBS

On July 1st, WHBF, the Quad-City’s favorite, joined CBS the nation’s favorite in a radio affiliation which augurs well for radio listeners in the Quad-City metropolitan area of a quarter million people. Thus WHBF radio (5 KW full time on 1270 kc) now 28 years old in the service of the Quad-Cities, marches on in its steady growth ... and strengthens its position to provide this area with the finest in radio programming and service.

WHBF began operations in 1925 as a 100-watter. Present ownership took over in 1932. The station then had a staff of six people. Today, WHBF serves this area with AM and FM radio plus television on Channel 4. With a staff of 75 people the station is located in its own building ... enjoys a fine reputation as a community service institution ... and is one of the Quad-Cities respected business organizations. This reputation extends into the industry field as well.

Advertisers, local and national, know WHBF as a stable operation with sound, honest and constructive policies—reflecting the good business philosophy of its affiliate, the 102-year-old Rock Island Argus.

So today, more than ever, WHBF radio is a necessary ‘must’ on the list of many aggressive advertisers who sell profitably to the 242,200 people of the Quad-Cities ... and to the additional thousands in the trading area adjacent to this important midwest market.

Avery-Knodel, Representatives
KOREA ARMISTICE SIGNED!

U. S. Has Sent 1,000 A-Bomb Carrying Planes To 9 European Allies!

F-84s EQUIP PACT NATIONS
An armistice has been signed in Korea for which we are all duly grateful... let's hope this becomes an augury of permanent peace.

Many differences in editorial opinion have been expressed about what has been a grim guerilla action, but regardless of divergent views, out of the war itself one phase emerges sharp and clear... it is that despite the limitations placed upon air power in Korea it was proved again that air supremacy and its importance to the cause of freedom are inestimable.

Of our various fighting planes as such, it may be simply acknowledged that our aircraft industry as a whole has produced aircraft to the various needs of combat which have well and effectually done the job for which they were designed.

On the job itself, the men who commanded the Air Force and the pilots who flew the Republic F-84 Thunderjet have told us that the F-84 in fact and deed, firmly established its right to the name by which it became affectionately known—the workhorse of the air.

The fighter-bomber's role as an interdictor did as much as any other single weapon to keep the Chinese hordes off the back of our ground troops. No single vehicle of defense played a more effective part in throttling enemy supply lines at the source. The Thunderjet slugged it out at hilltop level, completed its manifold missions and brought its pilots home, though often incredibly mauled itself. General Curtis E. LeMay, Commanding General of the Strategic Air Command, comments that "without the F-84 the history of our effort in Korea might have been different.."

This belief is further stressed by Lt. General Frank F. Everest, a former Commander of the 5th Air Force, who affirms the tactical value of Republic Thunderjets with the simple exposition that "the F-84 which comprised 40% of the fighter-bomber strength in Korea, was responsible for 60% of the damage inflicted on the enemy."

No amplification is needed beyond the authenticated box score compiled from official statistics of the United States Air Force.

<table>
<thead>
<tr>
<th>BOX SCORE (Destroyed and Damaged)*</th>
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<tbody>
<tr>
<td>200,807 BUILDINGS</td>
</tr>
<tr>
<td>4,846 GUN POSITIONS</td>
</tr>
<tr>
<td>2,317 VEHICLES</td>
</tr>
<tr>
<td>167 TANKS</td>
</tr>
<tr>
<td>10,673 RAIL CUTS</td>
</tr>
<tr>
<td>259 LOCOMOTIVES</td>
</tr>
<tr>
<td>3,996 RAIL CARS</td>
</tr>
<tr>
<td>588 BRIDGES</td>
</tr>
<tr>
<td>221,798 FLIGHT HOURS</td>
</tr>
<tr>
<td>* Official Statistics, U. S. Air Force, as of June 1, 1953</td>
</tr>
</tbody>
</table>

And so what lies ahead? Out of Korea we have again learned the lesson that air power is peace power and the airplane has again demonstrated that air supremacy is a vital factor in the economy of those who would remain free.

Presently more than four thousand F-84 Thunderjets have been delivered and are in operation with our U. S. Air Force squadrons abroad and at home... more than a thousand of them in the squadrons of our allies in nine countries of the North Atlantic Treaty Organization.

The newest member in this dynasty of rugged fighter fame... the new F-84F THUNDERSTREAK... is now coming off the line and will be delivered to these allied forces in increasing numbers. The Thunderstreak's longer range, greater fire power and faster speeds will offer added assistance in the preservation of peace the world around.
wbns-tv launches all-out promotion campaign for Central Ohio's only 1st RUN FILM THEATRE...

Full station and media support back up the hard-hitting promotion on WBNS-TV's now bigger and better Armchair Theatre.

This is your opportunity to reach a new and larger audience of potential buyers with spots on Armchair Theatre where commercials are integrated within 1st run film showings, Monday through Friday at 11:00 and Sunday at 10:30. These top-feature films with stars galore guarantee Armchair Theatre continued top ratings.

1st RUN FEATURES SUPPORTED BY FULL PROMOTION AND WBNS-TV SERVICE FACILITIES INCLUDING:

- Procurement of library of over 300 1st run features from the country's outstanding film companies.
- Booked up by complete station and media support.
- Hosted by Bill Nuzum who integrates your commercial message within these 1st run films.
- Carefully screened by WBNS-TV experts.
- Introduced by tailor-made film opening mode at WBNS-TV. The same production facilities are at your disposal for your Spot commercials.

on all accounts

"RADIO is still the No. 1 medium on a cost-per-thousand basis and anyone who has a stake in radio and is willing to be realistic about it, while adjusting himself to changing conditions, will be in business as long as he wants.

The spokesman was Virgil Reiter Jr., MBS midwest sales manager for the past year and a half.

Mr. Reiter came to the radio industry when station representatives were a figment of the medium's imagination—so far back, in fact, that at least one firm was known as a brokerage organization. That would be Scott Howe Bowen, which sold programs and time along about 1931.

Today, Mr. Reiter rides herd on MBS' midwest sales branch, which turns out a substantial volume of business for the affiliates it serves.

A native of Hammond, Ind., where he was born on Oct. 4, 1900, young Virgil attended Hammond High School, and served with the Hammond Times as a reporter on his vacation. He spent a year at Northwestern Military & Naval Academy and attended the U. of Michigan from 1920-24 where he majored in journalism.

In 1925 Mr. Reiter joined Buick Motor Co., Flint, Mich., in public relations. He then handled publicity copy and advertising for Nash Motors at Green, Fulton & Cunningham Inc. agency.

Mr. Reiter entered radio in 1931 with Scott Howe Bowen, working in the Detroit and Chicago offices. He then formed a small company that represented WLW Cincinnati, WCAU Philadelphia and other stations. He moved to New York in 1937 as vice president in charge of sales for Trans-American Broadcasting & Television Corp., returning to Chicago in the late thirties to re-establish the representative firm.

In April, 1935, Mr. Reiter joined MBS' Central Div. as an account executive. Since then he has been responsible for bringing in such clients as Kellogg Co., Deepfreeze Appliance (Div. of General Motors), Murine Co., Lanolin Plus and numerous others.

Mr. Reiter probably sold one of the first transcription series ever made, Chevrolet Chronicles, in 1932. It was carried on about 200 stations over the country.

One of Mr. Reiter's hobbies is water. He is president of the board of trustees of the water department of Hammond, which recently launched a $2.5 million expansion program. He likes to fish in northern Wisconsin and plays golf at Woodward Country Club.

Mr. Reiter married the former Elizabeth Brace. They have one daughter, Sarah, 18. He is a member of Beta Theta Phi.
Look at the air lines. (Pan American World Airways, for one—now in its second year on Channel 2.)

Only on TV, of all media, can you put your prospect in the passenger’s seat . . . show him with an actual flight the luxury, convenience and low cost of going by air . . . bring to life vacationlands only hours away.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation’s biggest television market . . . the most quarter-hour wins . . . the biggest unduplicated audience.

Your product looks good—your business is good—when you are on the station most New Yorkers watch most of the time . . .

WCBS-TV New York. CBS Owned. Represented by CBS Television Spot Sales

Source: ARB, July 1955
40 Million Bushels of Wheat going to Market in Paul Bunyan Land!

Experts estimate that—this fall—at least 40 million bushels of hard Spring Wheat will bulge the elevators and terminal storage facilities of Paul Bunyan Land. That's millions in cash and plenty of feed for the poultry and livestock!

Marketing your product to this rich, responsive farm and city populace is made so much easier and economical by WCCO!

In the 109 counties of Paul Bunyan land—82 hear WCCO radio more than any other station; and in the 59 counties around the metropolitan centers WCCO-TV can deliver a picture message to 52 percent of the 750,000 homes.

WCCO is the one-station buy in a land of giant earnings!

MINNEAPOLIS • ST. PAUL
WCCO CBS
RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4
WE NEED SUSCRIPTION TV, FOUR UHF GRANTEES TELL FCC

The quartet, all in markets with heavy vhf coverage, petitions the Commission for early action on the pay-see idea. They cite chapter and verse to show that without some sort of revenue-getting service uhf will be in dire straits. The four: WDHN (TV) New Brunswick, WIP-TV Philadelphia, WELL-TV New Haven, and Stamford-Norwalk TV Corp.

CALL for authorization of subscription-television—as the only means of putting uhf TV on a sound economic basis—was sound last week by a group of four uhf grantees.

The group, all under the guns of either New York's seven or Philadelphia's three uhf stations, implied that unless some means of revenue (such as box-off fees) was available to them they would have to give up their construction permits.

Filing a formal petition for early FCC action on subscription TV were:

WDHN (TV) New Brunswick, N. J. (New Brunswick Home News), which received an FCC grant for Ch. 47 last April 2; WIP-TV Philadelphia, which received a Ch. 29 grant in November 1952; WELL-TV New Haven, Conn., which was issued a CP for Ch. 59 last June 24, and Stamford-Norwalk Television Corp., Stamford, Conn. (comprising local residents), which got a Ch. 13 grant last May 27.

None of these stations is yet on the air.

Emphasized in the 14-page petition is the thought that pay-as-you-look TV would be supplemental to regular telecasting, not a service replacing free-TV. Stressed is the low rate of vhf conversions to uhf by set owners, and the uncertainty of network affiliations for uhf stations in markets "covered" by nearby vhf stations.

Subscription Bill

The petition was filed within a month following a bill (HR 641) by Rep. Carl Hinshaw (R-Calif.) which would amend the Communications Act to define subscription television and theatre TV as common carrier operations [BT, Aug. 3, July 27].

A petition by Zenith Radio Corp. asking that subscription TV be authorized as a commercial service has been pending before the FCC since early 1952. Zenith took up the cudgels for a home office beginning in 1947 and has advocated its Phonovision system continuously since then. Also in the field with pay-TV systems are Skiatron Electronics & Television Corp. and International Telemeter Corp. The latter is 50% owned by Paramount Pictures Inc.

All the systems operate on the principle of a distorted signal being broadcast to all home receivers. When a viewer wishes to see the program, he must pay a fee so that a rectifying signal will clear up the scrambled picture on his kinescope. It is in the means of paying, and of sending the missing piece of the video signal, that the three so-far publicized systems differ.

Zenith originally contemplated using the telephone for ordering, transmitting the key signal element and for billing, but now has declared that its Phonovision system can use various means to accomplish the same result. Skiatron, which calls its system Subscriber-Vision, contemplates using a coded card similar to those used in IBM machines. Telemeter envisions the use of a coin box attached to each receiver to collect the fee and to un-scramble the television picture. [For a report on subscription television, see Will A Box-Office Be Added To TV?, BT, Aug. 3.]

Surveys Cited

In last week's petition, the four uhf stations referred to the activities of Zenith, Skiatron and Telemeter. They also called attention to the results of surveys made by these advocates, as well as by Woodbury College and Purdue U., which indicate a public acceptance for subscription television. Surveys by both colleges reportedly were undertaken by Zenith. As further evidence of the potential for pay-TV, the uhf stations attached a statement by Walter O'Malley, president of the Brooklyn Dodgers; Branch Rickey, vice president and general manager of the Pittsburgh Pirates; the 1952 TV Committee report of the National Collegiate Athletic Assn., and from other groups.

As a measure of the hard row which they alleged all uhf stations must face, the petition cited the surveys on uhf conversion in markets with vhf receivers made by the American Re-search Bureau. These show that where a number of "good" vhf signals are received, the public's conversion to uhf in order to receive a local uhf station generally is low [BT, July 13].

How the petitioners feel about their economic future was exemplified in these words:

"Petitioners feel that action in this matter should be taken by the Commission at an early date. They are all grantees of construction permits for uhf commercial television broadcast stations, each of whom is of the opinion that an extremely serious economic problem faces many existing and prospective uhf broadcasters in areas currently receiving television service from vhf stations, which seriously threatens the future development and stability of uhf television broadcast service. This problem is not only a matter of concern to petitioners as individual prospective uhf broadcasters, but should be of grave concern to the Commission since it raises a substantial question as to whether a fully competitive nationwide television system utilizing the uhf spectrum, as envisioned by the Commission in the United States Television Assignment Report, can be achieved in the absence of a satisfactory solution to the problem. Petitioners believe, for reasons outlined below, after very careful study of the problem, that the only solution thereto lies in the new source of programs and revenues which would be available through subscription television."

Calling attention to the fact that as of July 1 all but five of the 41 operating uhf stations were within the reception range of a vhf station, the petitioners continued:

Thus, since a large majority of uhf channel assignments have been made to cities and communities surrounding major metropolitan areas, uhf stations now served by vhf stations, existing and prospective operators of uhf stations are confronted with an extremely difficult problem of stimulating vhf reception by the public of vhf receivers for uhf reception. The problem is, moreover acute, the surveys clearly bear this out, where network television service is available via vhf. In these cases television reception to uhf is almost negligible. The situation is aggravated by the fact that network television service is available to television set owners in almost all major metropolitan areas, including in many cases the possibility of a uhf television station in such areas operating a network affiliation. Outside the metropolitan areas, because of the high power currently available to vhf stations, operators in the nonmetropolitan areas, and the resulting extended coverage of such stations, many uhf stations in these areas also find it impossible to obtain network affiliations.

Referring to what they claim is the reluctance of television receiver owners to pay $50 to $75 for conversion in most areas serviced by vhf, the four uhf grantees further added:

Thus, it is clear that uhf broadcasters in areas served by vhf stations are at a substantial competitive disadvantage in their efforts to relegate uhf broadcasting to areas where no other television service is available. The petitioner's situation is not consistent with the objectives of the Commission in the Sixth Report and Order to provide for a nationwide competitive television service.

In stressing the uncertainties prevailing re-

What They Found

LAST May, the New Brunswick Home News had Advertest Research Corp. do a survey in its market to determine how many of the vhf set owners there would convert to uhf when the newspaper-owned WDHN (TV) went on the air on Ch. 47. The results from interviews with 211 TV families:

- Would convert—22.9%.
- Would not convert—38.4%.
- Undecided—39.7%.

When informed of the possibilities of subscription TV, this is how the families reacted:

- Would convert—28.9%.
- Would not convert—29.9%.
- Undecided—41.2%.

Popularity of paid-TV programs ranked in this manner, with program type and viewers said they would be willing to pay: Stage shows, $1.38; Radio City-type stage shows, $1.26; first run movies, $.86; football games, $1.25; operas, $1.77.
garding uhf's future, the petitioners listed the recent CPs relinquished by uhf stations WROW-TV Roanoke, Va., Ch. 27; WWOD-TV Lynchburg, Va., Ch. 16; WHHI-TV Warren, Ohio, Ch. 67, and KTVW (TV) Wichita Falls, Tex., Ch. 22.

Not mentioned were four previously turned into uhf grants—by KJJO-TV McAllen, Tex., Ch. 5, KTVI (TV) Austin, Tex., Ch. 18; KTYA (TV) Austin, Tex., Ch. 24, and Jacob A. Newborn Jr., Gadsden, Ala., Ch. 27. [For a report on the WROW-TV situation, see What Happened in Roanoke, B'T, July 13.]

Of the total of 10 CPs which have been returned to the FCC since the Commission began issuing post-freeze grants, only two have involved uhf frequencies. These were KGKL-TV San Angelo, Tex., Ch. 3, and Permian Basin Television Co., Midland, Tex., Ch. 2.

In a reference to the ARB reports on uhf conversion which show that where uhf stations offer "high quality programming" the rate of conversions to uhf are high, the petitioners claimed that they are "confident that this needed programming and revenues could be achieved through the medium of Subscription or "pay-as-you-see Television." Anticipating objections that fee-TV is against the "American concept of broadcasting," the uhf stations stated that they did not believe that this would constitute a drastic revision of American broadcasting. Pay-TV is considered an "adjunct" of regular telecasting, they pointed out. They also said that they would advocate a "limited or regulated" amount of subscription telecasting by any one station in any one community "to preserve a balance between 'free' television and pay-TV. Subscription television would be available to all stations.

Sufficient revenues would be obtained from subscription stations, they stated, to permit a greater degree of cooperation between television stations and educational institutions resulting in more educational programming. They also said it would bring to the public programs "not ordinarily readily available"—such as first-run movies legitimate stage shows, opera, concerts, sporting events, etc.

No specific system was advocated by the four uhf stations; that would be left to the FCC to determine.

Fear FM Fates

Implied in the petition is the uhf grantees' fear that uhf may turn out to be another FM blind alley. Many FM stations have failed because of the public's apathy to the post-war aural broadcast service.

Of those FM stations which have been able to keep their heads above water, many used various "specialized" broadcasting services to stay out of the red. For some time, the FCC carried on an investigation of these types of broadcasting, looking toward a general bargaining on the propriety of such transmissions. This was dropped when the Commission decided that these services were not too widespread, and in many cases were the only means whereby FM stations remained on the air.

Sparking the organization of the four uhf stations was Hugh Boyd of the New Brunswick Home News, which at one time operated an FM station. Also identified with the group is Ray Garroway, executive director of Television Broadcasters Assn. and sales executive of Columbia Pictures' Screen Gems Inc., who is TV consultant to the Home News. The petition was filed with the FCC by Washington, Union City, and Kettle Moraine, for WDHN; Dow, Lohnes & Albertson, for WELI-TV New Haven and WIP-TV Philadelphia, and Brown, Lund & Fitzgerald, for Stamford-Norwalk Television Corp.

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ADVERTISERS & AGENCIES

19 ADVERTISERS FIGURE IN BURST OF ACTIVITY

Extraordinarily heavy fall activity marks week, with business divided equally between network and spots. S.O.S. Co. is expected to sign with new NBC-TV lineup of daytime shows.

AT LEAST 19 national advertisers figured in a wave of extraordinarily heavy fall activity last week, with the business action divided almost equally between network and spots and with three of the sponsors switching agency affiliations.

Included in the week's surge of business was the expected signing by S.O.S. Co., Chicago, for the first purchase of time on the new NBC-TV lineup of daytime shows.

Other advertisers in network negotiations were American Tobacco Co., Sherwin-Williams Paint Co., American Cigar & Cigarette Co., Spiedel Co., Anheuser-Busch, Pontiac Cars, Seaman Brothers, Gemex Watch Bands, and Saraan Wrapping Co. Sponsors engaged in spot projects included Fanny Farmer Candy, Norwich Co. (Pepto-Bismol), Vick Chemical, Betty Crocker Cake Mix, Ocean Spray Cranberry, and Crosley TV sets. Three advertisers who changed agencies were Howard Clothes, Joe Lowe Corp. and Noile Nylon Hosery.

With its anticipated two-week sponsorship of Hawkins Falls on NBC-TV, the S.O.S. Co., the venture marks the first network radio advertising ever undertaken by the company which will promote its Budweiser beer on the program. Mr. Stern, it was understood, received a waiver from his talent contract with NBC to air the program on ABC.

Seeman Brothers (Airwick, Nylast), New York, will sponsor I'll Buy That effective Sept. 29, Tuesdays and Thursdays, 2:25 p.m. on CBS-TV. William Weinstaub Co., New York, is the agency.

Pontiac cars, Detroit, through McManus, John & Adams, New York, has signed a firm contract for a quarter-hour sports program entitled Pontiac Scoreboard following the NCAA games, Saturdays, on NBC-TV. The program will be seen on about 60 stations with Russ Hodges and Dick Kazmaier as commentators. In addition the automobile has bought Garroway at Large and is currently negotiating with NBC-TV for a time segment. The Monday 9:30-10:00 p.m. time opposite I Love Lucy was offered to Pontiac, but the agency, it was learned, considered the time unsatisfactory.

A TOAST at opening of Dr. Pepper Co.'s new bottling plant is offered by guests Nicholas Pagliara, national sales manager, Will St. Louis, and Mrs. Pagliara. Joining them are Robert Rautenberg (II), plant manager, and Robert Conybearer, Dr. Pepper assistant general sales manager.

Chicago, through McCann-Erickson, San Francisco, will be the first advertiser to contract for the bracket of four daytime shows recently inaugurated by the network. Other sponsors are expected to follow shortly, however.

American Tobacco Co. (Lucky Strike cigarettes) and Spiedel Co. (watchbands), will alternate sponsorship of the Danny Thomas Show, Tuesdays 9:30-10:00 p.m. on ABC-TV, BBDO, New York, and SCS&B, New York, are agencies.

American Cigar & Cigarette Co. (Pall Mall cigarettes) and Sherwin-Williams Co., (paints) are expected to alternate sponsorship of the Roy Roger Show Tuesdays, 8:30-9:00 p.m. on ABC-TV, SCS&B, New York, and Fuller & Smith & Ross, New York, are the agencies.

Anheuser-Busch, Inc., St. Louis, effective Sept. 14 will sponsor Sports Time with Bill Stern, a quarter-hour strip, Monday through Friday, 6:30-6:45 p.m. on ABC radio.

The contract for 52 non-cancellable weeks, was negotiated with D'Arcy Agency, St. Louis.

Gemex Co. (watch bands), Union City N. J., through BBDO, New York, has signed as alternate sponsor for the George Jessel Show with B&B Pena, starting Sept. 6, Sunday 6:30-7:00 p.m. on ABC-TV.

Saran Wrapping Co., through McManus, John & Adams, New York, currently is buying a local television show in Chicago and is looking to the fall to expand into a daytime television network show.

Fanny Farmer Shops (candy) through Wyatt & Schuebel, New York, television and radio consultant for Charles L. Rumrill Agency, Rochester, is preparing a radio-television campaign in 17 major cities to start late fall. The schedule will be arranged in campaigns where the firm's shops are located.

Schick Electric Shavers will replace its Crime Syndicate program on CBS-TV, Tuesday, 9:30-10:30 p.m. with This Is Show Business, the program formerly sponsored by American Tobacco Co. In addition to that network program Schick will continue to sponsor for the
second successive year, the Jackie Gleason Show also on CBS-TV, Saturdays. The program will resume on Sept. 19. The Kudner Agency, New York, is the agency.

Norwich Pharmacal Co. (Pepto Bismul), Norwich, N. Y., is preparing a 26-week radio spot announcement campaign to start at the end of September in 60 markets plus the Keystone Network. Benton & Bowles, N. Y., is the agency.

Vick Chemical Co., New York, through BBDO, New York, will place a television spot announcement campaign in major markets for 20 to 26 weeks starting in September for its Vaporub and Vatronal.

Betty Crocker Cake Mix, starting late August, will complement its network sponsorship with a ten-week taste test promotion schedule in 20 markets. Contract for 52 weeks is being placed by BBDO, New York.

Crosley Campaign

Crosley television sets through BBDO, New York, is using 7 radio markets for a spot campaign starting early in September.

Ocean Spray Cranberry Sauce is preparing a radio and television campaign starting in early fall in a number of markets for 52 weeks. BBDO, New York, is the agency.

Howard Clothes, New York, manufacturer and retailer of men's and boys' clothes, named Peck Adv., New York, to handle its radio and television campaign. A radio spot campaign is in preparation to start this fall in major eastern cities. Dowd, Redfield & Johnstone, New York, had handled the firm for the past year. Prior to that Peck Adv. had serviced the account.

Joe Lowe Corp., New York, maker of Pop-sicles, a stick confection, and Frozen Waffles, has appointed Paris & Peart Adv., New York, to handle its advertising. The company usually uses an eight-week summer saturation spot announcement campaign. Blaine-Thompson, New York, had been the agency for the past six years.


American Dairy Assn.
Plans Network Radio, TV

AMERICAN Dairy Assn., which annually spends more than $1 million in the printed media, last week was reported about to take its first major plunge into network radio and television.

Working through its agency, Campbell-Mithun Inc., Chicago, ADA was understood to have completed arrangements to sponsor Bob Crosby's upcoming TV show on CBS-TV beginning this fall.

Meanwhile, discussions were underway late last week for ADA's purchase of Bob Hope's Wednesday NBC radio segment, which this past season has been sponsored by General Foods.

The association, which comprises about four million members, is said to be concerned about a drop in purchase of dairy products and feels a consumer selling job is strongly indicated.

General Mills' Sales High

GENERAL MILLS Inc., Minneapolis, reported an all-time high for sales of $483,067,000 and earnings of $11,468,171 for the year ending May 31. Figures were revealed in the 25th annual report of the firm, one of network radio's top 10 advertisers.

TIDE WATER OIL Sets Grid Slate

TIDE WATER Associated Oil Co., Western Division, last week revealed its plans for broadcasts of 20 top intersessional football games on the ABC and Mutual-Don Lee Broadcasting System regional networks and presentation of half-hour weekly film showings of 1953 Pacific Coast Conference Highlights on seven television stations.

Harold R. Deal, Tide Water advertising and sales promotion manager, who made the announcement, said the tentative Tide Water sportcast plan calls for a total of 70 broadcasts. His firm this year begins its 28th straight year of presenting major college athletic events on the West Coast, he said.

Mr. Deal, who supervises all Tide Water broadcast and telecast activities in the West, also said, he would select a number of independent radio outlets to carry the games in addition to the networks. Anticipated coverage for the Flying A Sportcasts include Washington, Oregon, Idaho and California, plus Arizona, the Rocky Mountain area and Alaska and Hawaii.

Sportvision Inc., film producer, will film 30-minute highlights from top Pacific Coast Conference games weekly for 13 weeks starting Sept. 13 and ending Dec. 10. Stations named to show the film series are KGO-TV San Francisco, KHTV-Los Angeles, KFMB-TV San Diego, KING-TV Seattle, KHQ-TV Spokane, KPTV (TV) Portland and KJMB-TV Honolulu.

The college football broadcasts will be heard on Friday evenings and Saturday afternoons and evenings. The broadcasts begin Sept. 18 and end Nov. 28.

Mr. Deal said Tide Water, following its policy for a minimum of commercials, will use only five and a half minutes of commercial continuity for each game.

Along with its slogan, "On the highway, on the air, play ball with Associated," Tide Water in extensive tie-in promotion will distribute "more than a half-million copies" of West Coast college football schedules and 200,000 TV schedule cards, put posters in service station windows advertising broadcasts, distribute book matches, have the firm's sportscasters filing speaking engagements, use direct mail advertising and furnish public address and timing equipment in "many major western stadiums."

AMOCO Signs for RRN Games

AMERICAN Oil Co. has signed the 13-station Rural Network in New York State for broadcast of the 13 Washington Redskins professional football games this fall, H. S. Brown, RRN sales manager, disclosed last Wednesday. He reported that the Sunday afternoon series would start Sept. 13, and is a repeat of the series aired by AMOCO over RRN last year. Agency for AMOCO is the Joseph Katz Co., Baltimore. Avery-Knoedl Inc. represents RRN.
Gardner to Absorb Brown; Radio Productions Continues

BROWN BROTHERS Advertising Co., St. Louis, will be absorbed by the Gardner Advertising Co., New York and St. Louis, while Brown Radio Productions Inc. will remain in business, Eimer G. Marshutz, Gardner presi-dent, announced last Wednesday.

Mr. Marshutz said S. W. Brown Jr., presi-dent of the firm which has been placing radio advertising for the Ralston Purina Co.'s live-stock and poultry shows, will join Gardner as radio account executive on the Purina Chows account. It is expected that the trans-fer of radio-TV billings to Gardner will be made Oct. 1, Mr. Marshutz predicted.

Brown Radio Productions will remain in business as radio-TV program production pro-ducers. Charles H. Brown is president.

Pennsylvania Turnpike Buys Time on WCBM

THE Pennsylvania Turnpike Commission has purchased radio time on WCBM Harrisburg, Pa., to broadcast safety announcements and road condition bulletins to users of the Turn-pike.

The contract provides for five announce-ments daily for 52 weeks. WCBM, which broadcasts continuously, is said to cover most of the Turnpike's 327 miles during the early morning hours when other stations are off the air. Turnpike Commission Chairman Thomas J. Evans describes the idea as "an indispensable factor to driver safety," of "tremendous authority," of "tremendous "to patrons of the highway system.

Pillsbury Earnings Rise 30%
PILLSBURY MILLS Inc. Minneapolis enjoyed a 30% increase in earnings, increased sales and Better earnings per share, even with additional shares issued during the year, ac-ording to the company's 84th annual report re-leased Tuesday. During the crop year the com-pany earned $4,184,042 on a sales volume of $336,028,784, which compared to earnings of $3,209,893 last year on sales volume of $314,907,387, the report indicated.

Edwin Bird Wilson Dies

EDWIN BIRD WILSON, 75, board chairman of Edwin Bird Wilson Inc., New York adver-tising agency, died Aug. 2 of a heart disease. He established his agency in 1916 and was president until 1946. Surviving are his wife, Mrs. Elizabeth Wilson, and three daughters.

NEW BUSINESS SPOTS

Canadian National Exhibition, Toronto, has placed spot announcements on a number of Canadian and American AM and TV stations, and 25-minute film on a number of American TV stations during August. Agency is Harry E. Foster Adv. Ltd., Toronto.

Glamorene Inc. (Glamorene carpet cleaner), through Ruthrauff & Ryan, N. Y., due to begin putting together radio spot announcement cam-paign about end of August, for start sometime in September.

Chunky Chocolate Corp., N. Y., has signed to sponsor half-hour Abbott & Costello filmed show on seven eastern stations on Saturday, 6-7 p.m., starting Oct. 3 through next June. Agency: Peck Adv., N. Y.

Maine Sardine Industry has set 26-week sched-ule of one-minute local live announce-ments in 45 markets, and using Spanish lan-guage in Texas area, as part of largest campaign yet undertaken by the sardine packers to pro-mote a season's catch. Agency: BBDO, N. Y.

NETWORK

Toni Co., Chicago, will sponsor Tues. and Thurs. portion of Bride and Groom (CBS-TV, Mon.-Fri., 8:30-9 p.m. EDT) starting next Tuesday. General Mills sponsors show on other days. Agency for Toni is Leo Burnett Co., Chicago, and for General Mills, Knox Reeves Adv., Minneapolis.

Scott Paper Co., Chester, Pa., will sponsor My Little Margie on NBC-TV, Wednesday, 8:30-9 p.m. EDT, starting Sept. 2. Agency: J. Walter Thompson Co., N. Y.

American Cigar & Cigarette Co., N. Y. (Pall Mall cigarettes) will sponsor Big Story on NBC radio, Wed., 9:30-10 p.m. EST, starting Sept. 23. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble is adding WVEC-TV Hamp-ton, Va., to lineup for five NBC-TV shows, net-work reported, asserting that with this booking virtually all of NBC-TV's fall programs are set to appear on its new facilities in Norfolk area.

Hazel Bishop Inc., N. Y. (lipstick), signs to sponsor Peter Potter's Juke Box Jury on ABC-TV for 32 weeks, Sun., 9:30-10 p.m. EST, starting Oct. 4. Agency: Raymond Spector Co., N. Y.

Landers, Frary & Clark (Universal Electric ap-plicances), New Britain, Conn., will sponsor Wednesday, 3:30-4:45 p.m. EST portion of Kate Smith Hour (NBC-TV, Mon.-Fri., 3-4 p.m.) for 10 weeks starting Oct. 14. Simoniz Co., Chicago, sponsoring Thursday, 3:45-4:40 p.m., segment of same show for 39 weeks starting Sept. 24. Agency for Landers, Frary & Clark is Goidl & Tierney, N. Y., and for Simoniz Co., Sullivan, Stauffer, Colwell & Bayles, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), moving its Man Against Crime show from CBS-TV (Fri., 8:30-9 p.m. EDT) to NBC-TV (Sun., 10:30-11 p.m. EDT) starting Sept. 24. Agency for Landers, Frary & Clark is Goidl & Tierney, N. Y., and for Simoniz Co., Sullivan, Stauffer, Colwell & Bayles, N. Y.

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General Motors Corp., Chevrolet Motors Div., Detroit, sponsored finish in final race of Soap Box Derby in Akron, Sunday, Aug. 9, over NBC radio, 4:30-4:45 p.m. EDT. Agency: Campbell-Ewald, Detroit.


Longines-Wittnauer Watch Co., N. Y., will sponsor The Charoliers over CBS Radio, Tues. and Thurs., 7:30-7:45 p.m. EST, starting Sept. 29, and The Symphonyette over same radio network on Sun., 2:25-3:00 p.m. EST, starting Sept. 27. Agency: Victor A. Bennett Inc., N. Y.

Camco Curtains Inc., N. Y., will sponsor scenes from major Hollywood studio films in five-minute segments over NBC-TV's Today show (Mon.-Fri., 7:59 a.m.) on local basis in 22 markets, starting in late August. Agency: Product Service Inc., N. Y.

P. Lorillard Co., N. Y., will switch its program, Two for the Money, starring Herb Shriner from NBC-TV (Tues., 10:10-10:30 p.m. EDT) to CBS-TV (Sat., 9:9-9:30 p.m. EDT), starting this Saturday (Aug. 15). Agency: Lennen & Newell, N. Y.


North American Airlines renewes two five-minute news spots on NBC-TV Today for one week starting Aug. 3.

Sealy Mattresses, L. A., renues Tues. and Thurs. 5:30-5:45 p.m. sponsorship of six-weekly Carroll Alcott The World Today on 9 CFRN stations for 52 weeks, starting Aug. 11. Agency is Alvin Wilder Adv., L. A.

Reynolds Metals Co., Louisville, will sponsor coverage of Hambletonian harness racing classic, from Goshen, N. Y., over CBS Radio on Sun., 12:50-1:45 p.m. EDT. Agency is Buchanan & Co., N. Y.

Thor Corp., Chicago, is renewing Quick as a Flash (currently on summer hiatus) over ABC-TV on alternate Thursdays, 10:30-11 p.m. EDT, starting Sept. 10. Agency is Henri, Hurst & McDonald, Chicago.

Coleman Co., Wichita, Kan. (oil, gas and heat-ing appliances), starts as first participating sponsor on NBC radio's Tandem Plan programs, starting week of Sept. 14. Sponsorship covers Barrie Craig, Confidential Investigator (Tues., 10-11 p.m. EDT), The Eddie Canan Show (Thurs.) and The Six Shooter (Sun., 9:30-10 p.m. EST). Agency is N. W. Ayer & Son, N. Y.

AGENCY APPOINTMENTS

The Joe Lowe Corp., N. Y. (Pepsickle stick confectations, donut flour and equipment, Co-tage Frozen Waffles and baking and ice cream supplies), appoints Paris & Peart Adv., N. Y., for all divisions and subsidiaries.

Sterling Insurance Co., Chicago, appoints Schoenfeld, Huber & Green, Ltd. to handle its advertising. Radio and television will be used.


Cudahy Packing Co., Toronto (Old Dutch cleaner) appoints Young & Rubicam Ltd., To-ronto, to handle all advertising.
ROACH TO MAKE THREE-YEAR TV SERIES

Hollywood film producer Hal Roach Jr. will produce for Motion Pictures for Television Inc. 39 half-hour shows a year at a cost of $45,000 each for a video version of the TV series "Duffy's Tavern." Transaction, involving $5,265,000, is described as "one of biggest" in history of American TV.

IN A $5,265,000 transaction announced last week, Hal Roach Jr., Hollywood television film producer for Motion Pictures for Television Inc., will produce over a three-year period a series of 117 half-hour shows featuring a video version of "Duffy's Tavern" with Ed Gardner as star.

Matthew Fox, board chairman of Motion Pictures for Television, said the deal includes production of 39 new shows at a cost of $45,000 each, made at Hal Roach Studios both in Eastman color and in black-and-white. He said the film version of "Duffy's Tavern" will be sold on a local and national market basis, as part of his firm's "new and revolutionary policy for major television properties."

First in September

The first film, with Mr. Gardner and Duffy's Tavern making their debut on television, will go before the cameras the first week in September, the MPTV board chairman said. He described the transaction as "one of the biggest in the history of American television."

Mr. Fox said the MPTV-Roach deal is the forerunner of a new plan whereby MPTV's focus of TV sales and advertising will be shifted from a national sales basis to "syndication sales," under which his firm's major properties will be made available for purchase by local advertisers.

"As part of our plan, the local and regional advertisers will be able to identify his product with a widely-renowned television character, with continuity over the years," Mr. Fox said.

MPTV also will handle all sales and distribution for Duffy's Tavern under a new sales setup within the organization, he said.

Distribution Head Expected

He said MPTV expects "almost immediately" to complete negotiations with "a leading network executive" who will join MPTV to head the new "direct-station-sales" distribution system for specially-produced TV films, all to be of a "stature and potential comparable to Ed Gardner's Duffy's Tavern."

Mr. Fox said the executive's name will be announced "in a few days."

Under the plan the right to play these films will date from the time of availability of the films. It was said that films available in October 1953 may be played off until the end of September 1954.

"Mr. Fox said his organization expects to announce shortly "a minimum of four—possibly six" TV film programs to be sold under the same setup and policy as Duffy's. He said nine new distribution-sales exchanges will be established in the near future to augment present MPTV exchanges in New York, Boston, Detroit, Chicago, Dallas and Los Angeles.

The present MPTV sales organization now handling its library of theatrical motion picture features, westerns and serials, headed by E. H. Ezzes, will continue without change, Mr. Fox said.

Voglin Files for Bankruptcy

VOGLIN CORP., Hollywood TV film production firm headed by Jack Voglin, has filed a voluntary petition in bankruptcy. Liabilities are listed at $21,575 and assets at $26,274. The case, represented by Harrison Dunham, was referred to bankruptcy referee Hugh Dickson.

Townley Charges Plagiarism

PLAGIARISM suit for $25,000 has been filed in Los Angeles Superior Court against writer-director William Asher, writer Robert Hill, producer Rene Williams, TeeVee Co., firm president Gifford Phillips and KMTR Radio Corp., owner of KLAC-TV Hollywood, by writer Jack Townley. He charges that on three occasions between 1939 and 1946 he submitted a script titled "Women Are Poison" to Mr. Asher and that his material was the basis of a TV film, "Sweet Little Dame," produced and shown on TV by the defendants.

