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FEATURE SECTION

Starts on Page 77

KOTV • Channel 6 Tulsa, Oklahoma • Wrather-Alvarez, Inc.
KFMB-TV • Channel 8 San Diegb, California • Wrather-Alvarez Broadcasting, Inc.

Exclusive National Representatives — EDWARD PETRY & CO.
NETWORK AFFILIATIONS — CBS • NBC • ABC
Fables of the leopard and the hippo

ON MAKING A GOOD PITCH

THE HIPPO: "Alas, exhausted after a real hard pitch, I've often got to stop and rest a while."

THE LEOPARD: "Then reconsider, sir, the time and place and way you go about making the calls you ought to make."

THE MORAL: Wily TV advertisers, too, know they can make sales . . . but then not have to fade away.

They use Spot TV. Season after season.

Because Spot TV's basic flexibility easily let's them build sales . . . and profitable resales. With just the length of commercial time they need. To catch prime prospects' eyes during just the best selling times in every market they choose. And with each market's budget matched with sales potential.

To build sales continuously is just one additional reason why more than 9 out of every 10 national advertisers who use TV are Spot TV advertisers.

You can build your product's success, too, on Spot TV. And these are 18 outstanding stations on which you can do it carefully. With success.
When you buy WBRE ... you buy 29 years of continuous performance in radio and now T-V. Our technical knowledge, backed up by a trained staff of professionals in every phase of Radio and Television, gives you more than mere medium minded men to perform the selling job for your client's products. Our record of performance needs no imaginative claims, no false coverage figures, no theories. The proof of performance is here ... we'll be glad to show it to you.

We're RADIO
and TELEVISION
... Not Mere Medium Men!

DAVID M. BALTIMORE
LOUIS G. BALTIMORE

NBC Affiliate  Wilkes-Barre, Pa.  AM-FM-UHF TV
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 | Represented by MEEKER
AM TV FM New York • Chicago • Los Angeles • San Francisco
CBS-TV reportedly proposing to clients that, effective with time change Sept. 27, West Coast schedule of Sunday night shows be run at same clock hours as on East Coast, via "hot kinescopes" and coaxial cable. For example, Lincoln-Mercury's Ed Sullivan show, which last season was seen at 3 p.m. on West Coast by kinescope one week after original broadcast, would under new plan be seen at 8 p.m. local time on same day in both East and West.

**REVERSE compatibility** is term which may be added to TV lexicon. It means reception on color set of black-and-white telecasts, which is twist on "compatibility" meaning reception of colorcasts on black-and-white sets. There's belief FCC might ask for "reverse" showing at Oct. 15 color demonstrations in New York area.

FIRST definitive study on vhf versus uhf audiences, with same program on air from each (World Series, Sept. 30 to end of best four games out of seven), has been ordered by number of TV stations from American Research Bureau and, presumably, other research organizations. All studies will be confidential for eyes of ordering clients only, it was learned.

**SALE of KIOA Des Moines by Ralph L. Atlass to group headed by Don Searle for $150,000 is in offing. Transaction would eliminates "duopoly" implicit in TV Ch. 13 grant to WHO Des Moines, in which Atlass group holds minority purchase option. Mr. Searle, general manager and minority owner of KOA Denver, also controls KMMJ Grand Island, Neb., and KKKK Colby, Kan. KIOA operates on 940 kc with 5 kw day, 1 kw night, and is MBS-affiliated. Blackburn - Hamilton is handling transaction.

**INDICATIONS are FCC will compromise on its plan to eliminate annual financial statements from stations and networks and settle for annual simple profit and loss return. This would eliminate 90% of detail since practically all required figures could be taken from simple station records. Demand for some statistics, it's understood, has caused FCC to modify plan to eliminate returns.

**TIME CHANGE Sept. 27 will bring some sweeping realignments in network TV schedules, notably in larger markets where new outlets have made appearance. Competition is largely between CBS and NBC. In some instances, stations have cancelled programs of one of networks on time change date rather than later on as proposed by networks. In other cases, stations have gone over heads of networks and dealt directly with advertisers on package shows owned by advertisers rather than permit highly rated programs to go to new outlets.

SPREAD of television arousing new interest among fulltime radio independents in obtaining relief from FCC minimum operating hours requirement, particularly at night when video's impact is heaviest.

**BECAUSE** many competitive television hearings are melting into mergers and startups, FCC may not build up to total of 21 examiner teams indicated as necessary earlier in view of TV logjam. There will be many hot contests involving big markets and big money but trend elsewhere is for "out-of-court" settlements.

**DAYTIME** television is expected to get bigger push this fall with mergers of one with such giants as Procter & Gamble, General Foods, and General Mills all contemplating day-time strips on future plans boards.

NARTB definitely planning dramatic TV demonstration as first step in drive to beat down barriers to microphones and cameras at public workings of TV stations, to show top government-congressional group how TV cameras can operate with relatively dim room lighting. TV still gets blame for blazing newsreel lighting.

**TWIST of TV fate in last week's new station grants (story page 48) results in Allen M. Woodall and Martin Theatres of Georgia having minority interests in Augusta, Ga., competitors while both have minor holdings in WADK-TV Columbus, Ga. Mr. Woodall is 25% owner of new vhf Ch. 12 WRDW-TV Augusta while Martin Theatres has 22.5% option in new vhf Ch. 6 WJBF-TV there. FCC approved grants upon explanation competition wouldn't be hurt.

**ANY NOTION** that WPTR's 370 ft. antenna array was responsible for tragic Albany air disaster is dispelled even in responsible aviation circles. At informal session last Thursday in Washington of executives of Air Space Committee of CAA (which passes on antenna heights), it was agreed that ill-fated airliner was not flying prescribed course, presumably was on instruments and was having engine troubles. "It just got fouled up," was comment of one high government official.

**SO** broadcasters can have their point of view presented, NARTB may apply for associate membership on Washington Airspace Subcommittee, final military-civilian aviation court of appeals on hazards to air navigation. Need for high TV towers, with regional subcommittees sometimes not too sympathetic, makes Washington group all-important. Associate membership won't give broadcasters vote but will permit them to rebut. Move would be in line with FCC Commr. George E. Sterling's recommendation [B+T, March 16] and might be speeded in light of last week's Albany air disaster.

**LEAD STORY**

New plans for "rehabilitation" of radio are announced by Brig. Gen. Sarnoff at NBC Radio affiliates meeting. Page 29. (Text of Gen. Sarnoff's address is on pages 108-112.)

**ADVERTISERS & AGENCIES**


**FILM**

NBC Film Division reports tripled sales in past six months. Page 32.

Vitapix announces new wrestling series. Page 32.

**TRADE ASSOCIATIONS**

NARTB district meetings begin. New locked-doors sessions are introduced for discussion of touchy topics like double-billing and competitive sales practices. Page 34.

**FACTS & FIGURES**

Analysis of 1952 revenue shows radio stations in TV markets did 2.1% more business than in 1951, radio stations in non-TV markets increased business 10.6%. Page 40. Telestatus weekly summary of TV stations on the air and television set distribution. Page 43.

Survey of estimated export advertising volume shows radio will get $10.8 million and TV $1.3 million in 1953. Page 46.

**PROGRAM SERVICES**

Broadcasters' Committee for Subscription TV is in the making after meeting called by four uhf grantees who petitioned FCC for quick approval of pay-as-you-see programming. Page 46.

**GOVERNMENT**

FCC issues seven TV grants, including first two for Augusta, Ga. Page 48.

Sylvania files formal petition for FCC approval of satellite TV stations to extend service to communities incapable of supporting stations of their own. Page 49.

Connetrad—radio's civil defense plan—gets its first national test. Page 52.

Manufacturers and FCC fix Oct. 15 as date for official New York demonstration of compatible color TV. Page 54.

**STATIONS**

Broadcasters protest International Boxing Club's edict against blow-by-blow accounts or re-creations of Marciano-LaStarza fight. Page 58.

Seven TV stations begin operations, highlighting B+T's weekly report of imminent TV station bows. Page 64.

**NETWORKS**

NBC splits advertising and promotion departments between radio and TV. Page 68.

**FEATURES**

One hundred and ten reports of enduring worth: A summary of B+T articles published since Jan. 1 and having particular reference value. Page 77.

**INTERNATIONAL**

Canadian TV stations report increased business for fall. Page 102.
on the way up
You can get there quicker on WBBM-TV.

For that's where audience history is being made. Take a look at WBBM-TV's progress during the last six months, for example.

Today . . .

8 of Chicago's "top 10" nighttime TV shows are WBBM-TV shows. (Six months ago there were only 5.)

12 of Chicago's "top 15" nighttime shows are WBBM-TV shows. (Six months ago there were only 9.)

6 of Chicago's "top 10" across-the-board daytime TV shows are now WBBM-TV shows. (Six months ago there was only 1.)

WBBM-TV is now top-rated in 164 week-long quarter-hour periods . . . leading all other Chicago stations. (Six months ago we were a poor second with 104.)

In Chicago . . . Showmanship changes things—for the better. The fastest way to make your sales curve soar in the nation's second market is to give your product a ride on . . .

WBBM-TV
CHANNEL 2 CHICAGO

chicago's showmanship television station

Source: Telepulse of Chicago (Aug., 1953)
Things have changed in ARKANSAS, too!

Arkansas “ain’t what she used to be”! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year’s—276.9% ahead of ten years ago!*

The Arkansas radio picture is different, too. You can now cover almost all the State with one radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives primary daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

* Sales Management figures

50,000 Watts . . . CBS Radio

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

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS
at deadline

'Three Lives' Sales Soar; Ziv Totals Double 1952

ZIV Television Programs Inc.'s latest program, 'I Led Three Lives,' being released next week, already is sold in more markets than carry any of network TV's 10 top-rated shows, M. J. Riffkin, Ziv TV sales vice president, announced Friday. As of that time, he reported, show had been sold in 94 markets, as against 79 which carry top-rated 'Love Lucy' on CBS-TV and Groucho Marx on NBC-TV.

Mr. Riffkin said Ziv TV business for first eight months of 1953 more than doubled that of same period last year.

DuMont Announces Changes In Sales, Other Departments

PROMOTION of Charles E. Spicer to sales operations manager of Television Transmitter Div., Allen B. DuMont Labs, in addition to continuing as manager of Sales Engineering Dept., announced over weekend as part of expansion and realignment of division. New DuMont TV transmitter sales engineers and their former posts are:

Robert B. Bollen, engineering supervisor, WDTV (TV) Pittsburgh; Felix D. Bonvouloir, chief engineer, WAAB Worcester; Lyle O. Keys, Philco engineer specializing in long-range microwave installations; Frank Klimowski, maintenance supervisor, Stavid Engineering Co.; Lawrence Litchfield, DuMont research engineer; W. K. Terrell, engineering supervisor, WACR (TV) New York; Norman C. Ritter, engineer, Keith Electric Construction Co., Des Moines.

Additional personnel to be announced.

Morris A. Mayers, educational TV equipment consultant for Transmitter Div., named engineering consultant on closed circuit TV applications for DuMont TV Network.

Stephen Pozgay, sales representative, has resigned to become manager of WNAM-TV Appleton, Wis.

Sales representatives Kenneth Petersen and Vernon Russell will service New England and southwestern areas, respectively.

NARTB District 16 Hits Title Bout Broadcast Curb

MARCIANO - LastARZA fight issue (wherein International Boxing Club refuses rebroadcasting or re-creating of title bout—early story page 38) prompted protest resolution from NARTB District 16 meeting in Los Angeles Friday. Group "deplored" discriminatory practices and urged wire services to furnish full coverage to radio and television stations.

District 16 also drafted resolution opposing proposals of foreign radio-TV stations on U. S. border for establishment of studios or program origination points within U. S.

Sokolsky Gets Medal

GEORGE E. SOKOLSKY, news commentator for ABC radio and syndicated columnist, presented with Gold Medal for Good Citizenship from Sons of the American Revolution in special Constitution Day observance in New York.

INTERIM GRANT

IN PRECEDENT action, FCC waived rules Friday and granted vhf Ch. 12 at Shreveport, La., to Interim TV Corp., co-operative venture of three competing applicants for that channel, pending completion of comparative hearing now in final stages. Purpose is to afford early TV there, with winner in Ch. 12 contest taking over operation [B*T, Aug. 31]. Contestants participating are KRMF, Shreveport TV Co. and Southland TV Co. Interim TV Corp. was granted ERP of 30.9 kw visual, 15.5 kw auroral with antenna height above average terrain 240 ft. FCC reserved right to revoke interim CP at any time, ordered it will be valid no longer than 10 days after regular permit is issued to winning applicant.

WTAR Celebrates 30th Year With Switchover to CBS

WTAR-AM-FM-TV Norfolk, Va., today (Mon.) celebrates its 30th year of broadcasting—and its affiliation with CBS last Saturday.

Climax of 30th anniversary and affiliation switchover — Norfolk Virginian-Pilot and Ledger-Dispatch today 9:30-10:30 a.m., next Friday, Dr. Frank Stanton, CBS president, will address about 400 Norfolk area businessmen and civic leaders at luncheon preceding big show. Expected to be in audience are FCC Chairman Rosel H. Hyde; Sen. Harry F. Byrd (D-Va.); Jack Van Valkenburg, CBS-TV president; Adrian Murphy, CBS Radio president; and Herbert Ackerman, William Schudt, John Karol, William Hyland and William Lodge, CBS vice presidents.

WGN-TV Rate Boost

WGN-TV Chicago has announced 10% increase in basic advertising charges effective Oct. 1, concurrent with 300% increase in effective radiated power. Basic rate under rate card No. 12 for one hour of Class A time will be jumped from $1,200 to $1,320, with proportionate increases in all program, announce-ment and participating program charges, according to Ted Weber, WGN-TV sales manager. Present advertisers (or those who buy before Oct. 1) will be protected against boost until April 1, 1954.

NBC Film Division Meets

NBC FILM Division concluded three-day meet- ing in New York Friday with discussion center- ing around plans for advertising, merchandis- ing and promotion campaign designed to sell division's films and to assist local sponsors. Similar conferences will be held in Chicago for three days, starting tomorrow (Tues.) and in Hollywood, Sept. 26-28. Addressing conference in New York were J. Nob B. Cron, manager of Film Division; Jay H. Smolen, division adver-tising manager, and Ted Kaufman and Harold Newman of Grey Advt., N. Y., who helped develop campaign.

• BUSINESS BRIEFLY

SATURATION CAMPAIGN • General Foods (Instant Maxwell House coffee), N. Y., placing radio spot saturation campaign for two days in about 20 markets. Saturation plan calls for as many as 50 to 200 spots per day, depending upon market. In this campaign, Los Angeles will carry 200 spots per day on Oct. 1 and 2. Benton & Bowles, N. Y., is agency.

TALES ON FILM • Tales of Tomorrow, George Foley package, will be filmed in color for series of 26 weeks with emphasis on dramatic format instead of outer space. Program had been sponsored live by Westinghouse for two years.

UNIVERSAL PICTURES SPOTS • Universal Pictures Inc., for its newest movie, "All Ameri-can," placing one-minute and 20-second radio spot campaign preceding local or network football games. Agency also querying stations on whether they will allow "the local sportscaster or personality to handle live commercials at no extra cost." Campaign runs at varying dates in cities when the movie is presented but most schedules call for Sept. 26-27, Oct. 3-4 and Oct. 10-11. Cunningham & Walsh, N. Y., is agency.

CHEVROLET CAMPAIGN • Campbell-Ewald, Detroit, preparing radio spot announce-ment campaign to be launched Sept. 28 for Chevrolet.

NEW PERTUSSIN AGENCY • Seek & Kade (Pertussin), N. Y., for many years associated with Erwin, Wasey & Co., N. Y., is naming McCann-Erickson, N. Y., to handle its adver-tising, effective immediately. Latter agency is placing radio spot announcement campaign in about 75 markets to start Oct. 5 for 26 weeks. Television spot campaign also is contemplated, with number of markets still undecided.

ANACONDA SHOW • Anaconda Copper Mining Co., N. Y., through Kenyon & Eckhardt, N. Y., understood to be in market for television show to start later this year.

CRANBERRY DRIVE • National Cranberry Assn., through Harry M. Frost, Boston, preparing annual radio spot campaign in Middle West, to be launched at various times this week.

CARNATION LOOKING • Carnation Evaporated Milk, through Erwin, Wasey & Co., understood to be looking for radio daytime serial strip.

Radio 'Complete' Medium

RADIO was described as "a whole or complete advertising medium" despite advent of tele-vision by William B. Ryan, BAB president, in speech prepared for delivery today (Monday) before final BMI clinic of season in Toronto. He told members of Canadian Assn. of Broad-casters that radio has grown in audience size and time sales in recent years, and instead of giving way to television, has "simply moved over to make room for a worthy, new, but separate ally."
GET ON THE BANDWAGON!

Join SPeeDy’s “Star Parade”, the new Fall and Winter promotion of WSPD—radio. Your product can be identified with such national and local personalities as Ginger Rogers, Bernie Young, Dick Powell, Lea Knight, Don John Ross, Peggy Lee, Gene Dickey, Tony Martin and Bill Charles, as SPeeDy’s “Star Parade” marches into over 339,000 radio homes in Northwestern Ohio and Southern Michigan.

Advertisers will enjoy the benefits of window banners at point of sale, shelf talkers with product identification, inclusion in SPeeDy’s “Family News”, (going to over 1,000 buyers within WSPD’s radio coverage area), and personal calls by the Merchandising Department on all Toledo buyers. Take full advantage of WSPD’s expanded merchandising and promotion services to acquaint buyers and consumers alike with the tremendous advertising support behind your product.

Full details on SPeeDy’s “Star Parade” can be obtained from your nearest Katz Agency or by calling Adams 3175 in Toledo.

WSPD
5000 WATTS
TOLEDO, OHIO

Represented Nationally by KATZ
Home-Built Station Gets Proposed Grant; Other Actions

THREE-man, $26,000 home-built TV station on uhf Ch. 30 at San Bernardino, Calif., is proposed to be granted by FCC Hearing Examiner William G. Butts in initial decision issued Friday favoring bid of Orange Belt Telecasters, owned by Hal R. Heywood and associates. Examiner questioned whether $56,000 annual operation cost is realistic in view of film costs, but felt programs have good chance of sponsorship in market without established vhf or uhf competition.

Poller Asks FCC Dismiss Philadelphia Bid LOU POLLER, chief owner of WCAN-TV Milwaukee on uhf Ch. 25, petitioned FCC Friday to dismiss his uhf Ch. 23 bid in Philadelphia, which would leave free for action competitive bid of WIBG there. R. F. Schoonover asks dismissal of his uhf Ch. 42 application at Topeka, leaving free application of Alf M. Loomis.

KNOX Petition for Rehearing Denied PETITION of KNOX Harlingen, Tex., for rehearing on Commission's Aug. 11 order rehearing authority for Harlingen station to operate non-directionally, with 50 kw daytime was denied by FCC Friday. Station is at present under orders to return to directional operation, although Commission has stayed effectiveness of its revocation for 10 days pending outcome of court appeals.

Appeal to U. S. Court of Appeals in Washington was taken by Roy Hofheinz two weeks ago [B+T, Sept. 14]. Last week, WCKY Cincinnati—station which alleges KNOX non-directional 50 kw daytime operation would cause interference—filed three pleadings with court. It filed a motion to dismiss appeal, an opposition to grant of stay order and notice of its intention to intervene.

155 ABC-TV Affiliates

FOUR NEW TV stations have joined ABC-TV as affiliates, raising total number of outlets to 155, Alfred R. Beckman, national director of ABC's radio and TV station relations department, announced Friday. New affiliates include:

WTVQ-TV Norfolk (Ch. 27), which is owned by Commonwealth Bstg. Corp., with Robert Wadsworth as general manager, effective Oct. 15;

WICS (TV) Springfield, Ill. (Ch. 20), which is owned by Paines TV Corp., with Milton D. Friedland as general manager, effective Oct. 1; WARMS-AM Springfield (Ch. 16), which is owned by Union Bstg. Co., with William M. Dawson as general manager, effective Oct. 15, and KTAB (TV) Lake Charles, La. (Ch. 52), which is owned by KTAB-TV Inc., with B. Hillman Bailey Jr. as general manager, effective Oct. 15.
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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook
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ING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage.
Regular issues: 35c per copy; 53rd and 54th issues: $1.00 per copy. Air mail service available at postage
cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING + TELECASTING,
National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal
zone numbers. Post Office will not forward issues.

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BROADCASTING—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1936 and Broadcast Reporter in 1939.

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Copyright 1953 by Broadcasting Publications Inc.
New Pressure Microphone

**TV Style!**

**BK-1A**
All-New Pressure Microphone AM, FM and TV

This is the new microphone that is making broadcast and television history. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class.

Check the facts:

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups"
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source
- Type BK-1A has uniform response over the essential audio range
- Type BK-1A can be used in any kind of weather
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands)
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable)

For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.
A Capital Offense

EDITOR:
I am crusading about the editorial styling of the word “radio” and the word “TV.”

First, let me say that **BROADCASTING** • **TELECASTING** is not unique in this matter, as all trade papers have just naturally fallen into the habit of styling radio in lower case and TV in capitals. It is, of course, obvious that “TV” is an abbreviation of the word “television.” It is equally true that the word “radio” does not lend itself to such an abbreviation. It is doubtful that the word “AM” would ever be accepted as a standard reference to the radio medium.

Nevertheless, regardless of the reasons behind such editorial styling, the fact remains that psychologically there is emphasis placed on the capitals “TV” to the detriment of “radio.” This I feel is most discriminatory.

It has been argued that, inasmuch as this is an abbreviation, it is perfectly proper—just as FCC, NARTB, BAB, etc., are capitalized—and yet I submit that none of these latter are in competition for the advertiser’s dollar and that we cannot hide our heads in the sand by saying that RADIO and TV do not compete. Let’s face it—they do.

My suggestion is either to bring radio up to capital status and style TV in lower case. (This, of course, does not apply to headlines.) . . .

Inasmuch as you are the positive and acknowledged leader in the broadcasting and telecasting industry, I should like to ask you take the lead in establishing equity between the two media.

Robert R. Tinchcr
Vice Pres. & Gen. Mgr.
WNNX Yankton, S. D.

[EDITOR’S NOTE: Mr. Tinchcr is not alone in his objections to what B-T editors agree has been an inconsistency in capitalization. Effective next issue, B-T will adopt the uniform style of writing “radio” and “television” and use proper abbreviations (am, fm, tv) in lower case (except in headlines). Thanks to Mr. Tinchcr and to others who have written on the same subject for their constructive suggestions.)

Provocative

EDITOR:
Will you please send us two copies of **BROADCASTING** • **TELECASTING** features for Aug. 31? . . .

The article on merchandising aids from TV stations and networks prepared by [Kenyon & Eckhardt] is very constructive in its opinion. Howard W. Wilson Merchandising Manager Taham-Laird Inc.

Chicago

[EDITOR’S NOTE: Extra copies have been dispatched.]

Chattanooga’s Channel 12

EDITOR:
On page 11 of the Sept. 7 issue of B-T there is an article [in which] the following sentence appears: “Still awaiting hearing date are vhf Chicago . . . Tatham-Laird Extra 11,000 families.”

Your article implies, I believe, that Southern Television Inc. consists only of local theatre interests . . . In the interest of accuracy I am listing below all of our stockholders and their major business interests:

Moses Lebovitz, theatre; Z. Carter Patten, president; management of own real estate; J. Burton Seagle, general contractor; John Martin, general contractor; Felix Diamond, insurance and real estate; W. C. Hudlow Jr., transfer, storage and warehousing company; Manual Russ, paving contractor; Joel Solomon, theatre. Tri-State Telecasting Co. has among its stockholders the owners of WAGC here in Chattanooga. The article implies, however, that Tri-State is the only applicant for Ch. 12 which has no connection (through the business interests of stockholders) with the operation of radio stations or theatres here . . .

Moses Lebovitz President Southern Television Inc. Chattanooga

Reprints

EDITOR:
Kindly wire your permission to reprint in toto copy of your great article last issue (Sept. 7) on Brown-Dunkin . . .

William B. Way
General Manager
KVOO Tulsa

EDITOR:
Was most interested in the story on Brown-Dunkin’s radio schedule in your Sept. 7 issue. Would it be possible to get . . . reprints?

Louis Read
Commercial Manager
WDSU New Orleans

EDITOR:
I read with interest and was extremely impressed by your article “360 spots a week” appearing in your Sept. 7 issue. This type of information is invaluable ammunition with which to hit a typical department store manager whose apathy towards radio is well known. Would you please send me six copies of this article.

W. D. Whittaker
Sales Manager
CHML Hamilton, Ont.

[EDITOR’S NOTE: Mr. Way has been granted Mr. Way and copies of the article sent to Messrs. Read and Whittaker.]

Con and Pro

EDITOR:
I presume I should be terribly disturbed by your article in the Sept. 7 issue of **BROADCASTING** • **TELECASTING** (“Newspapers Are Wonderful”).

The way to help the radio industry and the television industry is not by trying to discredit research done at a university without commercial sponsorship. You know that and you knew that you didn’t have an adequate and correct answer for these findings. In the absence of any definite proof to contradict this research you took a very nasty and childish way of attempting, by wussel words and crooked implications, to show that nothing done by students under the direction of a man who has been doing fairly creditable research for 30 years, could be honest.

Charles L. Allen
Assistant Dean & Director of Research
Medill School of Journalism Northwestern U.

Evanson, Ill.

EDITOR:
Back at the desk, and I’m sitting here reading your very excellent story of the “survey” under the title “Newspapers Are Wonderful.” An especially large orchid to you.

Harold E. Fellows
President, NARTB
Washington, D. C.

Hadacol’s “New” Plan

EDITOR:
I noticed in the Sept. 7 issue an article dealing with a new Hadacol advertising plan for radio stations.

Perhaps others in the radio field would like to hear of the results obtained under this new Hadacol advertising plan by our radio stations.

We entered into this agreement with . . . Hada-

I carried their advertising schedule for three months on four radio stations during which time we received no compensation whatso-

ever for three of four stations. We did receive a single check for one of our stations after a prolonged and bitter quarrel with the Hadacol organization.

This is the second time we have been burned by Hadacol. Never again will they advertise with any of our stations except at card rate with payment in advance.

Cecil W. Roberts
Midwest Broadcasting System Bloomington, Ill.

NABFRAT Heard From

EDITOR:
I have just returned from summer vacation and was deeply shocked at the editorial in the July 27 issue of your magazine entitled “Roll Call of the Broadcast-Baiters.” I was particularly regretful that a publication which is widely regarded as representing the broadcast industry point of view should engage in an attack, which is almost scurrilous, against the National Assn. for Better Radio and Television, and the people who have become associated with us . . .

If you had bothered to consult the record, you would have found that it is not the purpose of NABFRAT to be “Broadcast-Baiters” or otherwise antagonistic to the best interests of broadcasters, but rather to strive for the improvement of radio and television in the interest of the listening audience (the “public interest,” if you will), by cooperation with broadcasters, sponsors and networks, through constructive criticism as well as constructive listener support of broadcasters’ efforts to improve programs as well as objective criticism of programming honestly felt to be harmful. Indeed, in singling out NABFRAT’s criticism of so-called horror programs for condemnation you do grave injustice to the broadcasting industry’s own criticism of such programming as set forth in the NARTB Code . . .

I am sure that intelligent commercial broadcasters do not share your implications that their interests and NABFRAT’s purposes are antagonistic to each other. That implication would belie the express statements in the NARTB criteria that “viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters.” In almost every one of the “Aims and Purposes” of NABFRAT you will find that NABFRAT does exactly what broadcasters state they welcome, with the ultimate purpose of offering “radio and television stations community cooperation in the furtherance of their operation in the public interest.”

Mrs. Clara S. Logan, President
National Assn. for Better Radio and Television
Los Angeles

[EDITOR’S NOTE: As the editorial pointed out, the “Aims and Purposes” of NABFRAT are perfectly true, but, in the opinion of B-T editors, always carried out.]
NBC LEADERSHIP

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVICE
11. NEW BUSINESS
12. STAR ATTRACTIONS
More of the great names in show business are regular performers on NBC Television than on any other television network. This galaxy of stars and the high professional standards of NBC programs are pre-eminent reasons why

NBC is America's No. 1 Network.
in Oklahoma City
the television picture
is looking brighter...

Watch Oklahoma City... Watch KTVQ Television

To Reserve Time on KTVQ-Television, Write, Wire or Call—

JOHN ESAU, President

H-R TELEVISION, INC.

IN REVIEW

MEET MR. MCNUTLEY

Network: CBS-TV (63 stations) and CBS Radio (198 stations)
Time: Thurs., 8-9:30 p.m. EDT (TV), 9-9:30 p.m. (Radio)

Starring: Ray Milland
Producers-Writers: Joe Connelly & Bob Mosher
Sponsor: General Electric
Filmed by MCA TV
Cast: Phyllis Avery, Minerva Urecal, Gordon Jones
Commercials: Kathie Norris

THAT old rib-tickler, the absent-minded professor, is the subject to which General Electric and CBS, Radio and TV, have applied the talents of Ray Milland and a cast of types not altogether unlike those of NBC-TV's Mr. Peepers. There is Phyllis Avery, who as Mr. McNutley's indulgent wife, Peggy, ministers to her mate's missing memory. There is Gordon Jones, who as Petey, the family friend, gives the helpful professor well-meant advice which only complicates the Milland imbroglios. And there is Minerva Urecal, who as J. (for Josephine) R. Bradley, dean of Lynnhaven College for Women, loosens thrill inventive at every misstep by the mild-mannered Mr. McNutley.

The virago dean summons the bumbling Mr. McNutley from reading Poe to his class to order him to make room in his household for a new female faculty member arriving Saturday. Mr. McNutley promptly forgets this chore and goes duck-hunting with Petey on the appointed day. Miss Harrison arrives and the welcoming honors are thrust upon Peggy, who receives her, then goes shopping.

After the professor and Petey tumble each other into the water in an Abbott & Costello sequence, Mr. McNutley arrives home ready to take a bath at the same time his forgotten guest prepares to do the same. After an in-terminable period of wandering in and out of rooms and never seeing each other, but each gradually becoming aware of the other's presence, the two converge on the bathroom.

Miss Harrison wins and the professor sees (through the keyhole) a strange woman in his bath and with Petey's help summons the police. The protesting guest is carried away, Peggy returns from shopping and after several more events the awful truth dawns on Mr. McNutley; whereupon the domineering lady dean and the indignant guest arrive and exact just retribution. The professor is saved from being fired because his soon-to-be-published book will bring honors to Lynnhaven. The book's subject: How to aid failing memory.

Mr. Milland walls his eyes in his agonized...
ON THE PACIFIC COAST, NETWORK RADIO IS YOUR BEST ADVERTISING BUY

AND DON LEE IS THE NATION'S GREATEST REGIONAL NETWORK
NO OTHER ADVERTISING MEDIUM SELLS AS MANY PACIFIC COAST PEOPLE AT SUCH LOW COST AS DON LEE

DON LEE OFFERS MORE

MORE STATIONS—With 45 strategically located radio stations DON LEE offers maximum Pacific Coast penetration that no other medium can touch.

MORE ECONOMY—DON LEE delivers more sales impressions per dollar. Each of DON LEE’s 45 stations was designed to give its market the most complete and efficient coverage at the lowest possible cost.

MORE FLEXIBILITY—With DON LEE you can tailor your selling to your distribution. Buy only as much coverage as you need — one market or the entire Pacific Coast.

MORE INFLUENCE—DON LEE can release your sales message from a local outlet in each of 45 important markets (21 of them where DON LEE has the ONLY network station). These stations are members of their communities, with strong local influence. You sell where the people live and buy.

That’s why DON LEE consistently carries more regional Pacific Coast business than any other radio network. People who know the Pacific Coast best use . . .

The Nation’s Greatest Regional Network

DON LEE
1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by John Blair & Company
"double-takes" of sudden remembrance of his boners as well as he did to portray desperation in "Lost Weekend" or craftiness in "The Thief." The others acquit themselves well. Although the "studio" audience recorded on the film's soundtrack seems to be having some wonderful laughs, the laughter sounds a bit strained during the duck hunt ducking and the warmed-over bathroom episode.

Pert and sincere Kathie Norris, who will handle commercials, delivered a couple of credible ones on the GE steam iron and on the advantages of the GE TV set's "mirror" viewing tube, although the latter, accompanied by diagrams, sort of bogged down in over-simplicity.

IT is often contended that television, on the whole, has not yet arrived as a suitable medium for musical presentations, but there are exceptions—and it would seem that most of them are offered as sustaining time-fillers until a network comes along with something it regards as more substantial viewing fare.

Such a case in point is DuMont Television Network's The Music Show, which has been filling the airwaves out of Chicago in recent weeks. The word is out that this particular program is not long for the network. This is regrettable and unfortunate.

DuMont's The Music Show emanates from the studios of its Chicago affiliate, WGN-TV, and it would not be stretching the truth to say that it is in the best tradition of other local musical fare, notably WGN's Chicago Theatre of the Air, which is fed to MBS.

What DuMont has done in Chicago may seem heretical to New York or Hollywood producers but it is relatively simple and stems from a basic belief: The best way to do a musical show is to present music, devoid of any gimmicks or distraction, especially needless talk. The program is a music-lover's treat.

On last Tuesday's show, there were such favorites as "Zigeuner," "A Room with a View," "The Old Devil Moon," a medley of "Mardi Gras" and "Daybreak," "Taking a Chance on Love," "Dancing in the Dark," "Give Me Something to Remember You By," "Louisiana Hayride" and "I Love Luisa." Entrusted to the care of singers Jackie Van, Mike Douglas, Eleonore Warner and Henri Noel and Bob Trendler's orchestra, the selections emerged as relaxing musical fare.

What the program proved was that such talent need not be earthshakingly topnotch as long as production and direction are handled with skill and taste. The Music Show is just that—and speaks for itself as well as Chicago concept of television.

This is Mr. W. Van White
Pontiac Dealer of Little Rock

This is what he says

"Our sponsorship of Fulton Lewis, Jr. over KXLR, Little Rock, has provided us with the kind of prestige we want. I have been gratified by the favorable comments, as well as the actual showroom traffic developed. My advertising money is well spent in sponsorship of the program."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 304 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
A New Meteor on the Horizon of those who want their goods to SELL!

100,000 watt A STAR that's bright by day or night DEEP IN THE HEART OF TEXAS!

K-CEN-tralize your sales approach.
K-CEN-tralize your advertising budget.
K-CEN-tralize your buying audience.

K-CEN-TV'S programs will be heard in 32 counties.

The big Central Texas market is rich in agriculture and industry.
- Channel 6—VHF—maximum power
- Population exceeds 750,000
- Effective buying income—$847,728,000
- Retail sales—$712,883,000
- Interconnected NBC affiliate
- Blankets the Temple-Waco market
  Transmitter located at Eddy—between Temple and Waco

If you want to sell the audience that BUYS—

BUY K-CEN-TV

TEMPLE, TEXAS

On the air—November 1, 1953

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IN REVIEW

successful television program and every solvent TV network there must be, first of all, a good deal of showmanship. Charles Adams in his book takes embryo television personnel through nearly all the production phases of the medium. He discusses the areas in which the producer and director must work—the TV station itself, its facilities, personnel, equipment and special effects. Then Mr. Adams outlines various types of TV programs and, next, what goes into TV production and direction. Many illustrations throughout the book are helpful in showing such elements as proper picture composition, marked scripts and what different kinds of equipment look like. The function of the advertising agency, programming for the local station, and budget and cost control are other facets of the industry Mr. Adams covers.

* * *

THE TECHNIQUES OF FILM EDITING:

WITH meticulous care, Karel Reisz, with the guidance of ten members of the British Film Academy, has written a book that should be helpful to both experienced and novice TV film editors. It is devoted less to theory and more to practical examples which are analyzed by the very experts who edited the films under discussion. The volume, divided into three major parts, deals with the history of editing in the first part. The second portion takes up the practice of editing and the third part details principles of editing. The second and third sections cover action, dialog, comedy and montages, documentaries, educational films, newscasts and various production involved in editing.

* * *


YOU'RE covering the home week football contest between 'Ol Swash and S&M. The camera men are panning the stands just before the game and onto the monitor appears a beautiful human interest character—he's class of '22, he's drunk, he's imbued with the old college spirit and he's as uninhibited as a sophomore "smoker." You let the camera remain on this extrovert so your viewers get a big bang out of him; throughout the game at crucial scoring plays you send him out over the air—registering joy, chagrin, anger, tears. It's terrific television.

But, can he sue you for invasion of privacy? Can he collect? There's the rub.

All this—as well as the law on copyright, trade-marks and unfair competition—are contained in this study authored by Washington radio attorney Harry P. Warner, author of previously published Radio & Television Law. With the advent of television, Mr. Warner says, new problems in protecting program ideas, titles, character names and distinctive features have arisen.

The volume, undoubtedly a must for broadcasters' law libraries, is in four books, covering protection of (1) program content, (2) service marks, (3) ideas and (4) individual rights. There are extensive chapters on Ascap, BMI, Sesac and the American Federation of Musicians. A full-scale treatise on the Copyright Code is also included. Appended is an 83-page index.
See dies poor guy,  
So sad his face,  
Gefurnished not at all his place:  
Nein stool, nein bed  
Nein stove, nein pot,  
Ein window even he ain't got.

Und Dummer only  
He can be  
Who don't use...  
NHC-AM-TV

In Plain English
WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service
a solid foundation in the world's fastest growing market!

KMPC gives primary coverage in 205 Southern California Cities!

KMPC — 5939 Sunset Blvd. Los Angeles 28, California
HO 9-5341 ... or call H-R Representatives

President Gene Reynolds

Telephone

September

October

November

December

KMPC

50,000 watts days
10,000 watts nights

Gene Autry
President

R. O. Reynolds
Vice-president &
General Mgr.

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our respects

to JULES RICHARD HERBUVEAUX

ONE DAY last May, some 230 people from network, station, agency and allied fields gathered in Chicago’s Sheraton Hotel for a luncheon meeting of the Chicago Television Council.

The occasion was an auspicious one—not alone for special awards to the city’s 11 locally-originated network TV shows but also for a citation honoring Chicago’s 1953 “Man of Achievement in the Field of Television.”

Herbie Mintz, NBC Chicago radio-TV personality, reviewed the life of its recipient.

There were tape-recorded tributes from Ransom Sherman, Dave Garroway, David Rose, Garry Moore, Percy Faith, Don McNeill, and Johnny Johnston, and from former NBC executives Frank White—then network president—and Niles Trammell. Walter Schwimmer, head of Walter Schwimmer Productions, handled production of the feature, narrated some well chosen words.

By this time, the identity of the recipient was surmised. It was Jules Herbuveaux, assistant general manager of the NBC network’s WMAQ and WNQ (TV), who remarked: “You spend your entire life building a reputation—and they wanna tear it down in 20 minutes.”

The citation, by Chicago Unlimited, was a fitting recognition of what Chicago television executives have long known: Mr. Herbuveaux has done much for Chicago TV—and network origins.

Jules Herbuveaux’s experience combines show business, dance music, production genius and television know-how.

He is probably the leading exponent of the Chicago school of television, which holds simplicity to be the key of good programming. “Ninety percent of shows are reduced to this basic formula,” he contends.

“We wanted to do a zoo show, so we originated it from the zoo (Zoo Parade). The same goes for our weather program (with Clint Youle). If we want to teach carpentry, we don’t get Eddie Cantor. We hire a carpenter. The same goes for our garden show (with John Ony) and Ding Dong School.

He explains further: “Most of our shows are built around one person. You get two people, you need a writer and a character. Three people might mean more rehearsals. And so on.”

Jules Richard Herbuveaux was born in Ultica, N. Y., on Oct. 2, 1897. He wanted to be an engineer, but his mother was a concert pianist and he followed her lead. He received his early schooling in Utica and Chicago’s Harrisson High School and Culver Military Academy. He took up civil engineering at McGill U. in Montreal, Canada, where his family had moved. Then he joined the U. S. Navy in 1917. He was discharged in June 1919 as a chief gunners mate in aviation. He was a bandsman, too.

The youth’s decision to forsake his early musical career arose from a freak accident.

He was hit in the lip by a file and told to forget about playing the saxophone. After his discharge, he performed some engineering jobs until some of his ex-Navy pals contacted him about forming their own orchestra. Thus, he was off again on a musical trail—one that was to lead him through radio’s crystal and telephone era.

In 1922 he conducted the first orchestral music program on KYW—then in Chicago—and directed a band at Guyon’s Paradise Ballroom, which had a direct line with WTAG—now defunct. In 1924 he appeared at the Palmer House, which had a tieup with WJPD.

In the early 20s, Mr. Herbuveaux traveled the Pantages theatrical circuit. He took on additional labors which gave him a solid background in the theatre. He became an authority on scenery, costume, stage design, etc. In his early days in radio, he was advisory producer for the Keith-Orpheum circuit, traveling throughout the Midwest and staging musical and other productions.

His first radio milestone was November 1927 when he conducted the first NBC program at the international livestock show in the amphitheatre—which was the genesis of the network’s famous National Farm & Home Hour.

Mr. Herbuveaux later returned to KYW where he remained until 1930, and joined NBC Central Division as musical director at the end of 1931. He was appointed a production director in 1934, assistant production manager in 1936 and production chief on Jan. 1, 1939. Forty-five days later he became program manager. In production, Mr. Herbuveaux worked on the Wayne King program, Sinclair Ministril, and Carnation Hour.

In the fall of 1948, when WNAB started operation in Chicago, Mr. Herbuveaux was placed in charge of TV operations. Last January he was appointed to his present position as assistant general manager of both WNAB and WMAQ—the No. 2 post in the network’s Central Division—headed by Harry C. Kopf, vice president and general manager.

Mr. Herbuveaux guided the careers of such entertainers as Gary Moore, Dave Garroway and Mercedes McCambridge.

Mr. Herbuveaux married the former Jeanette McNulty. They live in suburban Wilmette and have three children—Dawn, Nannette and Judith. He belongs to the Merchants & Manufacturers Club and the Sunset Ridge Country Club, a better than average golfer, shooting in the 80s.

But basically in the trade he is a non-joiner. He declines to combine business with lunch. Apparently this practice has paid rich dividends, for his associates admire him for it.

Broadcasting • Telecasting
Located in the heart of the nation’s newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market... gives saturation coverage in one of the country’s richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

KFYR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
In November, 1950, the audio-visual teaching of Wichita Falls, Texas, was started.

In Wichita Falls, Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

Robert David Lilien

on all accounts

AT 27, Robert David Lilien, assistant advertising manager for Whitehall Pharmacal Co., New York, is one of the youngest men of his professional stature in the industry.

"And it isn't just precocity—youthful drive," one of his colleagues explained. "The fellow has a mature grasp of his business."