Hecht Sues for $125,000

DAMAGE suit for $125,000 was filed Aug. 3 in Los Angeles Superior Court against Frank Wishbar Productions by actor Ted Hecht. Mr. Hecht claims he was hired last October to enact a speaking role in "Top Kick," a TV film in NBC-TV's Fireside Theatre series, and that, although he is not a stunt man, he was pulled off a jeep and beaten by a fellow actor in the course of the role. Charging producer Frank Wishbar with negligence, he seeks compensation for medical expenses for back, neck and shoulder injuries and loss of earning power.

NBC Film Div. Offers Features For Local and Regional Sale

Plan involves 26 new feature films. Stations would be supplied films each month.

A PLAN to sell 26 new, full-length feature films to local stations and to local and regional advertisers is to be announced today (Monday) by Robert W. Sarnoff, vice president in charge of the NBC Film Div.

Unique aspect of the plan, it was said, includes a delivery arrangement whereby a station can be assured of a supply of films each month. It provides for a stipulated time allowed to play off a specified number of runs, with six films delivered the first month, and four a month for the following five months.

Under the plan the right to play these films will date from the time of availability of the films. It was said that films available in October 1953 may be played off until the end of September 1954.

Mr. Sarnoff said his goal included "No Orchids for Miss Bianchini," with Jane La Rue and Linden Travers; "The Glass Mountain," with Valentina Cortesa; "Folly To Be Wise," with Alastair Sim and "Who Goes There?" with Valerie Hobson.

Film Sales

Consolidated Television Sales, New York, reports that its "Station Starter Plan" has been sold to KHTV (TV) Baton Rouge, La.; KAFY-TV Bakersfield, Calif.; KLIX-TV Twin Falls, Idaho; KWKJ-TV Postelato, Idaho; KMBY-TV Monterey, Calif; WCCO-TV Greenboro, N. C.; WILS-TV Lansing, Mich.; KMBC-TV Kansas City, and KDAB-TV Albuquerque.

Consolidated's All American Game of the Week has been purchased by KTTS-TV Springfield, Mo.; WDTV (TV) Pittsburgh; WHIO-TV Dayton; KEVT (TV) Santa Barbara, Calif.; WJW-TV Duluth; WOKA-TV Oklahoma, Okla.; and KHH-TV Spokane, and KMBY-TV.

Another Consolidated program, Ringside With Rasslers, has been bought by WEEK-TV Peoria and KHH-TV, the film company said.

NBC Film Division said last week that it has sold Dangerous Assignment to KFDX-TV Wichita Falls, bringing the total number of markets in which the program has been sold to 118. Other new sales were said to have brought the total number of markets on Hopalong Cassidy to 117 and The Cop to 27.

Screen Gems Inc., New York, reports that its half-hour, TV filmed program, Your All-Star Theatre, has been sold in 37 markets with latest sale to WBNNH-TV Los Angeles, KRON-TV San Francisco, WENS (TV) Pittsburgh, CBET (TV) Montreal and CBOT (TV) Ottawa.

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

The Seven-Up Co., St. Louis, Mo., eight 20-second films through J. Walter Thompson.
Random Shots

Negotiations toward putting *Merry Mailman*, children's TV show, on WOR-TV, New York, on film for national TV distribution are being inaugurated by Sandy Howard, producer-director of the juvenile program, Mr. Howard said last week. The program, starring Ray Heatherton, has a number of meter hitting tie-ins, including "Merry Mailman Wonder Books," published by Grosset & Dunlop, which, Mr. Howard claimed, would be enhanced by the national distribution of the program which General Teleradio, licensee of WOR-TV, has under long term contract.

*WCBS-TV New York announced last week it has purchased seven Hollywood feature films from *Comet Television Pictures*, distribution company, for exclusive first-run television showings in the New York area, starting in October.

The films are *Champagne for Caesar*, with Ronald Coleman, Celeste Holm and Vincent Price; *D.O.A.*, with Edmund O'Brien, Pamela Britton and Luther Adler; *Second Woman*, with Robert Young and Betsy Drake; *Quicksand*, with Mickey Rooney; *My Dear Secretary*, with Kirk Douglas and Larraine Day; *Impact*, with Brian Donlevy and Ella Raines, and *The Big Wheel*, with Mickey Rooney and Thomas Mitchell.

*Harry Volk Jr. Art Studios*, Atlantic City, N. J., will begin a television art service early in September. Harry Volk Jr., president, said last week. The new art will include flip cards and opaques, Mr. Volk disclosed, and he said the service will issue releases each month on an exclusive basis.

*Station Films Inc.*, film buying service for a group of TV stations represented by The Katz Agency [B*T, June 22], moved over the weekend into its new offices at 30 Rockefeller Plaza, New York. Telephone: Circle 7-1279.

Robert H. Salt, former TV program manager of Katz, is president of SFI. Gloria Wilson is assistant to the president.

Film People

Norman Colber, for the fourth consecutive year, was signed by Filmcraft Productions, Hollywood, as supervising editor of Groucho Marx's *You Bet Your Life* series on NBC-TV. Bob Dwan and Bernie Smith direct the show which resumes filming Aug. 19.

Bill Newton, formerly with Filmmack Studios, Chicago, joins motion picture-television division of Kling Studios Inc., same city, as account executive.

Paul A. Fraile, assistant comptroller, Columbia Pictures Corp., Hollywood, joins Color Corp. of America as treasurer on Sept. 1.


John A. Miller, formerly account executive with CBS Chicago and TV writer-producer at Henri, Hurst & McDonald, same city, has joined Herbert S. Laufman & Co., TV production firm, as executive producer.

Bob Peterson has been appointed publicity director of Klinger Studios Inc., Chicago.

Program Services

**AP Radio Groups Meet Tomorrow**

Improving the radio wire of Associated Press will be the major topic under consideration by the news report and programming committees, made up of representatives of member AP stations, when they meet tomorrow in New York.

MEETINGS of the news report and programming committees of the Associated Press general radio membership group have been called for tomorrow (Tuesday) and Wednesday at the AP offices in New York to discuss and propose means of improving the radio wire.

The news report committee, which will meet tomorrow, consists of Jack Kreuger, news director of WMJ Milwaukee, chairman; James A. Byron, WBAP Fort Worth; Maynard Dilabber, WMVA Martinsville, Va.; Robert Grant, KERN Roseburg, Ore.; Ralph Knox, WHEC Rochester; Paul W. White, KEMB San Diego, and Jack White, WJR Detroit.

Program Committee

The programming committee which will convene Wednesday is headed by Daniel W. Kops, executive vice president and general manager of WAVZ New Haven. Its members are: Richard Mason, WPTF Raleigh; Lester Lindow, WDFD Flint; Donald D. Davis, WHB Kansas City; Howard Pill, WFSF Montgomery; Charles Crabtree, KWKI Pocatello, and H Quentin Cox, KGW Portland. Attending the sessions also will be Les Mawhinney, news director of KHKJ Hollywood and chairman of the general membership group.

Spearman & Roberson Adds Frank Fletcher

FRANK U. FLETCHER, Washington radio attorney, on Sept. 1 joins the radio law firm of Spearman & Roberson as a member of the firm. Other active members are Frank Roberson, John C. Spearman and Russell Rowell.

Mr. Fletcher served on the FCC law staff after graduation from Wake Forest in 1933 with an LL.B. degree. He has been in radio law since leaving FCC and is a former co-owner of WARI Arlington, Va. He served two terms on the NARTB board and drafted revised by-laws for inclusion of TV stations in the association. During World War II he served three years in the Army Ordnance legal department.

Joan Davis Enterprises, following summer vacation layoff, on Friday (Aug. 14) resumes filming of NBC-TV's 11 Married Joan at General Service Studios, Hollywood, with P. J. Wolfson producing. John Rich, formerly director on NBC-TV Dennis Day Show, has been signed in similar capacity on 1 Married Joan. Major Appliance Div. of General Electric sponsors the Joan Davis series, resuming on NBC-TV, Oct. 14.

Jerry Fairbanks Productions, Hollywood, filmed 10 one-minute spot commercials in Detroit factory of Chrysler Motors Corp. for the firm's '54 line. Agency is McCann-Erickson Inc., Hollywood.

Sterling Television Co. is distributing a catalogue titled "Sterling Serenade" which consists of hundreds of three-minute musical film strips, including numbers from Adrian Rollini, Bruno Walter, Ruggiero Ricci, and excerpts from well-known operas and symphonies.

Availabilities

The pilot film of Marge & Jeff, series which has been presented "live" on WPTZ (TV) Philadelphia, has been made by DuMont Television Network, and is being shown to advertising agencies for proposed sponsorship as a five-a-week strip on DuMont. The series is directed by Leonard Valenta and produced by Ernest Walling.

Ray Bolger's half-hour pilot film completed July 29 by Desilu Productions, Hollywood, is being shown by ABC-TV executives to New York agencies. Bill Archer directed with Jerry Brestel producing.

Production

Denmac Productions, Hollywood, headed by Dennis Day, has started filming at General Service Studios 39 half-hour segments of NBC-TV's Dennis Day Show, which returns to the network Oct. 2. Mr. Day starts his 18th year on CBS' Jack Benny Show Sept. 9.


John W. Loveton Radio & Television Productions, having closed its New York offices, now headquartered at 9100 Sunset Blvd., Hollywood, starts filming today (Monday) at Goldwater's new half-hour CBS-TV Topper series. Leo G. Carroll, Bob Sterling and Anne Jeffries co-star. R. J. Reynolds Tobacco Co. will sponsor the series starting in October. Agency is William Esty Co., N. Y.

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Fred B. Spearman, Chicago radio attorney, has resigned his law practice to become general counsel of NARTB. He has been active in that organization since 1940.
KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

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

HOOPER LEADER...
MORNING—AFTERNOON—EVENING

51.1% 49.8% 36.9%

AUDIENCE SHARE AUDIENCE SHARE AUDIENCE SHARE

C. E. Hooper Audience Index, Des Moines—June 1953

Represented by KATZ
1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD

$\star$ 6. COST PER 1,000
NBC delivers the lowest cost-per-thousand homes in network television

The best way to determine the true value-received in television advertising is to measure cost against the number of homes reached by the actual advertising messages.

Using this stringent test, NBC is by far the most economical television network for the advertiser.

Here's how the networks compare in economy:

<table>
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<th>AVERAGE COST PER THOUSAND PER EVENING COMMERCIAL MINUTE</th>
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<td>(Nielsen Television Index, January-April, 1958. Averages)</td>
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<th>Network</th>
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<td>NBC</td>
<td>$2.92</td>
<td>$3.30</td>
<td>$4.03</td>
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Note that in the evening, NBC's average saving for the advertiser is 38¢ per thousand homes—a 13% average advantage over the next economical network for the four month period. Actually NBC's advantage grew during this period... from 7% in January to 10% in April.

The most viewers for the least cost... surely this is an outstanding reason why NBC is America's No. 1 Network.

Next week... further proof.

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

a service of Radio Corporation of America

**NOTE:** The accuracy of the above data has been verified by the A.C. Nielsen Company.
Mendelson, Kempner Leave Ullman Firm

ROBERT P. MENDELSOHN, vice president, and Marvin A. Kempner, executive vice president of Richard H. Ullman Inc., Buffalo, last week announced their resignations and the sale of their interests in the company for an undisclosed sum. They have not announced their future plans.

IHPA May Face Suit By 'This Is It' Firm

INDIANA Hotel Protective Assn. of Indianapolis may face court action as a result of "warning" notices concerning "not sufficient funds" checks that it has sent out against Independent Radio & Television Productions Inc. of Des Moines, it was learned last week.

Take Matter To Court

Clifford L. Bates, proprietor of the firm, said he will take the matter to court. Independent operates a merchandising project called "This Is It," eliciting the cooperation of radio stations [B*T, July 13].

Universal Broadcasting Two Separate Systems

UNIVERSAL Broadcasting System, New York, providing taped news and special events features to some 50 stations, has expressed fear of confusion between itself and a new organization of the same name in Boston [B*T, July 20].

Lincoln A. Mayo, general manager of UBS in New York, said: "We wish to make it clear that there is no connection whatsoever between our company and the Boston organization." minimums attached to it now being his company has maintained headquarters at 17 E. 48th St, New York, since 1950. Mr. Mayo said.

KBS Adds 7 Affiliates

ADDITION of seven affiliates during July was announced last Tuesday by Keystone Broadcasting System. New stations, which bring the KBS list to 675, are: KFMA Davenport, Iowa; KREH Oakdale, La.; KOKO Warrensburg, Mo.; WJNC Jacksonville, N. C.; WLSE Wallace, N. C.; WKXV Knoxville, Tenn., and KPUV Puyallup, Wash.

Ascaps Tune Listing

A LISTING of songs written by Ascap members has been published by that organization for complimentary distribution. Titled "15 Years of Hit Tunes," the booklet is designed to serve as a reference source for radio and television broadcasters, agents, theatre exhibitors and entertainers.

'Super Circus' Records

MERCURY Records has signed a two-year contract with Television Merchandising Inc. for a series of records featuring ABC-TV's 'Super Circus' cast. First four records already have been cut. TMI is the merchandising organization for the program.

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

<table>
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<th>Six Months Ended</th>
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<tr>
<td>July 4, 1953 (26 Weeks)</td>
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<tr>
<td>GROSS INCOME (Note 1)</td>
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<td>Less—Discounts, commissions and returns</td>
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<td>Operating expenses and cost of goods sold (Note 1)</td>
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<tr>
<td>Selling, general and administrative expenses</td>
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<td>Provision for depreciation and amortization of leasehold improvements</td>
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<td>Deduct:</td>
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<td>Income before federal taxes on income</td>
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<td>Provision for federal taxes on income:</td>
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<td>Income tax</td>
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<td>Excess profits tax</td>
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<tr>
<td>NET INCOME FOR PERIOD</td>
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<tr>
<td>Earnings per Share</td>
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Notes:
1. Late in 1952 the company discontinued the practice of netting related operating revenues against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and costs of goods sold" have each been increased $10,949,162 over the amounts previously reported for the six months ended June 28, 1952, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.
2. The 1953 results are subject to year-end adjustments and to audit by Lybrand, Ross, Montgomery & Mohr.

SAML R. DEAN
Treasurer

ABC Adds One Radio, Three Video Outlets

THREE new television stations and a radio station have joined the ABC television and radio networks as affiliates, Alfred R. Beckman, national director of the ABC station relations departments, announced Thursday. New TV affiliates are: KOAT-TV Albuquerque, N.M. (Ch. 7), owned and operated by Alvarado Bestg. Co. with Philip Hoffman as general manager, effective Oct. 1; WHC-TV and WVET-TV Rochester (both sharing Ch. 10) owned and operated respectively by WHEC Inc. with Glover Delaney as general manager and Veterans Bestg. Co. with Ervin F. Lyke as general manager, effective Dec. 1; KOMU-TV Columbia, Mo. (Ch. 8) owned and operated by the curators of the U. of Missouri with George J. Kapel as station manager.

The new radio affiliate, replacing WARC in Rochester, is WVET, starting Oct. 1. The station, which operates with 5 kw on 1280 kc, is owned and operated by Veterans Bestg. Co., with Ervin F. Lyke as general manager.

CBS TV Spot Sales Cites Growth of Daytime Video

BEANSTALK growth of daytime spot TV is stressed in "Plus 51," presentation released today (Monday) by CBS Television Spot Sales, which reports a daytime audience of more than 13 million viewers each week on the 10 stations it represents.

The presentation reports that the average daytime quarter-hour now delivers more than three times the number of viewers it did two years ago, basing the figure on nine TV stations which have been on the air from May 1951 through May 1953. During this same two-year period, the average station break cost per thousand on these stations has dropped to one-half its previous figure, the presentation states. Other comparative data show that these stations include 78% more TV families in their combined areas than they did two years ago, totaling over ten million, and that they are programming 33% more day-hours.

CBS Net Earnings Hit $4 Million

Net earnings of CBS Inc. and its subsidiaries reach all-time high for the half-year, 40% above last year, stockholders hear. Sales of radio-TV time and subsidiaries' products total $151 million, a 30% jump over last year and also a record.

CBS Inc. in the first six months of this year had the largest net earnings in its history, $4,003,377, topping by 49% the net of $2,851,415 for the first half of 1952, President Frank Stanton announced Wednesday at the company's board of directors meeting. Net per share for the half was $1.71 compared to $1.22 for the same period a year ago.

Sales for first six months, including sales of Columbia records and phonographs, CBS-Hytrony radio and TV tubes and CBS-Columbia radio and video receivers, as well as radio and TV time, totaled $151,233,680, also an all-time high, 30% ahead of the $116,543,660 sales total for the first six months of 1952. Earnings before federal taxes were $11,473,377, compared with $7,151,415 in the first half of last year.

The board declared a cash dividend of 40 cents a share on Class A and Class B stock, payable Sept. 4 to stockholders of record at the close of business Aug. 31.
From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

GOSH POP—it's legal for Texans to leave Texas?

Not ordinarily Son.,
but that KFYR-land
has everything!
Located in the
heart of the nation's new-
est oil discovery
PLUS farm income of
nearly $9,000
per farm.

Represented
by JOHN BLAIR

KFYR
BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
Bishop Sheen TV Show Now on 100 DTN Outlets

BISHOP Fulton J. Sheen's Life Is Worth Living series was credited last week by the DuMont Television Network with being the first regular weekly program in television history to pass the 100-station mark. According to DuMont's director of station relations, Elmore B. Lyford, the sponsor of the show, Admiral Corp., confirmed Thursday that WJAR-TV Providence became the 100th station in a projectted 132-station hookup. The program will be presented on DuMont on Tuesday, 8-8:30 p.m., EST, starting Oct. 13.

KVOE to Drop MBS-Don Lee

KVOE Santa Ana, Calif., one of the original affiliates of Don Lee Broadcasting System and Mutual, "after some eight months of careful evaluation" will sever that association upon expiration of the present contract on Oct. 15. With no plans for a new network affiliation, owner-general manager Ernest L. Spencer says it is for the best interest of the station and Orange County, which it serves, to operate as an independent.

NBC Says Outlets Answer Bid for Program Material

America is not 'a suburb of New York,' says NBC radio's Vice President Ted Cott in asking affiliates for local material and personalities they think would be good 'network.' NBC's invitation to its radio affiliates to submit to the network any program or personalities they consider worthy of a "network niche" evoked a prompt and enthusiastic response, NBC reported last week.

More than a score of nominations came in within 48 hours after a wire was sent by Ted Cott, operating vice president of NBC's radio network, asking NBC stations to help their network obtain the kind of programming that will place it in "first program position in radio."

'As Big as America'

"We know our audience is as big and varied as America," Mr. Cott wrote in part, "and in making our program plans we are operating on the conviction that America is neither geographically nor creatively a suburb of New York. We want to cover every possible source of new programming and we are sure that there are many valuable types of programs and personalities on our affiliated stations throughout the country which could be developed for network use."

NBC Chicago Sales Rise

BILLINGS of NBC Chicago o&o radio-TV outlets have risen substantially for the first six months of 1953 over a similar period last year, according to Harry C. Kopf, network vice president and general manager of WMAQ and WNBQ (TV) Chicago. Spot sales are up 8% and local time sales up 35% at the TV outlet. At WMAQ spot sales have jumped 33% and local time sales 57%, it was reported. In actual billings (dollarwise), combined increase for WNBQ was 15% and for WMAQ 40%.

CBS-TV, NBC-TV to Carry UN

COVERAGE of the sessions of the UN General Assembly in New York will be carried on CBS-TV and NBC-TV daily from 4:30-5 p.m., EDT, starting Aug. 17. WABC-TV New York will present UN meetings each day from 11 a.m.-1 p.m. and 3-6 p.m. EDT.

NBC-TV Leads Networks In Los Angeles Originations

NBC-TV leads present network live originations from the Los Angeles area with 7 hours weekly from new Burbank studios and Hollywood, compared with ABC-TV's 3½ hours and ABC-TV's one hour weekly from their Hollywood studios.

Bulk of NBC-TV programming comes from Burbank TV Center, with five-hour daily Glamor Girl and Ladies Choice programs, and weekly ¾ hour Saturday Night Review, featuring Hoagy Carmichael. Weekly half hour Place the Face (Toni Co.) is televised from El Capitan Theatre in Hollywood.

CBS-TV's Originations

CBS-TV originates five-hour half hour Art Linkletter's House Party, weekly half hour Meet Millie and Pantomime Quiz (Baker's Chocolate) programs, and alternating weekly half hour Follow the Leader from CBS Television City.

Weekly half hour You Asked for It (Skippy Peanut Butter) and Space Patrol (Ralston-Purina) programs originate from ABC-TV's Hollywood studio.

'Gaslight' Suit Postponed By Mutual Agreement

HEARINGS on a copyright infringement and unfair competition suit by Loew's Inc. and playwright Patrick Hamilton against Jack Benny, CBS and American Tobacco Co. have been postponed until Sept. 21 by mutual agreement on both sides.

Use of Satire Version

The hearings, scheduled for July 27, concerned the defendants' use of a satire version of the M-G-M feature picture "Gaslight" on radio and TV.

The additional time was asked to permit both sides to get together on a stipulation of facts to present to the court.

Page 42 • August 10, 1953
(1) “Scotch” Brand 120A “High-Output” Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus 1/2 db and is less than 1/4 db from reel to reel.

NEW DRY LUBRICATION Process minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPICE-FREE in all lengths including 2400-ft.

(2) “Scotch” Brand “V” Slot 7-in. Plastic Reel

EXCLUSIVE “V” Slot! easiest, quickest threading device yet perfected.

2¾-in. HUB! only large hub reel that takes standard lengths of all magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!
A NEW TWIST in radio discussion programs is acquired for Mutual network by Program Vice President Herbert Rice (c), who signs an agreement for FF State of the Nation. The programs will be presented by Facts Forum, an organization of lawyers, students and church groups, and each will feature a governor, an outspoken critic of the governor's administration, and two top newspapermen of the state. Facts Forum President Robert Dodman (l), Dallas attorney, and Bert Hauser, CBS vice president and director of cooperative programs, flank Mr. Rice at the signing. The program will begin tomorrow (Tuesday).

CBS Names Samuels, Reitzel For Coast TV, Radio Sales

IN A realignment of West Coast radio and television sales operations, CBS Radio and CBS-TV last week announced appointments of Frank Samuels as Pacific Coast sales manager for television and Bok Reitzel in the same capacity for radio.

They will assume duties formerly handled by Kingsley Horton, who headed both radio and television sales activities for CBS on the West Coast. Mr. Kingsley has resigned from CBS, with which he has been associated since 1936, to join George F. Foley Inc., New York, radio and TV film production firm, in an executive capacity.

The appointments of Messrs. Samuels and Reitzel will take effect Sept. 1. They will make their headquarters in Hollywood. Mr. Samuels, who recently resigned from the William Morris Agency, served previously as a vice president of ABC. Mr. Reitzel, who has been stationed in New York since January as eastern sales representative for the Columbia Pacific Radio Network, came to CBS in 1949 as a salesman for KCBS San Francisco after two years with KSMO San Mateo, Calif.

BROADCASTERS RUSH POW RELEASE NEWS

RADIO and television networks and stations across the country last week provided fast-breaking coverage of the release of UN prisoners in Korea, starting shortly after 8 p.m. EDT, Tuesday, and continuing throughout the week.

Names of liberated soldiers were flashed on television screens and broadcast on radio throughout the week, as soon as they were received, with programs interrupted by special bulletins.

Radio and television networks and stations arranged for special programs for name listings and for interviews from Korea and with friends and relatives of freed soldiers in the U.S.

Beats Are Claimed

CBS-TV and ABC-AM-TV claimed the distinction of flashing the first name at 8:18 p.m., EDT. Other networks and stations reported they carried the names shortly afterward.

An early report by WBZ Boston described the station's interviews with families of released prisoners from New England, along with regular coverage of U.S. prisoners freed. Newsman Ken Mayer recorded a telephone conversation with the family of the first New England prisoner released, the station said.

WBZ carried NBC coverage of the event in Korea and the station carried a special broadcast at 9:45 p.m. Tuesday, rounding up all facts available about the POWs.

Big Client List for 'Today' Promised by NBC-TV

NBC-TV claimed last week that its Today program (Mon.-Fri., 7-9 a.m., EDT) will enter the fall sales season with the largest client list of any program in the history of television.

According to George Frey, NBC-TV vice president in charge of network sales, a total of 723 segments out of an available 1,408 on Today have been sold for the last four months of 1953. He said these orders represent an average gross volume of $2,169,000, without including business expected during the holiday season.

FACTS & FIGURES

RADIO-TV SET MANUFACTURE UP

A new record was set for radio and TV set production the first half of 1953, according to RETMA. There were 7,266,542 radio sets and 3,834,236 TV sets made in the 26 week period.

RADIO and TV set production for the first six months of 1953 each ran well ahead of the same 1952 period, with TV output setting a new record, according to Radio-Electronics-Television Mfrs. Assn.

Manufacturers turned out 7,266,542 radio sets during the first 26 weeks of 1953 compared to 5,456,035 in the same 1952 period. TV output totaled 3,834,236 sets this year compared to 2,318,235 sets in the first half of last year. The previous high record for the January-June period was in 1951 when 3,457,519 sets were turned out.

June Output High

June radio output totaled 1,163,831 sets compared to 896,603 a year ago. June TV output was 524,479 sets compared to 361,152 a year ago.

Output of radios with FM circuits totaled 49,875 sets in June. Another 1,384 TV sets had FM tuning facilities.

Radio and TV set production figures for the first six months of 1953 follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV Sets</th>
<th>Radio Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>719,541</td>
<td>538,751</td>
</tr>
<tr>
<td>February</td>
<td>672,962</td>
<td>486,524</td>
</tr>
<tr>
<td>March</td>
<td>787,122</td>
<td>553,236</td>
</tr>
<tr>
<td>April</td>
<td>646,293</td>
<td>419,444</td>
</tr>
<tr>
<td>May</td>
<td>655,136</td>
<td>375,136</td>
</tr>
<tr>
<td>June</td>
<td>719,541</td>
<td>459,524</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,034,236</td>
<td>2,959,618</td>
</tr>
</tbody>
</table>

Witty Reports Children Read More Before TV

PARENTS and teachers are seeking ways of influencing children in their selection of better TV programs and to relate television to sounder reading habits, Dr. Paul Witty, professor of education at Northwestern U., stated last week.

Dr. Witty's comments were contained in a supplemental report on his fourth annual study of television. Last month he reported that pupils, teachers and parents were spending more time watching TV in 1953 than in 1950 [B&T, July 20].

"Great Potentialities"

Thirty-eight per cent of parents and 34% of teachers claim children in elementary schools read less than before the advent of television, according to Dr. Witty. They suggested more education programs to stimulate and encourage reading and telecasts of more children's programs at favorable evening hours. But, says Dr. Witty, "parents and teachers are less critical of TV now than in earlier studies. And many more cite its great potentialities in educating children."
THE SCORE
on Radio Listening
in
FORT SMITH

SUMMARY OF SURVEY
CONLAN RADIO REPORT

TOTAL MORNING TOTAL AFTERNOON TOTAL EVENING

KFPW CBS Radio 44.1-374-333

ABC Station 27.5-26.5-25.8

MUTUAL Station 22.3-25.4-28.8

KFPW
Leads ALL the Way... DAY and NIGHT!

• MOST LISTENERS
• MOST PROGRAM SPONSORS
• MOST RESULTS

AFFILIATED with KTUL, Tulsa, Okla.- KOMA, Oklahoma City

JOHN ESAU
Vice President-General Manager

* FORT SMITH, SHOPPING CENTER OF WESTERN ARKANSAS

AVERY-KNODEL, Inc.
National Representative
IT'S TIME . . . TO TALK TO

John E. Pearson Television Inc.

KMMT

Television AUSTIN, MINNESOTA
CBS • ABC • DuMONT

TELEVISION SERVICE for SOUTHERN MINNESOTA and NORTH IOWA

A call to John E. Pearson gives you this sales area where more than 400,000 buyers live and spend more than $380 million annually. Agricultural income alone is over $300 million.

For the most part, no other TV station reaches this area. No other television station so sells it like KMMT, Austin.

For television sales in Southern Minnesota and Northern Iowa, talk to John E. Pearson.

KMMT TELEVISION SERVES AND SELLS

MINNESOTA COUNTIES
Freeborn, Mower, Fillmore, Faribault, Waseca, Steele, Dodge, Olmsted.

Goodhue, Rice, Blue Earth, LeSueur, Wabasha and Winona.

IOWA COUNTIES

Winnebago, Worth, Mitchell, Howard.
Floyd, Cerro Gordo, Chickasaw, and Hancock.

Represented by John E. Pearson Television Inc.

KMMT TELEVISION

AUSTIN, MINNESOTA

Channel 6

L. L. McCumin, Manager

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

Page 46 • August 10, 1953
### TELESTATUS.

**Weekly TV Set Summary— Aug. 10, 1953—Telecasting Survey**

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Total for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical 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></td>
<td>vhf</td>
</tr>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>WABM-TV</td>
<td>161,000</td>
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<tr>
<td>Mobile</td>
<td>WLBX-TV</td>
<td>24,550</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WCOW-TV</td>
<td>71,500</td>
</tr>
<tr>
<td>ARIZONA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mesa</td>
<td>KJTV</td>
<td>71,500</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>12,000</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOPO-TV</td>
<td>30,050</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFTA-TV</td>
<td>20,000</td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRIV</td>
<td>32,350</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>KMJ-TV</td>
<td>15,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA-TV</td>
<td>15,000</td>
</tr>
<tr>
<td>San Diego</td>
<td>KGTV-KFTH</td>
<td>14,132</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
<td>68,840</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>KVEG-TV</td>
<td>371,322</td>
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<tr>
<td>Colorado Springs</td>
<td>KTXV</td>
<td>21,133</td>
</tr>
<tr>
<td>Denver</td>
<td>KS/TX, KFEL-TV</td>
<td>16,750</td>
</tr>
<tr>
<td>Peebles</td>
<td>KCPL-TV</td>
<td>30,050</td>
</tr>
<tr>
<td>KDLZ-TV</td>
<td>23,000</td>
<td></td>
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<tr>
<td>CONNECTICUT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bridgeport</td>
<td>WPGG-TV</td>
<td>91,000</td>
</tr>
<tr>
<td>New Britain</td>
<td>WBBM-TV</td>
<td>275,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>WMHC-TV</td>
<td>370,000</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEI-TV</td>
<td>141,462</td>
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<tr>
<td>DISTRICT OF COLUMBIA</td>
<td></td>
<td></td>
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<tr>
<td>Washington</td>
<td>WAWL-TW, WBBW, WES-TV, WITV</td>
<td>465,884</td>
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<tr>
<td>FLORIDA</td>
<td></td>
<td></td>
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<tr>
<td>St. Petersburg</td>
<td>WJTL-TV</td>
<td>142,720</td>
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<tr>
<td>Jacksonville</td>
<td>WTOJ-TV</td>
<td>181,000</td>
</tr>
<tr>
<td>Minot</td>
<td>KLFY-TV</td>
<td>127,750</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>WJTV</td>
<td>181,000</td>
</tr>
<tr>
<td>GEORGIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TW, WSB-TW, WBNS, WBMW</td>
<td>329,000</td>
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<tr>
<td>Rome</td>
<td>WROM-TV</td>
<td>75,500</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KGML-TV</td>
<td>28,000</td>
</tr>
<tr>
<td>KONA</td>
<td>22,500</td>
<td></td>
</tr>
<tr>
<td>Boise</td>
<td>KRCO-TV</td>
<td>23,000</td>
</tr>
<tr>
<td>Rampart</td>
<td>KXLD-TV</td>
<td>23,000</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TW, WENB-TW, WENN-TV, WENW, WNSQ</td>
<td>1,570,000</td>
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<tr>
<td>Peoria</td>
<td>WECT-TV</td>
<td>81,748</td>
</tr>
<tr>
<td>Rockford</td>
<td>WTVB</td>
<td>42,000</td>
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<tr>
<td>Rock Island</td>
<td>WEHT-TV</td>
<td>212,000</td>
</tr>
<tr>
<td>INDIANA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>235,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WBAR-TW</td>
<td>265,000</td>
</tr>
<tr>
<td>Lafayette</td>
<td>WFMF-AM</td>
<td>12,500</td>
</tr>
<tr>
<td>Muncie</td>
<td>WIBC-TW</td>
<td>28,500</td>
</tr>
<tr>
<td>South Bend</td>
<td>WSFI-TW</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>215,000</td>
</tr>
<tr>
<td>Sioux City</td>
<td>KTVT</td>
<td>53,114</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KTVH</td>
<td>33,735</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>KTVH</td>
<td>33,735</td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>284,695</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>208,544</td>
<td></td>
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<tr>
<td>Boston, N. 5th</td>
<td>WABF-TV</td>
<td>18,000</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSN-TV</td>
<td>192,697</td>
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<tr>
<td>Bangor</td>
<td>WABI-TV</td>
<td>22,000</td>
</tr>
<tr>
<td>BROADCASTING</td>
<td></td>
<td></td>
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<tr>
<td>TELECASTING</td>
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<td></td>
</tr>
</tbody>
</table>

August 10, 1953 • Page 47
'Lucy,' 'Racket Squad' Lead Nielsen TV List

CBS-TV's I Love Lucy and its summer replacement, Racket Squad, took top positions in the Nielsen-Ratings for television programs for the two weeks ending July 11. Complete listings follow:

**NATIONAL NIelsen-RatinGS**

Top Television Programs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Nielsen-Rating</th>
<th>Cities Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>10.9%</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Racket Squad (CBS)</td>
<td>8.5%</td>
<td>96</td>
</tr>
<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
<td>6.6%</td>
<td>88</td>
</tr>
<tr>
<td>4</td>
<td>Robb Montgomery Presents (NBC)</td>
<td>5.1%</td>
<td>74</td>
</tr>
<tr>
<td>5</td>
<td>Light Father &amp; Friends (CBS)</td>
<td>5.0%</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>4.8%</td>
<td>64</td>
</tr>
<tr>
<td>7</td>
<td>Westinghouse Theatre (CBS)</td>
<td>4.7%</td>
<td>63</td>
</tr>
<tr>
<td>8</td>
<td>Ford Theatre (NBC)</td>
<td>4.5%</td>
<td>61</td>
</tr>
<tr>
<td>9</td>
<td>Best of Groucho (NBC)</td>
<td>4.5%</td>
<td>61</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>4.3%</td>
<td>59</td>
</tr>
</tbody>
</table>

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Nielsen %</th>
<th>Cities Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>45.9%</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Racket Squad (CBS)</td>
<td>40.0%</td>
<td>96</td>
</tr>
<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
<td>37.4%</td>
<td>88</td>
</tr>
<tr>
<td>4</td>
<td>Westinghouse Theatre (CBS)</td>
<td>36.5%</td>
<td>84</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>34.4%</td>
<td>76</td>
</tr>
<tr>
<td>6</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>33.1%</td>
<td>72</td>
</tr>
<tr>
<td>7</td>
<td>Ford Theatre (NBC)</td>
<td>33.0%</td>
<td>72</td>
</tr>
<tr>
<td>8</td>
<td>Robb Montgomery Presents (NBC)</td>
<td>32.6%</td>
<td>70</td>
</tr>
<tr>
<td>9</td>
<td>What's My Line (CBS)</td>
<td>32.0%</td>
<td>70</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>31.4%</td>
<td>68</td>
</tr>
</tbody>
</table>

---

**FACTS & FIGURES**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ft. Worth</td>
<td>WSAP-TV</td>
<td>261,851</td>
</tr>
<tr>
<td>Galveston</td>
<td>KOUL-TV</td>
<td>235,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV, KUHT*</td>
<td>261,500</td>
</tr>
<tr>
<td>Longview</td>
<td>KTVF</td>
<td></td>
</tr>
<tr>
<td>Lubbock</td>
<td>KOB-TV, KTVB</td>
<td>30,032</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KEYL-TV, WOAI-TV</td>
<td>150,937</td>
</tr>
<tr>
<td>Wichita Falls</td>
<td>KFXD-TV, KWLT-TV</td>
<td>37,500</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>KDLY-TV</td>
<td>127,300</td>
</tr>
<tr>
<td>City</td>
<td>KSL-TV</td>
<td>121,539</td>
</tr>
<tr>
<td>Virginia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lynchburg</td>
<td>WLTV-A</td>
<td>73,154</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WRAR-TV</td>
<td>171,010</td>
</tr>
<tr>
<td>Richmond</td>
<td>WTVR</td>
<td>173,467</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WSLS-TV</td>
<td>87,000</td>
</tr>
<tr>
<td>Washington</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bellingham</td>
<td>KVOS-TV</td>
<td>25,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KINO-TV</td>
<td>271,000</td>
</tr>
<tr>
<td>Spokane</td>
<td>KHQ-TV, KXTV</td>
<td>34,295</td>
</tr>
<tr>
<td>Tacoma</td>
<td>KMO-TV, KINT-TV</td>
<td>271,000</td>
</tr>
<tr>
<td>Yakima</td>
<td>KIMA-TV</td>
<td>2,500</td>
</tr>
<tr>
<td>West Virginia</td>
<td></td>
<td></td>
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<tr>
<td>Huntsville</td>
<td>WSZL-TV</td>
<td>202,437</td>
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<tr>
<td>WISCONSIN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Bay</td>
<td>WBAI-TV</td>
<td>54,616</td>
</tr>
<tr>
<td>Madison</td>
<td>WCKW-TV</td>
<td>38,312</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMV</td>
<td>10,000</td>
</tr>
<tr>
<td>Oaklask</td>
<td>WGS-TV</td>
<td>44,642</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4,000</td>
</tr>
<tr>
<td>Total Stations on Air 215*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Cities with Stations on Air 150*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Sets in Use 26,165,941</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

No Hiatus Here

TV VIEWING drops off in summertime! At least two New York television stations have come up with figures to show the opposite. WCBS-TV quoted American Research Bureau figures as showing that the station's average daytime quarter-hour rating went from 4.2 for the November-April period to 4.3 for May through July. Considering the interim increase in set ownership, this gain was calculated to mean more than 10% increase in daytime viewers per quarter-hour. WABC-TV, meanwhile, cited Telepulse figures to show its evening 7:15 News Final show's share of audience went from 8.5% in April to a new high of 10.9% in July, representing a 26% increase in audience share.

'Lucy' Tops 'Hooperade'

In Five of Six Markets

CBS-TV's I Love Lucy was the top TV program in five of the six cities in the "Hooperade of TV Stars" for the June 26-July 2 period, according to an announcement last week by C. E. Hooper Inc. The ratings showed CBS-TV's Arthur Godfrey's Talent Scouts in first place in the six cities, Boston, with I Love Lucy third. "Hooperade" covers the cities of New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.
In this 5-Station Market,
WSYR is FIRST
Any way you look at it

PULSE of SYRACUSE
April, 1953

WSYR FIRST ... in 50 periods
WSYR SECOND in 22 periods
(72 periods, 6 a.m. to Midnight)

NIELSEN 1952
WSYR FIRST by 47% to 212%

SAMS 1952
WSYR FIRST by 29.8% to 239%

WSYR-ACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

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

Broadcasting • Telecasting
NEED MEDIA FACTS, PORTER SAYS

Ben Sanders, KICD Spencer, elected president of Iowa group which opposed continued commercial operation of WOI-TV Ames after other facilities become available.