Mr. Lilien's primary sphere of operations for Whitehall is the supervision of the purchase of its radio and television time. The company, one of the pioneers in radio, is one of the most vigorous proponents of this field.

“Whitehall always has and continues to believe in the potency of radio as a selling force,” said Mr. Lilien. “Radio, in fact, gets a bigger share of Whitehall’s advertising budget than any other medium.” The firm buys radio on both network and spot levels.

A native New Yorker, Mr. Lilien was educated at Andover and Princeton. His schooling was interrupted in 1944 for a hitch in the Navy. He received his B.A. from Princeton in 1949.

Mr. Lilien’s first job after graduation was with Procter & Gamble in Cincinnati in the media section. In the beginning he worked in radio-television, then switched to the print department, then transferred back to the radio and television division where he functioned on all the programs in that organization’s giant schedule of productions.

In 1952 he returned to New York to take over his present post with Whitehall Pharmacal Co., his official designation being assistant manager in charge of radio and television.

Radio shows now sponsored by the highly AM-conscious advertiser include: Just Plain Bill on NBC; Front Page Farrell on NBC; Romance of Helen Trent on CBS; Our Gal Sunday on CBS, and Gabriel Heatter on Mutual.

In television Whitehall underwrites Love of Life on CBS-TV and Sports Show Case with Jack Brickhouse on DuMont.

In addition, Mr. Lilien supervises a radio spot campaign which will reach several hundred stations in the fall through John F. Murray Agency. Whitehall products are: Anacin, Kolynos, Bi-So-Dol, Edna Wallace Hopper Facial Cream, Princess Eve Cleorostick, Heat, Kriptin, Neet, Melcalose, Guard’s Cold Tablets, Hill’s Cold Tablets, Sperti Ointment, Preparation H, Petrosylium, and Freezone.

Mr. Lilien, a bachelor, lives in Manhattan and has a summer home at Quogue, Long Island.

His hobbies include tennis, squash, and skiing.

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WMAZ-TV
CHANNEL 13

On the Air
September 27th.

Serving the Rich Middle Georgia Area.
50 Counties—50,000 TV Sets
Georgia's Only VHF Station
In Operation
South of Atlanta

CBS — INTERCONNECTED — DuMont
Interim Power 60,000 Watts

Owned and Operated By
SOUTHEASTERN BROADCASTING CO.
Macon, Georgia

Represented by THE KATZ AGENCY
Another Reason Why WPTF is North Carolina's Number One Salesman

Morning Knight... Bill (BJ) Jackson!

Southern born and Southern bred, Bill Jackson knows how to talk and sell to Southern folks. He's been doing it on radio for 15 years. His 5 a.m. to 9 a.m. stretch of relaxed entertainment is styled to fit the Southern temperament. An impressive list of sponsors and a 1953 Pulse rating of 9.3 prove his selling power. BJ is the lead-off man on the team that makes WPTF the Number One Salesman in the South's Number One State. Get audition and all the story from Colonel F&P or call WPTF.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
RADIO ‘REHABILITATION’ IS SARNOFF'S PLEDGE

In a performance matching that which quelled dissidence among TV affiliates four months ago, Gen. Sarnoff makes a full-dress presentation to the network's radio affiliates. In a memorable address, he analyzes present problems and suggests how they can be licked.

The Result: A unanimous vote of confidence by the stations.

NBC RADIO'S program and sales plans for the fall were off swinging last week on a surge of enthusiasm generated by Brig. Gen. David Sarnoff, RCA-NBC board chairman, at the network's affiliates meeting in Chicago.

If there was any doubt that Gen. Sarnoff had captivated NBC's affiliates at the recent Princeton, N. J., meet a few weeks back, it was dissipated at the harmonious concave in the Drake Hotel. The general showed that he still is in active command of the network's radio and television operations.

Last Thursday the general presented a detailed analysis of network radio problems, accompanied by NBC's prescriptions for curing them. He made no attempt to minimize the effects television has had upon radio or the difficulties of "rehabilitation" that network radio faces. It was not a pep talk, but it aroused among affiliates a kind of sober optimism that no pep talk could have created.

The majority of affiliates took Gen. Sarnoff at his word when he asserted that "I for one will not cast a vote of 'no confidence' in the future of radio" and summarized the prospects of better things to come for network radio in general and NBC outlets in particular.

The affiliates, on their part, registered a reciprocal vote of confidence in NBC's project, which calls for a major realignment of its program schedule and the execution of a revised "tandem" or participating-sponsor sales plan.

Swezey Statement

In a statement issued by Robert Swezey, WDSU New Orleans, who heads the affiliates group (known as the NBC Radio Affiliates Committee but actually comprising all NBC radio outlets), stations hailed the meeting as "an important milestone" in the history of NBC Radio as a public service and advertising medium and pledged "every reasonable cooperative effort" with the network officials to keep NBC in the "No. 1 position in American radio."

All major NBC radio executives on hand for the sessions received a favorable reception. William H. Fineshirber Jr., vice president in charge of the NBC radio network; Ted Cott, operating vice president of the network, and Fred Horton, head of the NBC radio sales department, made major presentations.

But it was Gen. Sarnoff who held the stage — and the audience — with his realistic appraisal of the present and forecast of the future.

"The massive campaign of rehabilitation set in motion by NBC," he said, "should be proof enough that we regard the problem as one to adapt themselves to the new facts of life," he said.

What are the principal problems facing radio today?

Ratings, raiding and rebates — "the three R's," said the general. These, he believed, are "at the core of the troubles of radio broadcasting."

Of the three, the general addressed himself primarily to the first, ratings, "since it would take too long to dissect them all in detail."

Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

"Unhappily, these figures are seized upon by the advertising community as a substitute for analysis and judgment. . . . This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening."

Present rating systems cannot measure listening in "over 5 million homes with three sets or more," listening to "5 million sets in public places, millions of portable sets, and more than 26 million automobile sets," said Gen. Sarnoff.

Fallacies in Ratings

The "obsession with ratings" as a measurement of advertising effectiveness must be overcome. "More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchase of the sponsor's product," he said.

The obsession with ratings has created a belief that only the large rating guarantees advertising success.

"We are determined to enlarge audiences for all of our programs and to get our fair share of top ratings, too," said Gen. Sarnoff. "But even a program with a modest rating has a huge audience."

"It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases."

The new programming diversification will be coupled at NBC with new sales patterns to replace those that have been outmoded, the general said.

"Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio..."
was the core of their advertising in many cases."

The new sales structure should "provide flexibility and variety through shared sponsorships and participations in longer program blocks," he said. "All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price."

Anticipating certain opposition from spot radio advocates to a relaxation of the rigidities of network selling, Gen. Sarnoff said: "An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other."

"But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations."

**Blights on Business**

As to the other two of the three R's that plague radio—raising and rebates, the general said he did not want his "appraisal of these evils" judged by the "brevity with which I must cover them."

"Special deals and concessions are a blight on the radio network business," he said.

"NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. . . Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors."

### New NBC Radio Sales Plans

**SALIENT features of the two new radio sales plans unveiled by NBC to its radio affiliates at last week's Chicago meeting (see story, preceding page), as explained by NBC officials Friday.**

In addition to its three-program, three-sponsor Tandem Plan, which will be continued, NBC radio effective immediately is offering shared-participation sponsorships in (1) two two-hour programs which will start in October, and (2) three quarter-hour strip programs, Monday through Friday.

**Programs Featured**

The two-hour blocks are *The Big Preview*, featuring new record releases of the week, to be presented Saturdays from 11 a.m. to 1 p.m., starting Oct. 3, and *Weekend*, a radio newspaper to be heard Sundays from 2 to 4 p.m., starting Oct. 4. The first hour of *The Big Preview* and both hours of *Weekend* are in network option time, and these three hours—but not the hour of station time in *Preview*—are offered for sale a la the pattern on NBC-TV's two-hour *Today* program.

Eight commercials per hour will be available, each with a fixed and published price-tag covering both time and talent, and an advertiser can buy one or more participations.

The other news sales offer, called "The Three Plan," centers on three Monday-through-Friday quarter-hour shows: *Fibber McGee and Molly* at 10:10-15 p.m., *It Pays To Be Married* at 5:45-6 p.m., and *Second Chance* at 11:45-12 noon.

In these programs each quarter-hour will have three commercials available—meeting requirements of the code—and an advertiser may buy three or more of such participations. But he must buy at least three, although he may distribute them among the shows (assuming the times he wants haven't been sold to another advertiser). As in the block-programming plan, these commercials will be available at a fixed price. The price will consist of one-third of the 15-minute rate for time, plus a pro-rata share of overall talent costs.

No sales had been made under either plan as of Friday, but officials pointed out that first offers were just beginning to be made.

The Tandem Plan, in effect for several years, makes three specific weekly programs available to two advertisers, each of whom gets one participation on each show.

"If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. . . We want to avoid deals and concessions."

NBC hopes that they can be avoided by the introduction of new advertising operations that "provide low cost opportunities and new types of flexibility that will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices," Gen. Sarnoff said.

**No Questions**

When he had finished, a call was put out for questions on NBC Radio policy. There were none.

The affiliates obviously were impressed with NBC Radio's fall program realignment—calling for 28 new programs based on seven new programming "approaches." They also agreed to go along with the network's revised Tandem plan for participating sponsors.

"On the whole, the atmosphere appeared to be summed up this way: 'If this project doesn't work, then nothing will. It sounds good and could revitalize radio. So let's give it a try.'"

Perhaps the lone source of doubt lay in the Tandem plan, which some broadcasters felt must first be sold by NBC salesmen on the road before affiliates could agree that it was acceptable. One affiliate pointed out that some of the new time is concentrated between 11:45 a.m. and 5:45 and 10 p.m., which he claimed has been unsold by the network in the past.

**Worth a Fair Test**

But, he felt, the plan deserves a fair trial. As he put it, no affiliate is worth its economic salt unless it can derive substantial spot revenue, and likewise is of no value to the network unless it can command the audience and be of service to the network. Much would depend on whether NBC can sell the time to affiliates, he said, pointing out that stations can't depend on network remuneration alone for survival.

But, on the whole, affiliates agreed to go along with NBC's plans—program and saleswise.

That was the representative feeling of over 120 affiliate broadcasters—representing well over 100 NBC affiliates (excluding some 20 bonus and five o & o stations), who heard Gen. Sarnoff, Mr. Cott, Mr. Finshember, and Mr. Horton. Perhaps 40 or 50 NBC New York executives, including a number of radio salesmen, descended upon the Chicago meeting.

**Statement of Affiliates**

Text of the NBC Radio Affiliates Committee statement issued by Mr. Sweeney follows:

We were unanimous in our enthusiastic reception of the overall plans and proposals presented to us today by the NBC executives for the revitalization of the NBC Radio network and the strengthening of the medium.

Then it was agreed to endorse the new program concepts which show originality and basic soundness and which, coupled with promotional supports and fresh, agreed-to sales approaches which were outlined to us, give excellent promise of success.

We were most favorably impressed with Gen. Sarnoff, whose frank and cogent analysis of the present radio broadcasting picture and his penetrating views with respect to the future of radio. It is our intention to continue the NBC Radio Affiliates Committee as a permanent organization with the present subcommittee continuing to function as an active liaison between the full committee [all NBC Radio affiliates] and the network representatives.

It is our sincere belief that today's meeting constitutes an important milestone in the history of the NBC Radio network. We are confident that the approach taken in that meeting will aid materially in insuring the continued vitality of our network as a vital public service and advertising facility.

The NBC affiliates have today pledged themselves to make every reasonable cooperative effort with the network officials to keep NBC in the No. 1 position in the industry.

A steering committee wrangled for about 90 minutes over the statement after having heard the sense of the statement stated at a closed-door meeting of the affiliates following Gen. Sarnoff's talk.

Only minor changes were made from the original drafts presented. The statement was modified to accredit Gen. Sarnoff with "penetrating" views and NBC executives were cited for proposals looking at "strengthening of the medium" in general.

The radio affiliates also passed a motion extending the life of the committee (increased

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from eight to nine members) as a means of retaining listeners for the network. It also appointed Richard Mason, WPTF Raleigh, N.C., as second vice chairman (representing radio) succeeding Milton Greenbaum, WSAM Saginaw, Mich., who resigned but who remains as a committee member. He thus remains with Mr. Mason on the committee.

Possibility of scheduling the next radio affiliates meeting concurrent with the NBC-TV affiliates meeting—possibly in New York in December—also was suggested.

In another move, Jack Hopkins II, WJAX Jacksonville, Fla., was named chairman of a subcommittee to study methods of financing the continued operation of the affiliates group.

Among those present from NBC New York were Frank Folsom, RCA president, and a host of vice presidents, as well as NBC Chicago executives.

Mr. Fineshriber talked on the need for a new separate radio organization, and reviewed recent realignment of the network to provide better service for advertisers.

Mr. Fineshriber reported that shared participation sponsorships will be available in a strip pattern, 15 minutes, five days a week, or in two solid hours of daytime programs on Saturday and Sunday. The strip: Fibber McGee and Molly, It Pays to Be Married, and Second Chance. Advertisers will be asked to buy a minimum of three participations, each comprising one announcement. But they can allocate them in any of the programs. Similar pattern has been set for The Big Preview, on Saturday, starting Oct. 3, and Weekend, Sunday, radio's new segment, beginning Oct. 5.

"We are thinking ahead to our long range future in radio because we expect to be in radio for as long ahead as anyone can see," Mr. Fineshriber said.

Day-to-Day Plan

Mr. Cott explained NBC Radio's new concept of "block programming"—Sunday, drama; Monday, music; Tuesday, mystery and western; Wednesday, comedy; Thursday, adventure and audience participation; Friday, all comedy, and Saturday, a "prestige" block followed by hillbilly programs [B&T, Sept. 7].

"Our new programming approach tied into our sales pattern and the setup-up promotional and merchandising devices will bring to the NBC Radio network a fresh sound, new talking points, extra dimensions," Mr. Cott said. He described it as a "striking reinvestment in radio by NBC."

NBC's seven new approaches are described thus: The multi-star program, the grass roots originations, the telephone party line, the big name, popular hits, new projects, a special project, the mass premiere (the latter comprising the introduction of the 28 new programs).

Mr. Horton stressed that NBC's new sales staff will devote its energies to selling radio "creatively" and on the basis of "its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers."

The sales plans, he asserted, offer all national advertisers—both large and small—a "new type of opportunity for using network radio in a flexible way which can fit their varied budgets and advertising patterns for.

With respect to the Tandem Sales Plan, it originally called for three participations within each half hour segment.

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**ACTIVE WEEK BY TV NETWORK ADVERTISERS HIGHLIGHTED BY DOW CHEMICAL TIMEBUYS**

Dow Chemical makes its bid as a major TV advertiser. Activity by Ekco Products, Welch's, Gerber's, Pharmaceuticals Inc. and Sweats Co. of America underscores new business developments.

**DOW CHEMICAL Co.** crashed through last week as the newest major TV network advertiser, assigning its product, Saran Wrap, to two daytime shows and two evening programs on NBC-TV.

In another multi-program sale Ekco Products Co., Chicago, signed for four ABC-TV programs on an alternate-week basis.

These developments highlighted a week that saw significant action by four other network sponsors. Welch's grape juice moved to Kenyon & Eckhard, while Gerber's baby foods re-established and expanded its participation on the Kate Smith Show. Pharmaceuticals Inc. added another network show to its roster with the underwriting of the Red Skelton Show, and Sweats Co. of America signed for sponsorship of the Paul Whitman TV Teen Club.

**MacManus, John & Adams, New York, is the agency.**

Welch, effective Dec. 1, will name Kenyon & Eckhard, New York, as its agency. Firma's billing is about $750,000, 95% allotted to television. The agency will handle the company's grape juice, tomato juice and a new product, as yet unrevealed. Doherty, Clifford, Steers & Shenefield, New York, is the current agency for the company.

Ekco Products Co. It was announced Thursday, will sponsor on an alternating-week basis four ABC-TV evening shows. The schedule and starting dates are as follows: Effective Sept. 27, The Big Preview, Monday, 6:30-7 p.m. (alternating with the B. Pen Co. and Gemex Watch Band Co.); on Oct. 1, Quick as a Flash, Thursday, 8:45-9 p.m. (alternating with the Des Moines Register & Tribune)."
Firm will use the full 40-station network, plus an additional 18 affiliated video outlets across the country.

Pharmaceuticals Inc., currently sponsoring Juvenile Jury on NBC-TV, will add the Red Skelton Show on CBS-TV, effective Sept. 22, to its TV list.

Edward Kletter Assoc., New York, is the agency for Pharmaceuticals Inc.

Effective Oct. 3, Sweets Co. of America, New York, will sponsor the Paul Whiteman TV Teen Club on ABC-TV. The program will be starting its fifth year on the network. It returns to its same time period, 7:30 p.m. Saturdays. Sweets Co., on behalf of its Tootsie Roll candy, is handled by Moselle & Eisen, New York.

Three executives of Compton Advertising, New York, have been elected to the board of directors. All vice presidents and major executives of the company, they are: (1 to 1) Jack Rees, Allen F. Flouton and C. Jack Fleming. Mr. Flouton has been with Compton since 1937 and the two others since 1944.

Tea Council Boosts Campaign Budget 20%

The Tea Council announced last week that it will spend 20% more money than last year for its 1953-54 hot tea campaign, including a TV spot campaign.

"Tea sales are going up faster than at any time in the last generation," Anthony Hyde, executive director of the Tea Council, said. He pointed out that "on a national basis the (sales) figures show that for the 12 months ending in May of 1953, grocery store tea sales were up 9%. To help swell this rising tide of tea's popularity, the Tea Council will sponsor heavy spot television hot tea campaigns for 20 weeks in 12 major markets."

The theme "take tea and see" will be used again for the hot tea spot campaign, which is part of the Tea Council's year-round $1,500,000 industry promotion effort.

Series of 20-second and one-minute TV film commercials will be carried Oct. 26 to March 14 in 12 major cities. Leo Burnett Co., Chicago, is the advertising agency.

Western Mineral Radio Spots Are Placed on 107 Stations

Western Mineral Products Co., Minneapolis, makers of Zonolite insulation, through its dealers is sponsoring transcribed minute and chain-break announcement featuring "The Chorsetttes" on 107 radio stations.

The basic idea of using local radio is sold to the dealers by the parent company and its salesmen. The dealers then underwrite the campaign.

Ruthrauff & Ryan, Chicago, prepared the transcribed commercial featuring "The Chorsetttes."

NEW BUSINESS

Philip Morris & Co., N. Y., to sponsor My Little Margie and Sports-Ten program over Mutual. Agency is Blow Co., N. Y. Mutual will present My Little Margie on Thursday, 9:30-10 p.m. EDT starting this week, in an area in which show is not carried over CBS Radio (Sun. 8:30-9 p.m. EDT). New Sports-Ten program, featuring Harry Wrismer, will be heard each week-night from 9:05-9:15 p.m. EDT, starting today (Monday).

Ann. of American Railroads renews Railroad Hour (Mon. 8-8:30 p.m.) on 199-station NBC network, effective Sept. 28, through Benton & Bowles, N. Y.: Liggett & Myers Tobacco Co. renews Dragnet (Tues., 9-9:30 p.m.) on 204 NBC stations, through Cunningham & Walsh, N. Y., and De Soto Division of Chrysler Corp., renews You Bet Your Life (Wed., 9-9:30 p.m.) on 204 NBC stations, through BBDO, N. Y.


AGENCY APPOINTMENTS


Reeves Soundcraft Corp., N. Y., names J. M. Mathes Inc., to handle its advertising, effective immediately. Firm manufactures recording disks for radio, home and industrial usage.

**FILM**

NBC FILM DIVISION TRIPLES ITS SALES

Sales of syndicated film properties by the NBC Film Division have tripled during the first six months of its operation as a separate operating unit of the company, Robert W. Sarnoff, vice president in charge of the division, announced last week.

He noted that the Film Division has increased its inventory of syndicated film properties from two to 13, including several programs which ran originally on the network. The latter included Budge 714 (carried on the network as Dragnet), Captured (formerly Gunsmokes), The Visitors (originally The Doctor) and Victory at Sea.

Pointing out that the division was established on March 3, 1953, as one of NBC's three major operating units, Mr. Sarnoff declared that the "growth of the Film Division and its successful operation" are based on "high quality of the programs" and "sound business practices."

"A stable price structure for all our properties, along with the emphasis we have placed on re-running successful film series, are prime concerns in the establishment of sound business practices in the film field," Mr. Sarnoff continued. "We believe that the Film Division has made a significant contribution in this area," he said.

Vitapix Announces Series Of Wrestling Films for TV

A SERIES of 39 wrestling films made especially for television is being prepared for and will be distributed by Vitapix Corp., President Frank Mullen and Executive Vice President Robert H. Wormhoudt disclosed last week. They said first films of the series will be available for selling this week. Best wrestlers in the nation, including the top 20 of the National Wrestling Assn., are to be featured in the series in matches staged for the TV film cameras at Hollywood Legion Stadium.

Six cameras are being used for each film to assure maximum "viewability" and film quality, and the "dramatics" of wrestling will be fully utilized, according to the announcement. George S. Johnson is producer of the series for Vitapix, station-owned organization which earlier this month acquired distribution rights to 26 feature-length films to be produced expressly for TV by Princess Pictures Inc. [B&T, Sept. 7].

Mssrs. Mullen and Wormhoudt stressed the ratings which wrestling bouts command on TV, and said the new Vitapix series could be used as audience boosters both by established and new stations, and should be especially effective in helping newcomers build ratings quickly.

Ten More Buy 'Liberace'

Guill Films Co., N. Y., announced last week that the weekly, half-hour Liberace film program had been sold to 10 new stations, raising the total number carrying the show to 96. New clients are: WRCT-TV Abilene; KSVO-TV Lawton, Okla.; KTVE-TV Longview, Tex.; WICS-TV Springfield, Ill.; KAFY-TV Bakersfield, Calif.; WAKR-TV Akron; WBNZ-TV Bloomington, Ill.; KCKV-TV Fresno, Calif.; WPTA-TV Pensacola; KTAG-TV Lake Charles, La., and WEWS (TV) Cleveland.

Broadcasting • Telecasting
Unity TV Corp. Names West Coast Representative

APPOINTMENT of Unity Television Corp. of California as West Coast representative of Unity Television Corp., New York, TV film distributors, was announced last week by Archie Mayers, Unity president.

The West Coast offices will be established at 8951 Sunset Blvd., Hollywood, Calif., with Connie Lazar as manager. Mr. Mayers said the new company will service California, Oregon, Washington, Nevada, New Mexico, Arizona, Utah, Idaho, Colorado, Montana, and Wyoming, as well as Hawaii and Alaska.

In announcing the appointment, Mr. Mayers explained that it represented Unity's first step in expansion of its national sales and service activities. He added that additional representatives will be named to head offices in Chicago, Dallas, and Atlanta "to meet the sales and service requirements of new stations going on the air."

"It is our objective to offer new television stations the largest library of film products to satisfy all film programming needs," Mr. Mayers declared. "We recently invested more than one million dollars in our 'Plus 80' series, emphasizing star name values. The series includes highly exploitable groups, such as the 'Charlie Chan' series, the 'All-Star' adventure features, the Alexander Korda group and the Sol M. Wurtzel 'Major Hollywood Package.'"

Consolidated's Sales

CONSOLIDATED Television Sales announced last week the sale of its All-American Game of the Week to KJEO-TV Fresno, Calif.; WSBA-TV York, Pa.; KONA-TV Honolulu; WIDM (TV) Panama City, Fla.; WEAR-TV Pensacola, Fla.; KHQA-TV Quincy, Ill.; WDAK-TV Columbus, Ga.; KGUL-TX Galveston, and WSUN-TV St. Petersburg.

Other sales reported by the company were the following: Starting plan to KTUU (TV) Stockton, Calif., and WBUF-TV Buffalo; Hollywood Half Hour, WEWS-TV Cleveland and WOC-TV Davenport, Iowa; Public Prosecutor, WMFY (TV) Greenboro, N. C., and Ringside with the Rugrats, KZTV (TV) Reno, Nev.

‘Badge 14’ Sales Noted

SALES of Badge 14 filmed series (formerly Dragnet) in a total of 50 markets was reported last week by John Cron, national sales manager of the NBC Film Division. Latest sales of the series were to KMY TV Fresno-Tulare, KEXT-TV Tyler, Tex., and WSET-TV South Bend, Ind., where the Jack Brown Agency negotiated on behalf of Jordan Motors Co. Mr. Cron also revealed that Captured (Formerly Gangbusters) had been sold in 45 markets; Victory Parade in 57; Hopalong Cassidy in 127 and The Visitor in 43.

Film Sales

DuMont TV Film Sales announces the sale of the 1953-54 season of Madison Square Garden to Kiggins & Rollins Inc. for KEFA (TV) Anchorage and KFB (TV) Fairbanks, Alaska. This brings to 15 the number of pre-season sales of the fourth annual series of this film program. Winik Films has scheduled the first production release for Nov. 3.

Other recent sales are Scotland Yard to WFAA-TV Dallas and Jingle Dingle weather spot library to KGUL-TV Galveston, Tex.

・ NBC Film Division has sold three syndicated film programs to KDL (TV) Salt Lake City: Life of Riley to be sponsored by Safeway Stores Inc. for 39 weeks, Badge 714 to be sponsored by Christianson Furniture Co. and The Visitor.


Production

Kling Studios Inc., TV film firm, has started production in Chicago and Hollywood of a new motion picture "The Industry Builder" for the films, both of which have been filmed in Hawaii in both black-and-white and color.

Ranodm Shots

Screencraft Pictures Inc., New York, TV film distributor, announces appointment of Tom Corradine & Assoc., Hollywood, as its West Coast sales representative.

Interstate Television Corp., Hollywood, plans no further TV film production until next year. Firm reportedly hopes to realize more returns from Ethel Barrymore Theatre of the Air, half-hour film series now being released on a syndicated basis. Also available is Hans Christian Andersen series.

Film People

Bob Meskill of the O. L. Taylor Co., radio and TV station representatives and previously for three years general manager of WCEN Mt.

FILMING of commercials for Dial shampoo brings these five together at Transfilm Studios in New York. Singing star Marguerite Piazza appeared in the commercials, which were the handwork of (1 to r) E. C. Rotliffe, account executive, Footo, Cone & Belding, Chicago; K. L. Skillin, advertising manager, Armour & Co. Auxiliaries, Chicago; Jack Simpson, in charge of radio and TV for FCGB, Chicago, and J. K. Verden, product advertising manager for Dial. The films will be shown on the 9:30 p.m. portion of NBC-TV's Your Show of Shows, which Armour sponsors on an alternate Saturday basis.

American-Marietta Co. Turner Advertising Agency handles the account. Production is being supervised by Gail Papineau, executive director of Kling's Hollywood studios.


・ Frank Wishar Productions, Hollywood, has started filming remaining eleven half-hour films in this season's NBC-TV Fireside Theatre series for Procter & Gamble. Already completed are the first 33 programs.

Distribution

George Bagnall & Assoc., Beverly Hills, has acquired TV distribution rights to "Time of Your Life," feature film version of William Saroyan's Pulitzer Prize winning play, which stars James Cagney, William Bendix and Broderick Crawford. KRON-TV San Francisco and KTLA (TV) Hollywood have signed contracts to telecast the film. The distribution firm also has acquired Hawaiian Paradise, 26 quarter-hour films, and This Is Hawaii, 13 half-hour}

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WEST COAST RADIO-TV OUTLETS PACE NARTB DISTRICT MEETS

District meetings are held at Seattle, San Francisco and Los Angeles. A high point is newly-instituted locked doors session where double-billing and competitive sales practices are among touchy topics discussed. Speakers from NARTB's Washington headquarters is flown to coast.

RADIO and television stations on the West Coast, enjoying their best business year, set the pace for the 17 annual NARTB district meetings in a series of management workshops designed to help them solidify their position and prepare for a year of new and difficult problems.

At three separate sessions—Seattle, San Francisco and Los Angeles—industry management met with NARTB's flying squadron from headquarters. Some of their sessions were held behind locked doors, a new hair-splitting-down feature that led to frank discussion of such touchy topics as double-billing and competitive sales practices.

Delegates acclaimed this half-day procedure as one of the most valuable in district meeting history. Both aural and visual broadcasters joined lively discussions of business, personnel, program and regulatory issues. The agendas this year and shorter presentations by the headquarters staff.

By the end of the week station delegates from the three Pacific districts had received intensive training courses in industry developments and station management. Specific topics of discussion had been selected by stations in a summer survey but individual meetings voted on topics that interested them most before starting the locked-door sessions.

The NARTB headquarters team staged three meetings in five days and then moved on to Sun Valley, Idaho, where the fourth meeting (Dist. 14, mountain states), was to open yesterday (Sunday) and run through Tuesday. Dist. 10 (Iowa, Mo., Neb.) meets Wednesday-Thursday at Cedar Rapids followed by Dist. 11 (Minn., N.D., S.D.) Friday-Saturday.

Closed-Door Subjects

Point of most interest during the closed-door discussions proved to be sales practices, flanked by rate and billing procedures. Ways of avoiding problems that lead to double-billing were discussed and delegates sought solutions to competitive practices that alter ethical standards.

Delegates were given individual kits at the closed discussions. These included work sheets covering methods of sales compensation, a guide to wage-hour problems, management audit, formula for estimation of all media advertising in a market, staff lineup, lottery law review and its effect on broadcasting, blueprint for radio community relations and preliminary conclusions from a survey of news programming.

Broadcasters made a serious effort to relate station operations to rates. Their exchanges covered merits of a single rate, with premium charges in some cases, to national-local and general network formulas, with recognition of rate-cutting in some areas.

The closed sessions covered ways of gearing unified station budgets to allow for such exigencies as TV competition and expansion of facilities. A lot of interest was shown in the NARTB management study of operating principles and its findings.

A high spot of the meetings was the inflammatory reaction to the International Boxing Club's edict barring radio and TV from any blow-by-blow coverage of the Marciano-LaStarza heavyweight fight. Resolutions were adopted to put this industry feeling on the record.

An obvious feeling of optimism was apparent among most radio station operators attending the Pacific Coast meetings, tempered at times by the usual concern shown where television is about to enter a market for the first time, or where additional stations are to appear soon.

Interest in the discussions appeared higher than in many past years. Registrations were good and few delegates failed to sit in on all of the proceedings.

NARTB President Harold E. Fellows entered his third annual series of district meetings. He gave a half-dozen addresses during the week and participated in closed discussions of station problems. Robert K. Richards, administrative vice president, discussed principles of successful station operation and reviewed government relations developments Richard P. Doherty, NARTB labor relations vice president, analyzed the industry's economic position and offered suggestions for management (see separate story).

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., addressed the West Coast meetings on ways of operating TV in a small market and directed panel discussions of TV operating problems (see story below). Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., recounted the story of that station's spectacular entrance into the Los Angeles radio scene in a Monday luncheon talk given at the Seattle meeting.

Richard M. Brown, KPOJ Portland, Ore., presided at the Dist. 17 meeting held at Seattle, William D. Pabst, KFRC San Francisco, presided at the Dist. 15 meeting in San Francisco. Albert D. Johnson, KOY Phoenix, Ariz., presided at Dist. 16 proceedings in Los Angeles. They are NARTB board members for their districts.

Review Radio's Economics

President Fellows and Messrs. Richards and Doherty joined in reviewing the radio economic picture during a year of fast television expansion.

Their figures show how radio management has learned how to live, and live prosperously, in the presence of new and increasing video competition (see separate stories).

Mr. McAndrews, in a rapid-fire portrayal of radio's strength in Southern California, told the

ROGERS SPEAKS FOR SMALL MARKET TV

SMALL markets can support television plus stockholders and station personnel but it takes long hours, hard work, ideas and enthusiasm. NARTB delegates were told last week at district meetings in Seattle, San Francisco and Los Angeles.

Experiences of station managers in a half-dozen states were swapped in panel sessions conducted by W. D. Rogers Jr., KDUB-TV Lubbock, Tex. Mr. Rogers led off discussions with a recapitulation of KDUB-TV's management problems and what was done to solve them in this West Texas market.

Similar TV sessions are on the agenda at the three district meetings scheduled this week in the mountain-midwestern area. They will be in charge of Vernon A. Nolle, WHIZ-TV Zanesville, Ohio; James H. Moore, WLS-TV Roanoke, Va., will handle the third week.

Mr. Rogers suggested an "ulcer diet" for those in TV—milk, cream, Tums and Pepto Bismol. For those not in TV he prescribed tamales, enchiladas, frijoles and beer.

Most important step to taken by those contemplating TV, he said, is to study the market.

As to minimum investment in a small market, he posed $183,000 as the minimum sum to build a station, although it might be trimmed to $135,000 by purchase of used equipment.

Going into operating costs, Mr. Rogers broke down expenses into technical 20%, program costs 28%, selling 20%, general and administrative 32%. His breakdown of the revenue dollar was: Local—announcements 33%, programs 29%, production, camera, etc., 22%, or a total of 84%; national—announcements 7%, programs 4%, or a total of 11%; network 5%.

Mr. Rogers uses the "dual function plan" by which employees have secondary as well as primary duties. He urged care in selection of personnel.

With local business so important, an educational job on clients is necessary. When they complain about high TV costs, compare TV with the rate of the local newspaper, he advised. "It only takes a few good merchants in a small market to be happy with television advertising and then they become a part of your sales force," he said. A strictly local problem is based on the fact that Lubbock is dry and there is no beer advertising, he added.
The dairy industry—the production of milk and allied products—has become big business in Big Mike’s home state. Big Mike is proud of the fact that Nebraska’s dairy products find their way to tables throughout the nation. Several of the nation’s largest dairy product processors have their main headquarters in Nebraska . . . and Omaha is the butter capital of the world. In dollars and cents, last year’s income to dairy farmers from fluid milk alone was almost 54 million dollars. At that time there were 444,000 milk cows in Nebraska valued at over 120 million dollars. Over 76 million pounds of butter was produced in the state in one year, along with one and a half million pounds of cheese. Big Mike . . . the 50,000 watt KFAB . . . helps build a bigger dairy industry in Nebraska . . . and he helps the nation’s advertisers sell goods and services to his followers. Find out more about Big Mike . . . Check with Free & Peters . . . or General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—Nebraska’s most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)
Seattle meeting the Southern California Broadcasters Assn. has just completed a survey showing that radio income of radio stations in that area is up 14% for the first six months of 1953 over the same 1952 period. The 1952 income figure was 25% over that in 1948.

A feature of last week’s meetings was a self-evaluation formula developed by Richard Allerton, NARTB research director. Through a series of questions, managers checked off a list of station practices. Their added checks showed whether management is superlative, mediocre or poor.

The kits of material containing practical management aids were given delegates by Jack Barton, NARTB West Coast station relations representative.

Accounting for NARTB’s activities, President Fellows mentioned five “major accomplishments” in the last year. These were: Stopping the Johnson baseball bill; reduction by FCC of its operator requirements and provisions for remote control; provision for group tower insurance plan, which means savings in premium payments; successful effort to remove talent payments; and asserted “it abridges the freedom from consideration of the obligation to cover sports events.

Other resolutions lauded Director Pabst’s service; gave recognition to President Fellows’ leadership in NARTB’s period of growth; praised recent economic and management studies by the association; favored joint station sales efforts in communities and asked the NARTB board to investigate the shortage of salesmen and see what can be done about it.

Members of District 15 resolutions committee were Carroll R. Hauser, KHUM Eureka, chairman; Joe Carroll, KMVC Marysville; Mrs. Hugh McClung, KYOS Sacramento; C. L. McCarthy, KROY Sacramento, and Jack Stevenson, KAGR Yuba City.

NARTB membership, he said, included 1,099 radio stations; 192 TV stations, four TV networks; 109 associate members; 155 station and four network code subscribers.

First district to take action on the heavy-weight flight restriction, Dist. 17 called it “unwarranted and unjust discrimination against the nation’s broadcasting and telecasting facilities” and asserted “it abridges the freedom of broadcasting to perform its task.”

Dist. 17 commended cooperative efforts of radio stations to draw up joint sales presentations, such as was done by Tulsa stations in obtaining major business from the Brown-Dunkin store. Station Representatives Assn. and Broadcast Advertising Bureau were praised for similar efforts, along with networks and independent stations.

NARTB drew approval for its management studies and President Fellows for his administration, with official notice taken of the association’s progress. Another resolution commended radio station operators for an outstanding job of programming as reflected in the upward trend of radio set sales and recognition given radio as the No. 1 mass advertising, entertainment, educational and public service medium.

Members of the Dist. 17 Resolutions Committee were Leo Beckley, KBRC Mt. Vernon, Wash., chairman; H Quenton Cox, KGW Portland; Burt Hagadone, KNEW Spokane; Frank Loggan, KBNB Bend, Ore.; Wally Boone, KYAK Yakima, Wash.; Tom Deeney, WBBB Seattle; Earl Irwin, KVI Seattle; Bob Priebe, KING-TV Seattle, and Earl Irwin, KVI Seattle.

District 15 joined in filing a protest against any discriminatory action interfering with radio and TV coverage of sports events. At its final session Thursday the district adopted a resolution condemning any interference with the obligation to cover sports events.


Thad H. Brown, NARTB vice president in charge of television, will attend sessions at Districts 13, 3 and 2, while Howard Bell, his assistant, will be at meetings of Districts 9, 8 and 3.

This week Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, will head TV clinics at Districts 5 (Cedar Rapids, Iowa, Wednesday-Thurs.-Fri.-Sat.-Sun.-Monday); 8 (Indianapolis, Sept. 28-30). Next week James H. Moore, WSLS-TV Roanoke, Va., will lead TV clinics at Districts 6 (Indianapolis, Sept. 27-28); 7 (Cincinnati, Oct. 1-3).

Mr. Fellows observed that radio “is not only going to be all over the house and all over the car and all over everywhere else; it won’t be long before it will be all over you, too.” His reference was based on development of “cigaret-package” receivers using transistors.

One special advantage radio has over other media, he said, is the fact it is a “worktime” as well as a “leisure time” medium. Even so, he added, radio almost invariably comes out on top in surveys showing how much time the average person spends with newspapers, magazines, radio and television.

Referring to TV, he said half the people in the U. S. can receive at least one acceptable signal. He called this progress “amazing.” He referred to claims that television is “too expensive” for the advertiser and gave this answer: “The only difficulty is that you can’t stay out of it.” Rising costs, especially personnel costs, are affecting all media and motion pictures, he said.

He offered this formula for broadcast station operation: “What radio needs for success in these days of tough competition is more than anything else is management brains. And I don’t care how active and imaginative your management brains might be, they need the benefit of all of the sound information they can get to do the job on behalf of radio now and in the future.”

At the Seattle meeting Richard M. Brown, president of KVI Seattle, and (1) John D. Dowling, a manager, Washington State Assn. of Broadcasters; Leo Beckley, KBRC Mt. Vernon, association president; H. Quenton Cox, KGW Portland; Burt Hagadone, KNEW Spokane; (2) J. G. Scipps, KNEG; (3) H. A. Buckendahl, KGAO Portland; (4) Quenton Cox, KGW Portland; Fred H. Loggan, KBNB Bond; Dean Nichols, KOMW Omak.

FELLOWS CITES RADIO, TV ACCORD

NARTB President tells West Coast district meetings and luncheon groups that AM, riding a steadily upward revenue trend, no longer is beset with competitive problems.

Radio stations have learned how to live with television and enjoy it, no longer suffering from competitive complexes as they continue to ride a steadily upward revenue trend, NARTB President Harold E. Fellows said last week in a series of addresses to district meetings and luncheon groups on the West Coast.

Looking over developments since the 1952 association meetings, Mr. Fellows said, “I believe it is safe to say that the last vestige of fear about the future of the radio broadcasting system in America has disappeared. Radio has proved its virility and ability to compete in any market with any medium.”

Local business interests are giving more and more attention to radio as an advertising medium, he said, with local leading all other types of radio income. Among instances supporting radio’s acceptance in the home, he said, is a 40% increase in locally originated news programming in six years.

Radio Everywhere

Mr. Fellows observed that radio “is not only going to be all over the house and all over the car and all over everywhere else; it won’t be long before it will be all over you, too.” His reference was based on development of “cigaret-package” receivers using transistors.

One special advantage radio has over other media, he said, is the fact it is a “worktime” as well as a “leisure time” medium. Even so, he added, radio almost invariably comes out on top in surveys showing how much time the average person spends with newspapers, magazines, radio and television.

Referring to TV, he said half the people in the U. S. can receive at least one acceptable signal. He called this progress “amazing.” He referred to claims that television is “too expensive” for the advertiser and gave this answer: “The only difficulty is that you can’t stay out of it.” Rising costs, especially personnel costs, are affecting all media and motion pictures, he said.

He offered this formula for broadcast station operation: “What radio needs for success in these days of tough competition is more than anything else is management brains. And I don’t care how active and imaginative your management brains might be, they need the benefit of all of the sound information they can get to do the job on behalf of radio now and in the future.”

At the Seattle meeting Richard M. Brown,
with a NEW approach
Kansas City . . . Mid-America. It’s a rich, ripe market. KCMO Radio has been selling millions of dollars of goods and services in Mid-America — for all kinds of sales-minded sponsors — for a long, long time. Now that same strong sell hits the Kansas City market September 27 via a fresh approach . . . KCMO-TV, Channel 5.

with a NEW twist
The same kind of top-selling ability that distinguished KCMO Radio in Kansas City is now available on Channel 5, KCMO-TV.

Now on Low-Band TV
Market-wise KCMO now pours its proven sales-ability into low-band, top-selling TV. Channel 5 is the hot spot — right in the middle of Kansas City’s TV selling picture. Ask your Katz man about that same strong sell, tested and seasoned in radio — now available on Channel 5, KCMO-TV.

The Katz Agency, Inc., can tell you about Kansas City . . . Mid-America . . . KCMO Radio and KCMO-TV.
KPOJ Portland, Ore., District 17 director, recalled that radio had ruffled from the shock of network rate cuts over two years ago but said, "Managers wouldn't yell quits. They fought back. So radio is gaining as TV expands." Mr. Richards pointed out that the element of fear in radio has disappeared. "Radio realizes that TV is competing with all media, not just radio," he said.

The Radio News reviewed NARTB's five-market study of radio stations, an extensive project in which field investigators explored all the angles of station operation to find out just what makes a station profitable and what doesn't. Although Radio's gross continues to go up in radio-TV markets, the studies indicate, though the percentage of its take decreases. Radio should have 20% of the media money spent in a market, Mr. Richards said.

B ALCOM LACK HEAD RETMA BOARD UNITS

RETMA board names industry groups on radio-TV and on electronics from its membership to handle problems relating to these respective fields.