ADVERTISERS and media must develop improved ways of providing the facts needed by those who spend advertising dollars, Arthur A. Porter, vice president of Leo Burnett Co., Chicago agency, told the Iowa Broadcasters Assn. at its July 31 meeting in Des Moines.

The association heard several speakers and elected these officers: Ben Sanders, KICD Spencer, president; Ken Gordon, KDTH Dubuque, vice president; W. W. Woods, WHO Des Moines, secretary-treasurer; Herbert Ohrt, KGLO Mason City, director. Ed Breen, KVFD Fort Dodge, past president, continues on the IBA board.

A statement was adopted voicing unalterable opposition "to the continuance of WOI-TV as a commercial station after other facilities become available." IBA adopted a resolution calling for resistance to attempts by networks or any other sources "to cut rates in any form whatsoever, or to lower the standards of broadcasting."

Mr. Porter said radio has lost 46% of its share of the national advertising dollar since 1945 and is below its 1935 position. "Back in 1935," he said, "radio was getting 23% of the national advertising market, in 1945 37%, but by 1952 the percentage had fallen back to 20%.

He added that magazines have dropped about 22% since 1945 and newspapers, while better off today than in 1945, have lost 34% of their market compared to 1935.

Referring to the practice of translating program audience into the commercial audience, Mr. Porter cited figures supplied by national magazine on the percentage of people who read a specific ad in a particular issue. He said, "This is the point that must eventually be reached in broadcasting—not how many people we reach with a program but how many we reach with a commercial, relations that it really costs to get our message across."

Ralph Hardy, NARTB vice president, said that practically all the sources that plague broadcasters—legislative or public relations—could become the industry's best friends. "Most of our problems from a Washington angle arise from lack of understanding of our problems and needs," he said. He suggested the Johnson baseball bill, sidetracked by Congress, is important because it is the first legislative attempt to deal with the problem of TV competition. The bill is being closely watched by many other industries that feel the influence of TV, he added.

REC-NE Elects Masse

C. HERBERT MASSE, WBZ-TV Boston sales manager, has been elected president of the Radio Executives Club of New England for the 1953-'54 season.

Other officers elected are: Paul H. Provan, Hoag & Provan Inc., first vice president; Emmett J. Heerdt Jr., WEEI Boston, treasurer, and Robert C. Foster, Robert C. Foster Inc., secretary. Committee chairman named by Mr. Masse are: Harry Wheelr, WVDA Boston, rules and constitution; Tom Meehan, WBZ, Christmas party; Rudolph Bruce, N. E. Coke Co., membership; Marie H. Houlanah, WEEI, publicity, and George Perkins, WEDH Boston, break-up party.

"Direct Mail Capital"

FOR the 36th convention of the Direct Mail Advertising Assn. Sept. 30-Oct. 2 at the Hotel Statler in Detroit, that city has been proclaimed the "Direct Mail Capital of the World" by Mayor A. E. Cobo. Some 1,000 direct mail advertising men from the U. S. and Canada will attend, according to William Power, advertising manager of Chrysler Division of General Motors Corp., convention chairman.

SRA Meet in Chicago

STATION Representatives Assn. will hold a series of clinics in Chicago, probably this fall, similar to those being held now in New York with advertisers and agencies. Plans were discussed at luncheon given July 30 for Reg Rolleston, SRA director of advertiser relations. He spoke informally at Chicago session attended by personnel from 16 station representatives.
Muter Again Heads RETMA Awards Unit

LESLIE F. MUTER, The Muter Co., Chicago, has been reappointed chairman of the Annual Awards Committee of the Radio-Electronics-Television Manufacturers Assn. by Board Chairman Robert C. Sprague. The committee nominates the person or company which in its opinion has made the greatest contribution to the radio-electronics-television industry. The RETMA Medal of Honor was first presented in 1952, to RCA's Brig. Gen. David Sarnoff, and in 1953 to GE's Dr. W. R. G. Baker. In addition to Mr. Muter, members of the RETMA awards committee are Robert C. Sprague, board chairman; Glen McDaniel, president; Robert S. Alexander, Set Div.; R. E. Carlson, Tube Div.; R. G. Zender, Parts Div., H. J. Hoffman, Technical Products Div.; Sidney Harman, Amplifier & Sound Equipment Div. Also members of the committee are the following past presidents of RETMA: Max Balcom, RCA; Carl Donovan, Telefunken; Paul V. Galvin, Motorola; A. D. Plamondon Jr., formerly Indiana Steel; H. B. Richmond, General Radio.

Calif. Radiomen Demand Hearst Name ‘Communists’

DEMAND for identity of local radio commentators allegedly disseminating communist propaganda, as charged in a recent Los Angeles Herald-Express editorial, has been made by the Radio & Television News Club of Southern California to publisher David Hearst.

No Identity

Frank Burke Jr., president of the Southern California Broadcasters Assn. and general manager of KFVD Los Angeles, made a similar written request to Mr. Hearst following publication of the July 16 editorial which did not identify the commentators or stations involved.

George Martin Jr., president of the news club, pointed out that the editorial’s tenor cast “reflection upon radio and television news men in the area” and that the “unfairness of such a situation is obvious.”

RETMA Committee Men

THREE committee chairmen were named last week by Robert C. Sprague, chairman of the board of Radio-Electronics-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., was reappointed chairman of the committee surveying subscription TV, focusing on possible affects on the telecasting of sports, theatrical presentations and other events.

H. A. Pope, National Union Radio Corp., was named chairman of the credit committee. Glen McDaniel, RETMA general counsel, was reappointed chairman of the legal committee.

RETMA Reports Tube Sales

FACTORY sales of cathode-ray and receiving tubes in the first six months of 1953 were valued at over a quarter-billion dollars, according to Radio-Electronics-Television Mfrs. Assn. June sales exceeded $47 million. Factories sold 5,197,071 cathode-ray tubes the first half of the year. Receiving tube sales totaled 243,160,348 units.

WMBD provides only on-the-spot coverage as disaster hits fair

WMBD was the only Peoria radio station to provide timely coverage at the scene of the Heart of Illinois Fair which was severely damaged by a storm with hurricane force winds which roared out of the night on July 4th.

WMBD’s News Director, Brooks Watson, arrived on the scene at 5:00 A.M. Broadcasting under emergency power, he gave listeners on-the-spot coverage . . . describing the damage and the efforts of the workers to get the Fair back in shape.

Then on the evening of July 5th, another storm hit Peoria. Once again, WMBD was the only station to serve the area by staying on the air all night, broadcasting storm conditions and highway information, calling auxiliary police and performing other much needed services.

This type of exclusive on-the-spot public service reporting is another reason why listeners turn first to WMBD . . . Peoria’s favorite radio station.

To sell the Heart of Illinois buy WMBD.
COLOR TV GAINS MOMENTUM: FCC CALLS FOR COMMENTS

Commission issues its Notice of Proposed Rule Making following the petitions for approval of the NTSC standards. Six firms have asked that the system be approved, and CBS has won permission to colorcast on an experimental basis for three months beginning Sept. 10.

FCC ISSUED its expected notice of proposed rule making on color television Friday and called for comments by Sept. 8 on the proposed National Television System Committee's compatible color specifications, with counter comments due 15 days thereafter.

In response to requests for a waiver of the provision requiring a Washington demonstration before the FCC would consider new standards for color TV—included in a 1950 order establishing the CBS-sponsored field sequential system—the Commission said that no Washington demonstration would be necessary at this time. "The Commission will determine at a later date whether during the course of the proceeding a signal on the air in Washington will be required," the FCC notice said.

The Commission's unanimous order also said that in subsequent notices it would specify the time and nature of demonstrations and tests and "such other proceedings as may be necessary. Unless controversy develops, it is believed that the Commission is hopeful that the proceedings can be covered largely by written documents.

Action At Second Meet

The Commission's action was taken after a half-day discussion with the staff last Thursday. This was the second meeting on the subject of color TV in which the Commission has engaged since RCA-NBC filed the first petition asking for commercial authorization of the NTSC standards last June (B&T, June 29).

Since then, five other petitions favoring this step have been filed—by NTSC, GE, Philco, Sylvania, and Motorola. (Hazelton filed a separate petition for field sequential systems—but only for sustaining programs. The CBS authorization gave the network permission to start on an experimental basis Sept. 10.

The Commission related the history of the proceedings leading to the adoption of the non-compatible field sequential system in 1950, and referred to the statement then that if a compatible system had been shown to be feasible it would have preferred it. The Commission also said it had been kept advised of the progress of the NTSC's work in developing a compatible color system. The NTSC, composed of technicians from leading radio-TV and electronics manufacturers, under the sponsorship of the Radio-Electronics-Television Manufacturers Assn., was formed in 1950 for the specific purpose of developing a compatible color system.

Although the Commission made no direct reference to the admissions of some petitioners that they cannot now meet the criterion which requires a new color system to permit the sale of receivers at a price available to the mass of the American public, it did note that petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings.

Hazelton's letter stated that it is "satisfied . . . that the basic principles upon which the NTSC proposal is built and the engineering work by which those principles have been applied to the construction of a complete color TV signal specification, are sound." It said it would file comments on the NTSC proposal at the proper time.

The FCC's authorization to CBS to begin network color broadcasts over the "lines" of AT&T was for a three-month period, to end Dec. 10. The Commission's order said that CBS proposes to study the technical problems involved in color broadcasts and to determine the character of reception on conventional monochrome television receivers. The Commission warned that its grant to CBS should not be construed as approval of the NTSC standards.

From manufacturers came two estimates last week of color TV's future.

William J. Halligan, president of the Halli- crafters Co., predicted FCC approval for the compatible NTSC standards around the first of the year, estimated 50,000 color sets in 1954, with 14-in. sets costing from $900 to $1,000. Color TV will really hit its stride in 1956, Mr. Halligan figured, bringing "a bonanza period that will last for ten years." Mr. Halligan said the first color picture tubes would cost $20 for the sets requiring 6 to 42 receiving tubes. In showing a Hallicrafters' laboratory color TV model, Mr. Halligan said it contained 41 receiving tubes, an RCA metal phospho-tricolor tube and the complete "g. set" at $400,000. Mr. Halligan made his remarks at a dealer convention in Chicago's Drake Hotel last week.

RCA predicts that color TV will progress slowly at the outset, become quite important from a sales standpoint in 1956 or 1957, Paul V. Galvin, president of Motorola Inc., Chicago, said last Tuesday.

Galvin Predicts

In a statement prepared for B&T in connection with Motorola's petition to the FCC on colorcasting, Mr. Galvin predicted that until the medium does develop sufficiently "black and white receivers will continue to represent substantial volume and profit."

"For one thing it will not resolve quickly any mystery or confusion remaining in the public mind about the developmental status of color television," Mr. Galvin stated. "Even more important it will act as a spur to competitive activity leading toward the time when a color receiver can eventually be produced to fit within the budget range of the typical American home."

The Motorola president expects initial de- liveries of color sets sometime next year with output limited by supply of available tubes. He said size of the initial picture will be "somewhat smaller than the black and white we are used to and the pictures will be three to four times higher than a comparable black and white receiver."

Motorola hopes to reap a "reasonable percentage" of the early market for color video, he added.

COURT OF APPEALS UPHOLDS ALLOCATIONS

Decision is the first to back up FCC's TV allocations table. Court turns down Peoples Broadcasting's appeal in WGAL-TV channel switch.

FCC has the right to establish a nationwide TV allocations plan, the U. S. Court of Appeals in Washington ruled last week. This is the first court decision upholding legality of the Commission's table of allocations for TV, under attack in various court appeals.

The Finding

A three-judge court found that: "The purposes of the creation of the Commission, as expressed by Congress, and the mandates pursuant to the purposes, enumerated at great length in the statute, furnish ample support for this action."

The Court of Appeals decision came in the Lancaster, Pa., case, where Peoples Broadcasting Co. (WLAN-AM-FM) had appealed from an FCC ruling permitting WGAL-TV to move from Ch. 4 to Ch. 8 temporarily pending a hearing on Peoples' application for Ch. 8 (B&T, Dec. 22, 1952).

The court upheld the FCC action in authorizing temporary operation of WGAL-TV on Ch. 8 as "a practical solution of a problem which involved the public interest in the continuity and quality of television service."

People's claimed that the Commission's move jeopardized its competitive hearing rights. The hearing, before FCC Examiner J. D. Bond, was completed in June and the parties are awaiting an initial decision from Mr. Bond.

In making its ruling, the Court referred to a point made in the revised Sec. 309(c)—the "protest" provision—which provides that an automatic stay is made mandatory except when an existing service is involved. Thus, said the court, WGAL-TV must be considered an existing licensee, even though it had to move from Ch. 8 because the FCC's revised table of allocations. The Commission had substituted Ch. 8 for Ch. 4 in its end-of-the-freeze order because of interference with Ch. 4 stations in New York and Washington (B&T, April 14, 1952).

Peoples' Argument

Peoples' argument that the Commission could not modify a license without an application from the licensee was successfully argued by the judges held that Sec. 316(a) permits the FCC to modify a license without an application. WGAL-TV's change from Ch. 4 to Ch. 8 was made upon a show cause order by the FCC.

The unanimous opinion was signed by Circuit Judges E. Barrett Prettyman, Jr., James M. Proctor and David L. Bazelon. Appeals, questioning the legality of the Commission's table of allocations, are on file with the U. S. Court of Appeals from Hearst Corp. (Milwaukee), and Logansport (Ind.) Broadcasting Corp.
"more comment than any other advertising"

Over a year ago, Haymarket Mills of Nashville started a small announcement schedule over WSM-TV to sell their stone ground Haymarket Corn Meal. Since then, the schedule has been increased several times through Buntin-Smith and Associates. Here, in the words of an official at Haymarket Mills, are the reasons for the increases:

"... these announcements have provoked more comments from dealers and consumers than any other advertising we have used. Our jingle is a familiar tune throughout this area. It is for these reasons that our television schedule has been increased from time to time. WSM-TV now receives more of our annual advertising budget than any other medium."

If you want to grind out a similar success story for your product, better put WSM-TV to work for you. Irving Waugh or any Petry Man can give you, show you, many success stories to match this one.

Channel 4
WSM-TV
Nashville
"PAPER WORK" DELAYED DEAN CHOICE

Although both the GOP National Committee and the Senate Commerce Committee let the word out that South Dakota broadcaster Bob Dean was "cleared" for appointment to FCC, the nomination didn't arrive from the White House before Congress closed down. His case is reported still strong.

COMPLETION of "paper work" was assigned as the reason for the delay in the appointment of Robert J. Dean, South Dakota broadcaster, to the FCC last week, after semi-official word had gone from the Republican National Committee and the Senate Interstate & Foreign Commerce Committee that his name had been "cleared" by the White House.

Mr. Dean was cleared by the White House last Sunday with Senator Francis Case of South Dakota, his chief sponsor, confident that his appointment, on an interim basis, would be forthcoming. He said he was returning to Rapid City to sell his 50% interest in KOTA to his principal associates, and ready himself for his FCC service in Washington. Mr. Dean momentarily has expressed his appointment for the Commissionership vacated by Paul A. Walker, Democrat, last June 30.

There were desultory reports of other "candidates" for the Commissionership, but in responsible quarters it was conceded last week, as it had been the week before, that Mr. Dean has had no serious competition since Charles H. Garland, KOOL Phoenix, had been offered the secretaryship of the FCC as an alternative, and promptly rejected it (BT, Aug. 3). Mr. Dean's appointment would give the FCC four Republican members for the first time since its creation in 1943.

Word Was Out

Prior to the adjournment of Congress on Saturday, Aug. 1, word had gone out that Mr. Dean's nomination had been transmitted to the Senate, with hope of confirmation prior to the session's end. Sen. John Bricker, new chairman of the Commerce Committee, had spoken in favor of the nomination of Rep. John G. Wynn of Iowa, for the Federal Trade Commission, and also advised Mr. Dean that the committee was prepared to hear him, if the nomination were transmitted to the Senate. That did not happen, however, and no reason is given beyond the statement that the name had been "cleared" but that the President had not signed the nomination.

Such stalling as Sen. Edwin C. Johnson, as well as Mr. Bricker, had stated openly that Mr. Dean would be nominated and confirmed prior to adjournment. The Republican Committee, in fact, authorized the statement of Rep. Thomas C. Johnson, South Dakota Democrat, that Mr. Dean's nomination would be forthcoming. This was broadcast throughout the broadcast fraternity.

In some quarters, it was hazardcd that the situation between the GOP headquarters and the White House had become "unguarded" and that while Chairman Leonard W. Hall had approved the Dean appointment, it had collided, with opposition within the White House hierarchy. There was no doubt to the common knowledge of this, the White House, it was stated simply that the President had been preoccupied with important matters which consumed all of his time and that nothing yet had been done on the FCC vacancy.

Last Friday, as the White House staff prepared to move with the President to summer quarters in Denver, the word was that Mr. Dean's nomination would be reopened. But there was the report, too, that if another formidable candidate, with strong backing, appeared in the picture, the whole matter might be reopened.

Meanwhile, the supporters of Mr. Garland hadn't officially given up the ghost, despite reports the Arizona broadcaster had "withdrawn." This was denied in his behalf, although there was no outward optimism about his appointment.

Mr. Dean has agreed to accept the FCC Commissionership on an interim basis. That means he would serve without pay until the next session of Congress, which would be called upon to enact special legislation to reimburse him for his salary, up to the time of the $15,000 annual stipend.

The nomination, for the full seven-year term, then would have to be made by the President. The "without pay" requirement stems from the fact that the vacancy existed for more than 30 days, while Congress was in session, and that the President could have made an appointment during that period with the consent or the rejection of the Senate.

Democrat Says TV Film Sells GOP AF Viewpoint

THE DEMOCRATIC National Committee has been handed a political problem which involves equal time from stations, a problem that continues to vex the broadcaster.

The current situation involves the charge by Rep. Samuel W. Yorty (D-Calif.) that Republic- on Congressmen are preparing an "insidiously clever" TV program to "try to sell the American people a bill of goods." The "goods," according to Rep. Yorty, are the Air Force cuts pressed by the Administration in Congress this year.

Equal Time Demanded

Rep. Yorty asserted, "I believe that every TV station which donates time for exhibition of the Republican TV film should donate equal time to the Democrats to give the people our version of the need for adequate American air power."

The Congressman, who backed up his accusation with what he claimed to be an actual script, said the film is being financed by the Republican Party and produced under the direction of GOP policy leaders in Congress.

Rep. Yorty said the GOP has called upon "advertising agency methods" to sell its Air Force program. "I view with great concern the fact that such sales techniques, perhaps justifiable in the commercial field, are now being skillfully adapted to enlighten the people with facts, but rather to distort the facts."

He added, "I am sure no one can object to use of professional advice to make political radio and TV programs interesting—to give them good continuity and timing. But this is not the same as employing devous and deceptive techniques to create erroneous impressions."

Report to People

PRESIDENT Eisenhower again gave auroral broadcasting exclusive right to a major report to the people when he was heard on all four radio networks Thursday, 9:30-10 p.m. Newsreel TV excerpts were permitted at conclusion of the radio talk. Last June 3 he made a simulcast report to the people, using TV staging devices to hold a discussion with four Cabinet members [BT, June 8].

NASHVILLE WINS THIRD VHF OUTLET

FOR the second week in a row, Nashville acquired another vhf TV station as FCC on Wednesday authorized vhf Ch. 5 to WLC there upon withdrawal of the competitive application of WKDA Nashville. WKDA acquires option for 50% interest in the TV venture.

A month ago, the station was approved for Nashville as FCC granted Ch. 8 to WSIX after the dismissal of the mutually exclusive bid of WMAK there. WMAK holds option for 25% interest in the TV outlet. [BT, Aug. 3].

Nashville has one pre-free operating station, WSM-TV, on vhf Ch. 4. The only other vhf assignment there is reserved educational Ch. 2, for which an application is pending by the Nashville Educational Television Foundation [BT, June 15]. Both vhf Chs. 30 and 36 are unsought.

In its only other new TV station grant last week, FCC authorized vhf Ch. 4 at Valley City, N. D., to North Dakota Broadcasting Co., a John W. Bolter interest and licensee of KCJB Minot and KSIB Jamestown, N. Dak.

The Nashville Ch. 5 grant specifically is for nearby Old Hickory, Tenn. The assignment was removed from the principal city to correct an allocation error. The station, however, will serve the entire Nashville market area.

FCC made the Ch. 5 grant to Life & Casualty Insurance Co. of Tennessee, WLAC licensee, "without prejudice to any action the Commission may take on any future application to effectively the agreement," Aug. 4, 1953, with Capitol Broadcasting Co., which withdrew its competing application. The licensee of WKDA, Capitol is a partnership of A. G. Beaman & T. B. Baker.

Under the proposal, Life & Casualty will form a new corporation to be known as WLAC-TV Inc. Its capitalization will consist of 2,000 shares of stock, $100 par. Messrs. Beaman and Baker are given the option for 18 months to purchase one-half of the WLAC-TV Inc. stock at par value. Life & Casualty will hold the remaining 50%.

The agreement further provides that Life & Casualty will nominate the chairman of the board, president and vice president of WLAC-TV Inc. while Mr. Beaman would be secretary-treasurer and Mr. Baker executive vice president and general manager of the TV station. Mr. Baker is general manager of WKDA, which would be disposed of in the event the option is exercised.

Details of the grants follow:

Valley City, N. D.—North Dakota Beast, Co. (KSJB Jamestown, KCJB Minot) granted vhf Ch. 4; effective radiated power 10,7 kw visual and 51 kw aural; antenna height above average terrain 609 ft.

Old Hickory (Nashville), Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC) granted vhf Ch. 5; ERP 1,000 kw visual and 8,61 kw aural; antenna height above average terrain 930 ft.

Page 54 • August 10, 1953
"We picked G-E not only for maximum UHF signal strength, but with first-hand knowledge of outstanding General Electric equipment performance."

WAYNE LOVELY
Chief Engineer
WEEK-TV, Peoria, Ill.

TODAY, with a factory tested G-E 12-KW UHF Transmitter, "more than a million viewers can enjoy WEEK-TV programs." Station WEEK-TV, Peoria, Ill., set a pattern for other mid-west stations immediately after it opened. Operating with an interim General Electric 100-watt transmitter, WEEK-TV's effective signal strength reached 50 miles! Now—with the new, highest powered 12-KW UHF Transmitter, station officials are even more proud of their success in outlying fringe areas...and even more confident of G-E equipment performance! General Electric Company, Section 283-10, Electronics Park, Syracuse, New York.

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC
COMMITTEE PROBES OF RADIO-TV FIELD HIGHLIGHT 83D CONGRESS' FIRST SESSION

Congress was active in committee probing and questioning of a number of broadcast matters. More action is expected next January in the second session. Important bills pend in committees.

It was not a "do-nothing" Congress in radio-TV affairs.

The first session of the 83d Congress, which ended last Monday, touched upon a host of broadcast matters, ranging far and wide and affecting both radio and television with equal force.

Most of the work—the questioning and the probing—was done in committee. Actual legislation passed on radio and television was nearly nil; Congress' influence affecting the industry was very great. The influence apparently will be even greater next year. There are a number of topics in the field which will be carried over to the second session that begins Jan. 6, 1954.

In brief, the highlights of the first session were as follows:

- **TELEVISION**—The Congress, through its Senate and House Interstate & Foreign Commerce Committees, threw the spotlight first on color television, next on educational video and with gusto on the FCC's TV application processing line.
- **BASEBALL**—The Senate was the scene of Sen. Edwin C. Johnson's strong but temporarily unsuccessful bid to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park.
- **RADIO TREATY**—The North American Regional Broadcasting Agreement (NARBA) apportioning the AM spectrum among the countries of the North American hemisphere (excluding Mexico and Haiti) failed to clear the Senate. A detailed hearing was held last month on the treaty, which has been awaiting ratification since 1951 [B'T, July 13].
- **COMMITTEE CHAIRMANSHIP**—In the last days of the session, Charles W. Tobey (R-N. H.), who was chairman of the Senate Interstate & Foreign Commerce Committee since the Republicans assumed control of the Congress in January, died after suffering a heart attack. He was succeeded by Sen. John W. Bricker (R-Ohio), an educational TV advocate.
- **GOVERNMENT REORGANIZATION**—Congress went along with President Eisenhower's reorganization of the overseas information program. Voice of America is part of the new U. S. Information Agency. Congress also approved the creation of a new Hoover Commission to study the functions of government agencies.
- **MCCARTHY BILL**—Sen. Joseph R. McCarthy (R-Wis.), in a bill now lodged in the Senate Commerce Committee, proposed that radio and TV stations record or film everything transmitted in the broadcasting.
- **RADIO-TV COVERAGE**—The first session of the 83d Congress saw the microscope and the television camera re-emerge as instruments used in the coverage of congressional committees. Temporary setback was suffered during the 82d session.
- **FOUNDATION PROBE**—The House in the last hours before adjournment okayed $50,000 for a special committee to investigate tax-exempt foundations. Committee work must be concluded by the end of next year.

Rep. Carroll Reece (R-Tenn.) heads the group.

Sure to make the headlines in the radio-TV field next are FCC's rate of progress in television—the Congress, prodded by Sen. Johnson (D-Colo.), earmarked $1,018,496 to be applied to the Commission's TV application processing in fiscal 1954, baseball broadcast coverage—Sen. Johnson can be expected to introduce a new bill [B'T, July 20]; NARBA's fate in the Senate; what to do about the McCarthy bill and the following important topics:

- **BOX OFFICE TV**—Where do subscription TV and television fit in the broadcast industry? Are they part of broadcasting as defined in the Communications Act, or should the act be amended so as to speak clearly on the subject? Rep. Carl Himshaw (R-Calif.) already has let it be known he will press for a House Commerce Committee hearing on his HR 6431 which would redefine the term broadcasting so as to make box office TV a competitor [B'T, Aug. 3, July 27].
- **WOLVERTON BILL**—Rep. Charles A. Wolvertan (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, introduced a measure on the very last day of the session (last Monday). The bill (HR 6819) would set up a "Interstate Communications Policy Committee." Its powers would be far reaching and would affect the allocation of the whole spectrum to users (see story this section).

'Dry' Forces

It is presumed there will be a new drive by the "dry" forces to push through legislation which would bar "liquor" advertising from the airwaves (see editorial, page 126). Procedure in the past has been for spokesmen to ask amendment of the proposal to include all alcoholic beverages. However, no "dry" action. Next step would be to knock such advertising out of all media.

Sentiment prevails for amendment of Sec. 309 (c) of the Communications Act which prohibits the granting of permits to broadcast on grounds of "compensated injury." Rep. William L. Springer (R-Mass.) had been considering introduction of such a bill in the House [Closed Cmrrt, July 27].

Also expected to come up during the second session are various amendments to the Communications Act which were left unanswered when the 82d Congress enacted into law the McFarland bill.

These are Sec. 315 of the Act (political libel); a requirement that a successful TV applicant purchase equipment from the unsuccessful applicant; the giving of authority to FCC to suspend station licenses and impose fines for violation of the last FCC prohibiting it from practicing before FCC for one year of any Commissioner who resigns before his term expires; and a ban on so-called newspaper discrimination by FCC [Closed Cmrrt, Aug. 3].

Here is both a thumbnail sketch of actions in Congress to the TV Telecasting legislation of interest to the radio-TV industry:

The Senate confirmed the nomination of Theodore C. Streibert as Director of the U. S. Information Agency. Also confirmed: Former Rep. John W. Gwynne (R-Iowa) to the Federal Trade Commission; Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission.

The Senate approved the President's reorganization of the U. S. information program, which Mr. Streibert now heads.

RCA showed its compatible color TV system to the Senate Commerce Committee in mid-1953. The now-adopted bill passed the Senate Commerce Committee earlier in the spring. That was before the RCA color system was submitted to FCC for approval.

The House Appropriations Committee struck out an Administration request for $40,000 to operate the first educational television channel reserved in the District of Columbia.

Status of bills:

- **HR 6431** To make subscription TV a competitive service. Rep. Carl Himshaw (R-Calif.), chairman of the House Interstate & Foreign Commerce Committee, introduced a measure on the very last day of the session (last Monday). The bill (HR 6819) would set up a "Interstate Communications Policy Committee." Its powers would be far reaching and would affect the allocation of the whole spectrum to users (see story this section).

BROADCASTING • TELECASTING

Ike Kills Movie Bill

LEGISLATION (HR 157) to repeal the 20% tax on movie theater employees sent to the White House July 24 [B'T, July 27], was disapproved Thursday by President Eisenhowe. The action amounts to a "pocket veto" since Congress is not in session. The President said, "It is unfair to single out one industry for relief at this time." He added that the government would have lost $100 to $120 million annually under the bill.

General Trade Commission; Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission.

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'Broadcasting' • 'Telecasting'
TRUCKS...
the "Customer of Customers"
in American Business!

ANNUAL NEW TRUCK AND TRAILER PRODUCTION REQUIRES—

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<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
<th>Description</th>
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<tr>
<td>STEEL</td>
<td>1,732,000 tons</td>
<td>Steel is as much as the annual capacity of one of America's largest steel plants.</td>
</tr>
<tr>
<td>ALUMINUM</td>
<td>15,180,000 pounds</td>
<td>Aluminum is enough to give a new pan to every family in the United States.</td>
</tr>
<tr>
<td>RUBBER</td>
<td>100,000 tons</td>
<td>Rubber is enough to make every man in the U.S. a new raincoat, hat, and overshoes.</td>
</tr>
<tr>
<td>LUMBER</td>
<td>118,300,000 board feet</td>
<td>Lumber is enough to build a boardwalk six feet wide from New York to Los Angeles.</td>
</tr>
<tr>
<td>GLASS</td>
<td>24,000,000 square feet</td>
<td>Glass is enough to enclose all major league ball parks to the height of the Washington monument.</td>
</tr>
<tr>
<td>COTTON</td>
<td>95,000 bales</td>
<td>Cotton is enough to make a new dress for every housewife in the U.S.</td>
</tr>
</tbody>
</table>

Total annual purchases over $6,000,000,000

Each year since the war, the trucking industry has purchased about 1 million new trucks, 60 thousand new trailers, 11 million replacement tires, 11 billion gallons of motor fuel, and 600 thousand quarts of oil and 9 million gallons of anti-freeze and $800,000,000 worth of parts and accessories. This makes it one of the biggest customers American business has for raw materials and finished products from every state.

In addition, the industry supports 31,149 retail truck dealers, 48,155 retail car and truck dealers, and more than 72 thousand independent repair shops.

President, American Trucking Associations

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D.C.
STREIBERT TAKES OVER AS USIA HEAD

Former MBS chairman is sworn in Wednesday to direct the new U. S. Information Agency.

The important job of telling the world about the U. S., its policies and its objectives is in the hands of an experienced broadcaster, Theodore C. Streibert, former MBS chairman of the board [B*T, Aug. 3].

Last Wednesday Mr. Streibert took his oath as director of the new U. S. Information Agency, an independent office responsible to the President through the National Security Council. The oath was administered in the presence of President Eisenhower and high government officials by Frank R. Sanders, White House administrative officer.

After the swearing-in ceremony, at which Mrs. Streibert was a witness, the President told Mr. Streibert now that he was head of a bureau he was a real bureaucrat.

"I'm on the squad," Mr. Streibert replied. "We've had a scrimmage. I hope I make your team."

Another prominent figure in the media world, Leonard F. Erikson, had been sworn in July 27 as a director of Voice of America, which operates within USIA. Mr. Erikson is a former vice president and director of McCann-Erickson, New York agency.

Mr. Streibert, who was appointed for an indefinite term, was confirmed by the Senate last Monday, the last day of the session.

As head of the new agency, Mr. Streibert will draw a salary of $17,500 a year.

Mr. Streibert was armed by the Congress with unusual authority over the hiring and firing for the USIA. In the approved appropriation, which gives the agency $75 million for fiscal 1954, Mr. Streibert was given the power to Jan. 1, 1954, to terminate the employment of anybody within the organization if he holds a civil service classification above GS-7 ($4,205 to $4,955 per year) and if he does not hold veterans preference.

Under the reorganization, Voice of America will move its headquarters from New York City to Washington by June 30, 1954. This will bring Mr. Erikson to the National's Capital.

Mr. Streibert for the time being has his Washington office at 1778 Pennsylvania Ave.

THEODORE C. STREIBERT takes the oath to become director of the new U. S. Information Agency. The oath was administered in the presence of President Eisenhower by Frank R. Sanders, White House administrative officer.

BILL WOULD SET UP SPECTRUM-USE UNIT

Rep. Wolverton's bill would create a government coordinating committee to delineate spectrum space to commercial, military and other users.

A BILL which would set up a government coordinating committee in charge of doling out spectrum space for commercial, military and other users was introduced in the House last Monday.

Rep. Charles W. Wolverton (R-N. J.), chairmen of the House Interstate & Foreign Commerce Committee, proposed the measure (HR 6819). It was dropped in the hopper on the last day of Congress, signifying that it is one of the subjects the committee would like to take up in the second session next year.

The group would be a "Telecommunications Policy Committee." The committee would "coordinate the development of telecommunication policies and standards and formulate plans and policies with respect to the best possible utilization of the radio spectrum and communications media in promoting the interests of the United States."

There are now two units which handle the problem of spectrum use. FCC handles space for commercial use while the Interdepartment Radio Advisory Committee (IRAC) suggests overall policy. When Haraden Pratt was Telecommunications Advisor to the President (his office was abolished recently), he reported on policy with the advice of IRAC members.

The FCC, the State Dept. and military services maintain representatives on IRAC.

Under the Wolverton bill, participating agencies on the committee would be the FCC, State Dept., Defente Dept. and Commerce Dept.

The Bureau of the Budget would participate but would not have a vote. The President could add any U. S. agency he felt had an interest.

The committee would recommend to the agencies involved and to the President policies and programs as deemed in the public interest. It also could recommend Congressional legislation to carry out its findings.

Personal and advisory units, as well as authorization for appropriations, are provided.

It was understood impetus for the new House measure was the Senate resolution which would have set up a telecommunications commission. Idea of that resolution was to promote study of communications, particularly TV, in conjunction with the U. S. propaganda services.

But language of the resolution (S J Res 96) was broad and a feeling by Sen. Edwin C. Johnston (D-Colo.) that it would bring still another group into the sphere of domestic communications led the Senator to amend the resolution in the Senate, stripping away many of its powers [CLOSED CIRCUIT, Aug. 3]. The Senate-passed resolution, approved by the House Foreign Affairs Committee, did not clear the House.

Reasoning behind the sponsorship of the bill is that it would make a single group, through statutory authority, responsible for allocation of frequencies domestically and set a concrete policy for spectrum dealings with foreign countries.

Some Capitol Hill people feel spectrum space is being wasted. They argue the reservation and location of frequencies domestically and the various government agencies could be made efficient if one group is given full authority.
second to none...
in Sioux Falls

KSOO

Nearly twice the coverage of the next best station.

Yes, Nielsen shows that KSOO covers 57 counties in the rich South Dakota area, while the 2nd station in Sioux Falls reaches only 29 counties . . . just about half the coverage of KSOO!

In radio homes covered, it comes out about the same way. KSOO blankets 97,790 radio homes, while station No. 2 reaches just under 53,000.

Sioux Falls is an increasingly important market by every measure . . . agricultural progress, industrial expansion, family income, product distribution. And, Nielsen leaves little doubt that for complete radio coverage, KSOO is the only choice.

KSOO  SIOUX FALLS, SOUTH DAKOTA
1140 ON THE DIAL  10,000 WATTS DAY  5,000 WATTS NIGHT

ASK YOUR AVERY-KNODEL MAN
Post Office Begins Probe Of Per-Men Radio-TV Pitch

Los Angeles mail order agency, which has been engaged in radio and TV pitch deals, comes under scrutiny of Post Office Inspector French there. Findings are to be turned over to U. S. Attorney's office.

With hundreds of complaints registered because of non-delivery of merchandise and failure to provide promised sales materials, U. S. Post Office Inspector A. E. French is investigating radio and television pitch deals of Per-Men Advertising Inc., Los Angeles mail order agency.

Findings will be turned over to the office of Laughlin E. Waters, U. S. Attorney for the Southern California district, for consideration of future action.

Time For Pitch Items

Buying six five-minute periods a day on station at the half-hour rate, the company has been using the time for low-priced pitch items. Latest is a "Perfume Chest" of eight vials said to contain name brands for $1 plus 25 cents for handling. A money-back guarantee is included. Buyers are promised two extra vials for quick response, with limit of three cents to a customer.

Another recent pitch covered five "miracle towels" for $1 plus 25 cents for handling, with an additional five towels for quick action. A third one, Lawlon K. also, is $1 plus 25 cents for handling, with a bottle of shampoo for good measure.

Last spring the firm offered 18 latex balloons for $1 plus mailing [BT, June 1]. Per-Men has widely circulated stations, making many deals, although station representatives in Los Angeles did not lend their approval to the account.

Royaltel Bid Now Unopposed

HONOLULU VHF Ch. 2 application of Royaltel became unopposed in hearing status before FCC when withdrawal of the competitive application of KULA there. Motions Comr. E. M. Webster approved KULA's dismissal because the station has been purchased for $300,000 by KJBS San Francisco and American Broadcasting Stations Inc. [BT, June 29]. ABST is permittee of vhf Ch. 4 at Honolulu and owner of WMT-AM-TV Cedar Rapids, Iowa. Royaltel is owned equally by Herman B. Rosen, Louis P. Rosen, Ralph Davis and Helen Speck, all of Royal Amusements Ltd., movie distributor and exhibitor.

Court Denies CBS Appeal

The U. S. Court of Appeals in Washington last week denied a CBS request to force the FCC to revoke program test authorizations for KBIG Avalon, Calif. The case came before the court after the Commission, in response to a CBS petition, set for hearing KBIG's application for a license for its grant on 740 kc with 10 kw daytime. [BT, June 15]. CBS alleged the Avalon station, owned by John Poole, interfered with its KBIGS San Francisco, also on 740 kc.

TV First on Agenda

STARTING with its next regular meeting, FCC this Wednesday puts television broadcast actions at the top of its agenda, according to a public notice issued by the Commission last week. For some months TV has alternated with common carrier cases for the first order of consideration and in the past the Commission by custom frequently has handled common carrier matters before those of broadcasting. From Aug. 12 on, FCC said, the order of the agenda will be: (1) TV broadcast; (2) aural (AM and FM) broadcast; (3) broadcast renewal; (4) broadcast transfer; (5) common carrier; (6) safety and special radio services; (7) general; (8) rule making, general policy matters etc.; (9) classified; (10) executive; (11) hearing.

Paul Miles Becomes Hyde's Engineering Aide

APPOINTMENT of Paul D. Miles as engineering assistant to FCC Chairman Rosel H. Hyde was announced by the Commission Tuesday. Mr. Miles rejoins FCC after five years' absence during which he has served as a member of the International Frequency Registration Board of the International Telecommunication Union, with headquarters at Geneva, Switzerland.

Mr. Miles was chief of the FCC Engineering Dept.'s Frequency Allocation Service from November 1945 to December 1947. A native of Fairmount, Ill., where he was born in 1905, Mr. Miles graduated from the U. S. Naval Academy in 1927. As an ensign, his initial duty was as signal officer and assistant communications officer on the U. S. Cincinnati. He resigned from the Navy in late 1929 to become traffic engineer and head of the central frequency bureau of Mackay Radio & Telegraph Co. at New York.

KFSB Asks FCC Hearing On KOAM-TV Assignment

KFSB Joplin, Mo., vhf Ch. 12 applicant, petitioned FCC last week to designate for hearing the application of KOAM-TV Pittsburg, Kan., for assignment of its permit to Mid-Continent Telecasting Inc. KFSB charges KOAM-TV will become a Joplin station, which it claims would circumvent the Commission's allocation plan.

The Commission has allocated Ch. 12 and vhf Ch. 34 to Joplin, Mo., and vhf Ch. 38 to Pittsburg, Kan., about 25 miles from Joplin.

KFSB contends that shortly before the FCC granted KOAM-TV a modification of its CP to move its main studio location to its transmitter location some 13 miles from Pittsburg, the owners of KOAM-TV "caused to be organized a new corporation, called Mid-Continent Telecasting Inc."

The petition notes that "the Pittsburg Broadcasting Co., permittee of KOAM-TV, will own 5/10 of the stock of the new corporation and that The Joplin Globe Publishing Co., will own the other 9/10." The Joplin Globe Publishing Co. is owner of the only two daily local newspapers in Joplin, The Joplin Globe and News Herald.

KFSB contends that the Joplin Globe, in an article, prematurely reported the intended merger with KOAM-TV and indicated that the TV station will operate business offices and studio at the Joplin Globe building in Joplin.

"The obvious reason for the merger," the petition asserts, "is that the parties wanted a Joplin station with Joplin permits which would bring together for comparative purposes the leading daily newspapers of the district and the area's most powerful AM radio station [KOAM]."

WSAY's 309 (c) Protest Denied by Commission

SHARE-TIME grants on vhf Ch. 10 at Rochester, N. Y., to WHEC and WVET there have been reinstated to full force by FCC in adopting an opinion which denied the Sec. 309 (c) economic protest of WSAY Rochester, owned by Gordon Clark. Commissioner Mr. Brown's protest was not specific in its allegations of injury, hence did not entitle him to hearing.

The Ch. 10 share-time grants were made effective "immediately as the Commission terminated the proceeding ordered April 1 upon the complaint of Mr. Brown [BT, April 6]. Mr. Brown had contended that the unexpected amendment of the competitive WHEC and WVET applications, to specify sharing of time, prevented his filing of a third competing bid in behalf of WSAY. The WSAY application, he claimed, would have been preferred in such a hearing because of WHEC's "secondary" position to the Gannett publishing interests and because of WVET's "commercial policies."

In declaring WSAY not a "party in interest," FCC's opinion explained that "Sec. 309(c) is primarily designed to call to the Commission's attention facts which may indicate that an uncontested grant was made contrary to the public interest, not to recall an uncontested grant and start it to a comparative hearing in order to find the better of a number of prospective licensees."

WSAY Christi Grant Made; Pontiac AM Is Delayed

NEW AM station on 1150 kc with 1 kw daytime, directional, was granted by FCC last week to International Radio Co. for Corpus Christi, Tex., while another previous grant was set for hearing.

The Commission postponed the effective date of its new station grant at Pontiac, Mich., to James Gerity Jr. for 500 w full time on 1460 kc and set the case for hearing upon the interference complaint of WKMF Flint, Mich. WKMF was made party.

Other AM Actions

In other AM actions, KIVY Crockett, Tex., was granted change from 250 w daytime on 1570 kc to 500 w daytime on 1290 kc while WWPA Williamsport, Pa., was granted change from 250 w full time on 1340 kc to 1 kw night, 5 kw day on 1330 kc, directional day and night.

The Commission denied the protest of WLEX Lexington, Ky., against the grant to WEKY Richmond, Ky., for 1 kw daytime on 1420 kc.

Paul Miles becomes Hyde's Engineering Aide

KFSB asks FCC hearing on KOAM-TV assignment

WSAY's 309(c) protest denied by Commission

Corpus Christi Grant Made; Pontiac AM is Delayed

Other AM Actions
Smilin' Ernie Lindell and his troupe are now bringing a bit of country life to listeners in the 17th State* with RADIO RANCH, presented over WGY Monday through Friday from 1:05 to 2:00 p.m. and on Saturday at 10:00 p.m.

Ernie, Candy, his wife and partner, and the troupe play and sing country songs and ballads. All the troupe are fine musicians who play several instruments and have over 1000 pieces of music at their fingertips. In addition to music, the program includes interesting bits of local news and one or two minutes of devotional verse. Currently, Ernie and the troupe are playing in theaters and drive-ins in WGY land, and averaging over 2000 attendance each night.

RADIO RANCH is a program that has already shown its popularity in WGY land, a listening area that is more populous than 32 of the 48 states. “I want you to know,” writes one listener from Richmondville, “I think your western show is one of the best to ever hit the air.” Use the friendly convincing approach of Ernie Lindell and his troupe to put across your selling message to listeners in the 17th State.

*The WGY area is so named because its effective buying income is exceeded by only 16 states.
Justice Dept. Quiet On Contract Probe

THE Dept. of Justice had "no comment" last week on its investigation of whether a clause in the standard contract form endorsed by AAA and NARTB constitutes "coulison" [Cited and Curr., Aug. 3].

Under question by the Justice Dept. was whether guaranteed rates, as provided in Part 5 of the contract form, might be in violation of antitrust laws. Extent of the Justice Dept. check, which covered "all stations" in Washington, was unknown, and a spokesman de- clined to elaborate until and if formal charges are brought. He said most of such complaints, however, arise from outside the Justice Dept.

The AAA-NARTB form's Part 5 has a "most favored nation clause" whereby the medium agrees to give the advertiser the best rate afforded any other account for "like broadcasts." The contract form originally was agreed to in 1946 by AAA and NARTB, and is not mandatory, but recommended only. A similar contract for television, approved by AAA and NARTB last year, provides for substantially the same rate agreement, but the terms are somewhat more defined.

Hurry Up For TV

WARNING that the public and Congress are in a hurry for TV and it's up to the FCC to expedite grants—even though some legal rights of applicants may be stepped on in the process—was sounded by new FCC Comr. John C. Doerfer last week. He spoke at a luncheon given by FCC Chmn. Rosel H. Hyde and Mr. Doerfer by the Federal Communications Bar Assn. at Washington's Willard Hotel last Tuesday.

Mr. Hyde made what was considered a plea for a letup in the number of legal pleadings filed with the Commission, all of which, he said, detracted from the staff's time in processing applications. Both Mr. Doerfer and Mr. Hyde made these points in remarks to 125 FCBA members. FCBA's luncheon committee was headed by Thomas W. Wilson, Dow, Lohnes & Albertson. FCBA president is Fred Albertson of the same firm.

FCC Drops Illinois Case

HEARING on the move of the transmitter site of vhf Ch. 3 WCIA (TV) Champaign, Ill., instituted by FCC upon the protest of uhf Ch. 17 WTVP (TV) Decatur, Ill., was vacated by the Commission last week and the proceeding dropped as WCIA gave up plans to move. The disputed site was several miles closer to Decatur. WTVP agreed to drop its protest as WCIA offered to retain its present location but use a higher antenna [BT, July 27]. WTVP alleged in its protest that it lost CBS affiliation because the WCIA move enabled the Ch. 3 station to cover Decatur with a "principal city" signal.

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As Hawaiian net fishermen know, it's the greatest coverage of the right spot that brings in the biggest haul. And, when you select WREC to cover the $2 Billion Memphis Market, your net profits go up because ONE schedule gets both the Rural and Metropolitan listeners. The latest Standard Audit and Measurement Report and Hooper Ratings will show you why WREC holds the greatest audience and completely covers the 78-county area. Ask your Katz man.

WREC

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
WCKY COVERS THE SOUTH

LARGEST AUDIENCE

Larger Than Ever
1952 Nielsen 1,193,920 Families
1949 BMB 923,850 Families
29% INCREASE

CONSISTENT LISTENING

Greater Than Any Station In The South
Average Nightly Audience
823,530 Families

LOWEST COST

No Station Compares
6.1c per Thousand Families

SALES RESULTS

22% Increase In Mail
1st 6 months '53 vs. 1st 6 months '52

The Sellingest Station
In the Nation

FIFTY GRAND OF SELLING POWER

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281
The network's noters of its press releases at a cost of $182, pointing out that the rate charged the media for advertising in the latest issue of Radio Rates and Data shows announcements at $7 each in Buffalo available only in the midnight-to-dawn time period. SRA showed its offer made by a major Buffalo station of the $1 rate for an average of 26 announcements a week at various times throughout the broadcast day. This package rate has been announced to all buyers, SRA said, although it is not included in the station's listing in the RRD directory.

Notes Program Charges

Another point raised by NBC was that the SRA figures for spot announcements are for announcements only and that as the network plans include charges for programs in which the announcements are broadcast, so the spot announcement rates could be based on rates for participating programs offered by stations instead of straight announcement rates. SRA said that some, although not all of the rates quoted, were for commercials within participating programs.

The extra value of programs over spots was stressed by NBC, with the question asked, "What would happen to radio if only spots were sold and no programs?" SRA did not dispute this matter, but said that it did not agree in the comparison of listeners-per-dollar provided by the network plans versus announcements bought on a spot basis.

Concerning the audience for its own Tandem Plan, NBC reported that from January to April 1953 the three Tandem shows had an average weekly Nielsen Rating of 12.2, meaning, the network said, that "an average of 5,473,000 different homes heard a Tandem broadcast each week." As the average was 1.3 Tandem episodes per home, "the total number of home impressions made by Tandem each week was 7,115,000."

$1.45 Per Thousand

Comparing the audience for the three minutes of commercial time and the six billboards each Tandem advertiser receives—not with spot radio but with noters of advertisements in leading magazines—NBC concluded that Tandem this fall will deliver listeners to its participating advertisers at $1.45 per thousand, compared to $4.03 for a thousand noters of a half-page black and white and one color ad in Life, $2.60 for a thousand noters of a full bleed page in black and white in Look, $4.23 per thousand noters of a half-page four-color ad in the Saturday Evening Post and $3.70 per thousand noters of a half-page black and white ad in This Week.

With its only requirement that the minimum buy be $13,000 for one participation in each show for one full week, NBC pointed out that its Tandem Plan can be adapted to the needs of seasonal advertisers as well as year-round clients. The merchandising value of the program's star is another plus value cited by NBC. The network's spokesmen pointed out that spots cannot be merchandised as programs can.

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Free & Peters Signs

WRS' WBB-TV, WPTZ (TV)

F & P, already representing Westinghouse Radio Stations' five AM outlets, adds WRS' WBB-TV Boston and WPTZ (TV) Philadelphia. The move is part of new sales plans, says WRS President E. V. Huggins.

FREE & PETERS, station representative firm representing the five radio stations of Westinghouse Radio Stations Inc., has been named to represent the two WRS video stations, WBB-TV Boston and WPTZ (TV) Philadelphia, according to WRS President E. V. Huggins.

The move is another step in effecting new sales plans that are being put into operation, Mr. Huggins said (see story), the company having set up a new midwestern sales office in Chicago.

Free & Peters has represented the radio stations (WBB Boston, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, Ore.) since 1947. Heretofore NBC Spot Sales had handled both the WBB-TV and WPTZ (TV) representation.

Mr. Huggins noted that WBB-TV has completed its step-up to high power and WPTZ is in the process of installing a new amplifier and six-bay antenna. Other improvements include a new 50 kw transmitter at WOWO.

"Intensification of sales and informational services and expansion of activities in other departments have called for more streamlining in all of our operations: Concentration of all spot sales efforts in one organization will make for more efficient operation, creating a direct route for expediting the great mass of daily interchange of information relating to both AM and TV operations," Mr. Huggins stated.

WRS Leadership Cited

"In our long years of experience we believe Westinghouse has been in the forefront—indeed often set the pattern—in providing advertisers and agencies with constantly improved broadcast services, and in now combining spot sales operations for all seven stations within the Free & Peters organization, which have offices in seven cities, we are following plans designed to help us maintain our position."

While no statement was made as to the amount of billing involved on national spot for the two TV stations, it is understood that it approximates $4 million annually. Free & Peters, as a result, acquired representation of vhf stations in 10 top markets.

The Westinghouse action was hailed as a confidence vote in independent representation. It was emphasized in behalf of Free & Peters that no concessions were involved in compensation.

Free & Peters recently lost representation of KSD St. Louis to NBC Spot Sales on both radio and television.

KXA Adds 10-Seconds

KXA Seattle has added a ten-second classification to its rate card, pricing these announcements at 50% of the 30-second rate which ranges from $5 to $7.

WBZ SEPARATES RADIO, TV UNITS

WESTINGHOUSE Radio Stations Inc. operations in New England will be separated into two organizations, WBZ-TV and WBZ-AM-FM, effective Aug. 17, according to E. V. Huggins, WRS president. WBZ was founded in 1921 and WBZ-TV is in its sixth year. Both are located in the new Westinghouse Radio and Television Center on Soldiers Field Rd. in Boston.

Paul E. Mills, sales head at WOWO Fort Wayne, has been transferred to WBZ-AM-FM as manager. W. C. Swartley will continue as manager of WBZ-TV. Various operating departments will be separated into integral units relating to either radio or television wherever practical, Mr. Huggins said.

Mr. Mills joined Westinghouse in 1936 and has been WOWO sales manager for 11 years. Mr. Swartley has been with Westinghouse since 1930 and has headed the New England broadcast activities since early 1946 after his return from war service.

Mr. Huggins announced appointment of George D. Tons, for nine years sales head at KDKA Pittsburgh, as midwestern sales manager for the Westinghouse group. He moves to Chicago Sept. 1 and will be located at 230 N. Michigan Ave. in the Free & Peters office.

John G. Still Jr., who started at KYW Philadelphia and for four years has been sales promotion head at the WRS Boston station, becomes sales manager of KDKA.

Mr. Huggins said transfer of Mr. Tons enables the company to keep pace with increasing sales activities by expediting interchange of information and sales services through its representatives to midwestern agencies and advertisers. Mr. Tons is well-known in the midwest and at one time was district manager for Andew Jergens and Cudahy Packing Co. He joined Westinghouse in 1944. He reports to Eldon Campbell, WRS general sales manager.

Mr. Still joined Westinghouse in 1947 after four years at WLW Cincinnati and has had freelance experience. He moves to his new post Sept. 1.
Season after season, Esso Marketers have proved the sales-productive value of spot radio. And nowhere have they used spot radio more consistently than in the great Pittsburgh market-area... on KDKA.

Esso's preference for KDKA is matched by listeners' preference, as indicated in a recent survey by Guide-Post Continuous Consumer Panel. Asked which one station they preferred, Allegheny County families answered as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDKA</td>
<td>36%</td>
</tr>
<tr>
<td>Station B</td>
<td>22%</td>
</tr>
<tr>
<td>Station C</td>
<td>19%</td>
</tr>
<tr>
<td>Station D</td>
<td>16%</td>
</tr>
<tr>
<td>Station E</td>
<td>6%</td>
</tr>
</tbody>
</table>

And... KDKA leadership becomes even more pronounced in other counties throughout the tri-state area covered.

So whether you base your choice on the action of veteran time-buyers or on up-to-the-minute listenership statistics... your first choice in the Pittsburgh area is KDKA, the nation's first station. For details, check KDKA or Free & Peters.

**WESTINGHOUSE RADIO STATIONS Inc**

**KDKA**

**PITTSBURGH**

50,000 WATTS

NBC AFFILIATE
PLOUGH INC. BUYS WJJD FOR $900,000

Marshall Field sells the Chicago limited-operation station which has averaged net profit of more than $250,000 for the past five years. Field retains WFMF (FM).

WJJD Chicago, 50-kw independent which during the past five years has averaged an annual net profit in excess of $250,000 before federal taxes. Field sold the Marshall Field interest last Wednesday for $900,000 cash to Plough Broadcasting Co., new subsidiary of drug manufacturer Plough Inc., parent firm of WMPS Memphis. The transaction is subject to FCC approval.

WJJD is a limited time station, operating direction on 1160 kc, Class I-A clear channel of KSL Salt Lake City. WJJD was established in 1934.

The sale was negotiated by Marshall Field Sr., president, and Carl J. Weitzel, executive vice president, of Field Enterprises Inc., the sole owner of WJJD Inc., station licensee, and Abe Plough, president of Plough Inc., and Harold R. Kreitstein, president of WMPS Inc., subsidiary of Plough Inc. and WMPS licenses. Both buyer and seller were represented by the Washington law firm of Dow, Lohnes & Albright.

WFMF (FM) Chicago, WJJD Inc.'s separately programmed FM outlet, concurrently is being transferred to WFMF Inc., a new subsidiary of Field Enterprises, and will continue to operate from its transmitter atop the Carbide & Carbon Bldg. The FM station remains the last broadcast interest of Marshall Field, department store executive, publisher of the Chicago Daily Times and principal stockholder in Field Enterprises. At one time, he also operated WSAI Cincinnati, KJR Seattle and KOIN Portland.

Mr. Field purchased WJJD for $700,000 in 1944 from Ralph L. Atlas, Leslie Atlas, P. K. Wrigley and A. M. Linick. Ralph Atlas and Mr. Wrigley are principals in WIND Chicago. FCC's duopoly rule required separation of the stations in the early 1940s.

In selling WJJD, Mr. Field said the reputation of Plough Inc. and its "progressive record in the broadcasting field in Memphis ... convinces us that WJJD will be in the hands of capable people."

Mr. Field reportedly had turned down two previous offers to purchase WJJD.

Mr. Plough said, "We are very pleased to extend our radio subsidiary operations by the inclusion of this 50-kw station in Chicago. Our board of directors feels this to be a sound investment and that it represents another step forward in the diversification of our company's capital investments and sources of income."

Mr. Plough affirmed that "it is our plan to retain the present management and other personnel of WJJD, as we feel they have proven their constructive ability. We are keenly aware of the obligations of the management of a radio station to the general public, and, as we feel that we have done with WMPS in Memphis, it will be one of our chief aims to continue and even to expand the public service features and accomplishments of WJJD in the public interest."

WJJD is managed by Fred Harm, who has been associated with the operation since 1936.

Mr. Plough explained the purchase of WJJD "in no way diminishes our interest in television, our company having every confidence in the future of both radio and television." WMPS is applicant for vhf Ch. 3 in contest with WREC Memphis.

The ownership of WJJD, Mr. Plough continued, "will doubtless also prove of far reaching benefits to Plough Inc. as it relates to the distribution of its products." The firm makes St. Joseph Aspirin and other products.

In the drug business for 45 years, Plough Inc. has spent some $45 million in advertising, chiefly in newspapers but also extensively in radio and TV. Last year it was reported the firm used 166 radio stations, 34 TV outlets, 10 magazines and 681 newspapers.

Officers in Plough Inc., besides President Plough, include Secretary-Treasurer Charles A. Harrelson and Vice Presidents Harry B. Solmon, Ramon R. Diaz, John C. Dillon and Harold R. Kreitstein. There are more than 4,000 stockholders in the firm, which reported total assets and liabilities of more than $11.3 million for all its subsidiaries. Net worth of $5.7 million was reported.

Plough Broadcasting Co. officers include Mr. Plough as president; Mr. Kreitstein, executive vice president; Mr. Solmon, vice president, and Mr. Harrelson, secretary-treasurer.

WJJD Inc. reported total assets and liabilities of $615,000 with the depreciated or net book value of fixed assets listed at about $170,000, excluding property taxes of $28,500.

WJJD Inc.'s current assets totaled $236,000, including $150,000 cash. Current liabilities were $133,400. Earned surplus of nearly $332,000 was listed.

WJJD maintains 6,000 sq. ft. of space for its offices and studios in the Carbide & Carbon Bldg. at 230 N. Michigan Ave. with transmitter and towers on a 49-acre tract owned by the station about 20 miles northwest of the Loop.

Woodruff Takes F&P Post

FRANK WOODRUFF, account executive with Dancer - Fitzgerald - Sample, New York advertising agency, has joined Free & Peters, stations representation, also of New York. In his new position at Free & Peters, Mr. Woodruff will be the representative firm's director of radio and director of promotion and research.

WGN-TV Previews Films, Offers Merchandising Plan

ADVERTISER and agency representatives July 29 attended a special preview of 28 film packages in the audience studio of WGN-TV Chicago. The programs will be available for local sponsorship this fall.

At the same time the station announced "Operation Impact," a merchandising plan designed for advertisers. WGN-TV offers a major display in 300 A & P stores in the area for a period of one week-every week-and gives advertisers 900 displays in leading grocery stores over a 13-week period. A similar plan will be made available shortly involving 160 Jewel Food Stores.

WGN-TV lists five programs among its available abilities.

GE SHIPS TV GEAR FOR 11 STATIONS

NINE television stations—four of which are on the air—were shipped GE transmitters or amplifiers during the past fortnight. A company spokesman said four amplifiers, ranging in power from 12 to 35 kw, were sent out by GE, and one 5 kw and four 100 w uhf transmitters were shipped. Three antennas also were shipped to uhf grantees during the two-week period. GE reported.

Stations to receive 35 kw amplifiers were WMBR-TV Jacksonville, vhf Ch. 4, and KEYL-TV San Antonio, vhf Ch. 7, both pre-freeze-out stations.

WBKB (TV) Chicago, vhf Ch. 7, also a pre-freeze station, was shipped a 20 kw amplifier.

WEEU-TV Reading, uhf Ch. 33, which began April 1, was sent a 12 kw amplifier which will increase effective radiated power to about 170 kw.

The 5 kw transmitter was sent to KGBS-TV Harlingen, Tex., vhf Ch. 4, which plans a Sept. 17 commencement.

Hundred-watt uhf transmitters went to WIFE (TV) Dayton, Ch. 22; WKLO-TV Louisville, Ch. 21; WPFA (TV) Pensacola, Ch. 15, and KBMT (TV) Beaumont, Tex., Ch. 31.

WPFA, WENS (TV) Pittsburgh, Ch. 16, and KETX (TV) Tyler, Tex., Ch. 19, were shipped uhf antennas, GE said.

KPRC-TV Loses No Air Time In Power Boost, Gear Move

KPRC-TV Houston moved its transmitter to the station's new studio a mile away between sign-off at midnight Aug. 2 and sign-on again at 9:27 the following (Sunday) morning, later in the day (4:30 p.m.) tying into its new tower for its increase from 65 kw to 100 kw.

The switch was carried off with not a moment's loss of scheduled air time, according to Jack Harris, vice president of the Houston Post Co. in charge of KPRC-AM-FM-TV. Paul Husted, chief engineer, and a crew of 31 men moved the 5-kw GE TT6A transmitter, the console and water-cooling equipment.

Present at ceremonies marking the increase to 100 kw was former Gov. William P. Hobby, Houston Post Co. president, who faded the stronger signal and said: "Television is young and vigorous and its future is almost limitless. KPRC-TV will continue to help set the pace for television in the great Southwest."

Mr. Harris said work began on the station's new plant almost a year before. He said messages began coming in minutes after the power boost reporting improved reception. KPRC-TV's new tower, he said, is 866 feet above ground and 749 feet above sea level.
Roger Baker Appointed
WBES-TV General Manager

ROGER M. BAKER has been appointed general manager of WBES-TV Buffalo, new uhf Ch. 59 grantee, Charles R. Diebold, station president, announced last Wednesday.

Mr. Baker, until accepting the WBES-TV post, had been vice president and general manager of WKBW Buffalo. He began his radio career with Buffalo Broadcasting Corp., then went to WLW Cincinnati, and later, to KOB Albuquerque. He returned to Buffalo in 1948 when he joined WKBW as the station's commercial manager.

WBES-TV now is remodeling the penthouse on the roof of Buffalo's Lafayette Hotel. The station may start in September.

WKEY, WDVA Install
Remote Control Sets

TWO Virginia stations last week announced they are operating with remote control transmitting equipment. WKEY Covington and WDVA Danville both are using equipment made by Rust Industrial Co., Manchester, N. H.

Earl M. Key, owner and operator of WKEY, said he is "very much pleased" with the equipment, which was installed by E. G. Hemenway, station technical advisor and chief engineer. The 250 kw WKEY, on 1340 kc, is put on the air from the downtown station control room at 6 a.m. and remains on until 11:30 p.m. The announcer-operator handles the controls which operate the transmitter a mile and a half away.

Emerson J. Pryor, vice president-general manager of WDVA, says tests of the WDVA remote control equipment were successful. The announcer puts the 5 kw day, 1 kw night station on the air at 5 a.m. from the studio, located five miles from the transmitter. The equipment at WDVA was installed by engineers Howard Clendenen, J. T. Burgess and Hoye Church under supervision of John R. Buffington, Rust engineer.

Stephen Rintoul Named
WPTR General Manager

STEPHEN B. RINTOUL, former president and general manager of WXKW Albany, which ceased operation July 31, has been named general manager of WPTR Albany, while other WXKW personnel also switch to WPTR. They are: George Wetmore, director of operations; Walter J. Maxwell, promotion manager; Mrs. Florence Clow, bookkeeper, and disc jockeys Bill Hickok and Jack Bennett.

The physical assets of WXKW were purchased for $300,000 several weeks ago by WPTR, WTRY Troy and Van Curler Broadcasting Corp. in a three-way agreement to facilitate the Ch. 23 grant to WPTR and the grant of Ch. 35 at Schenectady to Van Curler [B&T, June 15]. WTRY dropped its competitive Ch. 23 bid and obtained 50% interest in Van Curler, Champlain Valley Broadcasting Corp., permittee of WXKW, gave up its competitive Ch. 35 bid at Schenectady.

Wrap Up
a
BILLION-DOLLAR MARKET
through
WGVL

Channel 23 .... Greenville, S. C.
ABC • NBC • Dumont

The only TV Station in the prosperous PIEDMONT AREA of South Carolina.

MARKET DATA
50-mile Radius of Greenville

1952:
Population ........................................ 940,000
Effective Buying Income ......................... $1,111,000,000
Retail Sales ....................................... $ 707,000,000

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area... ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas".

Population (U.S. Census, 1950) ............... 168,152
Employment (S. C. Emp. Sec. Comm., 1951) ... 49,066
Retail Sales (Salest Management, 1952) ... $167,510,000
Covered Wages (S. C. Emp. Sec. Comm., 1951) ... 121,840,636
Auto & Trucks (S. C. Highway Dept., 1951) ... 55,400
Building Permits (Fed. Res. Bank, 1951) ... $ 9,772,985
Manufacturing Plants ......................... 263
Value of Manufactured Products (S. C. Labor Dept., 1951) ... $326,952,524

Note: Greenville leads all South Carolina markets in all of the above.

CHANNEL 23 GREENVILLE, S. C.
National Representative: H-R Television
Southeastern Representative: James S. Ayers

Broadcasting • Telecasting

August 10, 1953 • Page 69
McCAW GROUP PAYS $450,000 FOR WINS

Gotham Broadcasting Corp., headed by J. Elroy McCaw, will purchase the 50-kw WINS New York from Crosley Broadcasting. The sellers got the station in 1945 for $1.7 million.

SALE of WINS New York, 50 kw station on 1010 kc, to a group headed by J. Elroy McCaw of Seattle was announced jointly today (Monday) by Crosley Broadcasting Corp., present owner, and Gotham Broadcasting Corp., of which Mr. McCaw is president [CLOSED CURTAIN, JULY 20]. The sale is conditioned on FCC approval.

Purchase price was announced as $450,000 plus accounts receivable.

James D. Shouse, board chairman, and Robert E. Dunville, president, Crosley Broadcasting Corp., jointly announced the transfer on behalf of Crosley. Mr. Shouse is vice president of the parent Crosley company, Avco Mfg. Corp.

Mr. Shouse said that because of Crosley's increasingly expanding broadcasting properties and various network affiliations in the Midwest and South, along with need for a concentrated effort in those areas, "it was regretfully deemed advisable to relinquish the independent New York station."

WINS was purchased by Crosley-Aveco interests from Hearst Radio Inc. in 1945 for $1,700,000, with a year of consideration before FCC lent its approval. It operates 24 hours a day.

Associated with Mr. McCaw in Gotham are Charles P. Skouras of Los Angeles, president of National Theatre Corp., and Jack Keating, Honolulu and Portland radio station owner.

Mr. McCaw said present operating policies and personnel will be continued. He added that future plans and policies will be announced when FCC approves the transfer.

Messrs. McCaw and Keating have wide radio-TV interests. They are associated in ownership of KPOA and KONA (TV) Honolulu; KILA Hilo, also in Hawaii, and KYA San Francisco. The two currently are disposing of their KPOA interests because of their KONA holdings.

Mr. McCaw has interests in KLZ-AM-FM-TV Denver along with controlling interest in KELA Centralia, Wash.; KALC Richland, Wash., and KYAK Yakima, also in that state.

Howard E. Stark, radio and television broker, New York, handled the negotiations for transfer of WINS.

Crosley operates WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and recently acquired WLWA (TV) Atlanta. Its radio properties include WL and WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus.

WOR BUYS $1 MILLION IN RADIO PROGRAMS

GOING all out to capture a major share of New York's radio audience and advertisers, WOR New York has purchased more than a million dollars worth of transcribed programs for afternoon and evening broadcast.

It is offering them to advertisers as a combination package, with an opening and closing billboard and a minute commercial in the afternoon plus a minute commercial in the evening included in each participation.

Participations are priced at $150 for one per week, $285 for two, $385 for three, $500 for four, $757 for five and $1,000 for ten, each participation including the afternoon and evening commercials and the afternoon billboards, a total of two minutes and ten seconds. Advertisers signing up before Sept. 14, day the new programming goes on the air, are offered a special rate ranging from $140 for one participation to $900 for ten.

Guaranteed Rating

Commercial limited to two within any quarter-hour, will be rotated within the programs, both day and night, and station is guaranteeing a Pulse rating of 4.5—approximately 259,000 homes per participation.

James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV said, "Sponsors also are guaranteed a cost per thousand homes as low as 35 cents.

Programs, which according to WOR have not been broadcast in New York, include a $50,000 package of Ziv shows and a $375,000 group of Harry Goodman Productions.

Plan calls for three half-hour programs to be broadcast each afternoon, Monday through Friday, combined with commentary by Allen Granger (played by m. c. Frank McCarthy) making a two-hour 3-5 p.m. presentation titled, "WOR Radio Playhouse."
IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW

...but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower...

SAFETY... Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH... At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick... not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY... When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

"Blaw-Knox type TG towers are available from 300' to 1000' and over.

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers — or on any other TV or AM need — consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you — in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. Graybar Electric Company, Inc.

Executive offices: Graybar Building, 420 Lexington Avenue
New York 17, N. Y.

Graybar


everything electrical to keep you on the air

IN OVER 100 PRINCIPAL CITIES

August 10, 1953 • Page 71
**WGN-TV, KMTV, WOW-TV Order RCA Color Gear**

THREE midwest television stations have ordered color TV transmitting equipment from RCA.

WGN Inc., Chicago, has ordered $350,000 worth of equipment capable of transmitting both monochrome and color and designed to increase effective radiated power of WGN-TV from 29 to 316 kw, Frank P. Schroeder, WGN Inc. manager and treasurer, said last week. WGN-TV expects to boost to 115 kw on Oct. 1 and to 316 kw in the fall of 1954. Test color transmissions will be started “as soon as feasible,” according to Carl J. Meyers, engineering director.

KMTV (TV) Omaha ordered color equipment from RCA on July 30, according to R. J. Schroeder, chief engineer. He said KMTV is ordering three units of color equipment, the first for transmitting network color programs, the second to “keep the network color unit in perfect working order” and the third comprising synchronizing generator equipment for transmitting local color programs. He expects delivery in May or June 1954.

WOW-TV Omaha has ordered RCA equipment to modify its black-and-white transmission facilities to provide network color TV also, according to Frank P. Fogarty, general manager of Meredith WOW Inc., licensee. “WOW-TV will not be able, at this time, to originate local color telecasts,” he said. Delivery of the RCA equipment is expected in early 1954, he said.

**RCA TV Transmitters Go to Four Grantees**

FOUR TV grantees will receive RCA Victor transmitting equipment in the next few days following shipments last week, RCA announced.

The first units of RCA's new air-cooled 50 kw vhf transmitter were sent to WTRF (TV) Wheeling, W. Va., RCA reported. The company said the transmitter is the most powerful type manufactured by the RCA Engineering Products Dept. The WTRF shipment included a 10 kw high-band driver and 50 kw power supply. A 12-section superturnstile antenna will be shipped this week, RCA said. WTRF is assigned vhf Ch. 7 and will operate with ERP of 316 kw visual.

A 10 kw high-band vhf transmitter was shipped to WNCT (TV) Greenville, S. C., RCA disclosed. When installed, it will allow the station to go on the air with 100 kw on vhf Ch. 9.

KHSL-TV Chico, Calif., has been shipped a 2 kw vhf transmitter and a six-bay antenna which will allow ERP of 12 kw, according to RCA. The Chico outlet is assigned vhf Ch. 12.

WBES-TV Buffalo, N. Y., was shipped a 1 kw uhf transmitter, RCA said, and the custom-built uhf antenna and other auxiliary equipment are scheduled to be sent the station this week. An RCA spokesman asserted that WBES-TV, on uhf Ch. 59, will have ERP of about 20 kw visual.

**New WNBT (TV) Rate Card**

NEW rate card (No. 12) for WNBT (TV) New York raises Class AA station time (10:30-11 p.m. daily, 6:30-7:30 p.m. Sunday) from $4,250 to $4,800 an hour, effective Aug. 15. Increase is in line with that of Class A network time on WNBT (7:30-10:30 p.m. daily, 3-6 p.m. Saturday-Sunday) from $4,800 to $5,200 an hour as of Aug. 1. Other program time periods are increased accordingly.
See it 'n Say it

CONTEST

has $4\frac{1}{2}$ million viewers excited!

And no wonder! It's *TV's greatest summer promotion*—on a local basis—in four prime markets—Atlanta, Cincinnati, Dayton and Columbus.

WLW-TV has given away TWENTY 1953 Kaiser Manhattans

Viewers, called by WLW-TV stars, are asked to identify a local landmark televised on their local WLW Station. When viewers "See it 'n Say it" correctly, they win brand-new 1953 Kaiser Manhattans. It's fun! It's free! Nothing for the viewers to do but watch their WLW-TV Stations—building a large, eager market for every ad message. And that's just what is happening! Each day is a sensational selling day for YOU!

Let WLW-Television pick-up your summer sales!

WLW television  CROSLEY BROADCASTING CORPORATION
KAFY-TV TO BRING TV TOTAL TO 209;
11 OUTLETS PLAN DEBUTS BY AUG. 20.

KAFY-TV is to begin in sizable Bakersfield, Calif., market, and will bring total TV stations to 209, 100 post-thaw. Seven stations went on the air Aug. 1-2 and 11 more plan to begin by Aug. 20.

KAFY-TV Bakersfield, Calif., is due to begin operations on uhf Ch. 29 today (Monday), according to Sheldon Anderson, owner and general manager of the station, who said last week there are 20,000 uhf receivers in the trade area.

J. Walter Thompson Co. ranks the area 163d in the U. S. Sales Management ranks the area 178d, and says the population of Kern County is 257,000 with 1952 retail sales of $292,646,000. Per capita income is $1,776, or $6,023 per family, the figures indicate.

KAFY-TV brings total operating TV stations to 209, all but one commercial outlets.

On Aug. 1 and 2 seven stations began telecasting [B*TV, Aug. 3]; only KTVE (TV) Longview, Tex., which had hoped for an Aug. 1 debut, failed to meet its target.

These stations began Aug. 1-2.

KRES-TV Medford, Ore., uhf Ch. 5, Aug. 1.

KMMC-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.

WHE-TV Kansas City, Mo., share-time on vhf Ch. 3, Aug. 2.

KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 2.

WGVL (TV) Greenville, S. C., uhf Ch. 33, Aug. 1.

WKJP-TV Pittsburgh, Pa., uhf Ch. 58, Aug. 1.

WISE-TV Asheville, N. C., uhf Ch. 65, Aug. 2.

WTUTV (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

Vhf outlets total 159; post-thaw vhf 52; post-thaw uhf 48; commercial post-thaw stations 100.

Within 10 days 11 more stations plan to begin (see list at end of story).

Richard W. Hubbell, assistant to the president of Easton Pub. Co., permittee of uhf Ch. 57 WGLV (TV) Easton, Pa., said that WGLV test patterns are received in New York City with better quality that those of any New York or Philadelphia station received in Easton.

WGLV was the only uhf station he could pick up on an all-channel uhf-uhf receiver in New York, Mr. Hubbell said. WGLV plans to start programming on Aug. 14. It is affiliated with ABC-TV and DuMont and will broadcast from 7-11 p.m. daily, 6-11 p.m. weekends. The station started test patterns June 26 and test programming July 30. Mr. Hubbell said the outlet transmits with an effective radiated power of 100 kw visual using DuMont's first high-power uhf transmitter.

KCMC-TV Texarkana, Tex., expects to begin commercial telecasting operations on Aug. 16. General Manager Frank O. Myers reported last week. The station, which will operate on vhf Ch. 6, is owned and operated by KCMC Inc., licensee of KCMC-AM Texarkana.

KMMTV (TV) Austin, Minn., vhf Ch. 6, turned on its test pattern July 27, L. L. McCurnin, manager, said last week. Programming will start Aug. 17, he reported.

Mr. McCurnin said a survey and the RETMA set count indicates 49,986 TV sets in the area. The station is affiliated with ABC-TV, CBS-TV and DuMont.

Has Own Radio Relay

First test patterns of WATR-TV Waterbury were to be broadcast last Saturday, according to plans announced last week by Sam Elman, manager of the station. He said that WATR-TV, which will be an ABC-TV and DuMont affiliate, will maintain its own micro-relay station at Oxford, Conn., and will not be dependent upon cable facilities for programming from New York.

Glenn G. Griswold, commercial manager of KFEQ-TV St. Joseph, Mo., said the station will start telecasting early in September on vhf Ch. 2 with 52 kw from an 810-ft. tower. KFEQ-TV, affiliated with CBS-TV and DuMont, will serve 48,459 TV homes, he said. He said St. Joseph is the third largest market in Missouri.