MAX BALCOM of Sylvania Electric Products was elected chairman of the new Radio-Television Industry Committee of the Radio-Electronics-Television Mfrs. Assn.'s board and Fred R. Lack of Western Electric was named chairman of the board's Electronics Industry Committee at sessions in New York last week.

At the same time the Electronics Industry Committee recommended, and the board approved, the appointment of a general manager for that committee. He would be a specialist in the field and would serve under President McGiulani, authorities said. The Radio-TV Industry Committee made no similar move.

The actions came during the quarterly, three-day meeting of the RETMA board and principal committees, held Tuesday through Thursday at the Baltimore Hotel. Most of the activity, spotlighted as a result of organizational matters stemming from the recent expansion of the Radio-Television Mfrs. Assn. to include broader representation of electronics manufacturers in the military and similar fields.

The board members who attended Sept. 11, will relieve the RETMA board of many problems relating strictly to the radio-TV or electronics manufacturing fields, according to James D. Secrest, RETMA executive vice president. The RETMA board will continue to decide policy and major financial matters, however, Mr. Secrest said.

In one non-organizational development the board went on record, on recommendation of the Subscription TV Committee, as opposing any legislation that would classify pay-as-you-see television as a common carrier service.

The new board members were named from the Parts Division: Russell E. Cramer Jr. of Radio Condenser Co., W. Myron Owen of Aerovox Corp., and L. S. Racine of Chicago Standard Transformer Corp.

The board went on record, on recommendation of Allen B. DuMont Labs Inc. was named chairman of the Sales Managers Committee to succeed William L. Dunn of Raytheon Mfg. Co., who was reported to be leaving the industry.

The board simultaneously named a subcommittee to establish an award for the best sales training program offered by a radio-TV set manufacturer. Mr. Halpin heads the subcommittee, whose other members include Hodge C. Morgan of Bendix; E. G. May of Sentinel Radio; F. Leo Granger of Stromberg-Carlson; Arthur A. Currie of Sylvania; Harry E. McCullough of Avco; Stewart Roberts of Magnavox; and R. J. McInnis of Westinghouse, and R. J. Shepperson of NAB.

A. L. Chapman of Sylvania was named to the Set Division's executive committee.

RADIO-TELEVISION INDUSTRY COMMITTEE


ELECTRONICS INDUSTRY COMMITTEE


Midwest Color Premiere Slated for AANA Convention

MIDWEST premiere of compatible color television will be presented at the AANA during the annual Assn. of National Advertisers convention in Chicago this week, with the network scheduling two demonstrations for the benefit of delegates.

First demonstration will take place by closed circuit from New York today (Monday) at 5:30 p.m. Special press showing will be held 2:30-3:30 p.m. Tuesday in the Drake Hotel, site of the AANA convention.

After the telecast Tuesday Sylvestris L. (Pat) Weaver, vice chairman of the NBC board, and O. B. Hanson, NBC vice president and chief engineer, will discuss NBC color developments.

RCA-NBC-Mono entertainment systems include a cabinet of monochrome and color receivers to demonstrate how color TV may be received on black and white sets.

ANA TO DISSECT TV AT SESSIONS

"What Advertisers Really Want to Know About Television" is the theme which will set the tone for the 44th annual meeting of the Assn. of National Advertisers at Chicago's Drake Hotel today (Monday) through Wednesday.

Advertisers' interest in this medium will be whetted with special demonstrations of compatible color television by NBC from New York (see story below). And they hope and expect to find some ready answers about TV's risks, rewards.

ANA last week was preparing a few changes in the panel setup for the three-day meet. The changes will entail last-minute substitutions of speakers previously announced along with the agenda [B&T, Sept. 14].

Highlight of the sessions will be a Tuesday morning session including FCC Chairman Rosel Hyde and a group of prominent broadcast industry figures, among them ABC President Robert Kintner, CBS Television President J. L. Van Volkenburg, DuMont TV Managing Director Chris Witting, Cox Stations' J. Leonard Reinisch and NBC Vice Chairman Sylvania, and NBC Advertising Director General Foods, will serve as moderator.

On the advertising side, Sun Oil Corp., Ford Motor Co., Bristol-Myers Co., Procter & Gamble, Lever Bros., Borden Co., Leo Burnett Co. will be represented.

Case histories and success stories dealing with effective use of the broadcast media will be a feature of the sessions, Monday devoted to closed sessions. Other panels will touch on profitable advertising strategy and new responsibilities for advertising.

NBC will provide entertainment for the banquet Tuesday evening at the Drake and telecasting shows. Sherman Adams, special assistant to President Eisenhower, will address the AMA Wednesday luncheon. Feature of the convention will be a dramatic presentation by the Advertising Council.

SDX Men to Aid Plans For Pyle Honors Oct. 5

A MEMORIAL site to the late Ernie Pyle will be marked Oct. 5 at Indiana U., which Mr. Pyle once attended, by Sigma Delta Chi, professional journalists' fraternity [Ath Dealer, Sept. 14].

Inauguration of an occasion, at which Gen. Omar Bradley will speak in honor of the famed war correspondent, is being arranged by a number of committees made up of SDX members. Among members of the committees well known to broadcasters are:

Publicity Committee: Chairman Nelson Poyn- tere, editor-publisher, St. Peterburg Times (he is also controlling owner of FSP-AM-FM St. Petersburg and Congressional Quarterly; Robert W. Richards, 460 White, administrative vice president; Bill Shadel, CBS Radio Washington Bureau, and Art Bieg, managing editor, B-T.

Radio and TV Committee: Chairman J. Leonard Reynolds, managing director, WAB-AM-TV, Atlanta; Edward R. Murrow, CBS Radio and TV Bureau, Robert F. Munson, Washington vice president, and William Ray, NBC Chicago director of news and special events.

Invitations Committee: Theodore F. Keop, CBS world news editor, and President of the National Press Club, Washington.

Historic Sites Ceremony Committee: Chairman Sol Abramson, editor-publisher, WBBK (TV) Chicago; Neil Dalton, public relations director, WBBK (TV), Minneapolis, MN (WAS-AM-TV); Irene Dilllard, St. Louis Post-Dispatch; Frank M. Russell, NH Washington bureau chief, and William Rosei, published News (WJW-AM-FM-TV).

Broadcasting • Telecasting
No wonder the cows are confused!

Something over four years ago, Grocery Products Co., Inc., Nashville, introduced Darimix Non-Fat Dry Milk to the Nashville market, with the idea of expanding as fast as production would warrant.

Knowing the tremendous and widespread impact of WSM's Grand Ole Opry they turned to it as a major weapon in their drive for distribution.

Did it work? Simon & Gwynn, Darimix agency, reports Darimix current distribution in 30 states. No wonder the cows and competition are confused.

The Darimix story should suggest an unfailing way for you to push a product fast. For details see Tom Harrison or any Petry Man.

WSM Nashville . . . 650
Clear Channel 50,000 Watts
Attendance Upswing
ATTENDANCE at NARTB district meetings was running well ahead of recent years during early part of the schedule. Seattle attendance at the opening of the series was 86 compared to 69 last year. San Francisco's total was 72 compared to 50 in 1952. At Los Angeles 55 were registered Thursday-Friday compared to 49 in 1952.

TV's Selling Power Praised by Ken Fry
NOTHING has the impact and selling ability of television, including the "selling" of political candidates, Kenneth D. Fry, former radio-TV director of the Democratic National Committee, said last Monday at a luncheon meeting in Washington of the National Capital Forge of the American Public Relations Assn.

Mr. Fry emphasized the trust which the public places in both radio and TV in presentation of facts. He cited high TV costs and production problems as factors which require careful advance planning of political campaigns and predicted that TV will effect important changes in conventions and whistle stop tours. Closed circuit TV will be more widely used in the future, he acknowledged, for party conferences.

Both Mr. Fry, and Edward T. Ingle, former radio-TV director of the Republican National Committee who was a guest at the luncheon, agreed that the greatest obstacle to effective use of radio-TV by the two major parties was interference and "advice" by non-experts. Mr. Ingle said that the Republicans wasted some $200,000 in programming errors.

Mr. Fry and his wife are moving to Waynesville, N. C., in the next fortnight, where they have purchased WHCC for $36,000 from Holt McPherson and associates, subject to FCC approval [B&T, Aug. 24].

NEWS Programming Up, NARTB AM Survey Shows
NEWS department operation and news programming are drawing increasing interest from radio broadcasters, according to Part 1 of a "News Survey Report" being made part of the agenda of NARTB's series of district meetings, Harold E. Fellows, NARTB president, said last week.

First presentation of the survey was made at the Dist. 17 meeting in Seattle by Robert K. Richards, NARTB administrative vice president. It shows a substantial increase in news programming when compared to a similar study made in 1946.

As a percentage of total programming for the six-year period, news is up 47% (12% to 17.6%) in small stations, 29% (14% to 17.9%) in medium stations and 56% (14% to 21.2%) in large stations.

Of total news, programming local news constitutes 38.2% (4.7 average hours) for large stations, 40.3% (4.8 hours) for medium and 42.1% (4.8 hours) for small. Some two-thirds of stations answering NARTB questionnaires thought news was more important today than five years ago, 30% thought it about the same and a small minority considered it less important.

Page 40  * September 21, 1953

-FACTS & FIGURES-

DESPITE TV, RADIO UP 6.5% IN '52—DOHERTY

Opening NARTB district meetings hear that radio revenue increased 2.1% in TV markets during 1952, with a total increase of 6.5% for that year. Revenue was up 10.6% for stations in non-TV markets, NARTB's Richard Doherty tells meetings at Seattle, Los Angeles and San Francisco.

INCOME of radio stations operating in markets having television service increased last year over 1951, Richard P. Doherty, NARTB employee-employer relations vice president and nationally known economist, told the opening NARTB district meetings last week. (Other stories pages 34 and 36.)

Addressing NARTB delegates in Seattle, San Francisco and Los Angeles, Mr. Doherty said total 1952 broadcast revenue of radio stations in the U. S. was 6.5% over the 1951 total. This figure did not include the small group of network owned and operated stations.

Explaining the TV effect on revenue of radio stations, Mr. Doherty said the 470 aural stations in 63 television markets showed an aggregate revenue increase of 2.1% in 1952 over the 1951 total.

This increase occurred despite the unprecedented growth of the visual medium last year, with its constantly soaring advertising revenues.

The 1,629 radio stations in markets without TV showed a revenue increase of 10.6% in 1952, a relatively higher rate of expansion as compared to radio stations in television markets. Mr. Doherty said the analysis of station incomes shows the basic soundness of aural broadcasting in view of its ability to maintain the three-decade upward trend in revenues.

Cites 1952 Figures
Further evidence of the strength of radio, he said, was shown by an analysis of profit-loss figures. The number of red-ink radio operations in 1952 was the lowest in the five years since the postwar boom started to subside and television entered the advertising scene.

Roughly, about one out of six stations lost money in 1952, according to Mr. Doherty. In 1951 one out of five lost stations money compared to one out of four in 1950 and one out of three in 1949.

The analysis by Mr. Doherty was made in collaboration with the NARTB Research Dept., of which Richard M. Allerton is manager. Both FCC annual income data and questionnaire data obtained from the industry by NARTB are used in the compilations.

Analyzing 1952 average income of aural broadcast stations, Mr. Doherty found that clear-channel stations showed a slight decrease in revenue compared to local (250 w) and regional stations showed an increase.

He noted that increases in average revenue per station occurred in the Southeast, North Central and Mountain-Pacific areas of the nation. Slight losses in average income occurred in the Northeast and South Central regions.

In his talks to the West Coast NARTB district meetings, Mr. Doherty said the operating ratio for stations with a profit showed a drop from 84% to 82%. Conversely, the profitable stations increased their net margin of profit (before revenue increase) from 16% to 18%.

This profit margin, he explained, naturally was substantially lower after payment of taxes.

Total labor costs in 1952 increased as a percent of total operating expenses of broadcast stations, according to Mr. Doherty, but continued to absorb about the same share of the revenue dollar.

Practically all of the decline in operating expense was caused by cutting of general administration expenses, he said. These included such items as salaries of managers, depreciation, losses on bad debts, and related items.

The breakdown thus shows that cuts in operating expenses have not affected labor, Mr. Doherty said. The total salaries paid to technical, program and selling staffs increased in line with rising station revenues, he said, thereby continuing to absorb about the same share of these revenues. Administrative salaries, however, fell off slightly as a percentage of station revenue.

Station talent expenditures (exclusive of networks and network owned and operated stations) increased slightly, running 70% higher in 1951 as a percentage of aggregate station revenue.

Total money spent by stations for selling expenses was above the 1951 figure, absorbing a slightly larger percentage of revenue. This trend occurred in all classes of stations but those in the $50,000-$75,000 revenue group.

Stations in the Southeast showed the most improvement in the profit margins in 1952 over 1951, according to Mr. Doherty. They showed a loss in profit margin was the Northeast. The Southeast region also showed the lowest operation ratio in 1952, with the highest in the Northeast.

Mr. Doherty told the district meetings that management must give more attention to labor manpower matters. He said there has been a substantial increase in the demand for TV employees.

Looking ahead, he emphasized that 1954 will be the year management must lay special stress on good personnel relations. Rapid growth of television broadcasting will lead to a high turnover in radio station personnel, he said, with many engineers, announcers and salesmen to be hired from radio as well as other TV stations.

High employment opportunities are occurring in most skilled lines, Mr. Doherty said in reviewing the general economic picture, and this will affect availability of personnel for broadcasters, particularly time salesmen.

Unionization of television stations, he said, is creating an increasing challenge for radio management in the field of labor relations.

Godfrey Tops Trendex

TOP ten Trendex ratings for evening sponsored network programs, based on one live program for the week of Sept. 1-7, showed CBS-TV's Arthur Godfrey's Talent Scouts in first place. Complete listing follows:

1. Arthur Godfrey's Talent Scouts (CBS) 35.7
2. Rocker Squad (CBS) 32.8
3. Dagnell (NBC) 32.6
4. Toast of the Town (CBS) 32.6
5. Mother's Milk Line (CBS) 31.4
6. Godfrey's Friends (CBS) 29.4
7. News & Allen (CBS) 26.8
8. Ford Theatre (NBC) 24.4
9. The Web (CBS) 22.3
10. Men Against Crime (CBS) 22.0

BROADCASTING  *  TELECASTING
Day By Day, More National and Regional Advertisers are Discoving it Takes WHIZ-TV to Make Sales in South-eastern Ohio.

Join This Ever-Expanding Group of Smart Advertisers and SELL the Zanesville, Ohio Trading Area . . . Covered Exclusively From Within By .......

Established
May 23, 1953

WHIZ-TV
Zanesville, Ohio

PRIMARY AFFILATE NBC - CBS - ABC - DuMONT

REPRESENTED NATIONALLY By JOHN E. PEARSON, TV, Inc.
Buy the best part of the big Miami Valley Market with WHIO-TV and/or WHIO-AM

Reach for it, pardnuh! Reach for the prosperous, 485,000-family Miami Valley Market. Your best buy is WHIO-TV or WHIO Radio or BOTH. Here are some figures—good figures—well within your reach.

On WHIO-TV, you see 11 of the top 15 once-a-week shows which corral most of the Miami Valley viewers. And 7 of the top 10 multi-weekly shows in the entire WHIO-TV service area are seen on WHIO-TV. Figures from July Pulse.

On WHIO Radio, 52,510* more sets are tuned to WHIO Daytime Radio than to Station “B,” and 37,980* more are tuned to WHIO than to Station “C.” Figures for nighttime are just as impressive. All figures from Nielson Coverage Service released in July, and their report also proves that WHIO Radio covers more area and more county markets than either “B” or “C” stations.

Everybody’s got figures. Ours add up to this: Your best buy in the Miami Valley area is WHIO-TV . . . is WHIO Radio . . . is BOTH! Availabilities and more figures from George P. Hollingbery representatives.

*4-week cumulative figures, Nielson Coverage Service. Weekly and Average Day breakdown supplied on request.
### TELESTATUS

**TV Stations on Air & Weekly Set Summary — Sept. 21, 1953**

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

#### CITY OUTLETS AND SET ESTIMATES

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Station Area</th>
<th>Outlets on Air</th>
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<td>74,400</td>
<td>North Carolina</td>
<td>WBTI, WSNH-TV, WSPA, WSOX</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO-TV</td>
<td>145,000</td>
<td>New York</td>
<td>WABC-TV, WCBS-TV, WNBC-TV</td>
</tr>
<tr>
<td>Portland</td>
<td>KMTV, KMTR-TV</td>
<td>119,000</td>
<td>Phoenix</td>
<td>KSAV, KNX, KTVK</td>
</tr>
<tr>
<td>Wichita</td>
<td>KTVH</td>
<td>45,400</td>
<td>Dallas</td>
<td>WFAA, WDEF, WJAX-TX</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW, WOIO-TV, WTVN, WXEL</td>
<td>387,389</td>
<td>Cleveland</td>
<td>WHBF-TV</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSNX-TV, WLOH, WSNX</td>
<td>67,975</td>
<td>Dayton</td>
<td>WHIO-TV, WTVN, WLWT</td>
</tr>
<tr>
<td>Dayton</td>
<td>WTVN, WLWT</td>
<td>265,950</td>
<td>Wheeling</td>
<td>WTVD</td>
</tr>
<tr>
<td>Toledo</td>
<td>WSPD-TV</td>
<td>228,000</td>
<td>Pittsburgh</td>
<td>WPSG, WESA, WPSB, WQED</td>
</tr>
</tbody>
</table>

#### CITY OUTLETS AND SET ESTIMATES

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Station Area</th>
<th>Outlets on Air</th>
<th>Sets In Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangor</td>
<td>WABE-TX</td>
<td>34,000</td>
<td>Portland</td>
<td>WPIM, WSYX</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WMAR-TX, WVLX-TX, WMAB-TX</td>
<td>491,976</td>
<td>Madison</td>
<td>WJAR, WFTY, WFXI</td>
</tr>
<tr>
<td>Boston</td>
<td>WGBS, WAGM-TX, WJAR, WMAR-TX</td>
<td>1,078,465</td>
<td>Providence</td>
<td>WJAR</td>
</tr>
<tr>
<td>Springfield</td>
<td>WNYT-TV, WWLP</td>
<td>63,000</td>
<td>Providence</td>
<td>WJAR</td>
</tr>
<tr>
<td>Montemore</td>
<td>XELD-TV</td>
<td>31,200</td>
<td>Tippecanoe</td>
<td>(San Diego, Calif.)</td>
</tr>
<tr>
<td>MEXICO</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>WWLW, WWLW</td>
<td>28,600</td>
<td>New Haven</td>
<td>WTNJ</td>
</tr>
<tr>
<td>Pueblo</td>
<td>KKTV</td>
<td>30,253</td>
<td>Kingman</td>
<td>KFCA</td>
</tr>
<tr>
<td>KYTE, KTVX</td>
<td></td>
<td></td>
<td>SCOTTSMAN</td>
<td>(Los Angeles)</td>
</tr>
<tr>
<td>KOPO-TV</td>
<td>71,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFSA-TV</td>
<td>30,000</td>
<td>Little Rock</td>
<td>KRTV</td>
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<tr>
<td>Bakerfield</td>
<td>KTVT</td>
<td>15,000</td>
<td>Chico</td>
<td>KCHS-TV</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA-TV, KHTV, KFRT-TV, KNX, KTLA</td>
<td>62,010,000</td>
<td>San Diego</td>
<td>KFMB-TV</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>144,700</td>
<td>San Diego</td>
<td>KRON-TV</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>KBPTV</td>
<td>221,300</td>
<td>Colorado</td>
<td>KVTY</td>
</tr>
<tr>
<td>Denver</td>
<td>KZTV, WTVN-TV</td>
<td>467,000</td>
<td>Tacoma</td>
<td>KSNTV</td>
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<tr>
<td>Chicago</td>
<td>WBBM, KTVN-TV, WLAU, WKTV</td>
<td>592,000</td>
<td>Fort Worth</td>
<td>KTVF</td>
</tr>
<tr>
<td>Bloomington</td>
<td>KZZT-TV</td>
<td>127,000</td>
<td>Columbus</td>
<td>WSPD</td>
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<tr>
<td>Indianapolis</td>
<td>WPLG, WUPA, WUSB-TV</td>
<td>328,000</td>
<td>Cleveland</td>
<td>WJW, WOIO-TV</td>
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<tr>
<td>Cincinnati</td>
<td>WCNW, WOIO-TV, WCRC-TV</td>
<td>435,000</td>
<td>Greensboro</td>
<td>WBTI, WSNH-TV, WSPA, WSOX</td>
</tr>
<tr>
<td>WORC-TV</td>
<td>190,000</td>
<td></td>
<td>Raleigh</td>
<td>WJAB</td>
</tr>
<tr>
<td>WHOS-TV</td>
<td>124,000</td>
<td></td>
<td>Norfolk</td>
<td>WPTV, WPMI, WPTV</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>205,544</td>
<td></td>
<td>Norfolk</td>
<td>WPTV, WPMI, WPTV</td>
</tr>
<tr>
<td>WHISTV</td>
<td>66,000</td>
<td></td>
<td>Atlanta</td>
<td>WABT, WKBN, WWBT</td>
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<tr>
<td>KBTV</td>
<td>221,000</td>
<td></td>
<td>Atlanta</td>
<td>WSNX</td>
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<tr>
<td>KCRA</td>
<td>184,700</td>
<td></td>
<td>New York</td>
<td>WABC-TV, WCBS-TV, WNBC-TV</td>
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<tr>
<td>WPLG</td>
<td>328,000</td>
<td></td>
<td>Miami</td>
<td>WORC</td>
</tr>
<tr>
<td>WUSB-TV</td>
<td>62,500</td>
<td></td>
<td>Columbus</td>
<td>WHBF-TV</td>
</tr>
<tr>
<td>WTVN, WLOH</td>
<td>179,740</td>
<td></td>
<td>Dayton</td>
<td>WHIO-TV, WTVN, WLWT</td>
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<tr>
<td>WSNX, WLOH</td>
<td>67,975</td>
<td></td>
<td>Wheeling</td>
<td>WTVD</td>
</tr>
<tr>
<td>WTVN</td>
<td>265,950</td>
<td></td>
<td>Pittsburgh</td>
<td>WPSG, WESA, WPSB, WQED</td>
</tr>
<tr>
<td>WSPD</td>
<td>228,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FACTS & FIGURES

TV SHIPMENTS UP 39% IN '53

TV SET shipments during the first seven months of 1953 were nearly 39% higher than the corresponding 1952 period, Radio-Television-Electronics Mfrs. Assn. announced last week. From January through July, 3,335,262 sets were shipped, compared to 2,406,757 sets for the 1952 period. July shipments were 313,012 this year and 288,247 last year.