KVOA-TV Tucson, vhf Ch. 4, indicates the NBC-TV affiliate will begin Sept. 15.

KCO-TV Tulare-Fresno, Calif., uhf Ch. 27, begins Sept. 15. Sheldon Anderson, owner and general manager, said last week. Mr. Anderson, who also owns KAFY-TV (see foregoing), said a survey shows 40,000 uhf sets in the primary service area.

Boston's third TV station, WTAQ-TV on uhf Ch. 56, begins test programming Aug. 31, Frederic S. Bailey, general manager, said last week. He said formal opening will be Sept. 28.

An RCA transmitter, needed before KJEO-TV Fresno can begin, now has been shipped, J. E. O'Neill, president of the uhf Ch. 47 outlet, reported. The transmitter will be installed atop Bald Mountain, 29 miles northeast of Fresno. Test broadcasting is set for September,

add Seattle to your Hollingbery list

Effective August 1, 1953

Fisher's Blend KOMO 50,000 Watt NBC outlet
Station, Inc. KOMO-TV Channel 4—Maximum power

appoint as their exclusive national representative, the

George P. Hollingbery Co.

CHICAGO 1
307 N. Michigan Ave.
Andover 3-2636

NEW YORK 18
300 Fifth Ave.
Bryant 9-3696

LOS ANGELES 13
411 W. 5th St.,
Madison 6-3633

SAN FRANCISCO 4
625 Market St.,
Douglas 2-7192

ATLANTA 3
223 Peachtree St.,
Lamar 5710

Broadcasting * Telecasting
NETWORK TELEVISION
By the Bell System

Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead... channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service... for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly $100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.

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Charges for these facilities average about 10 cents a mile for a half hour of program time.
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.

Mr. O'Neill said, and commercial programming is planned Oct. 1.

John W. Guider, president of WMTW (TV) Poland, Me., the vhf Ch. 8 grantee which will have its transmitter atop New Hampshire's Mt. Washington, said the target date has been moved forward to April 1.

Carl E. Haymond, president of KMO-TV Tacoma-Seattle, vhf Ch. 13, after the station went on the air Aug. 2, said, "we had in excess of 5,000 phone calls and telegrams coming in from Vancouver and Victoria, B. C., on the north, to Salem, Portland, Seaside and Astoria, Ore., on the south. . . ."

"This was the third 12 bay superturnstile antenna with 10 kw transmitter to go on the air," Mr. Haymond said. KMO-TV's antenna is 951 feet above sea level, he added, and the station's daily schedule is 3:45 to 11 p.m. Mr. Haymond said the program schedule, which includes several NBC-TV shows, will be expanded.

KBTV (TV) Denver, vhf Ch. 9, claims it now is one of the most powerful stations west of the Mississippi with an effective radiated power of 240 kw visual. A station spokesman claimed viewers 150 miles from the station reported "perfect conditions and reception."

KBTV's transmitter is atop Lookout Mountain. Previous power was 12 kw.

WKAB-TV Mobile, Ala., stepped up ERP Aug. 1 to 238 kw visual, R. H. Moore, general manager, said last week. The uhf Ch. 48 operation "is exceeding our expectations," he exclaimed, adding that viewers report good reception as far as 60 miles from the station.

Aldo De Dominics, secretary-treasurer and general manager of WNHC-TV New Haven, Conn., said completion of the station's $750,000 vhf Ch. 8 facilities is set for November. WNHC-TV, a pre-freeze station, now is on vhf Ch. 6 and is one of 30 existing stations which required have to change frequency under FCC's Sixth Report & Order.

The WNHC-TV site is on Gaylord Mount-

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tain in Hamden. Enlargement of the present transmitter building is proceeding on schedule, Mr. De Dominicis said.

* Here are the grants which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

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

CALIFORNIA
KAFY-TV Bakersfield, vhf Ch. 29 (ABC-TV and DuMont), represented by Forjoe TV Inc., today (Monday) (test pattern started July 28).

KHSI-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 Birz TV, Sept. 1.

KETH (TV) Los Angeles, vhf Ch. 28, non-commercial educational, August (granted STA).

KICU (TV) Salinas, vhf Ch. 28, Sept. 1.

KITO-TV San Bernardino, vhf Ch. 18, represented by George P. Hollingsby Co., August.

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

COLORADO
KRSO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey Mcgilvra Inc., late August.

CONNECTICUT
WELL-TV New Haven, uhf Ch. 56, represented by H-R TV Inc., August.

WATER-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA
WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingsby Co., Sept. 1.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingsby Co., Sept. 1.

WFFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA
WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Read TV Inc., Aug. 22 (test pattern started July 25).

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

WCIA (TV) Champaign, vhf Ch. 5, represented by George P. Hollingsby Co., Sept. 1.

WTVF (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 15.

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

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Sept. 1.

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

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

KPAZ-TV Monroe, uhf Ch. 48, represented by Headley-Read TV Inc., Aug. 24.

KNOE-TV Monroe, uhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE
WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and ABC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN
WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Read TV Inc., Aug. 15.

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

MISSISSIPPI
WLOC-TV Meridian, uhf Ch. 30, Sept. 1.

WKTO-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Read TV Inc., Aug. 27.

MISSOURI
KVEQ-TV St. Joseph, vhf Ch. 3 (CBS-TV and DuMont), represented by Headley-Read TV Inc., early September.

MONTANA
KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingsby Co., Aug. 15 (granted STA).

NEW YORK
WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, August 20.

NORTH CAROLINA
WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WNCV-TV Greensboro, vhf Ch. 57 (CBS-TV), Sept. 1.

WWMT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

WHKP-TV Hendersonville, uhf Ch. 27, August.

OHIO
WICA-TV Ashiabula, uhf Ch. 15, represented by Gilbea Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented

SPOKEN WITH THE VOICE OF Authority!

The voice that is obeyed... is respected. Respect must be earned... and just as the "top-kick's" stripes were earned... so was WWNC's 11-county audience.

That WWNC's "voice" carries authority is evidenced by the advertisers — both national and local — that have consistently used WWNC for 20 or more years. These advertisers stay on WWNC because of the sales its 82.4% penetration produces.

© 50% or better counties SAM 1952

5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL
CITIZEN-TIMES STATION IN ASHEVILLE, N.C
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Broadcasting • Telecasting

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HAMMARLUND
REMOTE CONTROL & METERING

Economical, dependable system... Needs only a single telephone circuit!

Substantial reductions in operating costs can be made by taking advantage of the recent authorization by the FCC to permit remote control of AM and FM broadcast transmitters. FCC regulations for this mode of operation stipulate that complete and continuous control of remotely situated transmitters must be maintained at all times. It is desirable, also, to obtain highly dependable equipment having a reasonable first cost and low operating expense. Hammarlund equipment offers distinctive advantages in all these respects.

Included in the Hammarlund remote control and metering system are the following basic features that are vital to efficient and economical remote transmitter operations:

1. Only a single telephone circuit is required. May be operated over VHF or microwave. No DC circuit is used.
2. Full control of up to nine separate circuits.
3. Telemetering of nine separate electrical quantities.
4. Up to four emergency alarm indications.
5. Fail-safe operations assured at all times.

In most cases, this equipment will pay for itself through savings effected in operating costs in less than a year.

Write to The Hammarlund Manufacturing Company for full details about this equipment.

THE HAMMARLUND
The Hammarlund Manufacturing Co., Inc.
460 W. 34th Street, New York 1, N. Y.
VICTORY AT SEA

Four years in the making!

"TV's best effort to date" — Bob Porter, San Mateo California Times

"A work of art" — Jack Gold, New York Times

"In a class by itself" — Chicago News

"Magnificent!" — Ted Lianes, New Orleans Star

"Stirring" — Times Magazine

"Greatest contribution to television since the switch-off knob was invented" — Jack Harsh, Woman's Day

"The most exciting film ever made" — London Daily Graphic

Now available for exclusive local sponsorship at a local market price. Call or wire immediately for complete information.
Quick Quiz

FOR BUYERS OF TV FILM COMMERCIALS

*Slightly biased

Q. Who is qualified to make TV film commercials?
   A. Advertising men who are experts in visual selling.

Q. Which technique is best for my commercials?
   A. The one which best suits your product and sales story.

Q. What is the best way to work with the producer?
   A. A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.

Q. How much of the creative preparation should the producer contribute?
   A. As much or as little as required.

Q. How much should a TV commercial cost?
   A. There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.

Q. Should the producer be expected to submit a script or storyboard on speculation?
   A. No. An established producer's stock in trade is ideas and he is worthy of your confidence.

Q. How important is the quality of the TV film prints?
   A. The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.

Q. Are better commercials made in the East, in Chicago, or on the West Coast?
   A. Geography doesn't matter. Facilities and equipment are only as good as the men who use them.

SARRA

SPECIALISTS IN VISUAL SELLING
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

Broadcasting • Telecasting
A FAR cry from teaching American history, William Self has recently completed 52 half-hour films for Meridian Pictures as associate producer on CBS-TV Schlitz Playhouse of Stars.

Entering video film production as assistant producer on the China Smith series for Bernard Tabakin, he felt he was an old hand at the game after shooting 13 of the half-hour programs in 21 days. So, when John Gibbs, seeking someone to handle the production for the Schlitz series, asked Mr. Self if he knew all about the business, he received an unqualified “yes” as answer.

This was not an idle boast, as Mr. Self, with six weeks in which to get on the air by Nov. 28, 1952, proved. Starting with no crew or studio, just an unlettered office at Goldwyn Studios and some paper borrowed from a secretary across the way, he went to work.

From his background that included acting in 28 A-quality motion pictures, he soon evolved a philosophy that admitted “no good reason why TV films should not be of A picture quality.” This was a departure from the thinking of a year before, when it was believed by many producers that people with experience in making film quickies were the logical ones to hire for the stepped-up video film production.

The big question was whether men who were accustomed to making A pictures could turn out a half-hour TV film show in three days on a $25,000 budget.

Mr. Self turned to Howard Hawks, with whom he had worked on “The Big Sky,” and when advised to hold out for the best, secured the services of Supervising Editor George Amy, a two-time Oscar winner; Head Cameraman Russ Harlan, Academy Award nominee; Make-up Man Don Cash, and Production Manager Ralph Nelson.

Then came the problem of convincing top free lance motion picture actors to wet their feet in video. “They were doubtful,” he recalls “about the technicians, the make-up men, the hairdressers and all that sort of thing and about having to work at top speed. But today we have no trouble getting such names as Ann Sheridan, Walter Brennan, Broderick Crawford and others of similar stature.”

Born into a family of theatrical interests some 32 years ago, Mr. Self acquired his early interest in acting from his father, Edwin B. Self, who in addition to acting as director of advertising for Joseph Schlitz Brewing Co. has written several Broadway plays. The fact that his older sister Jean later became a stage actress also contributed to his interest.

Following a childhood spent primarily in Dayton, Ohio, he entered the U. of Chicago to major in political science in preparation for a history-teaching career. While an undergraduate he met and married Peggy Bacon, who was campus homecoming queen of 1941. They are now the parents of Edwin 10, and Barbara, 7.

The year following graduation in 1943 found him working as a copywriter for a Chicago advertising agency when the acting bug hit again. Moving his family to Hollywood, he found immediate success in attracting the attention of the motion picture industry. In his first professional acting role, he had the distinction of being the first soldier killed in “The Story of G.I. Joe.” Roles in other motion pictures followed until he made a trip to New York with actor Spencer Tracy, who showed him the successful and unsuccessful sides of Broadway and told him to “weigh your chances and decide whether it’s worth the gamble.”

Back in Hollywood, Mr. Self put away his greasepaint and entered TV film production. Now underway on a new shooting schedule for Schlitz Playhouse of Stars, Mr. Self still finds time to play a competent game of tennis—he won the men’s singles in state-wide competition in Milwaukee in 1945—and to continue his hobby of collecting stories about Annie Oakley.

The once aspiring professor of American history feels he may get around to that yet and “teach the history of the movies.”
TIPS TO THE NOVICE FILM BUYER

By Elaine S. Phillips

IF all the programming of television were to be classified into three categories, whether it be of local or network origin, these three classifications would be studio, remote and film. And until recently that latter group, film, was the neglected stepchild of the business.

Film to many broadcasters was merely a means of extending program time or filling up unplanned portions of a schedule. There was a limited supply of available films, and much of what was available was of pre-television vintage. Little effort was made by either the film source or the broadcaster to use film in a proper place or on a series program basis.

Today the supply of film is greatly expanded; the amount of film of recent production for television continually increases; and older films are being grouped into specific series programs either by the film distributor or by the stations.

A station film-buyer looks for two general points in available films. Is it what the programming schedule needs and is it a saleable product? Only by close coordination with the station programming department and the sales department can these points be determined. Then come the other points of quality, frequency, cost and contract. But only when a station specifically needs film product for its own programming or the needs of a sponsor does the station actually buy, for speculation in film can become a very costly monthly expenditure.

Available in the film market today are the following general classifications: Features and westerns (old and fairly new, both poor and good quality, low and high cost packages); half-hour and quarter-hour series of all types of subject matter; miscellaneous shorts of every type; three minute musicals; newscasts, daily and weekly; cartoons, and sporting events such as boxing and wrestling in half-hour and hour-length films. Almost any type of subject matter of any length that your programming needs require, that your local sponsor may be interested in, and that your budget can afford is available on film.

Where do all these films come from? And who is distributing them?

1. From film companies whose product was never specifically intended for television but who have made their film available for air use.

2. From film distributors who have acquired the television rights to films and are releasing these films to stations.

3. From established and new film producing companies who are making product specifically for television.

4. From film distributors handling the sales of both miscellaneous and older films and tailor-made television series.

The purchase of film for telecasting purposes is as varied as there are film companies and stations, but generally speaking, methods of purchase can be classified as follows:

Spot booking . . . . The rental of one specific film for a one-time use only.

Series booking . . . . The rental of a group of 13, 26, 39, etc., films of the same type for a one-time showing of each. (Some-times repeat showings are also arranged along with the initial use, for example, a series of 26 half-hour detective films for one showing each.)

Long term use . . . . Arrangements for a large number of films for a certain number of plays each over a specified length of time, for example, a group of 20 features with three plays each during a period of one year.

Library basis . . . . Contract for a certain number of films for a specified length of time with unrestricted use of the films, that is, no restriction as to the number of times played on the air or as to whether they are for sustaining or sponsored use.

Film companies and distributors base their television rental charges on various points: Number of sets in the area, percentage of station rate card (that is, corresponding time rate of station to time length of film), number of times of usage involved, length of holding time, and also on the point of sustaining or sponsored use.

Many film companies have based their prices usually higher than the specific market can afford, and with a few exceptions among the film companies and distributors, it seems to be the negotiations between the station and the film source that determine the actual price for a film for a market. Such factors as the total number of films being bought from one company, the length of the contract period, and the frequency of use of the films involved enter into determining the final price. As a rule it is a good practice to limit all contracts to no longer than a one-year period. For the film distribution business for television is constantly changing, and longer term contracts may prevent a station from the use of any newer film products which may become available at any time.

Once the price of the film in question (Continued on page 84)

Broadcasting • Telecasting
TO THE NOVICE FILM PRODUCER

By William C. Hodapp

THE easiest way to produce a film for TV, of course, is to commission a recognized studio to do the job, either at home or abroad. If, however, the TV producer has ingenuity and is ready to accept the challenge presented by the possibilities, he can surround himself with a minimum crew and do the TV film job himself.

When making a film for TV, it is not enough simply to point the camera at an object and assume that the picture you get will necessarily tell the story you want to tell. Amateurs and professional photographers and directors must be selective in their choice of camera shots, and watch out particularly for so-called matching or transitional material which will enable the story to be carried smoothly from one sequence to another. Here are some simple points to bear in mind when you decide to produce films for TV.

If you have never taken a movie film, it might be a good idea to buy or rent an 8mm camera and deliberately try to film a story from everyday life—for example, a day at a factory, a session at school, a parade, or any other activity which has a beginning, middle, and end. While 8mm film is not suitable for TV, it is inexpensive and will serve to teach you, by experience, general principles of movie-taking. After you are ready to try seriously and invest the necessary money in 16mm film, you will find that your planning falls logically into the following chronological sections:

(1) In choosing the theme, always remember that whether it is to cover 10, 15, 20, or 30 minutes, the subject should be productive of enough varied details to hold interest for that length of time.

(2) You must decide whether to shoot in black and white or color. When you make an investment of time, research, and money in doing a film, you might as well consider whether it might not be a good idea to shoot in color, as you can get an acceptable black-and-white print from the color negative. Additionally, when color TV becomes a reality, you will have some materials which perhaps can be sold or telecast in that medium. It is important, of course, if you have this in mind that you try to make your film as dateless as possible.

Whether your choice is black and white or color, in arrangement for correct lighting to be effective on the TV system, it would be best to keep within the "contrast range" limitations of color film. This means that you should familiarize yourself with the limitations in the tone range of color photography. Be sure never to have any "high" whites or very dark blacks. And, again, remember to stay within the so-called "three-to-one" proportion; specifically in any given scene, the brightest part of the setting, makeup, props, or other elements should not be lit more than three times brighter than the darkest. For instance, a dark blue improperly lit will turn out black; or a buff or off-white overlit could turn out an ineffectual, burned-out, or washed-out white.

(3) You must decide whether to shoot a silent film or one with sound sequences. If you shoot a silent film, you will have to add narration and music later on a mixed sound track. Silent picture with narration and musical score are duller in interest than those which are enlivened by actual dialogue and sound effects. But shooting sound sequences is more complicated and more expensive.

Keep in mind that even if initially you do not intend to include sound in your production, you must always shoot your film at 24 frames per second or sound speed so that what you do, if good, can be used in the TV film field.

(4) The next step is to make a general budget including cost of film (incidentally, you should shoot at least three times as much as you expect to need); cost of rental of equipment if you do not own it; cost of transporting it to those places where you will be shooting; cost of studio and facilities, including sets, lighting, and special effects if studio shots are needed, and cost of narrator and music. Live music is especially costly, and you may decide in favor of either recordings, transcriptions, or music on film tape if they can be cleared for use on your film; or you may decide on one live musician, who is usually an organist, since that instrument is the most flexible. If you are going to have dramatic sequences, cost of actors will have to go into the budget. Often, it may be desirable to film from life where you may not have to pay your performers. Then you will need to get release from those you do not pay, as well as the ones you do pay, giving you the right to various uses of the film in which they appear. You must watch invasion of privacy, which means that you are not at liberty to shoot people as you find them without warning them that you are turning a camera on them.

(5) Remember that you are not only telling the plot of a story; you must also create the emotional climate of the story. You must establish where you are geographically or socially as a frame of reference for the action.

(6) Lastly, you must add to your budget processing, printing, and editing costs. Many film movies and some professionals shoot "off the cuff," meaning that they do not scout their story ahead of time by deciding

(Continued on page 84)

ABOUT THE AUTHOR

Since March, 1951, Mr. Hodapp has been executive director of Teleprograms Inc., the non-profit production firm organized under an Alfred P. Sloan Foundation grant in cooperation with NBC-TV. He produced the American Inventory series. He was formerly an NBC network writer and a producer at WAVE Louisville.

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TIPS TO THE NOVICE FILM BUYER
(Continued from page 82)

has been agreed upon and you are ready to
lease the film, the matter of specific contract
arises. There are many varieties of film con-
tracts in use. Some film companies have de-
vised their own film contract release forms.
Some stations have theirs. But whatever
film contract release form is used, it should
contain the necessary legal points for the use
of a film over television, that is, complete
clearance for the station (exhibitor) from
the responsibility of right and clearance of
the film itself, its rights and its contents. The
film distributor should agree to indemnify
the station against suit arising out of use of
its film product, and the station should
promise the distributor such points as
prompt payment, proper use and care of the
film, return of prints as scheduled, and
promise of no copying or duplication of the
rented films.

How much should you pay for a film?
That can be determined by several factors,
the amount that your local market and spon-
sors can afford and the total number of
films being purchased. A film program
series may be of the very best quality, but
if the price asked is beyond the advertising
budget of any potential local sales, then the
station cannot afford to contract for the
series. And if the price of a film series of
13 is beyond the budget, perhaps by pur-
chasing 26 instead of 13 the overall price
may be reduced.

From careful advice from the station's
programming department on the type of
films needed and from the station's sales
department on the local advertisers' budget
problems, a high and a low basis for your
cost of half-hour and quarter-hour film
series may be evaluated, thus giving you
some yardstick of measurement for pur-
chase, particularly for sponsored use. In
the case of sustaining use, the amount of
time for film and the type of film to be used
are guides for your price. Most stations
have a budget to follow for this type of film
purchase, and film buyers can determine an
average that they can allot per feature or
western or a rate per reel for miscellaneous
shorts, for this sustaining use.

There seem to be two ways of selling film
to local sponsors, the first by actual selection
of the film by the sponsor, and the second
by show casing the film on the air by the
station. The former, of course, is the better
method; the station screens several films
for the local sponsor, allows him to make
his selection, and then the station makes
the actual purchase of the film for air use
by the sponsor. The latter necessitates the
purchase first by the station, placing the
film program on the air, and then selling to
the local sponsor an established program.

To summarize what a television station
buys in film, the groupings, regardless of
the specific films, fall into three classifica-
tions: Those films which are purchased for
local sponsorship, those films that are pur-
chased for sustaining needs, and those films
which are purchased on a library basis to
build participating programs or meet emer-
gency programming needs.

Good practices are a necessity in any
business, and therefore the station film buyer
should try to abide by some of the following
suggestions: Sufficient advance notice of
scheduling, careful handling of film while in
station's property, immediate notification of
receipt of damaged film, assuming liability
for damages incurred while films are in
the station's possession, immediate return after
air use, prompt film buyer to another sta-
tion if so designated and prompt payment
of rental charges. All of these points are
necessary to the film company as the loss
or damage to a film print and failure of
prompt return are as important to the film
director as the loss of air time or lack of
sponsored time are to the station.

If the station film buyer knows the local
market's tastes and needs, knows the avail-
able films and their prices for the market,
knows the budget problems of the station
and local sponsors, works closely with the
programming department for specific type
subject matter and amounts of film needed,
works closely with the sales department for
knowledge of local accounts, their tastes
in programming and their budget problems,
the result should be better film-programming
in the total programming schedule, better
local sales of film programs, and a more
appreciative audience.

TIPS TO THE NOVICE FILM PRODUCER
(Continued from page 83)
on a locale or an event but rather go and film
a subject as they find it, ad libbing shots
as they develop the movie. The most satis-
factory kind of film-making is from a rough
shooting script where you have seen in ad-
vance the problems and possibilities in the
material and have made a loose outline of
how the story might visually go. No other
script need be necessary except in the case
of dialogue sequences which you might
want to write and "set" in advance. The
easiest kinds of dialogue sequences are
those which are impromptu or spontaneous,
as in informal interviews. The idea here is
to shoot the conversation as it naturally hap-
sens and then cut it later in the editing
stages. Single system, generally, is much
more difficult to edit than double system,
so you should realize this in the planning
stage.

In live TV, as well as on film, it has been
found true so far that close-ups and a wide
variety of medium shots are perhaps best
suited for the TV medium. Some TV pro-
ducers would differ with this, maintaining,
for example, that long shots of the political
conventions, shots such as Times Square on
New Year's Eve, and the Hit Parade Show
produced on location abroad the steamship
"United States" have been quite effective.
Raw stock refers to unexposed film for
shooting purposes and is available in the
widths and types discussed below (it is
more professionally acceptable to use the
word "widths" instead of "sizes" in speaking
of 35mm versus 16mm versus 8mm.

Note that 35mm can be subdivided as
follows: (1) black and white; (2) Mono-
pack color; (3) Tripack Technicolor.

Technicolor production is so complex and
expensive that it is generally not advisable
on TV.

Thirty-five mm film is always perforated

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Thirty-five mm is bulkier and more expensive when compared with 16 mm film. Its mass is 2½ times 16 mm film or 2½ of 35 mm equivalent to one foot of 16 mm film. Cost per foot of raw stock depends upon type. Different emulsions which might vary slightly in speed are priced with variations of pennies per hundred-thousand-foot roll. However, this price differential is determined more by the emulsion itself than by the final photographic speed.

Color film is considerably more expensive than black and white, but the question of whether to use black and white or color should not be determined by raw stock cost alone.

A number of producers prefer 35 mm to 16 mm film because each 35 mm frame is, as we have said, 2½ times the size of the 16 mm frame; and it is believed that the 35 mm will project more clearly over the TV system. This may be, however, a matter of opinion. It is true, though, that a 16 mm reduction print of 35 mm film makes for a clearer image than film shot originally in 16 mm. Certainly, the 35 mm sound track is clearer, more brilliant, and more accurate than existing 16 mm sound tracks.

As to color vs. black and white, whatever stock is used for producing, it is advisable to make black and white prints for use on TV from color originals or negatives. Their quality, if timed correctly, can be excellent.

24 Frames Per Second

Sixteen mm raw stock is available with single and double perforation—single perforation for sound-on-film, double perforation for silent picture film only. All 16 mm film is on safety stock (nonexplosive). Here there are no restrictions as to shipping, transportation, and general handling.

Sixteen mm should be shot normally and always projected at the sound speed of 24 frames per second. The 16-frame-per-second rate should not be used any longer, even though silent footage at this speed is still available and though a saving may be effected through its use. This is because fewer feet of film are used for a given scene than if shot at 24 frames per second.

Sound projectors, which are the less expensive to the newest and most elaborate now used in TV stations or networks, are geared for the projection of sound film at 24 frames per second only. Variations from the normal speed of 36 feet per minute should be employed only if special effects are desired, as in the case of a speed-up or slow-down of a given scene.

When 16 mm black and white film originally appeared on the market for use by amateur cinematographers, it was, in a sense, film "made smaller." It was therefore grainy and of poor quality, although the emulsions used in both were identical; but the graininess of 16 mm emulsions naturally was not also "reduced" as it is in present-day 16 mm stock.

Now, with new improvements, the emulsions for 16 mm film are such that it may be safely said that 16 mm film is equivalent in resulting picture quality to 35 mm film, with perhaps one exception: 16 mm film projection tends to fuzziness when used in theaters with extremely large screens. This fact, however, is of only academic interest to the TV film producer. Incidentally, an out-of-focus quality and "jumping" of film can be a result of "hand-holding" the camera, rather than using the camera on a fixed tripod. This is again a case of an initial mistake magnified.

When film to be televised is projected onto the 4" x 6" "screen" of the TV camera for telecasting, each single 35 mm frame is magnified 16 times; each 16 mm frame, 40 times.

Compared with the screen used in homes, auditoriums and theatres, the 4" x 6" "screen" of the TV camera is infinitesimal, and it makes little difference to the eye whether the single frame is magnified 16 or 40 times, provided the film used is of high quality. In other words, 16 mm film may be no granier to the naked eye than 35 mm.

This is true, always provided the film was originally shot on good 16 mm raw stock, correctly lighted, and exposed and printed carefully. If this is the case, definition on 16 mm will be, for practical purposes, equivalent to anything attained on 35 mm.

Admittedly this optimism is by no means shared by all film producers. The objectors point out that there is very little 16 mm equipment—from cameras and their lenses through laboratory processing and printing apparatus to projection machines—that compares in any way with the precision of professional 35 mm equipment. Theoretically, they concede, we can use a precision camera and fine lenses with high resolving power to put an excellent image on 16 mm emulsions available today. But we must then find a lab, they insist, that takes the...
same pains with 16mm as is professionally done with 35mm, and finally get TV stations to install projectors equal to the new $3,000 Eastman Kodak 16mm projector. Under these conditions, the image in the home may be very good.
You hear it said that haggling is the norm of the TV film business
and that only chumps buy at the first price quoted. Here
are some interesting views on film price policies as expressed—
in sworn testimony—by men who know the field.

CAN YOU REALLY GET IT WHOLESALE?

CAN a television station be film-programmed at $20 an hour?

On the answer to that question may depend an FCC examiner's decision on
whether $250 Krmd Shreveport, La., gets a TV grant or not.

The question of film costs came up during the Shreveport vhf Ch. 12 hearing in Washington last month. Competing with
Krmd for the Shreveport vhf frequency are Southland Television Co. (23% owned by KCJi Shreveport principals) and Shreve-
port Television (assuring motion picture exhibitors among its stockholders).
The examiner is Fanney Litvin.

Subject of film costs came up when Krmd Television Operations Manager Cvens F. Alexander, formerly with WAFM-
TV Birmingham, testified that he planned to use film for 120-140 hours a month. Half of
this would be free films, such as industrial,
trading, educational and government, he said, and
the other half would be purchased. For this,
said, the station proposed to allocate $1,200 a month.

Under rigorous cross-examination by opposing counsel, Mr. Alexander explained on this point. There is an "enormous amount"
of free film available for TV, he said. Also,
where advertisers buy film packages, there is no cost to the station, he explained. There-
fore, he contended, Krmd had only to buy from 60 to 70 hours of film per month.

How It's Possible

The disbelief expressed by the lawyers for the other applicants regarding the $20 per hour film figure impelled Mr. Alexander to explain why he was sure he could
deliver at that price.

"The [TV] film business," Mr. Alexander said, "is a little different, I am sure, than what it is for commercial houses. I know
from experience that it is a matter of horse trading. If you have someone who knows what they want, where it is going to be
placed, how it is going to be used, you can get film for less than $20 an hour."

Mr. Alexander said he could supply a list of films for 60 hours a month at a cost of $20 per hour. He replied:

"No sir, I could not for this reason. It would take a session with the film manufacturers as to what we wanted, on what contract-
ural basis we wanted it, whether we wanted a contract for so many hours per week, per month, and what the bicycling
would be, where it would be shipped from...I know that they [film producers and
sellers] would charge $800 in one market and $20 in another..."

In Birmingham, Mr. Alexander said, average
film charges are down to $40 an hour, and that Alabama city has three times the population of Shreveport (326,000 vs. 127-
000). He also declared that just before he left Birmingham, he had an offer of "some
very fine features" at less than $20 per hour for showing in the Shreveport market.

Again reverting to the "horse trading" principle in film buying for TV, Mr. Alex-
ander recounted some of the factors thatfilm sellers take into account in setting prices: Sizes of market, number of stations, average audience of station, rate card,
whether new or old TV market.

It was at this point in the hearing that Southland attorney Frank W. Wozencraft challenged Krmd to produce a list of films
by titles and costs to prove that they could be secured for $20 per hour. After a brief and acid argument among the attorneys, the
examiner ruled that it would be necessary for Krmd to produce such a list.

Here is the schedule Krmd submitted:

- For $9,500 to $11,000 a year, product for five programs variously entitled After-
noon Matinee, Western Theatre, Mystery
Theatre, Late Show and Saturday Matinee

Could be secured from the following distributors:
- Stevens Pictures, Los Angeles; Col-
lonial Films, Atlanta; MPTV Inc.,
New York; MCA TV Ltd., New York; Specialty
Films, New York; Unity TV Corp.,
New York, and Hollywood TV Service, Los
Angeles.

- For $450 to $600 a year, films for a program called Sports Special could be secured from Sterling Television, Specialty Films and Official Films, all New York.

- For $450 to $600 a year, films could be procured in a program entitled TV Music Shop from Official Films and Snader Tele-
transcriptions, New York.

- For $700 to $800 a year, films for Family Theatre program could be had from Unity TV Corp. and Specialty Films, New York.

- For $450 to $600 a year, films for Hollywood Diary could be secured from

Consolidated Television Sales, Los Angeles.

- For $1,820 a March of Time feature could be had from MOT Inc., New York.

That adds up to $13,370-$15,420 a year for films, or from $1,114 to $1,285 per month.

To confuse these figures, Southland checked with 27 film sources, submitted
photostats of correspondence, attachments,
catalogues and rate cards, showed that its
proposed film schedule would add up to
$48,800 a year, or $4,150 a month.

Southland went two steps further. It put
on as rebuttal witness, Halsey V. Barrett,
eastern sales manager of Consolidated Tele-
vision Sales, in an effort to show that
Krmd's figures were invalid.

Mr. Barrett, who formerly was a DuMont
Television Network executive, testified that
although card rates were established for
most of his company's film products, sales-
men were allowed a "reasonable latitude" in
departing from these figures.

Price Spread of 20% 

"...Taking into account," Mr. Barrett explained, "the diversity of the market, the economic well-being, the number of sets in the area, and general conditions of individual stations...our salesmen are
allowed certain latitude to take those factors
into consideration. I would say that the outside maximum in their variation from the
stated price would be 20% in the ex-
treme."

Films costing $20 per hour would be "dis-
tinctly inferior," Mr. Barrett continued. He
assumed, he said, that they would consist of
old movie shorts.

On reruns—where the same film is shown
several times in the same market by the
same station—Mr. Barrett estimated that the
subsequent-run price would be about 75% of the original charge.

In an FCC adversary proceeding—such as this trial for Shreveport's vhf Ch. 12—
all the witnesses are under oath. It is up
to the examiner to determine which appli-
cant proposes to serve the public best and
propose the grant of a construction per-
mits to the one so chosen. Although there
are many other factors considered in making
this decision, how the examiner rules on
this question of film costs will be considered
a significant benchmark in TV legal annals.
THE importance of film to a television station makes the position of TV film editor one of the most responsible and demanding in the business, experienced top management will testify.

The qualifications for, and duties of a film editor, it was pointed out, vary according to the station and its program needs. The independent station, however, will have a greater asset in a person who has some special skill or training in the actual editing and cutting of film.

"A conscientious film editor will approach his work with respect for the product and regard for the home viewer's enjoyment," Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, owned and operated by Paramount Television Productions Inc., told B+T recently.

"After all, the original film was made by men with talent and ideas," Mr. Muller said. "They spent a lot of money to put their ideas across—to produce a finished product. Any editing, cutting or insertion of commercials by the film editor should not affect the story line, plot development or the physical quality of the prints themselves."

Film program director of KTLA since 1946, Mr. Muller is in an authoritative position to make suggestions for film editors and also to point out some of the pitfalls and problems involved in this work.

Formerly production assistant at 20th Century-Fox studios, he was for four years prior to that a first lieutenant with the Army Air Forces Photographic Division. While in service he headed many special film units in the Far East, and in the United States engaged in producing AAF training and public relations film. Mr. Muller is a graduate of the U. of Southern California where he majored in cinematography.

That phase of Mr. Muller's work which is specifically related to the mechanical processes of editing begins with measuring the film on a footage counter to determine its exact length. He then screens it, keeping in mind the best possible spots for commercial insertion. Commercial breaks should be evenly spaced, according to the length and continuity of the picture, he stressed.

Mr. Muller explained that KTLA cues its films with pieces of paper rather than marking it with a punch to avoid mutilation of the print. As the reel unravels there might be six or eight markers to indicate portions that could be deleted without affecting story line. After screening, the scenes that can be deleted are measured and cut, and commercials are inserted as scheduled. At KTLA the accepted maximum number of commercials is two to three, depending on the length and air time of the feature motion picture.

The exact frame for cutting is determined by running the scene on a "movieola." Mr. Muller said, however, that in most small TV stations a movieola would not be practical and the majority of routine screening and editing can be done on a 16mm projector. Where dialogue from one scene runs into another, it is often necessary in cutting to black out the sound by means of masking tape.

To make a smooth transition from a cut to the next sequence, Mr. Muller frequently uses a "lab fade" wherein the lab makes a fade-out on the previous scene and a fade-in to the next. The scenes thus follow with continuity.

A simpler device is to employ the "board fade," which at KTLA's film department consists in providing the director and sound man with proper dialogue cues or scene action that would enable them electronically to fade from a portion of the film into another sequence. An opaque leader is inserted to replace frames of the picture that have been deleted.

Of primary consideration in editing program content are the taboos of censorship, such as profanity, treatment of sex, brutality, "horror" episodes, racial discrimination, and other questionable scenes. The adult content of most British films makes their editing a matter of particular care and attention, the film editor stated.

And along with editing for program con-

(Continued on page 92)
The program film supervisor of WPIX (TV) New York makes a case for getting extra mileage out of feature films.

FILM RE-RUNS CAN PAY OFF

By Carol Levine

SOME time ago there was some loose talk that the movie capital's producers should be "forced" to sell their products to television.

Obviously, such a statement has no practical significance, nor workable aspects. Aside from the entertainment value, the glamour, and the few pictures which can be considered an art form, motion pictures are merchandise, in the strictest sense.

Yet, this "merchandise" is fast becoming one of the biggest problems in the television industry, whose monthly audience ratings show a consistent trend toward so-called "living-room movie viewing." As new television stations get into operation, and particularly those in the independent category, the problem will become more serious to the program manager.

Still there is no indication that television, an acknowledged competitor of the movie houses, has succeeded in finding a formula which will release the Hollywood floodgates sufficiently to assure itself a steady income of first run pictures of recent vintage.

The question of re-runs for television film series has been thrashed out countless times, with varying results. Some stations are howling at the number of repeats. Vidpix distributors, on the other hand, point up the doubled and sometimes tripled ratings of shows enjoying third and fourth runs.

Now the spotlight seems to be on feature films shown on television many times.

In the beginning, let's concede that television is in the fortunate position of finding itself the recipient of the products of an established medium and being able to adapt them to fit its own needs.

With careful husbanding of movie properties, the average program manager should not have too much trouble in acquiring and utilizing film shows. Up to the present, Hollywood has been consistently turning out an average of 300 features annually. A good majority of these are from the "majors," of course, which are finding that they must protect the movie houses.

But there is still a steady supply of films from the independent producers. Granted, a great majority of these are not of recent vintage, but they do have good starring casts, and fair story content.

Multiple-run deals are most satisfactory, first because ratings have shown a tendency not to suffer appreciably on re-runs, and secondly because the individual cost of each showing is considerably lower.

In addition to the name value of the cast, story content of the film is definitely an aid to block programming. Features with "names" of appeal to the feminine audience can be slotted into spots adjacent to fashion or cooking shows. Hard-hitting yarns readily complement sports programs.

There are many top film personalities now on television, some in filmed series, others making "live" guest appearances. Such stars as Rex Harrison, Lilli Palmer, Joe E. Brown, Nelson Eddy, Jackie Cooper, Gene Autry, Douglas Fairbanks Jr., Adolphe Menjou, Margaret Sullivan, Ann Sothern, Buster Crabbe, William Gargan, Robert Cummings, Brian Donlevy, and many others. Alert program managers can take advantage of this.

For example, I Love Lucy is almost a national institution in point of viewer response. With Lucy on vacation, what is more advantageous than slotting a film with Lucille Ball in the 9 p.m. period? In the fall or winter, this same feature can be telecast at 9:30 p.m., thus catching any carry-over audience from the television show.

Recently, Henry Fonda starred in the premiere of a new Saturday night dramatic show on television, with much attendant hoopla in newspapers and magazines. A short time later we telecast a Henry Fonda movie hit, thereby catching what might be termed a "free ride" on the promotion.