Shipment to dealers for the seven months ending July 31, 1953:

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
<th>VHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youngstown</td>
<td>WMJ-TV, WKBN-TV</td>
<td>71,926</td>
<td></td>
</tr>
<tr>
<td>Zanesville</td>
<td>WHIZ-TV</td>
<td>9,905</td>
<td></td>
</tr>
<tr>
<td>Martin</td>
<td>KSH-DTV, KOS-DTV</td>
<td>31,231</td>
<td></td>
</tr>
<tr>
<td>Okla. City</td>
<td>WKV-TV</td>
<td>251,488</td>
<td></td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV</td>
<td>156,325</td>
<td></td>
</tr>
<tr>
<td>Madison</td>
<td>KMBV-TV, WTVU</td>
<td>44,046</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>KPTF</td>
<td>108,007</td>
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</tr>
<tr>
<td>Alhambra</td>
<td>WGBI-TV</td>
<td>33,506</td>
<td></td>
</tr>
<tr>
<td>Bethlehem</td>
<td>WLEV-TV</td>
<td>31,436</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WGBI-AM, WGBI-FM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Erie</td>
<td>WICU</td>
<td>197,000</td>
<td></td>
</tr>
<tr>
<td>Hartford</td>
<td>WHV-TV, WTPA</td>
<td>66,400</td>
<td></td>
</tr>
<tr>
<td>Johnstown</td>
<td>WMJ-TV</td>
<td>60,978</td>
<td></td>
</tr>
<tr>
<td>Lancaster</td>
<td>WGAL-TV</td>
<td>233,526</td>
<td></td>
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<tr>
<td>New Castle</td>
<td>WKST-TV</td>
<td>44,946</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV, WJIT-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WDTV</td>
<td>1,267,186</td>
<td></td>
</tr>
<tr>
<td>Rhode Island</td>
<td>WJAR-TV</td>
<td>1,043,220</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>WCSC-TV</td>
<td>35,000</td>
<td></td>
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<tr>
<td>Columbia</td>
<td>WCOS-TV, WNOC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenwille</td>
<td>WGOV</td>
<td>28,183</td>
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<tr>
<td>Sioux Falls</td>
<td>KELO-TV</td>
<td>35,360</td>
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<tr>
<td>Memphis</td>
<td>WMCT</td>
<td>218,200</td>
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<tr>
<td>Nashville</td>
<td>WSM-TV</td>
<td>122,657</td>
<td></td>
</tr>
<tr>
<td>Ashville</td>
<td>KRCB-TV</td>
<td>9,140</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>KPAO-TV, KGNC-TV</td>
<td>30,277</td>
<td></td>
</tr>
</tbody>
</table>

**Nielsen Finds Love For 'Lucy'**

Strong for PM's Replacement

PHILIP MORRIS & Co., which practically monopolized last winter's ratings with its I Love Lucy, seems to be enjoying comparable success with its summer replacement, *Racket Squad*. According to National Nielsen Rating for the two weeks ending Aug. 22, the latter show earned top place in a comfortable margin in both the number of TV homes reached and the percent of TV homes reached in program station areas.

The entire report shows:

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Racket Squad (CBS)</td>
<td>10,842</td>
</tr>
<tr>
<td>2</td>
<td>All-Star Football Game (DTN)</td>
<td>9,728</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (Lippett &amp; Moyer) (CBS)</td>
<td>8,566</td>
</tr>
<tr>
<td>4</td>
<td>Westminster Theatre (CBS)</td>
<td>7,892</td>
</tr>
<tr>
<td>5</td>
<td>Goodyear TV Playhouse (NBC)</td>
<td>6,584</td>
</tr>
<tr>
<td>6</td>
<td>Derogar (NBC)</td>
<td>6,488</td>
</tr>
<tr>
<td>7</td>
<td>Peter Blue Ribbon Bow (CBS)</td>
<td>6,323</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (Toni-Gillette) (CBS)</td>
<td>8,018</td>
</tr>
<tr>
<td>9</td>
<td>Canadian (CBS)</td>
<td>7,992</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey's Scouting (CBS)</td>
<td>7,892</td>
</tr>
</tbody>
</table>

**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Racket Squad (CBS)</td>
<td>47.1</td>
</tr>
<tr>
<td>2</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>41.2</td>
</tr>
<tr>
<td>3</td>
<td>Westminster Theatre (CBS)</td>
<td>67.5</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey's Scouting (CBS)</td>
<td>80.9</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>90.9</td>
</tr>
<tr>
<td>6</td>
<td>Goodyear TV Playhouse (NBC)</td>
<td>88.0</td>
</tr>
<tr>
<td>7</td>
<td>Canadian (CBS)</td>
<td>88.0</td>
</tr>
<tr>
<td>8</td>
<td>Peter Blue Ribbon Bow (CBS)</td>
<td>88.0</td>
</tr>
<tr>
<td>9</td>
<td>What's My Line (CBS)</td>
<td>88.0</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey's Scouting (CBS)</td>
<td>88.0</td>
</tr>
</tbody>
</table>

Copyright 1953 by A. C. Nielsen Co.
on the air mid-fall 1953
Central South Carolina's only

VHF TELEVISION STATION

- Service begins mid-fall 1953
- NBC and CBS programs
- Starting with 106,500 watts effective radiated power
- Antenna 640 feet above average terrain
- Serving one million South Carolinians (including billion-dollar Savannah River H-Bomb plant area)
- Only VHF facility allocated by FCC within 65-mile radius of Columbia
- Experienced staff has operated two studio camera chains and related equipment for more than a year in regular, twice-weekly workshop sessions
- For availabilities, rates and further details, call your Free & Peters man

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

G. Richard Shafto
President

Charles A. Batson
Managing Director
EXPRESS PLACES

TRADE ASSNS.

'110 Million Promotion'

GROWTH of radio circulation during 1952—to a total of 110,000,000 sets in use and 44,800,000 radio homes in the U. S.—is pointed up in an eight-page, four-color presentation being distributed by the last week. Based on estimates prepared annually by research directors of the four national radio networks, the presentation notes that in use increased by 4,700,000 and radio homes by 2,000,000 during 1952. Radio set sales during the first six months of 1953, the report adds, totaled 7,267,000—33% more than during the comparable period of 1952.

NAEB COMPARES 1-STATION MARKET

DIFFERENCES between TV programming in a one-station market and in one with several stations are pointed out in a monitoring report published last week by the National Ass'n of Educational Broadcasters.

Comparing findings made by monitoring WNHC-TV New Haven for the week of May 15-21, 1952, with those made by monitoring New York's seven stations for a week in January of this year, the report is the fifth of its kind prepared by NAEB but the first to deal with a one-station market. Like those which preceded it, the study was conducted under the direction of Prof. Dallas W. Smythe, U. of Illinois, formerly of the FCC.

Among the findings (based on the respective weeks studied):

- WNHC-TV broadcast 117 hours 12 minutes, 31% more than the New York average (89 hours minutes) and 7% more than the New York station which was 15% air longest that week, WCBS-TV (110 hours).
- Advertising represented 24% of WNHC-TV air time, or 77% more in volume than on the average New York station and 20% more than the New York station which carried the most, WNTB (TV).
- As among entertainment, information, and orientation type programs, WNHC-TV's program schedule and that of the average New York station were divided along comparable proportions, with entertainment programs dominating both (73% of New Haven program time, 74% in New York).
- The amounts of time allocated to the various categories of entertainment programs varied considerably, however.
- WNHC-TV, affiliated with all four networks, produced 8% of its programming both locally and live, as against almost 30% in the case of the New York stations (of which four are network keys).
- WNHC-TV put on more than twice as many public agency announcements (156) as did the New York station which carried the most (WATV (TV) Newark, 73).

Concedes Difference

The report concedes that WNHC-TV, as the only station in New Haven—although New York stations were slightly below direct mail and billboards (6% each) and above U.S. international trade journals (3%).

In the field of export advertising by U.S. companies, it was found that radio accounts for 13% and TV for 7% of the budgets of drugs and toiletries companies; radio 22% and TV 4% in the case of manufacturers of radios, other consumer durables and parts; radio 20% and TV 3% in the field of machine tools, electrical, radio, and television industry.

A study of media allocations according to size of advertiser's budget showed that "the percentage of expenditures going into radio and TV increases steadily as the size of export advertising budgets increases," the report said.

A table indicated that radio got 15% of the budgets that were under $5,000; 2% in the case of those between $5,000 and $25,000; 4% of those in the $25,000 to $50,000 range; 9% of those between $50,000 and $100,000; 17% in the $100,000 to $500,000 category, and 15% in the case of those exceeding $500,000. Television's share was less than 0.5% in the case of those between $5,000 and $25,000, 1% in all other brackets up to $500,000, and 2% in the case of those amounting to more than $500,000.

COMMITTEE FORMED TO PUSH PAY-SEE

UHF grantees call for immediate FCC action to establish subscription TV at Philadelphia meeting.

FORMATION of a Broadcasters Committee for Subscription TV was in the making this week. Following a meeting of operators and grantees in Philadelphia Thursday. The committee was scheduled to begin operating Oct. 1.

Meeting in Philadelphia's WIP studios was called by four uhf grantees who petitioned for immediate FCC action in establishing pay-as-you-look TV (WBT, Aug. 10).

In addition to the establishment of a formal group to carry the fight through the FCC to authorize pay-TV, last week's meeting also heard speakers urge that subscription TV be taken under the wing of all operators, not only uhf.

Subscription TV is the possible difference between marginal operation and profitable operation, the meeting was told—particularly for independent, non-network affiliated stations.

Suggestion that TV stations might go into partnership with newspapers, to exhibit first run films on TV through pay-as-you-look systems, was received with great interest by the audience.

Disavowing any intention of giving up their Colosseum proposals, narrowcasting is not quickly forthcoming, the leaders of the meeting emphasized that their whole intention was to use subscription TV as a supplement to regular free-TV as a new program and revenue source.

Morning Speakers

Morning session was devoted to a discussion of TV economics. Meeting heard Richard Davis, WELIV-TV New York, speak on the purposes of the Broadcasters Committee for Subscription TV—including the appointment of an operating executive and counsel.

Ralph Brent, WIP-TV Philadelphia, related subscription TV to the price paid by readers for copies of newspapers and magazines. Life magazine, without the income brought in from circulation sales, would have to increase advertising rates by $50,000 a page, Mr. Brent said. Or, he added, it would have to cut operating cost, eliminating features, coverage and editorial matter.

Subscription-TV, Mr. Brent said, not only means new program sources to the benefit of the public, but also new revenues for TV stations. He also emphasized that pay-TV operated by uhf stations would hasten conversions by set owners with uhf-only sets.

Paul F. McNamara, International Telemeter Corp. spokesman, put forth the cooperative TV-theatre exhibitor venture. He suggested that the station might sell time to the exhibitor for the running of feature films through a subscription-TV arrangement. Or, he commented, both the station and the exhibitor might enter into a percentage arrangement. And, possibly, he added, the station might go into the exhibition business itself, dealing directly with the distributors.

Telemeter has already announced it intends to begin a closed circuit subscription TV experiment in Palm Springs, Ind., in connection with a local theatre exhibitor (WBT, Sept. 7). Telemeter operates a community television system in Palm Springs.

Telemeter's plan for subscription TV is...
EXTRA! EXTRA! IT'S HEADLINE NEWS!

UNITY Goes Hollywood

to serve the 11 Western States!

CALIFORNIA  IDAHO
OREGON  COLORADO
NEW MEXICO  MONTANA
ARIZONA  WYOMING
UTAH  NEVADA
WASHINGTON
—plus the Hawaiian Islands and Alaska

New Offices • New Prints • New
Local Services • direct from
Hollywood • quicker, more
economical service for all TV
stations west of Denver.

Write, wire or phone for the
new Unity 1953 catalogue

UNITY TELEVISION CORP
of California
8951 Sunset Boulevard  Hollywood 46, California  Crestview 4-5693
West Coast Manager “Connie” Lazar

September 21, 1953  Page 47
At Lafayette, La., FCC approved share-time station on Ch. 10 to EVBF TV Broadcasting Co., licensee of KVOL there, and to Camellia Broadcasting Co., operator of KLFF TV Lafayette. The grants were conditioned upon the filing of a time-sharing agreement that "conduce to the clear establishment of separate identities of the stations in the community." KOWL Santa Monica, Calif., was awarded Ch. 55 for new TV station to serve Corona and parts of Los Angeles from a transmitter site atop Mt. Wilson, site of the other Los Angeles area stations.

KOWL-TV is the second uhf grant in the multiple-uhf Los Angeles area. Uhf Ch. 22 KPIK (TV) is currently under construction by John Poole, owner of KBIG Avalon [B*T, Sept. 7]. At Paducah, Ky., uhf Ch. 43 was granted to Paducah TV Corp. following withdrawal of the competitive application of Pierce L. Lackey, owner of WPTL Paducah. Paducah TV Corp. includes New York attorney George Becker, who has additional TV interests, and other New York businessmen.

The same group also is identified with Merced Television Corp., the new grantee at Merced, Calif., for uhf Ch. 34. The authorization, however, is conditioned upon Mr. Becker's withdrawal from the Merced firm because he already has holdings in five other TV permits, including those in Fairfield, Calif., and San Mateo, Calif.

Seven TV's Win FCC Approval; Augusta Gets Its First Grants

FIRST new TV station grants for Augusta, Ga., on vhf Chs. 16 and 12 and share-time permits for Lafayette, La., on vhf Ch. 10 were approved by FCC last week. The new authorizations for Paducah, Ky., Merced, Calif., and Corona, Calif., the latter part of the Greater Los Angeles area.

The two uhf grants at Augusta involved an agreement with a new uhf station to serve those for the channels, with the permits being issued to Georgia- Carolina Broadcasting Co. (WHBF) for Ch. 6 and to Radio Augusta Inc. (WRDR) for Ch. 12.

Martin Theatres of Georgia, which gave up its Ch. 6 Sid, received an option to purchase 22.5% interest in Georgia-Carolina for $100,000. Similarly, J. I. Sims, whose Augusta TV Co. application for Ch. 12 was dismissed, received an option for 22.5% interest for $100,000 in the Ch. 6 grantee.

Melvin H. Purvis and associates, doing business as Garden City Broadcasting Co., licensee of WAUG there, withdrew their Ch. 6 application and received no consideration.

Twins Broadcasting Co., operator of WGAC Augusta, also gave up its application for Ch. 12 but one-third owner and Board Chairman F. Frederick Kennedy received an option to purchase 20% interest in Radio Augusta upon condition he give up his WGAC holding.

Without Prejudice

In both of the Augusta grants, FCC acted without prejudice to any position it may take later when approving applications to effectuate the options involved.

At Lafayette, La., FCC approved share-time stations on Ch. 10 to Evangeline Broadcasting Co., licensee of KVOL there, and to Camellia Broadcasting Co., operator of KLFF Lafayette. The grants were conditioned upon the filing of a time-sharing agreement that "conduce to the clear establishment of separate identities of the stations in the community."

KOWL Santa Monica, Calif., was awarded Ch. 55 for new TV station to serve Corona and parts of Los Angeles from a transmitter site atop Mt. Wilson, site of the other Los Angeles area stations.

KOWL-TV is the second uhf grant in the multiple-uhf Los Angeles area. Uhf Ch. 22 KPIK (TV) is currently under construction by John Poole, owner of KBIG Avalon. At Paducah, Ky., uhf Ch. 43 was granted to Paducah TV Corp. following withdrawal of the competitive application of Pierce L. Lackey, owner of WPTL Paducah. Paducah TV Corp. includes New York attorney George Becker, who has additional TV interests, and other New York businessmen.

The same group also is identified with Merced Television Corp., the new grantee at Merced, Calif., for uhf Ch. 34. The authorization, however, is conditioned upon Mr. Becker's withdrawal from the Merced firm because he already has holdings in five other TV permits, including those in Fairfield, Calif., and San Mateo, Calif.

The Merced grant was facilitated by the dismissal of a competitive application by Merced Broadcasting Co., licensee of KYOS there.

Details of the new grants follow:

Georgia-Carolina Bestg. Co. (WHBF) granted vhf Ch. 6 with effective radiated power of 23.4 kw visual and 11.7 kw aural; antenna height above average terrain 610 ft. Options for 22.5% Interests at $100,000 each have been given Martin Theatres of Georgia and J. I. Sims.

Augusta, Ga.—Radio Augusta Inc. (WRD) granted vhf Ch. 12; ERP 102 kw visual and 51.3 kw aural; antenna height above average terrain 650 ft. F. Frederick Kennedy is offered 20% option on condition he give up part ownership of WGAC there.

Paducah, Ky.—Paducah TV Corp. granted uhf Ch. 43; ERP 17.4 kw visual and 8.7 kw aural; antenna height above average terrain 480 ft.

Merced, Calif.—Merced TV Corp. granted uhf Ch. 34; ERP 17.8 kw visual and 8.9 kw aural; antenna height above average terrain 480 ft. Grant conditioned upon withdrawal of George E. Becker since he already holds interest in five TV permits.

Corona, Calif.—KOWL Bestg. Co. (KOWL Santa Monica) granted uhf Ch. 52; ERP 38 kw visual and 20.4 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Camellia Bestg. Co.

Lafayette, La.—Camellia Bestg. Co. (KLFY) granted share-time station on vhf Ch. 10 ERP 55 kw visual and 29.5 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Evangeline Bestg. Co.

Com. Robert T. Bartley concurred in the share-time grants at Lafayette but noted that the "growth of sharing time propositions is a result of the failure of a majority of the Commission to continue to allow competitive AM stations to share in the ownership and operation of a single television station as we did in Macon Television Co. for fear competition will be diluted in the AM field."

Macon Television, operator of uhf Ch. 47
WETV (TV) Macon, Ga., is owned 45% by WNEZ and 45% by WBML, both Macon, and 10% by William A. Fickling, local businessman.

Comr. Bartley said further:

In my opinion, sharing-time stations by their very nature are less desirable in the public interest than stations operated by a single licensee. Indeed, such type of operation confronts the Commission with many problems of a managerial nature in which we should not engage. Furthermore, it is clear to me that as much, if not more, cooperation and collaboration between the owners of share-time stations are required than if both AM stations owned a single TV station. This is true because of the additional problems faced by sharing time stations which do not arise in the case of single license responsibility. It is in the area of split responsibility where the public interest stands to be adversely affected.

I concur only because we do not have a better proposition before us which will bring television promptly to Lafayette.

In addition to the 22% interest which Mr. Beecher must give up in Merced Television, and his 12% holding in Paducah Televison, the New York attorney holds the following interests: 28% of Appalachian TV Corp., uhf Ch. 21 licensee at Beckley, W. Va.; 22% of Marshall TV Corp., uhf Ch. 16 licensee at Marshall, Tex.; 6% of Hawkeye TV Co., uhf Ch. 20 licensee at Cedar Rapids, Iowa; 1% in Champaign-Urbana TV Inc., uhf Ch. 21 permittee at Champaign-Urbana, Ill.; 6% of LaCrosse TV Corp., uhf Ch. 38 applicant at LaCrosse, Wis.; 22% of Clarksburg-Parkers Corp., uhf Ch. 22 applicant at Clarksburg, W. Va.; 22% of Goldsboro TV Corp., uhf 34 applicant at Goldsboro, N. C.

Comments on the proposal are due Oct. 26, with replies 10 days later.

Pending final action on this proposal, the Commission indicated it would withhold consideration of the following petitions:

Logansport Broadcasting Corp. to assign Ch. 6 to Logansport, Ind.; Booth Radio & Television Stations Inc. to assign Ch. 16 to St. Louis, Mich.; Jackson Broadcasting & TV Corp. to assign Ch. 10 to Farmington, Mich.; Spartan Broadcasting Co. to assign Ch. 10 to Parma, Mich.; Triad TV Assn. to assign Ch. 10 to Wooster, Mich.; and Twin Valley Broadcasters Inc. to assign Ch. 10 to Coldwater, Mich.
SYLVANIA SEeks 'SATELLITE' APPROVAL

Firm lodges formal petition with FCC asking that rule-making proceeding be instituted to authorize the use of satellites in the TV service.

The petition followed a speech by Rep. Alvin R. Bush (R-Pa.) in favor of satellite operation and citing the Sylvania experiments in Emporia, Pa. (B&T, Aug. 24).

Sylvania has been operating two experimental uhf TV unattended satellites in Emporia, site of one of its tube-making plants, for the last year. It has spent more than $500,000 on the project, it was understood.