With a minimum of promotion effort, this type of programming can pay off in ratings.

Let's take the case of WPIX (TV) New York, an independent station in one of the hottest markets in the United States. One of

WPIX (TV) capitalizes on popularity of I Love Lucy by showing old movies made by Lucille Ball. Here's a still from "Tuled," a feature that WPIX has used successfully.

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### Comparative Network TV Showsheet

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EDITING FEATURE FILM
(Continued from page 88)

tent, comes the film editor's highly detailed function of checking for the technical quality of the prints themselves. "Bicycling" prints from one station to another frequently results in imperfect and mutilated prints being delivered to the hapless TV film editor, Mr. Muller complained. Splices, breaks and lab imperfections are all defects which a really conscientious film editor will not approve for programming.

Although the agreement is to re-assemble the edited feature motion picture before sending it on to the next contractor or back to the distributor, many times the film will simply be dumped, as is, into the case, Mr. Muller declared. Film also may arrive at the TV station with scenes stapled together, fastened with scotch tape, or destroyed entirely. On several occasions KTLA's film department has received feature films with portions of other unrelated motion pictures spliced in the middle.

Mr. Muller had several suggestions to pass on which he feels will at least ease the "quality" problem of feature films. He said it was the practice of KTLA to refuse acceptance of any print from the distributor, or to pay expenses charges, unless the film quality is desirable.

And since so many films arrive in unac-
ceptable condition in these days of "bicy-
cycling" prints, he said the station has initiated the policy of buying special prints for the length of the showing time on KTLA, and then allow the distributors to buy them back at the end of the lease period.

As still another aid, Mr. Muller advises keeping an index file of all films showing on the station, through a card index file which notes the running time, length of film where the breaks are, plus quality and grade of the film. Several "check points" are available throughout the entire length of the feature. If each of these "check points" match exactly to the previous hanging, the print can be assumed complete, he said.

Research Sources

As a footnote to the problems of film quality, the KTLA film program director and editor emphasizes the necessity of always keeping prints of varying lengths at hand, for the last-minute discovery of soiled or imperfect prints, or in case of an emergency substitution for live programs or technical problems.

As an aid to the independent station film editor who desires a complete background of information, there are a few books and research libraries to which he can refer, according to Mr. Muller. Such sources, he said, as Motion Picture Year Book, Quigley Production Guide, Motion Picture and Television Almanac, International Motion Picture Almanac and Motion Picture Review will give date and year of the feature picture, its cast and running time.

In starting a new TV station, Mr. Muller urges building up a reputation of "quality," not "quantity." He feels that growing knowledge of the product, plus increased availability, and what may be equally important, reliance on the part of the film buyer in his contacts with the distributor, will bring buying results.

He advises against purchase of large blocks of film which contain a few superior pictures and a preponderance of deadwood. His recommendation is single purchases of good film and to purchase more and more feature motion pictures become available to television, a film department can be more selective.

Obtaining quality films of suitable length is one of the greatest problems which confront the film buyer in Mr. Muller's opinion. Often it is possible to secure superior pictures of 60, 76 or 75 minute lengths, but these will not fit into the average first-run time slot of 90 minutes. As a partial solution to this programming problem, he has devised the use of trailers advertising coming attractions. These fill in the time difference and attract greater audiences for the feature advertised.

In the beginning, Mr. Muller had to fashion these trailers himself, taking clips from films and making slides of the title and cast. However, more and more distributors, increasingly aware of their exploitation value, are now furnishing TV stations with such trailers.

Another programming concern to the TV film head can be the personal tastes and preferences of the sponsor, or the market toward which he is aiming. This sponsor selectivity can often create last-minute film shifts and programming changes. It is therefore important to supply sponsors with considerable advance scheduling of their films, Mr. Muller stressed.

Within the scope of the film department, and in some instances, under the direct supervision of the TV film editor, will be the making and projecting of slides, he said.

Although the actual art work for slides is done in the art department, there are a few points of specifications noted at KTLA which he feels might help the film department, and incidentally the production personnel, of other TV stations in their projection of the slides.

He said first is the factor of providing sufficient border on all material intended for slides, so that they will be framed for projection and receiving without losing any content. Of equal importance is the designing of layouts with proper contrast in greys and white, resulting in slides that will carry the greatest visual impact and punch for the advertiser. He also suggests that lettering be thick, with liberal spacing, to avoid the "bleeding" effect of too thin or too condensed lettering. KTLA has also found that the most satisfactory slides are glass—in other words where the film is between two glass plates.

While it is true that technical training and knowledge of the capabilities of the equipment are extremely advantageous to the prospective film editor, the judgment and discrimination exercised will be of equal importance, he cautioned.

"The more consideration a film editor gives to the audience he is trying to attract and the more carefully he screens a product with an eye to its good taste as well as its entertainment quality, the greater will be his value to the station and the less limited his own personal future."

FILM RE-RUNS CAN PAY OFF
(Continued from page 89)

seven stations within the metropolitan New York area, it relies heavily on films to round out its programming schedule.

Back in 1948, when WPIX first started telecasting, it foresaw the great demand for movies, and pioneered early and late movie showings in the area, notably with its Six-Gun Playhouse around the dinner hour and its Night Owl Theatre near midnight.

Both time segments showed high rating records, and a majority of the other stations in the area have followed suit.

In September, 1952, the station inaugurated another "first," with its First Show, a 7:30 to 9:00 p.m. presentation of movies never before shown in the area. Each feature is telecast five times weekly, with a new feature commencing each Wednesday.

Only outstanding first-run products are booked into the First Show. Anywhere from a month and a half to two months later,
the same film may be shown at a different time in one of the other film segments, such as Night Owl, Rainbow Theatre, or Cinema Playhouse. It is then withdrawn from release for a period, and at the tail end of the contract it is then re-issued.

Re-issues are money in the bank for movie production companies. There is no sound reason why the same principle cannot be applied to television.

You've probably heard many people say, "I would rather see a good old picture over again than see some new picture which is definitely of second rate quality."

The proof of that statement was recently made very plain to me, when I stepped into one of New York's smaller theatres. The double bill offered one feature movie from 1939, while the second was of 1936 vintage. The place was sold out, and people standing in the lobby for admittance.

I have received only one letter of complaint from a viewer on the number of times a certain picture was scheduled, and she had missed one of our features for another, which contained similar outdoor scenes. Conversely, it is a daily occurrence for us to receive many letters after a film has been telecast five times on our First Show asking when it will be rescheduled. The viewers apparently missed certain portions. They tuned out perhaps, to catch another favorite program.

First Show runs in competition to many "live" programs on other stations, yet has come up with cumulative weekly ratings of 30 and more. That means that nearly one-third of the audience watching television for that week has seen the feature movie.

But what about the other two-thirds? They constitute an even larger audience.

Not everyone can go to the larger movie houses. Many prefer to wait to see their favorites at the neighborhood houses. So, too, our features have ready viewers on subsequent issues.

If there is any lesson to be gained from the so-called "movie drought" in the television industry, it is that the film supervisor, or the program manager, must take full advantage of the timing element, back-stopped with research and good promotion on the part of his co-workers.

Selective block buying is still his greatest working asset.
A New BMI Service—TV Film Licensing

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, directors, music conductors and everyone in TV concerned with programming.

This new BMI service will:
- Assist in the selection or creation of music for films—theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help protect music ownership rights
- Extend indemnity to TV stations that perform our music on film
- Answer questions concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

Let BMI give you the TV Music Story today
Call or write

A Partial List of Some Top TV Shows Using BMI-Licensed Music Regularly

BOSTON BLACKIE
BURNS AND ALLEN
CAVALCADE OF AMERICA
DANGEROUS ASSIGNMENT
DINAH SHORE SHOW
GROUCHO MARX SHOW
I MARRIED JOAN
LIFE OF RILEY
LIFE WITH LUIGI
MAN AGAINST CRIME
MARCH OF TIME
MR. & MRS. NORTH
MY FAVORITE STORY
MY FRIEND IRMA
PRIVATE SECRETARY
SCHLITZ PLAYHOUSE
THE DOCTOR
THE UNEXPECTED
THIS IS YOUR LIFE
YOU ASKED FOR IT

RICHARD KIRK, Director
Broadcast Music, Inc.
1549 N. Vine Street
Hollywood 28, Calif.

CLAUDE BARRERE, Eastern Director
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, N. Y.

TV Service Department: HENRY KATZMAN, Director (New York Office)
PROGRAMES & PROMOTION —

ON A SILVER PLATTER

SILVER cardboard in the shape of an oval platter states: "Rural Radio Network brings you New York State on a Silver Platter." Around the edge is written: "Call your Avery-Knodel salesman" and "Get all the facts about RRN."

'35 YEARS OF HIT TUNES'

AS A RESULT of many requests following the Mary Martin-Ethel Merman medley of songs on the "Ford 50th Anniversary Show," ASCAP has compiled a listing of popular American songs throughout the past 35 years which are available under an ASCAP license. Titled "35 Years of Hit Tunes," the complimentary booklet is offered 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.

'DING DONG' RECORDINGS

RECORDINGS based on NBC-TV Chicago's popular Ding Dong School are being released this month by RCA Victor for the children's trade. Dr. Frances Horwich, "Miss Frances" on the show, has recorded six songs for the company. Program is telecast daily, 9-9:30 a.m. CDT.

KXLF-TV PROMOTION

PICTURED on KXLF Butte, Mont., promotion piece is a man at the bottom of a hill covered with houses holding a plastic pick and explaining to a man at the top of the hill: "I'm digging a hole for a television antenna so all you folks on the side hill will receive a clear, unreflected TV signal." Copy points out that Butte, "the richest hill on earth," will have its TV antenna below its center of population where every family in Butte will be in sight of the new station, assuring direct line of sight transmission with no reflection ghosts.

ADVERTISING EXPOSE

QUESTIONABLE advertising on TV in the Los Angeles area was exposed on a feature section of KXNT (TV) Hollywood show five-weekly half-hour 10:30 p.m. News, in cooperation with the Los Angeles Business Bureau "Operation Cleanup." John Galbraith, newscaster, revealed how viewers could get sting on vacuum cleaner and paint "deals," and home appliance "rentals." One session was devoted to exposing fraudulent "sensational bargains on nationally advertised merchandise" store advertisements in local newspapers.

KDAL AND TACONITE

ODIN S. RAMS rold, commercial manager of KDAL Duluth, Minn., has sent a pellet of Taconite to prospective clients and an accompanying letter explaining that though this country's supply of high-grade iron ore is almost completely depleted, 95% of the iron ore still remains in the form of Taconite. A number of organizations, he continues, "are in the process of expending more than 650 million dollars in this area to build plants for the purpose of beneficiating Taconite ... one of the greatest indus-

BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems... from foundation to top beacon... the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package... all of them are features that help your tower go up faster and keep your station on the air day in, day out... year in, year out.

SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance... much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco towers are shop-fabricated to a minimum predetermined tolerance... this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower must be true.

COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING

Rust, the great enemy of towers, is stopped before it can possibly start... every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members... this gives protection at joints that paint alone can never give.

IDE CO

IDE CO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
Branch: 8009 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

August 10, 1953 • Page 95
CIO Sponsors News

SPONSORING News and Views with Floyd Russell on WWCA Gary, Ind., are the 75,000 CIO members in Lake County, Ind., consisting predominately of steel workers. A 45-minute labor news commentary consists of labor news on the international, national, regional and local levels, as well as tape-recordings of labor meetings and activities and discussions with national and local labor leaders. In promoting the program, WWCA has distributed 5000 posters, 20,000 book matches and has used better than 200 spot announcements. The inaugural program was preceded by a cocktail party attended by officials of all CIO locals involved.

trial expansions in America, and every cent is being spent in 'KDAL-land.' The letter closes saying that the recipient can tell his grandchildren he received one of the first pellets of Taconite ever produced, which heralded the new age of steel.

**MERCHANDISING CAMPAIGN**

FIVE Steinman stations in Pennsylvania have instituted a merchandising campaign for all advertising in cooperation with 25 food stores served by the stations. Displays in the stores will carry a message on the product of the advertiser and the tag line, "as heard over station. . ." Participating stations are WORK York, WQAL Lancaster, WKBQ Harrisburg, WRAW Reading and WEST Easton.

**KOREAN TRUCE PROGRAM**

THE DAY the Korean truce was signed WBZ Boston presented a special two-hour program that had been planned for months. The program included on-the-spot discourses from Panmunjum, a history of the Korean War, speeches from President Eisenhowen, John Foster Dulles and others, reactions from the "man on the street" and servicemen and interviews with Korean veterans and families of men still in Korea. The program was heard July 26, 9-11 p.m.

**VIEWERS WRITE ENDING**

VIEWERS who have the yearning to write the endings to TV films have the opportunity to do so on WOR-TV New York's Italian Film Theatre's weekly contest. Aired from 6:30-7:30 p.m., Saturday, the program presents an uncut motion picture, stopping at the end of an hour so that viewers can submit a synopsis of how the story should end and why. The following Saturday, the remainder of the film is shown and the winner announced. Winners are chosen on the basis of originality and merit.

**HOLLYWOOD IN KNOXVILLE**

WHEN Kathryn Grayson, Joan Weldon, Walter Abel and Merv Griffin came to Knoxville, Tenn., for the world premiere of the movie, "So This Is Love," WNIX, that city, put on a broadcast of the proceedings from the lobby and stage of the Tennessee Theater preceding the showing of the picture. The program included interviews with the stars, governor and mayor, as well as songs from the stars accompanied by the Knoxville Symphony Orchestra. The program lasted an hour and a half.

**‘FRIENDLY FIREFMAN WEEK’**

NBC SALES offices throughout the country last week celebrated "Friendly Fireman Week" as a promotion for Dave Cameron's program, The Friendly Fireman, on WRGB (TV) Schenectady, Mon.-Fri., 5-5:15 p.m. EDT. Office staffs wore souvenir fireman hats to mark the occasion and a special promotion piece was sent out by NBC Spot Sales, stressing the theme, "He's Red Hot—The Friendly Fireman."

**ELECTRIC COMPANIES BOOKLET**

PUBLIC support of federal power drops to a new low, according to a free 16-page report available upon request from Electric Companies, 50 Rockefeller Plaza, N. Y. The report is a summary of a public opinion poll on electric power topics conducted by Opinion Research Corp., Princeton, N. J. The report points out that more people today than at any other time in the ten-year survey period favor business ownership of their local electric light and power company, with the feeling that business-managed companies give better service than government operations. The booklet is replete with colorful graphics.

**Prudent Shopping Aids**

KASH-KARRY Stores in Austin, Tex., has found that telecasts for the quiz to teach the housewife to buy beef to the best advantage and, in turn, to help offset problems from collapse of cattle prices. On a Monday a butcher was brought before the KTBC-TV Austin cameras to cut up a front quarter of beef. On Tuesday the demonstration was repeated on a hind quarter. The following three days Marie Jensen, conductor of Katie's Kitchen, demonstrated preparation of the cut.

9,500 REQUESTS

FIVE announcements by Dorsey Connors on her nightly WNBQ (TV) Chicago program have drawn over 9,500 requests for a paper coin-saver being offered by her sponsor, First Federal Savings & Loan Ass'n, of Chicago, the station has reported. The offer was made over a two and a half week period. Client also claims that several hundred persons obtained the coin savers in personal visits to the bank's offices.

**‘CALL THE PLAY’**

PROGRAM designed for baseball's "grandstand experts" and second-guessers has been started by WBKB (TV) Chicago, with Banner Tire Co. as sponsor. Titled Call the Play, the show uses a baseball quiz format and features live commentary and interviews as well as motion pictures of baseball in action. Linn Burton, m.e., sets the scenes for the quiz with film, which is run off and stopped, giving the contestant a chance to call the play. Continuance of the film shows whether his answer is the right one. Winning contestant is given an opportunity to identify a mystery player and win a $1,000 jackpot.

**LABELS PLUG CFPL**

CFPL London has distributed to retail stores and radio advertisers oval shaped labels with a message in Dayglo ink on a black background reading "Radio-Advertised on CFPL 980." The labels come with gum on the reverse side and can be put on glass display cases, shelves, store windows, doors and on radio-advertised products in bottles, boxes, tins and tubes.

**ALL-NEGRO VARIETY SHOW**

WTG (TV) Washington has released publicity on its new Capital Caravan, all-Negro variety show. Copy stresses the city's large Negro population and buying power and that the program is available for sponsorship. Pictures are the program's m.c., talent and newsman, all Negro, and the show's night club-like setting. Program is aired Saturday, 6-7 p.m.

**‘DEADLINE 12:45’**

WBIS Bristol, Conn., has introduced a new newspaper-of-the-air program titled Deadline 12:45. The aim of the program is to take the listener into the city room of a hypothetical newspaper, presenting coverage of international, national, state, feature, sports, business and local news which often feature the voices of persons who make the news. Aired from 12:15 to 12:45 p.m., five days a week, the program is heard against a background of typewriter and teletype sounds, and at 12:45 concludes with the announcement, "It's deadline. Okay, roll 'em." And the sound of a rolling press is heard.

**RELIGIOUS QUIZ PROGRAM**

THE FIVE Sundays in August are being devoted to a series of religious quiz programs on The Catholic Hour, NBC-TV, 1:30-2 p.m. EDT. Originating from WPTZ (TV) Philadelphia, the program is moderated by Rev. Urban Nagle. The panel is composed of leading Catholic men and women.

**INFORMATION ON UHF**

ADVERTISEMENT was run by WACH-TV, Kate Brow, Tex., in the Daily Press on July 21 and the Virginian Pilot on July 22 "to correct false impressions, groundless rumors and misinformation." Titled "The Simple Truth on TV", the ad answered many often-asked questions about UHF television in Tidewater Virginia.

**WRAC Fills the Bill**

WRAC Racine, Wis., is using a new form of merchandising, Ideal Cleaners, a WRAC client, asked Ray Pwayne, WRAC account executive, for something to put on its garment bags explaining the "Martinizing Process." The station's promotion department turned out six items, each 3 x 8½ inches and carrying the slogan, "as advertised on WRAC." Each point was illustrated by a small sketch used as an attention-getter. The firm told the station this was the best form of low-cost merchandising it had ever seen.
chines Tool Exhibition, Brussels, Belgium, representing American Society of Tool Engineers, Detroit.

Stations

Alex Cee promoted to station manager of KITE San Antonio, Tex.

Merrill C. (Bau) Johnson, commercial manager, WGL Fort Wayne, Ind., adds duties as general manager, replacing Capt. Pierre Boucheron who has resigned.

Paul T. Hayes, WACL Waycross, Ga., appointed vice president and general manager of KCIL Houma, La.

John W. Shultz, secretary-treasurer of Martinsville Bestg. Corp. and general manager of WMVA Martinsville, Va., resigns Aug. 15 to devote full time to duties as president of Mecklenburg Bestg. Corp., licensee of WIWS South Hill, Va.

Jim Logan named commercial manager at KNOR Norman, Okla.

George Hudak, sales staff, WTCN-AM-TV Minneapolis, promoted to head of sales promotion and sales development.

Robert M. Purcell, director of operations, KTTV (TV) Hollywood, has resigned to organize his own management consulting service located in that city, covering all phases of TV, representing film producers, agencies and stations.

Peter McDonald named director of television of Canadian Broadcasting Corp., Vancouver, in charge of CBUT Vancouver, scheduled to begin broadcasting in early fall.

Al Treadway, account executive, WALA Mobile, Tenn., promoted to sales and promotion manager. C. Lee Smallwood, radio account executive, promoted to sales and promotion manager of WALA-TV.

Max Meeks appointed program director, WMFR High Point, N. C.

Charles McKee appointed program director at WEEX-AM-FM Easton, Pa.

Jerry White, WHL Hampstead, N. Y., named program director at WKBR Manchester, N. H.

Stan Buchanan and Bill Hughes appointed promotion manager and national advertising director, respectively, CKNW New Westminster, B. C.

Josh Barry, sports director, WNOR Norfolk, Va., adds duties as director of publicity, effective Sept. 15.

Floyd Ottowy, senior staff announcer at WSYR Syracuse, N. Y., appointed assistant program director, succeeding Elliott Gove who takes over station's Timekeeper program. Norman Ross, WSYR-TV engineer, to faculty of Syracuse U. radio-TV center.

Reavis Winckler, public relations director, Filmcraft Productions, Hollywood, to KTTV (TV), that city, as publicity director.

Thorton W. Chew, vice president in charge of engineering, KFMB-AM-TV San Diego, to John Poole Broadcasting Co. as director of engineering and operations for KPIK-TV Los Angeles and KBIC-TV Sacramento, both scheduled to start operating in late fall.

T. R. Thompson, partner in Commonwealth Theatres, Kansas City, named TV film director for KCMO-TV Kansas City, Mo., to begin operation Sept. 27 on Ch. 5.

Russell C. Fraser appointed general manager of KRNT Theatre, Des Moines, succeeding Duane C. Peterson who goes to Paramount Attractions, Chicago, midwestern booking concern.

Larry Butler, former commercial manager of KXIC Iowa City, Iowa, to WNAV Yankeot, S. D., as sales representative, replacing Dick Harris who goes to KOA Denver.

Benton B. Boggs Jr., promotion director at WDBJ Roanoke, Va., appointed art director for WKNA-TV Charleston, W. Va.

Erwin Single, editor of New York Staats- Zeitung, German-language daily newspaper, appointed director of special events for German programs on WWRL Woodside, L. I.

Jack Black, WNOR Norfolk, Va., appointed assistant sales manager, WTAR, that city.

Louis Jacobs returns to WTVJ (TV) Miami as assistant promotion and publicity director.

Noah Tyler, announcer at WIOD Miami, to announcing staff of WTVJ and Glenn Gregory, KLAC-TV Hollywood, to station’s production staff and will be featured in his ventriloquist show.

Bill O’Donnell appointed assistant sales manager for KKOK St. Louis. Charles Stanley and Ed L. (Buzz) Francis to sales staff of station.

Del Shook, program director WONE Dayton, Ohio, to WIFE (TV) Dayton, where he will handle promotion.

Carl Heise to WNBK (TV) Cleveland as associate director.

Francine Parillo, traffic and continuity director at WNHC New Haven, appointed to similar post at WNHC-TV. Replacing Miss Parillo at WNHC is Dorothy Coleman, WCNX Middletown, Conn., continuity staff.

Ned Fleming promoted to sports director, WEST Easton, Pa., replacing Samuel I. Connor who resigned to take position with Berks County Community Chest.

Herb Carneal, sports director at WHYN Holyoke, Mass., to KYW Philadelphia in similar capacity, replacing Lee Allen and Alan Guns who have resigned.

John J. Kling, advertising manager of Daily Times, Levittown and Fairless Hills, Pa., to WTTM Trenton, N. J., sales staff.

James E. Blake Jr., national advertising staff of Minneapolis Star and Tribune, to national sales staff of KSTP-AM-TV St. Paul.

Joan Fordish to WICC-TV Bridgeport, Conn., as copy writer.

**PEOPLE**
Bill Cain, men's wear copywriter, The White House, S. F. (department store), to Sidney Garfield & Assoc., that city, as copywriter.

Roger Buras, salesman for Yates American Machine Co., returns to WBEL Rockford, Ill., as member of sales staff. Rex Rucker, disc jockey at KFWB Los Angeles, named program and news director at WBEL. Ron Tonnander, WHO Des Moines, to announcing staff of station and Dave Ertemer to WBEL's newsroom.

William Spencer to engineering staff of WBMM-TV Chicago.

Marvin Long, production department assistant at WPIX (TV) New York, named floor manager of station.

Reese Rickards is new announcer at WTAG Worcester, Mass.

Zeke Clements, folk music entertainer-composer formerly with WDSU New Orleans, to WSB-AM-TV Atlanta, Ga.

Carl Shook, hillbilly disc jockey at WKYW Louisville, to WJIM-AM-TV Lansing, Mich.

Klaus Landsberg, general manager KTTLA (TV) Hollywood and vice president of Paramount Television Productions, will be presented 1953 Fairfax B'nai Brith Menorah Award, at public testimonial dinner to be held at Beverly Hills Hotel Oct. 25.

L. O. Fitzgibbons, manager, WBEL Rockford, Ill., returns home after 17 weeks in Beloit Municipal Hospital.

Ben Strouse, vice president and general manager of WWDC Washington, appointed chairman of Washington Better Business Bureau Publicity Committee.

John M. Outler Jr., general manager of WSB-AM-TV Atlanta, named advisor to Georgia director of Civil Defense.

Phil Bodwell, director at WNBQ (TV) Chicago, father of girl, Becky Ann.

Josephine Fox, 84, retired radio and Broadway actress, died Aug. 2.

Renzo Cesana awarded citation by Independent Grocers Alliance of America for "his outstanding contributions in publicizing the role of the grocer in American life and for his distinctive and creative program for the American housewife over WMGM New York."

Harrol A. Brauer Jr., vice president and sales director of WVEC-TV Norfolk-Hampton, Va., father of boy, Harrol III, July 31.

Dick Aker, program director, KTFY Brownfield, Tex., and Opal Davis Aker, formerly chief engineer at KDWT Stamford, Tex., parents of girl, Joy Elaine, July 18.

Chuck Dywer, salesman at WBKB (TV) Chicago, father of girl, Patti.

Mr. Landsberg

Mr. Landsberg, general manager KTTLA (TV) Hollywood and vice president of Paramount Television Productions, will be presented 1953 Fairfax B'nai Brith Menorah Award, at public testimonial dinner to be held at Beverly Hills Hotel Oct. 25.

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LEROY E. KILPATRICK (r), vice president-technical director of WSAZ Inc., congratulates Robert E. White upon the latter's appointment as local sales manager of WSAZ-TV Huntington, W. Va.

They're the controls on the new AMPEX 350 Tape Recorder

Their quick, positive action will give station operators a new "sureness" with tape. Cueing is exact; editing is faster; fumbling is out. Remote control is available too. Responsiveness has always been a part of the Ampex Standard of Excellence—but now it is better than ever, making the AMPEX 350 truly the NEWEST OF THE BEST.

- STARTING WITH A SPLIT SYLLABLE

From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.

- STOPPING WITHIN TWO INCHES

Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spilage can occur.

- EASIER CUEING AND EDITING

The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.

- ADJUSTMENT FOR REEL SIZES

A new switch selects proper tape tension either for 101/2-inch NARTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX CORPORATION
914 Charter Street, Redwood City, California
Distributors in principal cities; distribution in Canada by Canadian General Electric Company

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Harry Lang, 58, who portrayed Pancho on Don Lee Cisco Kid, died Aug. 3.

Manufacturers

Ernest N. Kolonosky, secretary-treasurer, Muntz TV Inc., Chicago, elected vice president. Emil N. Levin, partner in Chicago law firm of Friedlund, Levin & Friedlund, elected secretary and Ray J. Mals, tax and budget analyst with Muntz, named assistant treasurer.

James McGuire, assistant credit manager, Motorola Inc., Chicago, named credit manager of Hallicrafters Co., that city. He replaces Caleb A. Shera, recently promoted to distributor sales counselor.

Ringland M. Kruegar, sales engineer, Amphenol Co., to sales staff of Beebe Assoc., Chicago manufacturers' representative.

Thomas T. Goldsmith, DuMont research director, named honorary mayor of his home town of Greenville, S. C.

R. B. Lewis, controller, RCA, elected director of New York City Control of Controllers Institute of America.

Representatives
Daren McGavren, manager, has purchased Western Radio & Television Sales, San Francisco station representatives firm, and changed name to Daren F. McGavren Co., with offices continuing at 116 New Montgomery St. Phone is Yukon 6-4112.


Stan Raymond, commercial manager of WATL Atlanta, named account executive for Doracaylon Agency Inc., that city.

Ralph W. Long Jr., advertising manager of defunct Quick magazine, to sales staff of New York office of George P. Hollingerby Co., national radio and television representatives.

Robert P. Murray, Branham Co., and formerly with Adam J. Young Jr. Inc., to The Katz Agency, N. Y., as member of radio sales staff.

Bob Bolling to staff of The Bolling Co., Chicago. Agency plans move to new quarters in Tribune Tower effective Aug. 1.

Walter S. Zahr, Tracy-Locke Co., Dallas, to sales staff of San Francisco office of George P. Hollingerby Co.

Program Services
George A. Helmrich, writer-producer on former KFI Los Angeles Voice of the Cathedral for Angelical Lutheran Church, named West Coast director of radio-TV for Broadcasting & Film Commission of National Council of Churches of Christ in U. S. A.

Tony Freeman, musical director, KNBC San Francisco, to Sound Recorders Inc., that city, as producer.

Martin S. Pollins, national sales manager, WNJR Newark, to World Broadcasting System as field sales representative.

Services
John F. Floberg, recently Assistant Secretary of Navy for Air, returns to law firm of Kirkland, Fleming, Green, Martin & Ellis, Chicago, as resident partner in Washington office.

Kenneth Wells Parkinson, law clerk to U. S. District Court Judge David A. Pine, to Washington law firm of Bingham, Collins, Porter & Kistler.

Hugh Sebastian, research analyst for Lever Bros. Co. specializing in radio and TV research, on Aug. 1 joined C. E. Hooper Inc. in same capacity.

Personnel Relations
Edd X. Russell, president emeritus of Screen Extras Guild, named West Coast representative for Actors Equity Assn., replacing Francis Clark.

Government
MILESTONES

ON HAND for the opening of WRC, Washington, D. C.'s newest radio station on Aug. 1, 1923, were (l to r): Howard Angus, assistant to David Sarnoff; Fred Guthrie, manager of RCA's Washington office; Alfred N. Goldsmith, RCA research director; C. B. Popponoo, manager of broadcasting for RCA; David Sarnoff, vice president and general manager of RCA, and M. K. Rice, manager of broadcasting for the General Electric Co. The studios were in the Riggs Bank Bldg., 14th St. and Park Road, N.W.

THIRTY years after WRC Washington began broadcasting, Fred Guthrie (l), now of the RCA Frequency Bureau in Washington, and Carleton D. Smith, NBC vice president and WRC-AM-FM and WNBW (TV) general manager, discuss the early days of radio. The old fashioned microphone is part of Mr. Smith's collection of early radio equipment. Mr. Guthrie was manager of RCA's Washington office when WRC went on the air on Aug. 1, 1923.

WRC Washington Aug. 1 marked its 30th full year of service. Station started Aug. 1, 1923 as a shore-time outlet and lays claims to many firsts, such as the first broadcast from the U. S. Capitol and the first radio address by a President, Calvin Coolidge. In 1924, WRC was the south end of the nation's pioneer radio network, using a direct telephone wire to WIZ, New York.

Today, the NBC owned and operated outlet and its sister station, WNBW (TV), have a combined staff of over 180 people. Carleton D. Smith is general manager of the stations as well as WRC-FM.

NBC Central Div. initiated new members into its 10-, 20- and 25-year clubs last Tuesday during the annual summer staff outing. Members welcomed into the 25-year club were Edward Hitz, Central Div. network sales manager; A. W. (Sen) Kaney, supervisor of announcers; Edward Stockman, network sales manager; Don Marcotte, music supervisor; Marshall Rife, supervisor of field engineers, and John Miller and Robert Fitzpatrick, engineers. Eight staff members, including news chief William Ray, were ushered into the 20-year club and 16 into the 10-year group.

WDIA Memphis' Willa Monroe, Negro m.c. for a one-hour homemakers program, last week celebrated her fourth year with the station. She began at WDIA with a 15-minute program. The program later was expanded to a half-hour and then to a full hour. About 15 fan clubs have now been formed in her honor, WDIA reports.

MORE than 3,000 people attended a breakfast in the auditorium of the George Washington Hotel, Jacksonville, Fla., to mark the 13th anniversary in broadcasting of Ted Chapeau, personality of WMFB-AM-FM-TV Jacksonville. Breakfast food items were supplied by sponsors on Mr. Chapeau's regular morning show, with others donating door prizes for the occasion.

KBUF Burlington, Iowa, started its 12th year of broadcasting on July 16. A special broadcast paid tribute to the community service of G. B. McDermott, KBUF president, and Mrs. McDermott, as well as other staff members.

CHEF MILANI, cooking expert and personality on KMPC Hollywood and KTTV (TV) that city, marked his 25th year on the air July 27.

HOWARD CULVER, announcer, KFI Los Angeles has begun his 18th year in radio.

WKIZ Muskegon, Mich., pioneer station in that area established in Ludington in 1926 and moved to Muskegon in the 1930s, has renewed contract with its pioneer sponsor, Vandervelde's Furniture Co., for another year of advertising. For 18 continuous years, firm has sponsored a 12:30 p.m. newscast each weekday.

ELEANOR NICKERSON, secretary to Franklin M. Doolittle, president of WDBC.

THE WHOLE JOB Wrapped Up

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE too!

TOWER is a pioneer in Microwave Towers and Microwave Reflectors. For this "know how" that only experience gives, write or phone TOWER Construction Company. We invite you to check with our satisfied customers.

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MILESTONES

Veteran engineers of KPIX (TV) KSFO San Francisco are presented with engraved silver trays by Philip G. Lasky (c), executive vice president of the stations. The honorees are (l to r) Allan W. Keas, KPIX studio supervisor (15 years); A. E. Towne, KPIX KSFO director of engineering (16 years); Lawrence West, KPIX film control operator (15 years), and Merrill DeWitt, KPIX film control operator (16 years).

AM-FM Hartford, this month marks her 17th anniversary with the stations. She has headed the WDRW bookkeeping staff for many years.

► Russ Naughton, chief announcer of WDRW-AM-FM Hartford, Conn., is marking his 11th anniversary with the stations this month.

► Ted Chapeau of WMBR-AM-TV Jacksonville, Fla., celebrated his 13th anniversary of radio broadcasting by airing his regular morning show at a breakfast attended by 3,000 listeners. Interviews were conducted with many of guests, including some of Mr. Chapeau’s sponsors who donated the breakfast.

► Door prizes for the occasion included a television set and cases of beer. Mr. Chapeau’s anniversary breakfasts were inaugurated 11 years ago when Jacksonville’s “Mr. Radio” was host to 200 guests.

Radio Assists ‘March’

More than 1,100 radio stations throughout the country are cooperating with the new March of Freedom campaign and major radio- TV networks to pledge their cooperation, according to Jack & James, Chicago advertising agency handling the promotion and advertising.

Films, kinescopes and transcriptions will be made available to local stations free during the year’s crusade. Promotion begins Sept. 7 with special parades and on-the-air dramatization of American freedom. Other dates will be selected as the campaign progresses.

Dishwashing for Blood Donations

At WMPS Memphis they rolled up their sleeves for blood—except the arms were for dishwashing, not needle. Dick Cook and Audrey Cau- ghey of WMPS volunteered their dishwashing services to the first person calling the station to donate blood during a Blood Donors on Parade benefit. Featured on the program were request spots and appeals from prominent local citizens. Blood officials said the July 11 show “has helped our recruitment effort tremendously.”

WORL Collects for Jimmy Fund

For WORL Boston disc jockeys it’s all out for the 1953 Jimmy Fund. The fund is devoted to research on cancer in children. All four jockeys, Stan Richards, Alan Dary, Lou German and Norman Prescott, bolstered by WROL’s facilities, moved to Nantasket Beach July 25. Auctions held there brought in $2,000. Two of the announcers were sold to the highest bidders—for $225. Upcoming for WORL’s campaign is an airplane sight-seeing tour on the North Shore. All for the Jimmy Fund.

WBZ Adds to Tornado Relief

Report by WBZ-AM-TV Boston on its campaign to aid Worcester tornado victims showed that a total of $69,421.88 had been received from New England listeners and viewers. The radio- TV drive ended July 25. Of the total, more than $55,000 was sent by adults and nearly $14,000 was sent by children to help youthful victims. Since the campaign’s end, nearly $500 daily is still being received by mail. Gov. Christian A. Herter’s relief committee announced that WBZ’s drive was the largest amount yet received, WBZ said.

KWOS Spots Blood Need

Spot announcements on KWOS Jefferson City, Mo., within two hours brought more than 40 calls and five times as much Type O and H blood to a local hospital as was needed to complete three operations. Three hospital officials heard the requests and delivered blood to KWOS after failure to find needed blood in St. Louis’ blood banks.

KOBK Licks Baseball Slump

Two marathon broadcasts of KOBK Owatonna, Minn., are credited with bringing the Owatonna Aces baseball team out of a financial slump which threatened to end its season. The team needed $5,200. KOBK aired 286 hours of spot announcements over two days. Donations: $5,342.51.

Missing Children Found

KOTV (TV) Tulsa fortynight ago was instrumental in locating three children, two 13-year-olds and one 10-year-old, who wandered from home. Station telecast pictures of trio during

SOUTHWEST VIRGINIA’S Pioneer Radio Station

WDBJ... Roanoke’s LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you’ll find WDBJ’s daily audience DOUBLE the second station’s—at LESS than 20% more cost!

WDBJ’s Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare—then call—Free & Peters!
Moon for Mayor

If our five-year-olds could vote, Moon Jackson would be mayor tomorrow. Moon just bought and cleaned up that fenced-in lot by the depot.

"Plan to build there next year," Moon said, "but in the meantime thought I'd put it to some good use. I found a wagon wheel in there, and I sunk the axle in the ground. Painted it and now the kids use it for a merry-go-round."

Moon got hold of an old tractor tire, too—whitewashed it, filled it with sand, and now it's a sandbox. He planted some grass seed and hung auto tires from the big elm for swings.

From where I sit, Moon has shown once again why he gets along with everyone and why everyone respects him in this town. He's just naturally considerate. Whether it's going out of his way to fix up that vacant property—or simply respecting another person's right to a temperate glass of beer, Moon shows a "lot" of consideration for his neighbors!

Joe Marsh

New Bond Programs

AUGUST transcribed programs in the U. S. Treasury's Savings Bond Division series, Guest Star, include the following: Aug. 9, Eddie Cantor, Al Goodman Orchestra; Aug. 16, Teresa Brewer, George Cates Orchestra; Aug. 23, Agnes Moorehead, Harry Sosnick Orchestra; Aug. 30, John Conte, Harry Sosnick Orchestra. Guest Star transcriptions are carried on 2,900 AM and FM stations. The August programs are produced in New York and Hollywood.

License Renewal Reminders

MORE than 25% of the Oklahoma drivers who have renewed their operator licenses during the past three weeks say they were reminded to do so by KOTV (TV) Tulsa, according to Jimmy Andrews of the Oklahoma Highway Patrol. The station has been televising renewal reminders for the past few weeks in cooperation with the state's highway patrol.
International broadcasting groups protest action of the Cuban president in suspending free speech guarantees for 90 days. Gilmore Nunn voices the U. S. position.

Broadcasting stations of the American Continent last week sent a strong protest to President Batista of Cuba, against clamping of total censorship against Cuban stations.

Inter-American Assn. of Broadcasters sent a cable on behalf of its members as did the International Press Assn. Gilmore Nunn, WLAP Lexington, Ky., NARTB representative on the IAAB board, submitted a protest on behalf of U. S. broadcasters.