The Sylvania petition is expected to bring proponents of the booster system of TV coverage into the picture. Major booster advocate is WSM-TV Nashville, Tenn., which has been experimenting with this type of operation since last year [B&T, Jan. 19].

A satellite is a transmitter-receiver installation which picks up TV signals from larger cities and retransmits them on other frequencies to viewers usually unable to receive them directly. A booster is a similar installation, which, however, is "keyed" to a "mother" station, retransmitting its signals on the same frequency.

Use of either a satellite or a booster to "fill in" a station's service area, or to extend its range has been the subject of much thought in postwar television circles since the early postwar years. The FCC, however, has never looked too favorably on such operations. In its 1952 Sixth Report and Order (B&T, April 14, 1952), it denied one such recommendation on the ground that "indiscriminate" use of such operations might defeat the separation factors among TV stations basic in its table of allocations. However, it held the door open for future consideration by stating that "the carefully controlled utilization of such stations may be beneficial to the plan..."

Sylvania pointed to what it called the "vast potential audience" which has no television service "and no prospect" for many years to come.

Because Emporia (pop. 3,646) is located in a valley, 90 miles from Johnstown, Pa., Sylvania began a year ago with direct off the air pickups of the regular Ch. 6 broadcasts of WIACT-TV, retransmitting them on uhf Ch. 22. Five months ago, Sylvania put into operation a second experimental transmitter, which also picked up WIACT-TV and retransmitted those signals on uhf Ch. 22. Occasionally, both stations have picked up and retransmitted uhf signals from WBEN-TV Buffalo (Ch. 4) and WFBG-TV Altoona, Pa. (Ch. 10).

Experimental Powers

Both experimental stations were operated with transmitter output power of 10 watts, with peak powers of 30 watts, and effective radiated powers of 175 watts.

Such stations, Sylvania said, will provide "acceptable" broadcast service within a range of six miles—and without "appreciable change in the interference conditions of existing broadcast stations.'

They will require no change in the present TV allocation plan, Sylvania said.

The radio tube manufacturer also stated that the establishment of satellite stations would not prevent the licensing of regular broadcast stations in the same community, or the expansion of the satellite into a regular TV station.

Concept of the "cluster" idea of satellite stations also was expounded by Sylvania. In this, a group of satellites could be established in a number of communities within a 30-mile radius of a single station community.

Satellite stations can be built to run as attended or unattended operations, Sylvania said. With automatic operation, technical staff is minimal; and because of low power requirements, operating costs are low, and maintenance costs "ridiculously" low, Sylvania said. They can be built for from $15,000 to $20,000, Sylvania estimated.

Impaired in the Sylvania proposal is that satellites would be operated on video channels assigned to the various communities instead of being used by regular broadcast stations. This is based on the assumption, it was apparent, that no applications have been filed or would be filed for regular TV operations in such small markets.

Not mentioned but implicit in the Sylvania reference to the economics of TV are the 15 CPs which have been returned to the FCC.

what’s this about pedigree?

KLZ-TV... going on the air November first... has a dog-gone fine pedigree it possesses antecedents who have given it a heritage of showmanship and salesmanship—a quality in its bloodstream transfused from the veins of remarkable ancestral lineage...KLZ Radio, with 32 years of outstanding performance in building personalities, in programming and public service.

All this barking up our family tree is a matter of pride, of course, but the background with which KLZ-TV goes on the air is important to you, the advertiser. The highly qualifying experience...the complete facilities...CBS Television...mean an immediate and continuing audience acceptance—man's best friend for doing a TV selling job in Denver.

KLZ-TV Channel 7 DENVER

SEE YOUR KATZ MAN

ALADDIN RADIO AND TELEVISION, INC.

Page 50 • September 21, 1953
WBBM DAYTIME RATES ARE UP!

On September 13, 1953, Chicago’s Showmanship Station raised its time rates affecting all daytime periods. A new card, number 24, now in production, will be issued shortly. These new rate increases have been brought about because...

WBBM DAYTIME AUDIENCES ARE UP!

Year in, year out, the number of families and listeners tuned to Chicago’s Showmanship Station has steadily increased. For example, during the past six years WBBM-produced shows alone have enjoyed an average gain of 53%. Within the past two years, a 15% gain.

At WBBM, showmanship and salesmanship are synonymous. And today, WBBM advertisers are reaching—and selling—an audience more than 50% greater than that delivered by any other Chicago station. To reach and sell Chicago’s biggest audiences, call us or CBS Radio Spot Sales right now for availabilities on... WBBM

50,000 watts • CBS Owned
Chicago’s Showmanship Station • 780 kc
CONELRAD PASSES INITIAL EXAM; THERE ARE FLAWS, BUT IT WORKS

Radio civil defense plan was put through its paces by over 1,200 stations across the nation. Comr. Sterling acknowledges there are 'holes' in the 1240 kc coverage.

GOVERNMENT officials late last week were counting up the blunders and marking down the flaws which turned up Wednesday in the first nationwide test of Conelrad.

Overall, the reaction of the agencies involved, FCC, the Air Force and the Federal Civil Defense Administration, was favorable. AFWC, Air Force plane over Long Island

Planes started their missions far at sea despite Conelrad's "planned confusion." Some emergency.

TV outlets would be reporting. Purpose of Messages and intelligible signal for navigation reception phase. But of navigation strength reports the result of Wednesday could have been devised. The speakers in the plane Wednesday emphatically demonstrated this.

During the briefing before the flight, Chester Spurgeon, radio-TV director of FCDA, praised station operators who have adapted their transmitting equipment for Conelrad, noting the costs.

Joseph Eichel, FCC supervisor at the 26th Air Division Headquarters, Roslyn, N.Y., said the test was one of a series to check the effectiveness of Conelrad by uncovering weak spots which need correcting.

He said previous tests on a more confined scale have failed to reveal technical flaws in the system itself, but in some parts of the country, particularly in rural areas (possibly unlikely as target points for enemy bombers) not enough Conelrad could be heard in Conelrad to make it fully effective as a national defense measure.

Mr. Eichel said with few exceptions, big city broadcasters are cooperating fully. All of New York's 26 stations volunteered their facilities but the first 11 to volunteer were all that were needed, he said.

On the West Coast, some 200 stations took part. Air Force planes failed to "ride in" on signals. In Los Angeles area alone, 13 stations took part. KGFI Los Angeles (1230 kc) and 250 w), although not a member of the system because of technical reasons, voluntarily left the air, canceling its commercial schedule, to prevent the possibility of its signal interlacing with 1240 kc.

The Los Angeles test broadcast originated from civil defense headquarters on Mt. Lee (overlooking Hollywood) and was supervised by Maurice Webster, KNX. Loyd Sigmon of KMPC supervised technical operation and Tom Baxter of ABC directed the program.

In Chicago, WGN WMAQ WBBM WLS WENR WIND WSBC took part. Coincident with the test, Admiral Corp. stressed the importance of owning a battery-operated portable or automobile radio in view of a possible emergency. Admiral manufactures small receivers with frequencies marked for special civil defense use.

In Washington, D.C., nine radio outlets took part. There, officials gave a rating of "successful."

Two interesting sidelights, among many, were reported:

A Baltimore video station covered the Conelrad all-radio test. WAAM (TV) telecast views of the city's response to warnings and a commentary by the city's deputy director of civil defense. Direct links to the CD intercommunications system among police, fire, and special civil defense mobile units were set up.

Telecast was on 1:55-2:10 a.m.

In New York, radio evidence was in the midst of playing a record giving civil defense instructions when news director Harry McKenna received a bulletin that a severe electrical storm had hit a residential section of Western, R. I. Within two minutes, he broke into the broadcast.

As explained by the Air Force officials: Since programs from the two New York clusters at flying height are mixed not only with each other but with those from Long Island and other nearby cities, the result is a roar from which no information would be derived.

The way it would sound to an enemy plane.

Lucille Ball is Cleared of Communist Association

EXECUTIVES of the CBS Television Network and of Philip Morris & Co., sponsor of the CBS-TV 'Love Lucy' program series, gave assurances of support to Lucille Ball, star of the show, shortly after it was learned that Sen. McCarthy on Monday 11 on the West Coast that Miss Ball had registered in the 1936 California primary with the Communist Party.

At the same time, Rep. Donald Jackson (R-Calif.) of the House Un-American Activities Committee, cleared Miss Ball of association with the party. The Congressman released a transcript of Miss Ball's interrogation by the committee's investigator, William Wheeler, which showed her election to the California Communist Party Central Committee was without her consent or knowledge, and that she never attended any meeting. Miss Ball had admitted registration with the party to please her" grandmother, the late Fred C. Hunt.

KNXT (TV) Los Angeles, CBS owned and operated station, telecast Rep. Jackson's news conference in that city which cleared Miss Ball.

WCYB Asks Quick Hearing

RENEWING its charge that the competitive vhf Ch. 5 application of WOPI Bristol, Tenn., was filed to delay action on its own TV bid. WCYB Bristol, Va., petitioned FCC last week to remove the applications from the priority list for "accelerated hearing."

The Commission turned down WCYB's earlier protest on the ground of insufficient evidence to prove the allegations charge the WOPI application.

KRBC-AM-TV Sale

SALE of KRBC-AM-TV Abilene, Tex., by Eva May Hanks and associates for $250,000 to rancher-oliman Lewis J. Ackers and family was approved last week by FCC. Transfer of control of Reporter Broadcasting Co., station licensee, is involved. Mrs. Hanks was majority owner. KRBC-TV began operation a fortnight ago on vhf Ch. 9 as the only TV station in that market.

Bowling Green Decision

NEW AM station at Bowling Green, Ohio, on 730 kc with 250 w daytime would be granted to local lumber dealer Howard R. Ward, according to an initial decision issued last week by FCC Hearing Examiner Hugh B. Hutchison. The proposed station would not cause interference to any other outlet, the examiner concluded, but would receive some interference from WPIT Pittsburgh.

Seaton Takes Oath

OATH as Assistant Secretary of Defense for legislative and public affairs was administered last week to Fred A. Seaton, broadcaster and publisher, by J. Robert Love, administrator of the Defense Broadcasting Service, in a Pentagon ceremony. Ex-Sen. (R-Neb.) Seaton's new boss, Defense Secretary Charles E. Wilson, attended the swearing-in. Mr. Seaton was given the recess appointment by President Eisenhower [B&T, Sept. 7]. Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both in Kansas, and vice president of KGGF Coffeyville, Neb.
The tongs all agree—the den’s given way to the TV room, and most all Canton now gets its kicks on Channel 8. Before the venerable ancestors get restless in their tombs, we hasten to explain: it’s no pipe-dream, Canton’s just a 60-mile ’ricksha ride out of Dallas.

If you’ve a yen to spend an evening in Canton, take a cue from the Cantonese and see the Petry man about getting there on WFAA-TV. He’ll know, too, the way to Paradise, Mexico, and Reno—all in the DALLAS-Ft.Worth market.

295,000 sets in this, Texas’ richest market
Army Imitates Comics, Develops Wrist Radio

A WRIST RADIO that can pick up standard broadcasts within a range of 40 miles has been developed by the Army Signal Corps at its engineering laboratories in Fort Monmouth, N. J.

The Army reported its development, which is similar to a device in the familiar "Dick Tracy" comic strip, Sept. 12. The Signal Corps dubbed the new, miniature radio, "Dick Tracy."

Signal Corps said the tiny radio was developed by its own engineers. Only two or three sets have been made and these on an experimental basis. B*W was told. "Further work on the 'Dick Tracy' will be limited," a spokesman said.

He also said the 40 mile range is not satisfactory. Broadcasts were picked up clearly from New York which is 40 airline miles from Fort Monmouth.

The two and five-eighths ounce AM radio is worn on the wrist in the manner of a watch. It is contained in a plexiglass case two inches long, one and an eighth inches wide and three-quarters of an inch thick. Tiny germanium-veined parts (transistors) and other miniature components do away with the conventional vacuum tube and other large parts.

The set is powered with a mercury battery a little larger then the tip of a pencil. Wiring in the chassis is by printed circuits produced by an etching process. A short antenna wire and cord connect the radio with a hearing-aid type ear-phone up the user's sleeve. Knob on the set's face selects the frequency (or station).

The Army said the set has been operating on a tuning range of 1,000-1,500 kc, or about one-half the standard broadcast band.

SOLDIER tunes in his "Dick Tracy," the Army Signal Corps' newly-developed experimental wrist radio, which he wears on his left arm. Note hearing aid type speaker in his left ear. Insert at right provides a closer look at the "Dick Tracy." Knob at top of set selects the AM frequency. The Army reports its wrist radio can pick up broadcasts within a range of 40 miles.

NTSC, MAJOR FIRM MEMBERS GIRD FOR OCT. 15 COMPATIBLE COLOR TV SHOWING

Date for the New York demonstration was fixed by compatible color proponents and FCC staffs. Meantime, NTSC and major manufacturer members ready details of 'command performance' notice. CBS, DuMont and NBC will take part.

GIRDING for the Oct. 15 compatible color TV demonstrations in the New York area (some-where on Long Island), NTSC and its members were reading details of the FCC's "command performance" as listed by the Commission in a preliminary meeting last week. Date and place of the demonstration were fixed Friday at a 15-minute meeting in Washington between NTSC representatives and the FCC staff. It followed by one week a similar preliminary meeting on the same subject [B*W, Sept. 14].

At tendered by NTSC Vice Chairman David B. Smith, Philco vice president, NTSC proposes to use the proceedings to demonstrate the cooperation of CBS, DuMont and NBC television networks. Beginning at noon, NBC will telecast a studio color program from its WNIT. This will be followed at 12:30 with a closed circuit intercity transmission from New York to Washington and return over coaxial cable and microwave facilities of AT&T. At 1 p.m., CBS WCBS-TV will program a remote from outdoors in color, after which DuMont, using its experimental uhf TV transmitter, will put on test patterns and slides.

Color receivers, one each from 10 or a dozen companies, will be used at the receiving center. There also will be some black-and-white receivers for compatibility observation. NTSC did not identify the makes of the receivers it intends to use.

Also to be one hand at the site where the FCC commissioners and staff will observe the color transmissions will be duplicates of subject matter being used in the programs (product packages, material, etc.) so that a simultaneous comparison of color fidelity may be made between the actual object and its representation on the TV screen.

The NTSC proposal resulted from an NTSC meeting in New York Wednesday to discuss the Commission's request for a color demonstration. The program is "substantially in accord" with the requirements listed by the FCC, Dr. W. R. G. Brown of CBS informed the body.

Earlier in the week, the Commission instructed its staff to attempt to schedule the demonstration sometime between Oct. 1 and 15. Other business, already scheduled, would prevent it from viewing compatible color TV in action for the remainder of the month, it was learned.

Among the details the Commission expressed a desire to see demonstrated were:

1. Variations in lighting levels at the studio and ambient lighting levels at the receiver.
2. Transmissions over coaxial cable and microwave relay, including 2.7 mc coaxial cable.
3. Simultaneous comparison of subject matter before cameras and on screens of receivers.
4. Subject matter containing a wide range of hue and chroma, including strongly contrasting color patterns, normal and rapid movements in close-ups and in medium length shots; (b) motion outdoor--with typical outdoor scenes, and (c) slides—color test pattern and both close-up and distant shots on presentation equipment.

Meanwhile, the Commission and the industry were awaiting counter-comments to the Sept. 8 statements filed with the FCC in reply to its Notice of Proposed Rule-Making. Favorable comments were submitted by NTSC, Westinghouse, Admiral and Hazeltine, and previously by RCA-NBC, Philco, GE, Motorola and Sylvania.

NTSC's favorable comments were filed by American Television Inc., Chicago manufacturer and tube maker and distributor, Paramount Television Productions Inc. (Paramount Pictures subsidiary-KTLA Los Angeles) and Chromatic Television Labs., developer of the "Lawrence" tricolor tube and half-owned by Paramount Pictures.

ATI asked that the Commission limit color TV operations to only one city for three years—to allow the remainder of the industry to learn how to handle it. Both Paramount Television and Chromatic Television urged that an analysis of receiver costs be required before the Commission approves NTSC color. If CBS, filing in favor of the NTSC standards, raised serious questions regarding the costs of receivers and station equipment.

MORE CHANNELS MAY BE IN SIGHT

POSSIBILITY that additional vhf and uhf channels can be allocated to a number of cities appeared last week as FCC announced proposed rule making to amend its TV rules relating to requirement points and the computation of minimum spacing.

The change would eliminate the necessity for making assignments to small communities adjacent to larger cities where the minimum separations could not be met if the channel were assigned directly to the larger city. This would be done by requiring location of the transmitter so as to fulfill the minimum spacing.

Based upon a petition by WSAL Logansport, Ind., which seeks NTSC approval of vhf Ch. 6 there, the Commission's proposal is to amend Sec. 3.611(a) of its TV rules by adding the following provision subsection (a) (2):

"If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirements of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610."

Wilmington Uhf Proposed For WILM as WHAT Drops

NEW TV station on uhf Ch. 83 at Wilmington, Del., is proposed in an initial decision issued last week by FCC Hearing Examiner Herbert Sharfman, who would grant the application of Delaware Broadcasting Co., licensee of WILM. The channel was made possible by the withdrawal of a competitor the allocations for vhf Ch. 51 there, according to the FCC. The proposed Ch. 83 outlet would operate with effective radiated power of 13.2 kw visual and 7.1 kw aural with antenna height above average terrain 425 ft.
ANNOUNCES THE APPOINTMENT OF

H-R TELEVISION, INC.

as national representatives

channel 8

KOMU-TV
THE COMMERCIAL TELEVISION STATION
OF THE UNIVERSITY OF MISSOURI

AIR DATE: OCTOBER
Defendants to Answer Anti-Trust Suit Oct. 15

DEFENDANTS in the Dept. of Justice’s anti-trust suit to force release of 16mm feature motion pictures to television and other non-theatrical outlets, have been given until Oct. 15 to file their answers and to complete interrogatories. Date for the filing, after various continuances, was to have been last Tuesday but the U. S. Attorney’s office in Los Angeles filed a stipulation in Federal Court to extend the time.

Filed on July 22, 1952, the anti-trust suit, is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp., and subsidiary, Screen Gems Inc.; Universal Pictures Corp. and subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not a defendant, Theatre Owners of America (TOA) is named as a conspirator.

Lamb Repeats Refusal To Take Democratic Post

EDWARD LAMB, radio-TV operator and newspaper publisher, last week reiterated his earlier announcement that he would not accept the post of treasurer with the Democratic National Committee [B•T, Sept. 14].

In Chicago for the two-day Democratic meeting, Mr. Lamb told B•T he “definitely would not accept such a position” and said he was there as an unofficial observer.

Mr. Lamb also said that his personal plans for a special buffet supper Tuesday in honor of Adlai Stevenson, Mr. and Mrs. Harry Truman and Mr. and Mrs. Stephen Mitchell—Mr. Mitchell is committee chairman—had been sidetracked [CLOSED CIRCUIT, Sept. 14]. The supper was held under the auspices of the National Committee instead, although Mr. and Mrs. Mitchell had contributed $3,500.

In the Chicago Daily News, Edward Leahy reported the Lamb’s gift as “the biggest single-family contribution” to the Democratic National Committee between June 1 and Aug. 31. Mr. Lamb's properties include WICU (TV) Erie, Pa., WMAC-TV Massillon, Ohio, and WTVQ (TV) Pittsburgh (purchase pending FCC approval) in television and WIKK Erie, WOTD and WTPT (FM) Toledo and WHOO-AM-FM Orlando, Fla., in radio. He also is applicant for three other TV stations.

Columbus Grantee Replies To Phenix City Petition

COLUMBUS Broadcasting Co. last week filed an opposition with FCC to a petition filed Sept. 10 by the City of Phenix, Ala., which requested that FCC's grant of vhf Ch. 4 to Columbus Broadcasting [B•T, Aug. 31] be set aside [B•T, Sept. 14]. Columbus, Ga., where the grant was made, is adjacent to Phenix City.

The Phenix City petition, filed by Leo Resnick, its Washington counsel, had questioned the grantee's qualifications. The grantee firm, in its opposition last week, described the Phenix City petition as “without merit,” but requested the FCC, if that body elected to consider the petition, to designate the Phenix City petition itself for hearing so as not to delay the grantee's plans.
HEARING LIKELY FOR CBS, ZENITH

COMPETITIVE hearing between CBS and Zenith Radio Corp. for Ch. 2 in Chicago seemed likely last week when the FCC sent "McFarland letters" to both and asked for comments within 30 days.

Letters were sent on the grounds that CBS's Sept. 1 application for license renewal of WBBM-TV Chicago could not be granted without a hearing since Zenith's application was still pending.

Although the FCC dismissed Zenith's application when it issued the final TV report last year [B*T, April 14, 1952], Zenith appealed to the U S. Court of Appeals in Washington, receiving a stay until the court decides whether the FCC was right. However, the court permitted the FCC to assign WBBM-TV from Ch. 4 to Ch. 2 temporarily pending the outcome of the Zenith appeal.

Zenith's application, filed in 1948, was for Ch. 4. In its final table of allocations, the FCC deleted Ch. 4 from Chicago, moved the then WBKB TV channel.

FACILITIES of WBKB were bought from United Paramount Theatres Inc. by CBS for $6 million, then re-titled WBBM-TV. This sale was part of the UPT-ABC merger, approved by the Commission early this year [B*T, Feb. 16].

In its brief filed last month [B*T, Aug. 17], Zenith claimed the FCC was practicing a "shell game" in denying its application for a Chicago TV channel. FCC and CBS answers to Zenith are due Sept. 23.