Constitutional guarantees of free speech have been suspended for 90 days by the Batista government. This series of bans includes a flat censorship, with government censors stationed at all Cuban broadcast outlets. Militia and machine guns are being used by the government to insure compliance.

Word of the Cuban president's action has reached the U. S. from various sources. Gour Mestre, member of the IAAB board, said censors have been assigned to all Cuban stations as well as to newspapers and magazines. The right to editorialize has vanished, he added, since no Cuban outlet is willing to broadcast editorials that have been previously censored.

The government's action, he said, marks the first time in nearly 20 years that Cuban stations have been subjected to such censorship. Commentators, interview programs and other types come under the strict government edict.

Emilio Azcarraga, IAAB president and prominent Mexican broadcaster (XEQ, XEWT-TV) cabled President Batista that broadcasters in the Americas were deeply alarmed by the controls, noting the action interrupted the long-standing freedom and urging that censorship be discontinued in accordance with the Cuban constitution. "The broadcasting stations of this hemisphere anxiously await being able to inform the world public opinion that your just intervention has put a stop to this lamentable situation," he said.

Mr. Nunn's cable to President Batista stated: "Broadcasters in the United States are extremely concerned over reports of the imposition of censorship on radio and television stations in Cuba, and I implore you to consider the dire effects of this action and to lift the restrictions on the freedom of communication in your great country."

James Canel, on behalf of the executive Committee of the International Press Assn. told President Batista the censorship "has caused us profound concern" and "is a hard blow to democracy in America."

Britain's 'Commercial' vs. Government's 'Fight'

The following reproduction from Time, Aug. 3, by permission:

The British squabble over whether the government ought to allow sponsored television alongside the state-controlled BBC is still going full blast. And J. Fred Muggs, the playful chimpanzee who appeared on a U. S. TV show January 27, is used as a cog in the story. The pictures of the Queen is still used to prove the inevitable tastelessness of commercial TV. In London's weekly Time and Tide, Malcolm Muggeridge, editor of Punch, says: "The U. S. correspondent of the Daily Telegraph, has written a memorable answer to the enemies of commercial broadcasting. His arguments have meaning not only for Britons, but for America, who often groan over commercials. Excerpts:

"Radio, you consider, is too potent an influence to be allowed, like printing, to be under private control.... Private television companies are not because they must look to advertisers for their revenue, would undoubtedly be guilty of vulgarization [and] distortion [to serve their own base interests]. On the other hand, [the BBC] may be relied on to sustain elevated standards. Let us see how the system has worked in practice.

"In those disastrous years prior to September 1939, it was said that one notable voice was never heard from Broadcasting House; a voice which, in 1940 when it was almost too late, was able to summon up endurance and courage. ... Wonderful it would have been if this voice, Sir Winston Churchill's, had been heard on the air warning of the wrath to come. ... The Corporation, however, would not have it [because of Britain's] appeasement policy. ... I would myself cheerfully have put up with hours of Mr. J. Fred Muggs for such a deliverance as Sir Winston Churchill would have provided from the BBC's blandishments.

"The Only Voice. "First and foremost, it seems to me, lies not so much in objectivity, which is largely beyond human realization, as in variety. ... Those who appear regularly on BBC must be prepared to blow their trumpets or pound their cymbals or scratch their violins in accordance with the Corporation's baton. ... Whether the music is good or bad, there is one orchestra with one conductor, following one score, and this state of affairs is both unhealthy and dangerous.

"Take the case of Mr. Alistair Cooke, [who] through his regular broadcast American Letter has an immense influence. ... The picture he presents of American life, manners and politics is, essentially, misleading. It does not matter that in the columns of the Manchester Guardian, Mr. Cooke should demonstrate mathematically that Mr. Stevenson must win the presidential election of 1952. ... or that he should write a book in which Mr. Hiss is presented (except in the last few pages) as a kind of hero of our time. There are other newspapers and other books. On the air, however, there are not other voices. I want others to be heard.

"In the U. S. an enormous quantity and variety of sound radio and television is available, some of which is excellent, some of which is exceedingly silly, some of which mightlegitimately be described as horrible. "Last year, during the Republican Convention in Chicago, I sat with my head in a television set for four days. The convention coverage could not have been better done.

... There was not the smallest sign of partisanship. At intervals a personable young lady appeared to recommend a particular brand of refrigerator, but when her appearance would have interrupted a dramatic development, it was postponed. ... According to the fatuous mythology of the Left [the sponsors] should have been Taftified. If so, there was nothing to give the smallest indication that this was the case.

The Servile State. "Most of the [British] newspapers have put up a particularly hilarious performance. They do not want to lose advertising to sponsored radio. They have therefore discovered all sorts of high-minded reasons for preserving in the case of the BBC a monopoly which, in any other field, they would [denounce]. ... Then there has been the spectacle of politicians rising up ... to explain how their sensitive natures recoil from the vulgarity of commercial radio. ... It is rather as though Moll Flanders, confronted with the possibility of finding herself alone with a gentleman friend, should have fainted right away from shyness.

"Does anyone suppose that if the Elizabethan Theatre had been under public control it would have produced Shakespeare? ... Mr. Justice Shallow in all his many guises would have greatly exerted himself to, as it were, keep Sir John Falstaff off the air.... 

"In sombre moments I seem to see the stage being set for that servile state whose coming to pass [Hitler's] Belloc prophesied even before the 1914-18 war—key figures posted and ... a whole conditioning process taking place while helpless minds... 

... More effectively than anything else [the BBC monopoly] enables those set in authority to impose on the rest of us a pattern of thought and of feeling. ... I must confess that escape, even into the arms of J. Fred, Muggs, is a delectable prospect."
Hiebert, Walden Work on TV; Resign From KENI Anchorage

A. G. HIEBERT, station manager, and Jack M. Walden, chief engineer of the Midnight Sun Broadcasting Co. (KENI Anchorage, Alaska), have resigned their posts to "devote full time to planning and building television facilities in Anchorage," it has been announced.

The men are officers of a new corporation, Northern Television Inc. Mr. Hiebert is president and Mr. Walden, vice president and technical director.

Mr. Hiebert has been manager of KENI since August 1949. He aided in the station's construction in 1948 and KFAR Fairbanks earlier. Mr. Walden, who joined KFAR in 1945, became chief engineer in 1947 and in 1948 also aided in KENI's construction, becoming chief engineer there.

CBC-NABET Pact Signed

THE FIRST COLLECTIVE bargaining agreement covering staff employees of the Canadian Broadcasting Corp. was signed July 31 in Montreal by Alphonse Ouimet, CBC general manager, and H. Bramah, CBC treasurer, with the National Assn. of Broadcast Engineer & Technicians, represented by T. J. O'Sullivan and A. Gagnier.

The agreement covers about 500 employees in both the radio and TV divisions. It provides for a general wage adjustment, reduction of the work week from 42 to 40 hours, improvement in holiday pay, night shift differential, overtime pay on a daily and weekly basis, modified form of the Rand formula (automatic dues check-off), paid vacations and sick leave, and provisions relating to jurisdiction, seniority and grievance procedure. Negotiations which covered nearly a half a year, were concluded July 10.

CKNW Sets Vote Coverage

EXTENSIVE plans have been made by CKNW New Westminster, B. C., for coverage of the Canadian federal elections today (Monday). A staff of 50 persons has been assigned to the reporting. To Vancouver alone, 13 remote lines have been installed to facilitate immediate airing of returns, CKNW reported. All national facilities are to be employed also. CKNW is interviewing on the air each lower mainland candidate.

Set Sales on Rise

ANOTHER 10,880 television receivers valued at $4,234,035 were sold in Canada in June, 1953, bringing the total sale for the first half of 1953 to 125,140 TV receivers.

Canada Factory production in the period was 167,853 receivers. A new station at Ottawa, starting late in May, upped June sales in that area some 1,393 sets, while in the Montreal area, 3,283 receivers were sold in June. In southern Ontario sales were 5,079 sets. A total of 45,954 radio receivers was sold in Canada during June. They were valued at $3,951,026. Some 37,404 receivers were sold in June 1952, according to figures of the Radio-Television Mfrs. Assn. of Canada.

School Sets Up

ABOUT 55% of the 21,650 English-language schools in Canada are now equipped with radios for receiving national school broadcasts. CANADAian Broadcasting Corp. reports.

Of the 12,000 schools equipped with radios, more than 7,000 were so equipped since 1949. CBC school broadcasts are now in their 11th year, and productions now are at an average of 1,200 school broadcasts each year.

Canadian Microwave System

MICROWAVE relay systems are being constructed by the Bell Telephone Co. of Canada, from Montreal east to Quebec for CANADA service next spring, and from Toronto westward to London and Windsor-Detroit. The systems will be for use of television program relays to Quebec city, to Hamilton, London and Windsor, and for pickup of programs from Detroit.

Press News Appoints Covey

DONALD COVEY has been appointed executive editor of Press News Ltd., radio and television subsidiary of Canadian Press, Toronto. He will help C. B. Edwards, general manager of Press News Ltd., to develop new services for broadcasting and television.

Radio Set Sales Increase in Canada

RADIO sets sales in Canada have increased during the first five months of this year, according to a report of Pat Freeman, sales and research director of Canadian Assn. of Broadcasters. Sales from January to the end of May this year totaled 246,217.

CANADA sets as compared to 174,515 sets in the same period of 1952. Since the end of World War II a total of 5,184,459 sets valued at $385,449,697 have been sold in Canada.

TV set sales in the first five months of 1953 are given by Freeman as 116,984, with value of $50,007,586. Total number of TV sets sold in Canada from 1949, when first sets were produced, to end May 1953, is 341,795, with value at $152,199,293.

Caldwell Forms New Div.

S. W. CALDWELL Ltd., Toronto, has formed an equipment sales division to handle in Canada television and audio equipment, including Califone audio equipment, Stancil-Hoffman portable and studio tape recorders, magnetic tapes, film and slide projectors and various radio and TV production aids including Standard sound effects library and Langworth mood and bridge music. Gerrard Quinney, formerly manager of CJSH-FM Hamilton, Ont., has been appointed manager of the new division.

Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area!...and watch your sales chart grow up up up!

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

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Canadian Viewing Drops, July 'Teleratings' Reports

A DROP in Canadian TV viewing is reported in the July "Teleratings" report of Elliott-Haynes Ltd., Toronto. Monthly sets-in-use in the Toronto-Hamilton-Niagara area, where 170,000 of the 324,000 sets in Canada are concentrated, dropped from 63.4 in June to 49.7 in July. At Montreal, with roughly 63,000 sets in the area, there was a drop from 65.1 in June to 59.6 in July, sets-in-use index.

Highest ratings in the Toronto-Hamilton-Niagara area were for U.S. programs seen on WBEN-TV Buffalo, with leading five shows being Dragnet 65.9, Two for the Money 60.8, Wonderful John Acton 58.1, Boxing 58, and Martin Kane 56.3.

Toronto Ratings

On CBLT Toronto, highest ratings were for Ladies Softball 26.6, Boxing 25.7, Wrestling (U.S.) 23.8, Feature Film 20.9, and TV Sound Stage (U.S.) 20.1.

On CBFT Montreal, with no other stations being available, most popular programs were Feature Film 75.2, Boxing 74.3, Foreign Intrigue 73.3 (U.S. film), Cue for Music 73.1, and Wrestling 71.4.

On CBOT Ottawa, with no other station being available, most popular programs were Cue for Music 76.5, French Film 75, Floor Show 72.8, Cafe des Artistes 71, and TV Playhouse 70.9 (U.S. network).

Canadian Voting Results

Set for Airing Tonight

FIRST simulcasts of a Canadian national election will be aired this evening (Monday) with results of the voting today.

Simulcasts on Canadian AM networks and a three-station TV network (Toronto-Ottawa-Montreal) start at CBC Toronto headquarters at 7 p.m. EDT. Election results broadcasts start at 5:30 p.m. EDT in Newfoundland. Nationwide results may not be broadcast until polls close in each of the six time zones, and thus will not be aired until 10 p.m. EDT, which is 6 p.m. at Vancouver.

Elaborate simulcast has been arranged at Toronto, with French-language commentaries from Montreal. Election results for CBC will be aired by 30 newsmen, producers and commentators throughout Canada, under supervision of W. H. Hogg, CBC chief news editor, Norman DePoe, news roundup editor, and Gunnar Rugheimer, TV news editor. Political party leaders will be interviewed from various parts of Canada.

Hallicrafters Builds Plant

HALLICRAFTERS CANADA Ltd., Toronto, has begun construction of a new single story $400,000 factory in the Don Mills area, section of suburban Toronto. Plant will cover 42,000 square feet of floor space and employ 250 persons, mainly on TV receiver production.

WEMO DAP HAPPY!

We're just thrilled to death at what's happening to this little ole "big town" of ours! It's just growing so steadily and so solidly nothing short of one of those Yucca Flats 'mushrooms' can stop it! So, come on... get your share! It's here a-plenty, for the asking. And, our Rep, your Hollingbery Man, has the figures to show you why, in Miami, the Local Boys spend the biggest portion of their advertising dollars with WIOD! Give him a call.

EDUCATION

STATIONS ASSIST EDUC. TV GROUPS

Commercial broadcasters have donated nearly $1,250,000 in money and equipment to educational TV outlets, plus the assistance of their technicians and officials.

NEARLY $1,250,000 in buildings, towers, studios and equipment have been given to educational stations and aspirants by commercial radio and television broadcasters and equipment manufacturers, the National Citizens Committee for Educational Television has revealed in a survey.

The donations have been made to citizens and educator groups building noncommercial stations in 19 cities, reports Robert R. Mullen, NCCET executive director. He said many of the 47 applicants for noncommercial educational stations never would have been able to meet FCC financial requirements without this help.

Besides material help, broadcasters have lent educational stations the time of their technicians and officials. More than a hundred colleges and universities have telecast programs over commercial stations. Of these 11 give courses for credit, Mr. Mullen said.

Some of the gifts:
- WBT-AM-FM WBTV (TV) Charlotte have given $5,000 to the Governor's Committee studying educational TV. Larry Walker, vice president of the stations, serves as chairman of the Charlotte Educational TV Committee. The stations are making grants to other educational TV groups [B*T], June 8.
- WBRC-AM-TV Birmingham (Storer Broadcasting Co.) gave a DuMont TV transmitter, a tower and use of cameras and studios to educators seeking reserved Ch. 10 there [B*T, May 18].
- KING-AM-FM-TV Seattle gave $182,000 in equipment to educators seeking Ch. 9 there [B*T, April 13].
- The Houston Post (KPRC-AM-FM-TV Houston) gave $150,000 in equipment to KHUT (TV) Houston, first educational station on the air.

WMBR Gift Cited
- WMBR-AM-FM-TV Jacksonville (Washington, D. C., Post) gave educational TV interests a completely equipped mobile TV unit with two cameras. City-owned WJAX-AM-FM has given a tower and the local school board has given studio space.
- WMC WMCT (TV) Memphis (Scripps-Howard chain) donated nearly $190,000 in equipment, including a new transmitter and use of the firm's 360-ft. auxiliary tower, to the Memphis Community TV Foundation seeking reserved Ch. 10 there [B*T, June 22].
- Mountain City Television Inc. (WAO Chattanooga and applicant for Ch. 3 there) has offered local educators use of its transmitter, studio and tower.
- WTVJ (TV) Miami gave local educators a transmitter, tower and antenna valued at $150,000.
- KYW WPTZ (TV) Philadelphia (Westinghouse Radio Stations Inc.) gave an FM transmitter, antenna and tower worth $90,000 to
HAMMARLUND BUILDS 'UNATTENDED' UNIT

The new system can be used for unattended broadcast transmitters, fitting in with FCC's authorization of remote control operation.

HAMMARLUND Mfg. Co., New York, has designed and built a control system for unattended broadcast transmitters which may be used by stations in accordance with FCC's recent action authorizing remote control of transmitters, Robert B. Moon, general sales manager, said last week.

The newly-introduced Hammarlund remote control and telemetering system requires only one audio-frequency telephone circuit. Vhf or microwave may be used but the system needs no DC circuit. It offers remote telemetering of nine separate circuits, includes up to four emergency alarm indications and assures fail-safe operations at all times, according to Mr. Moon.

Built for high flexibility and designed on building block principles, the system uses Hammarlund control and supervisory unitized parts. It includes: First section, a control panel at the operator's console consisting of a dial telephone, telemeter indicator and other controls; second section, at the control point, includes a number of audio-frequency tone transmitters and receivers; third, at the remote transmitter, consists of audio-frequency tone generators and selective amplifiers, telemetering transmitter, control selector and an alarm keying mechanism.

USC Leases TV Facilities

PART of John Poole Transmission Center, located on Mt. Wilson, overlooking Pasadena, has been leased for 15 years by Hancock Foundation of the U. of Southern California, non-commercial educational TV permittee. The new station (Ch. 28) will share facilities at Poole Center with KPIK (TV) Los Angeles, Mr. Poole's uhf station slated to start this fall, and KFWB-FM Hollywood. USC starts test patterns this month. Studios are on campus.

NAEB Gives $80,000 More To Improve Educ. Programs

A SECOND series of grants-in-aid, totalling $80,000, for the improvement of educational radio and television programs was to be announced yesterday (Sunday) on behalf of the National Assn. of Educational Broadcasters by Dr. Harry J. Skornia, NAEB executive director. Eligible for the grants, which will not exceed $7,000 for radio shows and $9,000 for television, are educational institutions, which already have facilities and funds for such programming. Applications must be mailed to the National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., by Oct. 1.

NAEB made the first series of grants last year. Radio and television programs, produced under the project, currently are being collected by NAEB. Radio programs will be released by the NAEB Tape Network and television shows by the Educational Television and Radio Center.

Michigan TV Workshop

THIRD annual three-week Television Workshop began last Monday at Michigan State College. On the lecture schedule are James Tintera of the WKAR-TV East Lansing production staff, on production; Dr. Robert P. Crawford, MSC radio-TV training director, on programming, and Dr. Armand D. Hunter, MSC television development director, on TV management. The college's WKAR-TV, non-commercial educational outlet, has a Jan. 1, 1954, target date.
Raytheon Head Describes Television 'Memory Tube'

A TV “memory tube” capable of transmitting images over regular television networks or across the Atlantic Ocean was described by C. F. Adams Jr., Raytheon Mfg. Co. president, at the company’s recent convention of dealers and distributors in Chicago.

Mr. Adams said the system developed by scientists would permit the beaming of only a small portion of the image at a time and that the memory tube can receive the image “piece by piece” and have a complete picture in 20 to 30 seconds. The complete image could be transmitted over commercial U. S. TV networks in a few seconds, he said.

Philco Sales Record

PHILCO Corp. sales for the first half of 1953 hit $238,522,000—higher than any similar period in its history and 46% above the first half of 1952, William Balderston, president, said last week. Net income after provision for income and excess profits taxes was $6.9 million or $1.90 per common share, compared to $4,289,000 or $1.16 per common share for that period last year. In addition, non-recurring income from sale of WPTZ (TV) Philadelphia and the prior year’s adjustments, after taxes, amounted to $5,316,000 or $1.51 per common share, he said.

Hi-Fi, Television Headline Chicago Show

HIGH fidelity sound equipment and television will command a large layout during the first annual International Sight & Sound Exposition and Audio Fair, scheduled to be held in Chicago Sept. 1-3.

Hundreds of products—including “three dimensional” and binaural equipment—will take over a floor of the Palmer House, site of the exposition. Other items are tape recorders, triaxial loudspeakers and amplifiers. More than 100 display rooms for exhibits of leading manufacturers have been set aside for the show.

Plans are underway to accommodate 20,000 visitors because of the tremendous interest in “Hi-Fi” and television, it was explained.

TV Interference Aids

TWO educational aids on causes and cures of television interference have been prepared and distributed to Washington, D. C., dealers and servicemen by RETMA in conjunction with the Washington Television Interference Committee and the Washington Electric Institute.

Among other things, the four-page leaflet stresses that not all TVI (television interference) is due to amateur transmitters. Included in the leaflet is a poster detailing common TVI causes and the ways in which each may be overcome.

Columbia Records '3-D'

COLUMBIA RECORDS Inc. announced last week it will add three-dimensional sound effects to its high fidelity "360" phonograph by means of an "XD" unit. The unit was designed by Dr. Peter Goldmark, vice president in charge of engineering research and development for the CBS Labs. Division.

DuMont Sets Up 134%

SHIPMENTS of DuMont TV receivers during the seventh fiscal period (June 18-July 12) were 134% greater than in any other comparable period of the company’s history, the company announced Monday. The increase followed over-all acceptance of six new sets added to DuMont’s line June 19, according to Dan D. Halpin, receiver division general sales manager.

WALTER WAGSTAFF (I), vice president and general manager of KIDDTV Boise, Idaho, which began commercial program-

ing July 12 [B&T, July 27, 13], finds out how a television camera works. Expla-
ing the technical details is H. W. Toed- temeller, chief engineer, while Vern Moore, audio-visual producer, looks on. KIDD-TV is assigned vhf Ch. 7.
Capehart-Farnsworth Shows Polaroid Picture System

UNVEILING of a new Polaroid picture system and high fidelity phonograph-radiocombination was the highlight of Capehart-Farnsworth Corp.'s annual distributors' convention in Chicago last Monday and Tuesday at the Congress Hotel.

Fred D. Wilson, Capehart president, delivered the welcoming address. Other speakers were Gen. William H. Harrison, IT&T president, and Philo T. Farnsworth, Capehart vice-president and research director.

The new picture system, developed by Polaroid Corp., in conjunction with Capehart engineers, combines a circular polarizer with an aluminized picture tube and eliminates reflections from outside light sources, giving greater black and white contrasts.

Anthony Wright, vice-president of Capehart's commercial products division, demonstrated the picture system and announced the firm's entry into the "Hi-Fi" field.

Scott Summer Sales Up 50%

SCOTT RADIO LABS Inc., Plymouth, Ind., last Tuesday reported its June and July sales are 50% more than a year ago. John S. Meck, president, also reported that Scott showed a profit of $65,556 on net sales of $4,234,600 for the fiscal year ending May 31. The previous year total sales were lower—$3,908,437—but profits were higher, totaling $117,335, including $70,864 netted on sale of fixed profits. Excessive selling costs were blamed for a loss of $504,877 in the firm's retail subsidiary, Meck Television Inc., which now is largely discontinued, according to Mr. Meck.

Motorola's New Test Lab

MOTOROLA Inc., Chicago, has established a new test laboratory at Loyal Oak, Ohio, A. T. Alexander, national service director, has announced. Mr. Alexander said the site, ideal for TV testing because of the many vhf and uhf stations in the area, also will be used for testing home and auto radios. Arthur Pape is supervising the testing operations, which were to begin Aug. 1. Testing formerly was conducted in Lakewood, N. J.

Asks for Stock Issue

DOUGLAS ROESCH Inc., Los Angeles, TV set manufacturer, has applied to the California State Division of Corporations for authority to issue one million shares of common stock and to sell 200,000 at the par price of $1. Approval also is sought for an issue of 100,000 shares of $10 par preferred, none of which will be outstanding.

DuMont Labs Sets Show Staff

ALLEN B. DuMONT Labs Inc., will be represented at the Western Electronic Show & Convention in San Francisco, Aug. 19-21, by Rudolf Feldt, manager, Emil G. Nichols, technical sales manager, and Warren Paap, engineer, all of the instrument division, and Robert G. Scott, sales engineering manager of the cathode-ray tube division.

Westinghouse Sales Up

WESTINGHOUSE Electric Corp. net sales for the 1953 half-year were $780,489,000, highest of any six months in the firm's history and 14.5% above that period of 1952, Gwilym A. Price, president, reported last week. Net income was $35,660,000, up 13.2% over the 1952 period, with earnings $2.19 per share on common stock, up 12.3%. New business booked was 23.4% above that for the 1952 period, he said.

Motorola Sales Climb

MOTOROLA Inc. sales for the first half of 1953 reached an all-time peak with the figure of $109,352,968, 57% above the $69,673,101 in sales for the 1952 period, Paul V. Galvin, president, said last week. Second-quarter sales were $44,673,101, an all-time high and 44% greater than for the 1952 period, he said. Earnings after tax provisions were $4,640,679 or $2.40 per common share, for the first half of 1953, compared to $3,129,704 and $1.62 a year ago.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television... advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family... write today to:

MR. ROBERT E. McQUISTON, Manager
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

Radio Corporation of America

August 10, 1953 • Page 109
Elgin Plans to Enter Electronics Manufacture

The watch company's diversification plan will include work on transistors—but will stay clear of the radio-TV set making business.

ELGIN National Watch Co., Elgin, Ill., last Wednesday announced plans for entering the miniature electronics field as part of a product diversification program.

In a 10-page outline of its "plan for tomorrow," the 89-year-old firm and TV advertiser said it would apply its watch-making techniques to development of transistors—new substitute device for the vacuum tube—and other products. It plans to seek small, specialized electronic components or to join other firms in the manufacture of these items.

It will steer clear of the radio or TV receiver field.

Referring to the transistor, J. G. Shennan, Elgin president, expressed belief the device is "at least twice as large as it should be for the ultimate in subminiaturization." He said application of Elgin techniques could result in reduction of size of various electronic components at low cost.

Trav-Ler Boosts Sales

SALES of Trav-Ler Radio Corp., Chicago, reached $8,431,019 for the first six months of 1953—more than a 100 per cent increase over the same period last year—President Joseph Friedman announced Wednesday. Second quarter sales for 1953 were $3,606,380, or 162 per cent over the 1952 quarter. The company also reported 1953 first-half profits after taxes of $468,697, or 61½ cents per share.

RCA Industrial Equipment

NEW mobile two-way radio communications equipment for uhf band has been announced by RCA Victor. Systems are designed for public safety, transportation and industrial users.

Bell & Howell System Shown

WIDE-SCREEN system with stereoscopic sound for 16mm movies, patterned after 20th Century Fox CineScope, was shown July 31 by Bell & Howell at National Audio-Visual Convention at Hotel Sherman in Chicago. The system is expected to be used for sales and industrial films, but no immediate application to TV is seen.

146 TV Stations on Cable

FOUR TV stations—WQVL (TV) Greenville, S. C., KBES-TV Medford, Ore., WHB-TV and KMBC-TV Kansas City—have been connected to AT&T's nationwide network facilities, the telephone company has announced, making video network service available to 146 stations in 97 U. S. cities.

DuMont Dedicates Fla. Plant

ALLEN B. DuMONT Labs. dedicated its new Florida factory distributing branch headquarters (7000 N.E. 4th Ct., Miami) at ceremonies last Wednesday. The building contains 15,000 square feet of space to house offices, showrooms, parts and service departments.

Hotels Buy RCA Sets

PURCHASE of 2,000 RCA Victor TV sets by the Schine Hotel chain was announced last week by Henry G. Baker, vice president in charge of the RCA Victor Division's Home Instrument Dept. The receivers are being installed in the five Schine hotels in Florida, California and New York state. The sets are both 17 in. and 21 in. models.

Manufacturing Shorts


Cinema Engineering Co., Burbank, Calif., announces production of new variable high and low pass sound effects filter, identified as type 6517-E.

Allen B. DuMONT Labs., Clifton, N. J., has issued new bulletin (No. TTD-T201) on Du-
There are no plans now for a meeting between the American Federation of Musicians and American Federation of Television & Radio Artists—so says the AFM president at a New York news conference. The issue in dispute is dual-memberships for dual-function personnel. Then he lets loose some counter punches at AFTRA and its president, George Heller.

JAMES C. PETRILLO, president of the American Federation of Musicians (AFL), declared last week that he has “no present plans” for a meeting with the American Federation of Television & Radio Artists to resolve the dispute over dual memberships in the unions (B&T, Aug. 3).

Mr. Petrillo, at a news conference in New York last Tuesday on his return from a European business and holiday trip, said such a conference is within the province of the AFM executive board. Personally, he said, he was “shocked” by statements attributed to Mr. Heller, executive secretary of AFTRA, which characterized the AFM as an “undemocratic” union.

‘We’re Democratic’

“If I notice in the newspapers that they [AFTRA] have been denouncing us,” Mr. Petrillo asserted. “We’re the democratic union. They’re the undemocratic ones. If they’re so democratic why don’t they elect an executive secretary the way we do? Why doesn’t Mr. Heller make his salary public the way I do?”

The AFM-AFTRA dispute is over AFTRA’s insistence that a musician who doubles as singer-m.c.-entertainer hold a card in that union. At the same time AFM has ordered its members not to join AFTRA. The issue came to a head last month when AFM ordered Ina Ray Hutton, m.c. on KTLA (TV) Los Angeles program, to join the union. Although Miss Hutton refused, citing the AFM order, AFTRA agreed to waive her membership until the expiration of her contract with KTLA (B&T, July 13).

Mr. Petrillo, who attended the International Confederation of Free Trade Unions in Stockholm during his trip, said he talked with British Musicians Union officials over the possibility of an exchange program between American and British musicians. He said there were “certain areas of agreement” and that he would report his findings to the AFM executive board.

BERKELEY ARTICLE

Declares Reds in Radio-TV

AN ARTICLE declaring that Communists have infiltrated radio and television appears in the August issue of American Mercury under the byline of Martin Berkeley, screen writer. Mr. Berkeley states that Hollywood has barred the Reds from the movie studios, but that they are “counterattacking in the allied fields” of radio and TV. The article, titled “Reds in Your Living Room,” names a number of individuals associated with the industry as allegedly or one-time Communists.

AFTRA Claim Settled

By Firms for $40,000

SEITMENT of a $60,000 claim by AFTRA against M-G-M Radio Attractions and Loew’s Inc., New York, for $40,000 was made after AFTRA’s national board placed M-G-M-Loew’s on its unfair list July 23.

The dispute arose over sums allegedly due AFTRA members under a re-use agreement for M-G-M Attraction transcriptions over MBS and other stations. The firms have been taken off the unfair list.

SAG Bars Communists

MEMBERS of AFL Screen Actors Guild, by a 96% majority, voted adoption of a new by-law prohibiting any members of the Communist party from joining the guild. In a mail referendum, 3,769 endorsed the by-law, 152 opposed it.
SWG SPEEDS UP TV WRITERS DRIVE

IN AN effort to combat the inroads of Television Writers of America and also win over Radio Writers Guild members, Screen Writers Guild has stepped up its campaign to bring live and film TV writers into the fold.

Hundreds of video writers, during the past week, have received letters which point out that in two years SWG has organized a TV group which now consists of 420 members and offers admission by television credits as well as motion pictures. The letter states that the group has its own board of 22 members with administrative powers delegated to it by the SWG executive board on which the TV writers are represented. The guild also claims bargaining contracts with 75 television producers.

SWG’s Pointers

SWG also points out that it alone can give group insurance, a Federal credit union, arbitration of original material, arbitration of credits, grievance procedures to redress wrongs, arbitration of agents’ disputes, arbitration for violation of contracts, and a broad program of public relations to enhance the prestige of TV writers. The arbitration procedure also is open to non-members.

NABE, CBC Sign Contract Was Effective Aug. 2

NEGOTIATIONS for a nationwide contract covering some 500 employees of Canadian Broadcasting Corp. have been concluded by the National Assn. of Broadcast Employees (CIO), George Maher, NABET national representative, announced in Chicago July 28.

The contract has been ratified by the union’s membership and it was effective Aug. 2, with wage increases retroactive to April 1.

Features Noted

Among the major features are these: (1) Average increase of 13% in base wages and of 10% in monetary fringe benefits; (2) wage boost average $8 per week; (3) wage escalator was reduced from ten to six years; (4) work week is cut from 42 to 40 hours.

IATSE Asks 5% Cut Of Movies Sold to TV

DEMAND for 5% of the revenue received from theatrical motion pictures sold to television will be made by 15 Hollywood locals by IATSE when negotiations start Sept. 8 on a new working agreement with the Assn. of Motion Picture Producers.

Submitted Demands

IATSE already has submitted its formal demands which include pay increases ranging from 10% to 15% and 25 cents an hour to a pension fund. The unions are seeking a four-year agreement with provision that the contract can be reopened for negotiations on wage and working conditions after two years. Charles A. Boren, AMPF vice-president in charge of industrial relations and Roy M. Brewer, IATSE international representative, will be the principal negotiators.

Unions now receiving added money from the sale of motion pictures to television are the American Federation of Musicians and Screen Actors Guild.

IATSE Wins CBC Election Radio-TV Awards Made

INTERNATIONAL Alliance of Theatrical Stage Employees (AFL) has won an election conducted by the Canadian Labor Board among television production workers of Canadian Broadcasting Corp., IATSE has announced.

180 Votes Cast

The announcement said that of the 180 votes cast in the election on July 23, 24 and 27, IATSE received 137 and the National Assn. of Broadcast Employees (CIO), 43. The balloting was conducted among employees at CBC’s television stations in Toronto, Montreal and Ottawa, IATSE said, and covered such categories as casting clerks, floor managers, film cameramen, film editors, film librarians, makeup artists and others.

WROK’s Employees Plan

AN EMPLOYEES benefit plan has been installed at WROK Rockford, III., K. Kenneth Toldt, publisher of the Rockford Register-Republic and Morning Star, has announced. The program covers employees of the station and the two newspapers.

Blakeslee Award Announced

SECOND annual Howard L. Blakeslee Award of $1,000 for outstanding scientific reporting in the fields of heart and blood vessels disease has been announced by the American Heart Assn. The award will be presented to any individual whose effort appeared during 1953 on radio or television or in a newspaper, magazine or book. The 1952 winner was Wade Arnold, executive producer of NBC, for the documentary radio program, Only One to a Customer.
GE Sets Amateur Honor
For Best Public Service

GENERAL ELECTRIC now is accepting
nominations for the 1953 Edison Radio Ama-
teur Award, J. Milton Lang, general manager
of the Tube Dept., has announced. The honor
goes to a ham operator who performs the out-
standing public service during the year. Judges
for the event will be E. Roland Harriman,
American Red Cross president; Comm. George
F. Sterling, FCC; Goodwin L. Dotland, presi-
dent, American Radio Relay League, and
Gardner Cowles, president and editor, Look
magazine.

WGAR Wins Legion Praise
For Aid in Flag Sales

PROGRAM director Reg Merridew of WGAR
Cleveland has accepted on behalf of the station
an award from the 13th Ohio district of the
American Legion in recognition of the station's
efforts to get Cleveland householders to buy
American flags to display on holidays. More
than 2,500 flags were sold by the American
Legion in response to WGAR's on-the-air cam-
paign.

Outdoor Award for DuMont

DuMONT Television Network was presented
with a silver plaque last Wednesday by the
National Assn. of Amusement Parks, Pools &
Beaches for its "magnificent contribution" to
the outdoor amusement industry typified by
DuMont's Strawhatters show (Wed., 8:30-9:30
p.m. EDT). The plaque was accepted on behalf
of DuMont by Johnny Olsen, m.c. of the show.

VFW Auxiliary Citations

VETERANS of Foreign Wars Ladies Auxiliary
last Wednesday announced awards, for "their
wonderful promotion and close cooperation
with the community in airing The American
Trail," radio historical series produced for
the women's patriotic group, to WTOP Wash-
ington, KFRE Fresno, Calif., and WMOA
Marietta, Ohio.

Raytheon Wins Hearing Award

RAYTHEON MFG. Co., Waltham, Mass., last
week was presented the 1953 engineering award
of the Society of Hearing Aid Audiologists in
recognition of the company's "outstanding
achievement in transistor design and produc-

Murphy Gets Police Ribbon

ADRIAN MURPHY, president of CBS Radio,
last week received the Ribbon of Honor of the
Police Conference of the State of New York
for "outstanding contribution to a finer un-
derstanding of the police and police methods." The
award was made on CBS Radio's 21st Precinct
series (Tues., 9:30-10 p.m., EDT).

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.

Information in following order: Location, call letters,
channel, date granted, starting target date, network
and representative.

ALABAMA
Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSN-D TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (22), 12/26/52-2/1/54.

ARIZONA
Phoenix, KOOL-TV (10), 5/27/53-10/1/53 (share time with
KOOL-TV).
Phoenix, KDA- TV (9), 12/18/52—Fell '53, Hollingbery.

Being at the
right place
at the
right time
sells time

William B. Quarton,
General Manager, WMT,
Cedar Rapids, Iowa, says:

"To me, being in STANDARD RATE is being at the right
place at the right time. That’s why WMT is one of your
oldest and most consistent advertisers."

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the
sales story your representatives and your promotion
are telling.
2. It helps unknown prospects to decide to call in
your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user
who is working nights or weekends.
5. It provides suitable material for inclusion in media
proposals.
6. It makes possible a good "action" closing for other
promotion, directing prospects to your Service-Ad
in SRDS for more information, fast.
7. It keeps your story in the only place you can be
certain that everyone who uses it is interested in
stations right then.
8. It provides a "last chance" point from which a
prospect can get a final "briefing" on your story
before he makes his final decision.

SRDS
Standard Rate & Data Service, Inc.
The National Authority Serting the Media-buying Function
Walter E. Bethnal, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales & Service Offices: New York • Chicago • Los Angeles

FOR THE RECORD

August 10, 1953 • Page 113
**Jack Willman**

**NOW**

8:30 — 9:55 A. M.

3.7

**PULSERATING**

*pulse of New Orleans (May—June '53) 8:30 — 9:30 A. M.

---

This is one of many "buy-boys" to sell the Greater New Orleans Negro Market on New Orleans' top rated Independent Station . . . the only station programming 100% to the Negro Market . . . the only station with an all-colored programming staff.

---

Jack Willman says . . .

"Thanks for being patient, folks who have been waitin' to get on "Morning Spirituality". I'm now on from 8:30 to 9:55 A.M. so that you now have the opportunity of joinin' good company with Cornelia Milk, Gold Medal Flour, Bond Bread, Coca Cola, Zodiac Coffee, Supero, Breach-O-Chicken Tuna and 7-Up."

---

New TV Stations . . .

**ACTIONS OF FCC**

Anchorage, Alaska—Kiggin's & Rolinns, granted vhf Ch. 2 (54-60 me.) ERP 12.5 kw visual, 3.2 kw audio; antenna height above average terrain 120 ft., above ground 250 ft. Estimated construction cost $150,000.00, revenue $100,000.00. Post office address 941 Turquoise St., San Diego. Studio and transmitter location address 2nd Ave., 10th St. AM 999, FM 107 in San Diego. Includes 4 not reported in Sept., 1953. *As of June 30.*

AM and FM Summary through Aug. 5

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,470</td>
<td>2,411</td>
<td>187</td>
</tr>
</tbody>
</table>

**Televisin Station Grants and Applications Since April 14, 1952**

**Grants since July 11, 1952:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>169</td>
<td>13</td>
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</tbody>
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**Total Operating Stations in U. S.:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>748</td>
<td>40</td>
</tr>
</tbody>
</table>

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**New TV Stations . . .**

**ACTIONS OF FCC**

Anchorage, Alaska—Northern TV Inc., granted vhf Ch. 11 (54-60 me.) ERP 3.6 kw visual, 1.6 kw audio; antenna height above average terrain 130 ft., above ground 250 ft. Estimated construction cost $122,310, first year operating cost $100,000.00, revenue $100,000.00. Post office address Denali St. and E. 11th Ave., Anchorage, Alaska. Geographic coordinates 17° 8' N. Lat., 150° 52' W. Long. Transmitter antenna GE. Legal counsel Miller & Schroeder, Anchorage. Consulting engineer James G. Dunkan, San Diego. Principals include Donald A. Waples, Kenna, former ABC vice president, and Richard R. Rellis, former ABC treasurer. Applicant KIAO Des Moines. Granted July 26.

Anchorage, Alaska—Northern TV Inc., granted vhf Ch. 2 (54-60 me.) ERP 12.5 kw visual, 3.2 kw audio; antenna height above average terrain 120 ft., above ground 250 ft. Estimated construction cost $150,000.00, revenue $100,000.00. Post office address 941 Turquoise St., San Diego. Studio and transmitter location address 2nd Ave., 10th St. AM 999, FM 107 in San Diego. Includes 4 not reported in Sept., 1953. *As of June 30.*

Cedar Rapids, lowa—Cedar Rapids Television Corp., granted vhf Ch. 20 (60-64 me.) ERP 18.2 kw visual, 4.5 kw audio; antenna height above average terrain 200 ft., above ground 490 ft. Estimated construction cost $245,655 first year operating cost $150,000.00, revenue $100,000.00. Post office address 210 Jefferson St., Cedar Rapids. Transmitter location site 187 ft. high. AM 570, FM 105 in Cedar Rapids. Includes 4 in KGIN, 1 in KRAI, 1 in KTVL, 1 in KTVX, 1 in KTVZ. Principal owner Dr. Fred H. Schermerhorn, Cedar Rapids. Applicant Flow TV. Includes 4 in KGIN, 1 in KRAI, 1 in KTVL, 1 in KTVX, 1 in KTVZ. Principal owner Dr. Fred H. Schermerhorn, Cedar Rapids.

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**FOR THE RECORD**

July 30 through Aug. 5

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**FCC Commercial Station Authorizations As of July 31, 1953**

<table>
<thead>
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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>2,451</td>
<td>148</td>
<td>101</td>
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**Television Station Grants and Applications Since April 14, 1952**

**Commercial**

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
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</thead>
<tbody>
<tr>
<td>154</td>
<td>280</td>
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</table>

**Educational**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
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</thead>
<tbody>
<tr>
<td>77</td>
<td>13</td>
</tr>
<tr>
<td>28</td>
<td>7</td>
</tr>
</tbody>
</table>

**Total Operating Stations in U. S.:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>748</td>
<td>40</td>
</tr>
</tbody>
</table>

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**New Amst. VHF**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>231</td>
<td>23</td>
</tr>
</tbody>
</table>

**New Amst. UHF**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>

---

**Total**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>557</td>
<td>333</td>
</tr>
</tbody>
</table>

**Applications filed since April 14, 1952:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

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**Notes:**

- Processing of untested applications has been extended through both the Group B cities of Los Angeles and New Orleans and the Group B city of New York.

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**FOR THE RECORD**

July 30 through Aug. 5

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**FOR THE RECORD**

July 30 through Aug. 5

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**FOR THE RECORD**

July 30 through Aug. 5
It couldn't be done?

The books said it couldn't be done—but Andrew engineers went ahead and designed an antenna that gives excellent coverage mounted inside the tower! This ingenious development enabled station WTOP in Washington, DC to use their television tower for FM too—and so save thousands of dollars.

Whatever your problem in antennas Andrew ingenuity will find the answer. Be sure to consult us.
Greenville, S. C.—Carolina TV Inc., granted vhf Ch. 4 (68-72 mc); ERP 100 kw visual, 50.1 kw audio; antenna height above average terrain 1,116 ft.; above ground 1,029 ft. Estimated construction cost $469,800, first year operating cost $250,000, revenue $830,000. Post office address 208 S. Main St., Greenville 1, S. C. Legal counsel Neil Wallace Miller, Washington. Consulting engineer A. D. Ring & Assoc., Davenport, Ia. Antenna height: proposed 20% stockholder of WMC Inc. Granted July 29. 


CURRENT STATIONS

BANGOR, Me.—Murray Carpenter, vhf Ch. 13 (210-216 mc); ERP 114 kw visual, 68.3 kw audio; antenna height above average terrain 2,973 ft.; above ground 1,723 ft. Estimated construction cost $1,770,000, first year operating cost $700,000, revenue $1,500,000. Post office address 20 Howard St., Bangor. 

WLS-TV Chicago, vhf Ch. 7, 500 kw visual, 348 kw audio; antenna height above average terrain 1,090 ft.; above ground 1,067 ft. Estimated construction cost $127,138, first year operating cost $180,000; revenue $190,000. Post office address 615 N. Benson, St. Paul, Minn. Station location: 7 miles S. of U. S. Hwy. 2, on County Road 33, general direction S. Geo-coordinates 41° 43’ 35” N., 92° 29’ 44” W. Antenna height: proposed 20% stockholder of WMC Inc. Granted July 29. 

Big Spring, Tex.—Big Spring Hestr. Co. (KBST), vhf Ch. 4 (68-72 mc); ERP 139 kw visual, 0.76 kw audio; antenna height above average terrain 558 ft.; above ground 440 ft. Estimated construction cost $120,700, first year operating cost $144,000, revenue $156,900. Post office address Box 135, Big Spring. Big Spring transmitter location 60 Kentucky Way, Big Spring, Texas, 79723, 24° 13’ 44” N., 99° 42’ 41” W. Antenna height: proposed 20% stockholder of WMC Inc. Granted July 29.

APPLICATIONS AMENDED

Little Rock, Ark.—Arkansas TV Co. amended application for vhf Ch. 11 to be granted ERP 100 kw visual, 50 kw audio and antenna height above average terrain 338 ft. above ground 440 ft. Estimated construction cost $186,000, first year operating cost $144,000, revenue $156,900. Post office address 501 Camp St., Little Rock, Ark. Antenna height: proposed 20% stockholder of WMC Inc. Granted July 29.

FOR THE RECORD


Cape Girardeau, Mo.—Cape Girardeau TV Co., consultant engineering A. D. Ring & Assoc., Wash-ington, D. C. Antenna height: proposed 20% stockholder of WMC Inc. Granted July 29. Vice President George T. McLaren (54%), member of board of trustees of Kentuk-1197 City, IL. Secretary-Treasurer Henry Clay Hofheimer (46%), member of board of trustees of KIIT Commission, Corps, of the 105 other stockholders of local professional and business men. Filed Aug. 3.
JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1305
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY Bldg., REPUBLIC 2-2474
WASHINGTON 4, D. C.
Member AFCCE *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Member AFCCE *

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
In Radio-Television-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32
AR-4-8721
1100 W. Abram
ARLINGTON, TEXAS

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1401 New York Ave., N. W.
Washington 5, D. C.

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE for FM & TV
Engineers on duty all night every night
JACKSON 3-002

HOFFMAN RECORDS
Offering discs containing Studebaker Cars, punches terrific sales for Local Dealer.
One station in each city is being approached. Advise us if a Show-Know in your territory.

August 10, 1953 • Page 119

KBRC-TV Abilene, Tex.—The Reporter-News, Abilene, Tex., reported that KBRC-TV Abilene, Tex., has named Ronald E. Eaves as news director of the station. Eaves, who has been with the station since its inception, has been named assistant news director. He will be responsible for all news operations. KBRC-TV Abilene, Tex., is located in the western part of the state and covers an area of 23,000 square miles. The station broadcasts five hours of programming each day, including news, weather, and sports reports. Eaves has been with the station for four years and has been involved in the planning and development of the station. He is a graduate of the University of Texas and has worked in radio and television for 14 years. KBRC-TV Abilene, Tex., is owned by The Reporter-News, Abilene, Tex., and is affiliated with the ABC network. The station is available to subscribers in the Abilene area and is also available in some nearby communities. The station has a strong signal and is able to reach a large portion of the population. The station is known for its quality programming, including news, sports, and entertainment. Eaves' appointment as news director is a significant milestone for the station and indicates the station's commitment to providing high-quality programming to its audience.
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—$2.00 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, TELEGRAPHIC PRESS, 24th, D. C.
Applies for: If transcripts or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transmissions, photo, etc. next to box numbers are sent at owner's risk. Beware—* TELEGRAPHIC expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Experienced radio station investors desire top-notch personnel to invest with them and operate Midwest location. Box 413X, B.T.

Managerial

Manager, strong on sales and programming. Must have experience in network station, only in market. Prefer man between 30 and 40. Must bring references, billing, and recent picture. Full information in first letter to Box 37IX, B.T.

Manager-combination. Small market in Alabama. 1 kw daytime only. Must have car. Good sales and commission to right man. If interested, write and give experience and references to R. E. Hook, Aliceville, Alabama.

Salesmen

Good opportunity for live wire salesman with midwestern 10,000 watt, clear-channel network station. Excellent market and ideal working conditions. No cold calls. You cannot buy experience and you are assured of an adequate draw against total market potential. Station appeals to mass audience and has proven programming pattern. Manager has record of satisfied personnel. You must have successful sales record with present employer, preferably independent station. Write giving complete data, including references, billing, and recent picture. All answers confidential. Box 38XIX, B.T.

Excellent opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No floaters. Box 432X, B.T.

North Carolina station in excellent market wants experienced, young, aggressive salesman. Top pay. Must be a man with plenty of energy and ability. Send full details to Box 440X, B.T.

Transcription salesman to handle top quality in-person 15-minute open-end package show as sideliner. $125 per week. State territory covered. Box 49XIX, B.T.

Sales personnel, male or female. Two openings in two affiliated Midwest stations. Full protection and good earnings for hungry salesman. Box 482X, B.T.

Seaman, capable of moving up to commercial manager position. Grow with station and promotion. Excellent future for right man in east Texas number one market. TV applicant. KGKX, Tyler, Texas.

Announcers

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 352X, B.T.

Hillbilly jockey. Chicago area. Salary and sales opportunities. Must have full details and audition tape. Box 382X, B.T.

Announcer. Some experience. 250 watt net effective. State Eugene township of 13,000. Box 388X, B.T.

Experienced play-by-play man as sports director of the number one sports station in market. Must have first phone. Other staff duties involved. $275 to start. Reply to Box 367X, B.T.

North Dakota network station has an immediate opening for announcer. Box 452X, B.T.

Help Wanta—(Cont'd)

Two good announcers wanted by North Carolina station in good market. Good deal for man who can radiate personality through voice. If you are the one, contact Steve Hart, WALT, Arlington, Virginia.

One of metropolitan Washington's leading independents needs a studio engineer with 1st class experience. If you are the one, will contact Steve Hart, WALT, Arlington, Virginia.

WFNC, Fayetteville, North Carolina, needs first-class engineer, A.M. and F.M. 3 kilowatt AM; 14 kilowatt FM. Desirable working conditions.

Radio engineer with first class radio telephone license. 40 WATT A.M. and F.M. Ashville, Ohio, serving northeastern Ohio. Good conditions, pay and opportunities.

If you are first phone engineer and available, I will pay you $15.00 an hour for 40 hours and time and a half for 20 hours. Year's contract. WNKN, Muskegon, Michigan.

Help Wanted—(Cont'd)

Copywriter wanted for successful independent station in deep southern city. Must be man of integrity, with experience in writing hard hitting commercial copy with sales appeal. Must be able to afford all basic necessities and fresh approach with understanding of low income group. A good salary is assured. Reply to Box 495X, B.T.

Production-Programming, Others

Preliminary copy writer who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B.T.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 364X, B.T.

Copywriter wanted for successful independent station in deep southern city. Must be man of integrity, with experience in writing hard hitting commercial copy with sales appeal. Must be able to afford all basic necessities and fresh approach with understanding of low income group. A good salary is assured. Reply to Box 495X, B.T.

Master of Ceremonies for traveling network radio program. Must be able to produce smooth and persuasive copy with genuine personality. Thoroughly experienced ad-lib radio personality. Be able to write and produce copy. Please submit complete resume, good photo and recommendations. Excellent salary plus expenses. No discs. Box 48XIX, B.T.

News editor-announcer. Progressive station in substantial Midwest market. Excellent future. Complete supervision of news department with heavy local. Some announcing including DJ show. Information and audition to Box 46XIX, B.T.

Television

Texas TV station wishes to establish contact with well-trained TV personnel. Box 1892, B.T.

News editor-announcer. Progressive station in substantial Midwest market. Excellent future. Complete supervision of news department with heavy local. Some announcing including DJ show. Information and audition to Box 46XIX, B.T.

Technical

Men with at least 15 years of electronic experience, preferably with some knowledge to install and maintain specialized audio devices. Will be traveling continually. Must be of high integrity. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 64W, B.T.

Engineer—diligent and dependable. South Texas City. Box 261X, B.T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 348X, B.T.

Chief engineer—one of midwest's outstanding 1 kw independents. New location. Well laid out, trouble-free installation. Must have first phone. Other staff duties involved. $275 to start. Reply to Box 367X, B.T.

North Dakota network station has an immediate opening for announcer. Box 452X, B.T.

Help Wanted—(Cont'd)

Transmitter engineer—no announcing. $1.25 per hour and add-a-half. Living expenses. Write or phone Don Morris, KRIS, Corpus Christi, Texas 4-7011.

Commercial manager with successful sales record backed by fifteen years experience wants position with progressive Midwest station in medium size market. Box 48BX, B.T.

Assistant attorney with administrative ability, first class license, presently employed as station executive. Box 413X, B.T.
Thoroughly experienced, successful manager available for medium or small market. South, southwest. Excellent references. Box 438X, B.T.

Experienced commercial manager with proven ability to sell sales. Is available. Currently employed in midwest. Wants position in middle Atlantic area. Box 483X, B.T.

Salesman

Topflight advertising salesman, energetic, personable, four years successful experience, anxious to use his capabilities. Box 456X, B.T.

Salesman-announcer, knows business, mature. Not afraid TV. East-south only. Box 485X, B.T.

Announcers

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B.T.

Staff announcer—thoroughly trained all phases; also board, strong news and commercials, TV. Announcing experience. Pleasing voice, personality. Tape available. Box 439X, B.T.


Colored announcer-DJ, write, sell. 5 years experience, 4 years with Minnesota affiliate. New phone Master's Degree. Presently employed. Desires progressive market, opportunity to sell, ample tape and jobs on request. All replies to Roy Wood, 840 South Kenwood Ave., Chicago 27, Ill. Phone Plaza 1-8600.

Combination announcer-assistant program manager; 2 years major TV network (New York City) in production capacity, 27. Single. Tape, resume. Box 401X, B.T.

News, DJ, control board. Light experience. Dependable, willing to work hard. Resume, tape available. Box 462X, B.T.

All-round announcer, able, alert, ambitious, married. Tape, disc on request. Box 458X, B.T.


Announcer. Two years radio, three months TV experience. Good voice, news, sports, personality. Desires new TV market. Box 453X, B.T.

Announcer-disc jockey, restricted license, looking to settle, consider all. Box 467X, B.T.

Let's hear from progressive network radio or TV station seeking imaginative young guy with personality. Experienced in announcing, acting, photography and marriage. Box 469X, B.T.

Announcer. Independent and affiliate experience. Desire opportunity within 500 miles of N. Y. C. Excellent references. Tape and resume on request. Box 490X, B.T.

Capable, willing, ambitious, all around announcer. Drives a sport car, will travel. Tape, disc on request. Box 471X, B.T.

Cheerful, witty morning man, strong on news, proven successful record, prefers job with independence around $6,000. Tape, photo sent promptly. Box 475X, B.T.

Announcer-disc jockey. Five years experience. Privy to southeast states. Right to live in Florida. Tape and photo. Box 463X, B.T.

Versatile announcer. Sports, staff—six years experience. First class ticket. Excellent references. Box 465X, B.T.

Farmer student—two radio announcer schools, Texas available—deed for his services. Box 1410 Hawthorne Lane, Burling, N. C. Phone 6-0791.

Announcer-first phone, present job 15 months, married, settled, deep voice. Desire combo work in west, consider some sales. Write Wy Winch, KAWT, Douglas, Arizona.

Experience announced. Phone evenings after seven. Clarksburg, West Virginia, 4-6281.

Situations Wanted—(Cont’d)

Available: Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the red and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

Manager who gets out and sells. Will make your station one that will meet competition.

Interested in profit-sharing plan rather than flat salary. Farmer man with three youngsters.

Would welcome complete investigation of past record.

Box 479X

Situations Wanted—(Cont’d)

Publicity-exploitation—3 years radio. Two years WCBS plus New York television production, commercial film experience. Will handle publicity, and double in sales/programming or announcing capacity for economically-minded station. College grad. Box 444X, B.T.

Television

Carnegie Tech graduate, BFA. Over six years advertising, radio, television; television sales experience. Third class license. Sincere, hard worker with fine contacts in radio and advertising, well-trained voice. Age 30, married, WW II vet. Community-minded, capable of handling any type of future in TV, programming, production, DJ-casting, studio assistant manager. Resume, disc, photo available. Box 460X, B.T.

Am looking for the next step up—full program director. Have written, directed, produced TV and have Richard D. in knowhow in TV and film to save time and cash in getting a new channel air. Give the best references ability can supply. Box 487X, B.T.


Movie cameraman available. Bob Bloch, 1210 Sixth Avenue. N. Y. C.

For Sale

Stations

250 watt fulltime network. $60,000 terms. No competition. Other radio interests. Southwest. Box 346X, B.T.

Southwest indie. 350 watt. Full price. $25,000 with half down. Box 465X, B.T.

Equipment, etc.

Antennas for sale. Used BCA, type TF-5A 5-1/2 bay turntable, tuned for TV channel 5 but tunable to channel 4 or 6. Used 4-section RCA TV type RF-41K heavy duty FM pylon with pedestal aerial. Used 4-section RCA TV type 1611 FM. Two used Hewlett-Packard FM monitors. Used GE type BM-2A FM monitor with regulated power supply. On RCA TV-A-2 5 kw ceiling mounted diplerex channel 3. Write to

Heavy duty self-supporting structural steel Lehmann tower. Extra heavy 7V4 steel base. 148 feet high. Complete with CAA lighting and base insulators. Stale price offered to Box 439X, B.T.

Portable broadcast control room-studio tele- vision. Collapsible, compact, large plate glass windows, shelves, forced ventilation. Chicago area. $750. Consider rental. Box 476X, B.T.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, etc. Now stored—ready to ship anywhere. Priced for quick sale at $11,0000. Ideal for WW-FM-AM. Wire Box 477X, B.T.

Master type Westrex T-125-C 78RPM limiter amplifier in good condition. Any offer considered. Contact KOVO, Provo, Utah.

125 watt FM transmitting antenna, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also Westrex Radio Electric Single channel console. Warren Anderson, WBEW, Beloit, Wisconsin.

Four “WFV” reproducer groups with 9A heads and diamond stylus. $75 each or best offer. WFHL, Freeport, Illinois.

Continued on next page
TV tower & turnstile available, knocked down, after September 1. Tower is Haw-knox special. 120' guyed, insulated, triangular uniform cross-section, 4' faces, built to support 5-day turnstile and 8' dish. Turnstile is RCA TF-91. Also 600' 3 1/2" transmission line. Material listed in used condition. It is available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

RCA 10 kW FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

General Electric B7A three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.


Top local NBC station in medium industrial market needs a competent experienced announcer with no accent other than on news!

SALARY—$50 to start—merit raises quarterly.

TV PLANS—CP granted.

Send audition, background, and references to Dave Moss, Program Director.

WCRS - Greenwood, S. C.

Top metropolitan midwestern market presently staffing sales and technical personnel. Send full details and when available.

WOKY TV, Milwaukee, Wisc.

TV SALES OPPORTUNITY IN FABULOUS SOUTHWEST

One of the Southwest’s most aggressive and complete VHF operations is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Texas’ 6th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unequaled climate. Do not apply unless you want to live in the sunny Southwest. Send application and recent photo.

Dick Watts, General Sales Manager, KROD-TV channel 4, El Paso, Texas

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yet to sell preferred. Guaranteed commission. Please write Station Manager, P. 0. Box 365, Rockford, Illinois.

ARE YOU QUALIFIED TO CHIEF ENGINEER TELEVISION

CONTACT:

M. N. BOSTICK
K W T X
WACO, TEXAS

SITUATIONS WANTED

Help Wanted—(Cont’d)

DJ

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 255Y, B-T.

Top notch AM commercial manager in major market now earning better than $15,000 yearly desires similar position in TV field. Prefer South or West. 20 years experience in phases radio local and national in programming, sales, personnel, traffic, promotions. National and Motion picture references. Presently employed as Program Director. Box 493X, B-T.

Wanted to Buy

Stations

Local radio station. Must be bargain. Box 306X, B-T.

Interested in purchasing local or regional AM station in east or midwest. Reply Box 445X, B-T.

Want to purchase "hard-luck" 250 watt—small or medium market. Send particulars and terms to Box 464X, B-T.

Equipment, etc.

Used 550 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 452X, B-T.

250 watt standard makes AM transmitter no more than 2 years old. Gene Zumverdahl. Chief Engineer, WNWJ, Norton, Virginia.

FM transmitter, 250 or 1000 watt with monitors. Price must be right. WVQP, Vidalia, Georgia.

Cash for GR-916 Impedance bridge. E. N. Sidor, 1619 Marine View Drive, Seattle, Washington.

Miscellaneous

P.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grinnell School of Electronics, 6014 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SITUATIONS WANTED

SALESMAN

Go-Getter

WGAT

UTICA, NEW YORK

SALESMAN WANTED

Experience in Retail Sales—one who can create ideas and go out and sell his ideas.

CONTACT:

NORMAN FURMAN
WBMS—BOSTON, MASS.

Production-Programming, Others

SUPERVISOR Television Production and Assistant Program Director at the CBS-TV affiliate in nation’s 5th market. Seven years associated TV experience. Twenty years radio. Has pioneered these major TV stations from infancy. Good idea man, hard worker, keen production sense. Understanding spirit. Can keep production costs down, quality up. Excellent references. Desire to relocate. Will accept program or production manager’s position in progressive market. Box 442X, B-T.

RUDY BRETZ
VISITING CONSULTANT TV STAFF TRAINING (Basic or advanced) PROGRAMMING, PRODUCTION, OPERATIONS

Directing, Camera work, Film, Lighting, Artwork, etc.

TV Production Specialist for 14 Years

Brochure sent—Croton on Hudson by request

New York

Miscellaneous

BROADCASTERS

EXECUTIVE PLACEMENT SERVICE

Effective Personnel for Television and Radio

Executive and Staff Positions

Executive and Staff positions for Television and Radio

Effective and Staff Positions

Executive and Staff Positions

For Sale

Stations
new AM Stations... 

ACTION BY FCC

Edmonds, Wash.—King’s Inc., granted 30 kc, 10 watt daytime, antenna 300 feet. Estimated construction cost $5,000, first year operating cost $4,000, revenue $6,000. principals J. and E. B. King.

APPLICATION

Springfield, Ore.—Mr. Gordon Allen, 1240 KWSN, 220 watt unlimited. Estimated construction cost $5,000, first year operating cost $46,000, revenue $60,000. Mr. Johnson owns 61% of KGAL. Previously station WFUL, one vote. P. O. address: P. O. Box 7068, Richmond, Va., station granted July 20.

Existing AM Stations... 

ACTION BY FCC

EBST St. Louis—Radio St. Louis Inc., granted CP to increase ERP from 10 kw to 5 kw, daytime. Granted July 30; announced Aug. 4.

STATION DELETED

KSEN Mitchell, Utah.—Scenic Best Co. on request, FCC cancelled CP for new AM station on 10 kw, daytime. Granted July 30; announced Aug. 4.

Existing FM Stations... 

ACTIONS BY FCC

WAFM (FM) Birmingham, Ala.—The TV Corp., granted change in ERP from 53 kw to 72 kw; antenna height above average terrain from 950 ft. to 780 ft. Granted Aug. 5.

WGN-FM Birmingham, Ala.—Jemison Best Co., granted change in ERP from 56 kw to 29 kw; antenna height above average terrain from 550 ft. to 450 ft. Granted Aug. 5.

KWL-FM Albany, Ore.—Central Willamette Bestting Co., granted change in ERP from 714 kw to 550 kw; antenna height above average terrain from 314 ft. to 270 ft. Granted July 30.

WMCF (FM) Memphis, Tenn.—Memphis Pub. Co., granted reinstatement of expired CP which automatically expired on expiration date of 6 months from date of grant.

WBMY-FM Danville, Va.—Piedmont Besting Co., granted change in ERP from 32 kw to 2 kw, antenna height above average terrain from 615 ft. to 568 ft. Granted July 30; announced Aug. 4.

KOMO-FM Seattle, Wash.—Fisher’s Blend Station Inc., granted CP; antenna height above average terrain from 445 ft. to 726 ft. Granted July 30; announced Aug. 4.

Ownership Changes... 

ACTIONS BY FCC

KTRK Taft, Calif.—Kenneth Atkin, George J. Tschumy Jr., and Leroy Stauffer, Inc., are now owners of CP granted to Taft Best Co. Co. granted assignment of license to Kenneth Atkin and John J. Hooper; A. Smith d/b/a Taft Best Co., Co. No consideration involved; transferred from Richard Smith to his stepson, John A. Smith. Granted Aug. 5.

KTVB Victorville, Calif.—G. E. Bohlen and L. R. Bohlen, granted assignment of license to Apple Valley Besting Co. For $1,000. First year operating cost $4,650. Granted Aug. 5.


WHIC Scottsdale, Ariz.—Honey Moss Siegel, granted voluntary assignment of license to Curt Siegel, administrator of estate of Dorothy Moss Siegel, deceased. Granted July 28.
KABC San Antonio, Tex.—Alamo Best, Co. seeks voluntary assignment of license of KABC San Antonio TV Co. (KEVU) San Antonio for $70,000. By order of the FCC, license is sold to Intermountaining, Inc. of AM-FM-TV Detroit, Mich. WSPD-AM-FM-TV Topeka, Kan. WA-AM-AM-FM Wheeling, W. Va., and WBCR-AM-TV Birmingham, Ala. Filed July 1.

KALI, Salt Lake City, Utah—Salt Lake City Best, Co. requests acquisition of control by George C. and Wilda Gene Hatch through sale of 75% interest by Telegram Pub. Co. (50%) and A. D. and Wilda Gene Hatch will now own 56% of licensee corporation. By order of the FCC is purchasing part of the stock. Filed July 3.

Hearing Cases...

**FINAL DECISION**

Knoxville, Ark.,—New TV, Vf ch. 4, by order made effective immediately hearing examiner's initial decision of July 15 granting application of Monroe Best, Co. for new TV station on ch. 6 in Knoxville. Action July 31.

Shreveport, La.—New TV, Vf ch. 12, By order denied petition of June 3 by Shreveport TV Co. for enlargement of issues in competitive hearings involving its application and application of WKNP-TV, Vf ch. 12 in Shreveport. By a panel of the FCC for AM-FM-TV Brownsville, Tex. Filed June 26, granting application of Easton Pub. Co. for CP to BCSTG. Action July 29; announced July 30.

WNDR-AM-FM Syracusa, N. Y.—By order McCoy petitioned for hearing on application for renewal of license to be granted to Syracusa, Action July 29; announced July 30.

Easton, Pa.—New AM, 1290 kc. By memorandum order, grant, to the permittee, Allentown Best, Co. to continue operation of WEDF-AM, Vf ch. 10. In all other respects FCC denied the pleadings of Allentown Best, Co. for continued operation of WEDF-AM, Vf ch. 10. By order June 26, granting application of Easton Pub. Co. for CP to BCSTG. Action for CP to BCSTG. Action of July 29; announced July 30.

Knapp, Wash.—New TV, Vf ch. 2. By memorandum order, grant to the permittee, Snohomis Best, Co. for continued operation of WTVF-AM, Vf ch. 2. Action of July 30; announced July 31.

Chattanooga, Tenn.—New TV, Vf ch. 12, By order of the FCC for new TV station on vhf ch. 4 pending determination of July 31. By order filed June 28, rejecting application of Chattanooga Best, Co. for CP of WTVF-AM, Vf ch. 12. Action of July 30; announced July 31.

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Bogalusa, La.—New AM, 920 kc. By order of the FCC for new AM station on vhf ch. 18 by Tri-State Telecasting Corp. for enlargement of the issues in proceedings of application of Tri-State, Southern TV Inc. and WDEF Best, Co. for new TV ch. 4 in Chattanooga, Tenn. Action of July 30; announced July 31.

Spokane, Wash.—New TV, Vf ch. 2. By memorandum order, grant to the permittee, Spokane Best, Co. for new TV station on vhf ch. 2. Action of July 30; announced July 31.

KABC San Antonio, Tex.—Alamo Best, Co. seeks voluntary assignment of license of KABC San Antonio TV Co. (KEVU) San Antonio for $70,000. By order of the FCC, license is sold to Intermountaining, Inc. of AM-FM-TV Detroit, Mich. WSPD-AM-FM-TV Topeka, Kan. WA-AM-AM-FM Wheeling, W. Va., and WBCR-AM-TV Birmingham, Ala. Filed July 1.

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August 4 Decisions

BY BROADCAST BUREAU

Actions Taken July 31

Modification of CP


KBMJ Henderson, Nev., Mortiz Zenooff - Granted mod. CP to change trans. location, studio location, and change type of trans.; condition (BRC-126).

Actions Taken July 29

Granted License

WWSC Glens Falls, N.Y., Great Northern Railroad Co. - License to cover CP; trans. and studio location, and change type of trans. and location type trans. (BMP-656).

Modification of CP

KRPC-TV, Inc., Des Moines, Iowa - Granted mod. CP to change trans. system; 635 ft. (BMPCT-1218).

Remote Control

WITU Wilmington, Del., Foxtire Beest Co. - Granted authority to operate trans. by remote control (BRC-126).

Actions Taken July 28

Granted License

WMC-TV, Des Moines, Iowa - License to cover CP; new trans. location (BMP-656).

KERO-TV, Santa Monica, Calif. - License to cover CP; new trans. (BMP-656).

August 5 Applications

ACCEPTED FOR FILING

Applications to Cover CP

KGSF Cottage Grove, Ore., Coast Fork Beest of Atlantic, Inc. - License to cover CP; trans. and studio location, and a new CP authorized (BMP-656).

WPTS Pittsburgh, Pa., Midway Beest Co. - License to cover CP; new trans. and a new license authorized (BMP-656).

WCEL Eau Claire, Wis., Chesterfield Beest Inc. - License to cover CP; new trans. and a new license authorized (BMP-656).

WNYM Holyoke, Mass., The Hampden Beest Co. - License to cover CP; new trans. and a new license authorized (BMP-656).

WTPF-TV, Rochester, N.Y., Piedmont Beest Co. - License to cover CP; new trans. and a new license authorized (BMP-656).

WLWA (TV), Atlanta, Ga., Crosby Beest of Atlantic Co. - License to cover CP; new trans. and a new license authorized (BMP-656).

WOMC (FM), Fond du Lac, Wis., Royal Oak Beest Co. - License to license to cover new CP; new trans. and a new license authorized (BMP-656).

August 4 Applications

APPLICATIONS ACCEPTED FOR FILING

License to Cover CP

KROW Oakland, Calif., KROW Inc. - License to cover CP; new trans. location, change in location of new trans. and change location of studio (BMP-656).

KFAD Fairfield, Iowa, The Fairfield Beest & TV Co. (BMP-656); license authorized new CP (BMP-656).

WTIR Westminster, Md., Carroll County Beest. - License to cover CP (BR-8706) which authorized new CP, and trans. location, and make ant. changes (BMPCT-1263).

WHK Rogers City, Mich., Rogers City Beest Co. - License to cover CP (BR-8706) which authorized new CP, and trans. location, and make ant. changes (BMPCT-1263).

WBYV Pittsburgh, Pa., WBYV Inc. - License to cover CP (BR-8703) which authorized new CP, and trans. location, and make ant. changes (BMPCT-1263).

WHYW Warsaw, Wis., Lakeside Beest Corp. - License to cover CP (BR-8703) which authorized new CP, and trans. location, and make ant. changes (BMPCT-1263).

KORA Bryson, Tex., Bryson Beest Co. - Renewal of license (BR-197).

Program Approval

Letter, dated July 29, 1953, submitted on behalf of Radio-Télévision S.A., licensee of XEVT-IV (TV) Tijuana, Mexico, requesting approval to televise certain football games to be played at San Diego during Aug. 5, 1953, and Nov. 2, 1953. American Television & Telegraph Co. relay facilities are proposed for transmission from various studios to XEVT.

Upcoming Events

Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.

Aug. 5-21: Third Summer TV Workshop, Michigan State College, East Lansing.


Aug. 21-22: British Columbia Assn. of Broadcasters convention, Malaspina Hotel, Nanaimo, B.C.

Aug. 25-Sept. 18: Educ. TV production workshop, University of Iowa, Iowa City.


Sept. 1-4: AER, Pacific General Meeting, Hotel Vancouver, Vancouver, B.C.

Sept. 17: RTMA meeting, Hilton Hotel, New York.


SPECIAL LISTING

(NARFTS District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.


Sept. 24-26: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Aug. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 29-30: Dist. 9, Plantation House, Milwaukee.

Oct. 1-2: Dist. 8, Sinton Hotel, Cinncinati.

Oct. 2-3: Dist. 7, Lake Murray Lodge, Ardmore, Okla.


Nov. 7-8: Dist. 6, Buena Vista Hotel, Boulder, Colo.

Oct. 18-20: Dist. 5, Henry Grady Hotel, Atlanta.

Nov. 21-22: Dist. 4, Grove Park Inn, Asheville, N.C.

Nov. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.
Dry Spell

IT MUST always be with a sigh of relief that broadcasters observe the end of a Congressional session which, like that just ended, produces no legislation antagonistic to radio and television. Unhappily, the period of relief ends with the beginning of the next session.

As noted in a summary appearing elsewhere in this issue, the first session of the 83d Congress was without significant legislative action concerning radio-TV (though Congressional influence was undeniably manifest in other ways). There is no assurance, however, that the second session will end similarly.

One attack that is bound to be resumed is that against liquor advertising on radio and television.

In reading the Congressional Record throughout the first session it became plain that a small but extremely vigorous group is dedicated to the passage of such restrictive legislation. Scarcely a week went by without the insertion of some kind of propaganda—often in the form of petitions from constituents—urging that liquor commercials be prohibited on the air.

This campaign has been going on for some time. (The 82d Congress killed an anti-liquor advertising bill by the slim margin of one vote in committee.) Aimed initially at radio-TV, which in fact carries practically no alcoholic beverage advertising, these efforts are designed to be the opening wedge in the longer-range campaign to outlaw all alcoholic beverage advertising.

When the second session of the 83d Congress begins, broadcasters may be prepared for a reconsideration of such legislation. The time to begin planning the defense is now.

Paper Plague Abatement

GOVERNMENT paper work for years has been a dread occupational ailment of the broadcaster. Superimposed upon the normal plethora of tax and revenue returns has been an annual snowstorm of FCC forms which, when due, consume the broadcaster's accounting department.

One way out is the proposal to eliminate the onerous annual ownership return. The FCC is moving toward three-year licenses for television, to match those for AM and FM. There's a definite effort, proposed to FCC by Chairman Hyde, to eliminate the annual financial return, replete with employment data. And there's a proposal to eliminate the onerous annual ownership return.

The financial form, which had its start in 1939, always has been of doubtful validity. The original "survey" was made ostensibly on a one-time basis for the chain-monopoly investigation. But the FCC New Deal economists liked the stuff. So it was continued, largely by default.

The annual ownership return works a hardship on all stations, since it entails a type of bookkeeping not otherwise used by the average station.

The FCC has come around to the view that a lot of man-hours can be conserved both for itself and for the licensees by trimming down these forms. Instead of the annual financial form, it is pondering a simple annual profit and loss statement, easily extracted from a station's books. Or it may have such returns submitted only at the time of renewal—once every three years.

The ownership report, now submitted annually, would be filed only when there's actual ownership change, or on license renewal, at the three-year intervals.

Unbeknownst to most broadcasters is the work that has been done quietly over the years on reduction and elimination of paper work. It is a unique case of government-industry collaboration. There is in Washington an Advisory Council on Federal Reports which counsels with the U. S. Bureau of the Budget on simplifying and improving questionnaire and reporting procedure of the Federal agencies. There is a Committee on Radio and Television Broadcasting, currently headed by Ben Strouse, WWDC Washington. One of the radio anchor men for years has been C. T. Lucy, WRVA Richmond. Wayne Coy, both as broadcaster and as FCC chairman, worked closely with this committee.

There's one unsung bureaucrat who has been a one-man gang in the work toward simplifying the FCC's questionnaire sprees. David Cohn is the Budget Bureau executive who maintains the FCC liaison. No form can be issued by the FCC without Budget Bureau approval. That means Dave Cohn's approval. It was he who originally advocated the three-year license for AM (and later FM). He's spearheading the move for the elimination of the annual financial and ownership forms.

Over the years, Mr. Cohn has had occasion to work with Rosel Hyde, first as assistant general counsel, general counsel, commissioner and now chairman. It's because of this team-work that all who deal with FCC can look to a steady abatement of the paper plague.

Cogitating on Color

THE ADOPTION of a compatible color television system is a serious matter that deserves the most rigorous study. The FCC cannot be expected to act on the question overnight.

It is somewhat disturbing, however, to discern in unofficial but repeated comments out of the Commission an indication that the FCC intends to take its own sweet time about coming to a decision. We fervently hope that these reports do not reflect official policy. An undue delay in resolving the color question can cause intolerable harm.

Consider the problems confronting the prospective purchasers of television receiving equipment nowadays. A good many millions who already own vhf sets are being urged to convert them to accommodate uhf. Millions more living in communities heretofore without TV service are being asked to buy uhf-uhf combinations. For most people the acquisition of a TV receiver or conversion to uhf represent important capital investments. It cannot make their planning easier to be told that color television soon may be available.

Even though the promised color is compatible, prospective buyers are bound to put off an investment in a contemporary black and white model, at least until the color timetable is more certain than it is now.

The longer the color issue remains unresolved, the more difficult it will be for new TV stations entering new TV markets to create audiences of commercial significance. For telecasters and equipment manufacturers alike a prolonged consideration of the color petition promises nothing but headaches they would not have had if the issues had not arisen.

This is not to say that color should have been left alone until the black and white market was more nearly saturated, for the desirability of color television is undisputed. It is to say, however, that since the question has been raised, it must be settled as quickly as possible.

The majority of manufacturers and leading networks have expressed their eagerness to begin color operations. It remains for the FCC to exert itself toward an early decision.
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