Examiner Would Dismiss Eugene Ch. 13 Protest

PROPOSING to dismiss a Sec. 309(c) economic protest by W. Gordon Allen, an initial decision was issued by FCC Hearing Examiner James D. Cunningham last week to make effective immediately the vhf Ch. 13 grant to Eugene Television Co. at Eugene, Ore. Mr. Allen is permittee of uhf Ch. 20 KTVF (TV) there. His protest caused postponement of the Ch. 13 grant [B*T, June 29].

Eugene Television was a merger between two competing applicants, KUGN and KORE. Subsequently, however, stockholder C. H. Fisher transferred his majority interest in KUGN to his son, C. O. Fisher, thereby removing KUGN from the Ch. 13 grantees. The KUGN transfer awaits FCC approval. Mr. Allen contended the family relationship between the TV grantees and KUGN, plus part ownership by KORE principals, would violate FCC's multiple ownership rules and cause his uhf Ch. 20 outlet economic injury. The hearing examiner's initial ruling found no evidence to refute the elder Fisher's intention not to interfere in the operation of his son's KUGN.

Tucson TV Outlets

KOPO-TV Tucson, Ariz., vhf Ch. 13 outlet owned by Gene Autry and associates, has been operating since Feb. 1 of this year as Tucson's first local TV outlet. KVOA-TV, new vhf Ch. 4 station, was to commence operation yesterday (Sunday, Sept. 27). A third station, KCNA-TV, has returned its vhf Ch. 9 permit to the FCC because of economic reasons [B*T, Sept. 14]. B*Ts story on KCNA-TV's action overlooked the fact that KOPO-TV is operating on Ch. 13.

BROADCASTING • TELECASTING

September 21, 1953 • Page 57
**BAN ON MARCIANO-LaSTARZA FIGHT**

Brings Protests from Broadcasters

International Boxing Club's edict that radio and TV stations could not give blow-by-blow accounts or re-creations of the bout draws resolutions, threats of defiance—and two stations are instituting their own kind of news blackout.

The forthcoming fight for the world's heavyweight title between Rocky Marciano and Roland LaStarza in New York last week raised the issue of "property rights" versus "freedom of news coverage" by broadcasting media.

The question was brought into sharp focus when the International Boxing Club, promoter of next Thursday's match, issued a series of statements in attempts to clarify its position. The first statement pointed out that since exclusive rights had been sold to Theatre Network Television, blow-by-blow accounts would be limited to newspapers and wire services only, and that re-creating or simulating blow-by-blow accounts on radio or television was prohibited.

A later statement modified its stand to permit 75-word bulletins of the fight to be broadcast after every three rounds.

Fellows Leads Dissents

A storm of protests came from broadcasters during the week protesting the IBC edict. NARTB President Harold E. Fellows led off the dissent with a statement Tuesday at the Dist. 17 meeting in Seattle in which he termed the IBC action as "arbitrary and capricious."

Resolutions condemning the IBC restriction on radio-TV were passed by broadcasters at the Seattle meeting and on Thursday at the Dist. 15 meeting in Chicago. Statements issued by several stations issued spirited complaints, WOV New York serving notice it intended to air the fight's "progress in the most accurate and prompt possible way" and "a re-creation there-of, if we sheet it."

WOON Woonsocket, R.I., and WRON Ronconverte, W.Va., are retailing by omitting pre-fight publicity from their newscasts. WRON sportcaster Gary Dent, aired these remarks by WRON President Bill Blake: "The decision of the promoters to bar radio broadcasts ... is as ridiculous as the decisions in some of their fights. If they want to keep the fight secret, WRON will help them. Therefore, WRON will try to keep anyone from knowing they're having a fight on Sept. 24, and we invite all other radio stations ... to join us."

WOON Woonsocket, R.I., told NARTB last week it would follow a similar policy, also urging other U.S. broadcasters to follow suit. Mr. Fellows' statement told Seattle delegates: "In effect, IBC President James Norris has placed an artificial limitation upon the ability of American broadcasters to serve the American public. I have no doubt that there is a right implicit in the promotion of such a spectacle as the championship boxing match. I believe this right generally is recognized by broadcasters."

In this case broadcast facilities reaching American homes are not picking up the fight. However, it does not seem to me that this right extends to Mr. Norris' right of controlling ordering that broadcasting stations may not pick up and broadcast such material as they may receive from the wire services to which they subscribe. We do not have a time to that, as a boxing promoter, should abrogate the contract existing between such wire services and stations by forbidding the service in effect to file a blow-by-blow account, or the stations from broadcasting it if it is filed.

"Beneath such imperatives, however, I view Mr. Norris' action as arbitrary and capricious. I think it overlooks the interests of the public itself insofar as it represents an abridgment of the right of the public to the utilization of a free media to serve that public fully. I do not believe the broadcasters of the nation will abide much longer such discriminatory edicts."

The amended policy of IBC with respect to broadcast coverage of the match, as announced to wire services last Tuesday, stated:

The restrictions regarding the re-creation or simulating of the blow-by-blow description on radio or TV broadcasting will apply only to wire services; the rules will not be justified for any unauthorized use of the account will be subject to legal action.

The blow-by-blow account is limited to news publications only. It can be carried by wire-service wire services and their numerous radio and TV outlets, but we can assure the public of the progress of the fight every three rounds. While this is the primary issue, it's the wire services that the wirestress should be 75-word summary is not to be used in any way to re-create or simulate the blow-by-blow description.

Apprised of the IBC's change in policy, a WOV spokesman said that the station, which furnishes its program, will be still be guided by the remarks made last Monday by Ralph Well, executive vice president. Mr. Well said:

The Marciano-LaStarza match is between two Italian-American boxers who have reached the top rungs of their class. The Italian-American promotions have decided to go with radio or TV and have received the IBC edict. I've been ready to re-create this event, and it has been our plan to report it in the most accurate, informative, and human manner. Now, comes Mr. Norris' (James Norris, IBC president) with a dictate which, if we read it all right, cheat the entire radio Industry of the possibility of reporting news events, and simply as it is made, but even immediately after. Applications for a broadcast also inform the industry of detailed coverage of this fight through the radio waves of the established new services. We have no knowledge of how the news services interpret this usage or what they intend to do about it. If anything, our own intention is to pick up news about the re-creation thereof, if we see fit, to our public as quickly and accurately as possible. Such a spectacle would create a spectacle up to a certain point and there Mr. Norris' statement is left. We must be given the chance to use this news, as news it enters the domain of public interest. An IBC spokesman, Murray Goodman, said he had read reports of Mr. Well's remarks. He added that IBC attorneys had been alerted to take "appropriate actions" against any parties that violated IBC rulings.

Mr. Goodman told BT that IBC's position was that there is a question of "property rights" involved in the bout, pointing out that the organization has an obligation to its sponsor, namely Theatre Network Television. He said that in baseball, scores only of other games are given on a broadcast every three innings as a means of protecting the sponsor and he said they felt it had "a reasonable concession" in allowing 75-word bulletins.

Spokesmen for AP, UP and INS said they would abide by IBC regulations and would carry the IBC warnings on the scope of material that can be used by broadcasting media. The AP announced that its services have given considerable study to the problem created by coverage of the bout and they have come to the conclusion that there are elements of "property rights" involved. They have all the rights that they have no intention of making a "test case" against the IBC policy.
FABULOUS KNOE-TV
ON THE AIR—SEPT. 27

The south's BIG station you've heard so much about ... the one that has the whole industry buzzing ... will go on the air next Sunday. KNOE-TV covers a sales potential which reaches eye-popping proportions. You just get started when you mark up the rich Monroe area where the average family income—at $6,900 per year—is one of the highest in the nation. With its 774 ft. tower and 230,000 watts power, KNOE-TV will "boom right in" to the thickly populated cities of Shreveport, Alexandria, Camden, El Dorado, Vicksburg and Natchez. Surveys show our area market equivalent to that of the tenth largest metropolitan market.

EXPAND YOUR SOUTHERN MARKET
Our availabilities are being grabbed up much faster than even we anticipated. Contact us or H-R Television now.

- Interconnected to network cable on opening date
- Operation will begin with full authorized power of 230,000 watts
- Tower height—774 ft.
- 3 studios ... Main one—106 x 60
- Main studio has hydraulic 6 ft. lift

## Just Look At This Market Data

<table>
<thead>
<tr>
<th>Category</th>
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<td>Families</td>
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<td>General Merchandise Stores</td>
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<td>Population Living on Farms</td>
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<td>Dwelling Units</td>
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</tr>
</tbody>
</table>

keep your eyes on the south's BIG station

A
James A. Noe
Station

KNOE-TV
CHANNEL 8, MONROE, LOUISIANA

CBS (PRIMARY)
NBC - ABC
DUMONT

PAUL H. GOLDMAN, VICE PRESIDENT AND
GENERAL MANAGER

H-R TELEVISION, INC., National Representative

September 21, 1953 • Page 59
THROWER WPIX VP, FREEMAN PROMOTED

ELECTION of General Manager Fred M. Thrower as vice president of WPIX (TV) New York and the appointment of Otis S. Freeman as the station's chief engineer were announced last week.

Mr. Thrower, who took over the general managership last May, will continue to serve in that post, F. M. Flynn, president of the Daily News outlet, said.

Mr. Freeman, who has been assistant chief engineer since the station commenced operations in 1948, will succeed Chief Engineer Tom Howard, who has resigned to become director of engineering for the radio and television properties of Jefferson Standard Broadcasting Co., licensee of WBT and WBTV (TV) Charlotte, N. C.

The Freeman appointment becomes effective Oct. 1.

Vice President Thrower formerly was CBS-TV vice president in charge of sales, and before that he served nine years as ABC vice president in charge of radio and TV sales.

Fifteen W. Va. Stations Sign for Grid Contests

FIFTEEN radio outlets in West Virginia have signed to carry all nine football games of West Virginia U., it was reported last week. Additional stations are expected to sign.

Signed: WAJR Morgantown (originating station); WBTH Williamson; WOAY Oak Hill; WBLK Clarksville; WMNN Fairmont; WILS Bluefield; WKNA Charleston; WDNE Elkins; WVOW Logan; WCOR Parkersburg; WRON Wheeling; WTVK Bridgeport; WHAI Huntington; WTVQ Logan; WDNE Martinsburg; WBT II Charleston; WDNE Elkins.

John Johns, WAJR manager, said stations may be signed in Huntington, Martinsburg, Keyser and Welch before the first game, West Virginia-Pitt at Pittsburgh Sept. 26. The sports network is called Ashland Oil-Valvoline Sports Network, using the sponsor's name. Jack Fleming will handle play-by-play.

ABC Group Reviews Sales

PLANS for the new "fall look" in programming at WENR-WBKB (TV) Chicago and reports on network and local sales were reviewed by ABC Central Division executives at a luncheon Sept. 11. Tape recorded messages from ABC-United Paramount officials in New York including ABC President Robert Kintner, highlighted presentation of ABC Chicago's new publicity-promotion concept, aimed at closer liaison with local trade and newspaper reporters.

Prospects for fall radio-TV sales were described as bright for the network and WENR-WBKB.

Seattle Paper Strike's Effect on Radio-TV Small

THE two-month-old strike by the Seattle-Tacoma Newspaper Guild against the Seattle Times has had a limited effect on broadcasting business in the area, a B+T survey disclosed last week.

A few of the 10 radio and television stations queried reported new sponsors or augmented schedules, and some have added to their news cast coverage, but the broadcasting pattern has not changed markedly since publication of Seattle's afternoon and Sunday paper was suspended in mid-July. The morning and Sunday Post-Intelligencer is Seattle's only daily pending settlement of the strike, and one radio executive observed that the P-I has acquired 85% of the Times' advertisers' newspaper ad budgets.

The Bon Marche, major Seattle department store affiliated with the Allied Stores chain, had scheduled a major weekend promotion when the strike hit and shifted swiftly to a heavy radio spot schedule and a productive television innovation.

TV studio facilities were set up in the store, and for two weeks, KING-TV Seattle's after noon shows, Vanity Views and KING's Camera, were telecast directly from The Bon Marche. The telecasts attracted overflow audiences to the temporary "studio" and the store later reported a heavy increase in telephone orders and in-store traffic traceable to the programs.

Among the AM radio stations, KJR's general manager, J. A. Morton reported "a noticeable increase in advertising," particularly from department stores and primarily in connection with the new programs.

KOMO, Seattle's NBC affiliate, reported a slight increase in advertising of food products.

KOL's business picked up "a little, but not appreciably," according to Archie Taft Jr., general and commercial manager.

Speaking for KIRO Seattle, Lincoln W. Miller, assigned to the president, commented that the CBS affiliate noticed no increases in advertising attributable to the newspaper strike.

CHECK for purchase of WJJD Chicago by Plough Broadcasting Co. from Field Enterprises Inc. changed hands last Monday after FCC approval of the sale [B+T, Sept. 14].

Abe Plough (il), president of Plough Inc., parent firm of the broadcasting subsidiary, hands the check to Marshall Field Jr., vice president of Field Enterprises and editor-publisher of the Chicago Sun-Times. Plough bought station for $900,000 in cash. Negotiations were handled through Dow. Lohnes & Albertson, Washington law firm, and held by Marshall Field Sr., president of Field Enterprises, and Mr. Plough.

WNEW Promotes Jaeger

JOHN JAEGER, who joined WNEW New York 19 years ago when he was a 17-year-old announcer, last week was named assistant general manager of the station. An announcement from Bernice Judis, vice president and general manager of WNEW, said Mr. Jaeger will coordinate the activities of the station's various departments and personnel and will perform other executive functions. Mr. Jaeger's background in radio has been exclusively with WNEW.

WOOD-TV Constructs

WOOD-TV Grand Rapids, Mich., plans to be in operation by the first of the year on its new vhf Ch. 8 frequency with effective radiated power of 316 kw, the station reported last week.

WOOD-TV will change from present 28.5 kw on Ch. 7. Cornerstone for the new transmitter building was laid Sept. 8 with city and state officials present.

Maillet to Head WWOD

CHARLES R. MAILLET, manager of WFLO Farmville, Va., since 1948 and present secretary-treasurer of the Virginia Assn. of Broadcasters, has been appointed manager of WWOD Lynchburg, Va., effective Oct. 1, Joyce W. Fore, WWOD secretary-treasurer, announced recently.

Mr. Maillet has been in radio since 1937 in New York, Georgia and North Carolina. He is a World War II infantry veteran and is active in civic work.

Roger A. Chase Killed

ROGER A. CHASE, 51, night news editor of KPHO Phoenix, was found shot to death on a desert road near Wickenburg, Ariz., Sept. 11, and his wife, Mrs. Jean Chase, 37, was charged last Wednesday with murder. Mrs. Chase was found near the scene, about 40 miles northwest of Phoenix, as was Mr. Chase's car and a .25 caliber pistol used in the shooting. Mr. Chase formerly was employed in radio in Chicago.

Heyser Found Dead

FRAN HEYSER, 52, described in news reports as a producer for KMBC Kansas City, was found dead Sept. 12 in his room at the Pickwick Hotel, that city. According to the police, Mr. Heyser apparently had been beaten with a heavy metal table lamp and died ten hours before his body was discovered that morning at 10 a.m.
WKLO-TV
LOUISVILLE

Announces the appointment of

O. L. TAYLOR
AS EXCLUSIVE NATIONAL REPRESENTATIVES

Effective Immediately

WKLO-TV
CHANNEL 21
LOUISVILLE
ON THE AIR MID-OCTOBER

REPORT FROM LOUISVILLE

The Kentuckiana area we serve is a MIGHTY MUST for your sales message! Glowing facts make WKLO-TV a buyword in the glossary of successful selling. A metropolitan population of 589,900 serving a trading area of 942,498 with retail sales for 1952 totaling $888,450,000. This 25th major market in the U. S. is surrounded by rich Kentuckiana agriculture, and is the home of such employment giants as General Electric, Reynolds Metals, International Harvester, DuPont, plus countless distilleries and cigarette manufacturers. All this adds up to WKLO-TV as a leader on any national advertiser's list.
Teletah Tally

IT WAS one big dollar push in Louis-
ville's cerebral palsy telephone held by
WHAS-TV Louisville Sept. 12-13. The
16-hour affair was telecast from Me-
morial Auditorium. As the donations
were being totaled last week, it looked as
if the sum might go as high as $175,000.
Half a dozen TV and theatrical stars
appeared on the telephone headed by
Warren Hull (m. c. of Strike It Rich),
Mel Torme, Ray Malone, vocalist Fran
Warren, comic Pedro Gonzales and
others.

WGR Elects Nat Cohen

NAT L. COHEN has been elected vice presi-
dent in charge of sales and member of the
board of WGR Broadcasting Corp. (WGR
Buffalo), Leo J. Fitz-
patrick, board chair-
man, and J. R. Lounsber-
ry, presi-
dent, announced Wed-
sday.

Mr. Cohen has
been in the field of
advertising sales
since 1925. He
joined WGR as a
sales executive in
1931 and became
commercial manager
in 1946.

In his new capac-
ity, Mr. Cohen will have direct supervision
of the station's sales staffs, local and national.

North Jersey Radio Buys
WVNJ After Selling WNJR

NORTH Jersey Radio Inc., subsidiary of the
Newark News, which has sold its radio station,
WNJR Newark, for $145,000 to Rollins Broad-
casting (B&T, Sept. 7), has announced the pur-
chase of WVNJ Newark from Newark Broad-
casting Corp. for an undisclosed amount. Both
transfers are subject to FCC approval.

Edward W. Scudder Jr., president of North
Jersey Radio, will serve WVNJ in the same
capacity and Harry D. Goodwin, general man-
ger of WNJR, will assume that post at WVNJ,
with Tom B. Newman, now vice president, gen-
eral and commercial manager of WVNJ prob-
ably remaining at the station as commercial
manager. As few personnel changes as pos-
sible will be made at WVNJ, according to Mr.
Goodwin.

Both stations are licensed to operate full
time with 5 kw power, WNJR on 1430 kc
directional night, WVNJ on 620 kc directional
with a different pattern day and night.

WPTZ (TV)'s New Rates

WPTZ (TV) Philadelphia's new rate card No.
9, with a Class AA hour rate of $2,000, goes
into effect Oct. 1, Alexander W. Dannenbaum
Jr., commercial manager, said last week. Mr.
Dannenbaum said TV sets in the WPTZ area
have increased 82% since Oct. 1, 1951, when
rate card No. 8 went into effect. Since that
date TV sets have increased from 909,771 to
1,668,861, he said, adding that the increase in
sets was caused by new TV homes and WPTZ's
new maximum coverage.

SOLD:

Please disregard the advertisement appearing on page 110 offering a
100,000 watt station, with a gross in excess of $200,000.00, and
broadcasting assets worth more than $200,000.00, which was priced
at $150,000.00. Since the placement of the advertisement, the sta-
nation has been sold.

Appraisals • Negotiations • Financing
BLACKHURN - HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4241-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2004

SAN FRANCISCO
Lester M. Smith
335 Montgomery St.
Exbrook 2-5672

Page 62 • September 21, 1953
only offers you all this valuable new information

...and it doesn't cost you a cent!

20 PRIZE-WINNING ARTICLES
from Audio's International Sound Recording Contest

Here's a wealth of new ideas on how to use tape and disc recordings to achieve greater economy and efficiency in radio, TV and sound studio operation.

With reference to these articles, one of the contest judges commented as follows: "I have never received so much information which was new and exciting in such a short time in all of my years in the business." And another judge stated that "the information and descriptions of recording operations conducted in small radio stations and recording studios throughout the country has been quite an education."

Contest winners include entries from 11 different States, as well as from Canada and Switzerland. The 20 best articles, which were awarded cash prizes totaling $1400, will be published in the pages of Audio Record. The information thus made available to the industry will be of real value to sound recordists everywhere.

QUICK FACTS ON MAGNETIC TAPE RECORDERS

Each year, Audio Record brings you a complete, up-to-date listing of all makes and models of tape recording machines— with conveniently arranged price and performance data. This directory issue, published in September, is the most complete and authoritative compilation of tape recorder information available to the industry. Over 75,000 copies of the last issue were distributed.

... plus many other articles of timely interest to the sound recordist

Audio Record keeps you well informed on all the latest trends and technical developments in all phases of tape and disc recording. It is not an advertising publication and its sole purpose is to render a needed and useful service to the industry.

Audio Record, published 8 times a year, is currently distributed free of charge to a request mailing list of about 35,000 sound recordists in broadcasting stations, recording studios, schools and colleges throughout the country.

IT'S YOURS FOR THE ASKING

A letter or post card will add your name to the Audio Record mailing list. And if you would like to have others in your organization read it also, send their names along, too. Just write to Audio Devices, Inc., using the Dept. No. listed below. All requests addressed to this Dept. will be started with the July-Aug., 1953 issue, so you will be sure to get all the prize-winning articles, as well as the 1953 Tape Recorder Directory Issue.

AUDIO DEVICES, Inc.
Dept. AR-2, 444 Madison Ave., New York, N.Y.

Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiordiscs audiotape audiofilm audiopoints
4 UHFS, 3 VHFS START

Among the newer starters are three stations all second TV outlets in cities heretofore with a single station.

SEVEN new TV stations began commercial operation last week — and four more were scheduled to commence commercial operation this past weekend.

In three cities the new video outlets brought the second TV station to town; they were: San Diego, Calif., where KFSD-TV began Sept. 13 on channel 5; and three other pre-freeze KFVM-TVs Ch. 8 transmissions; Johnstown, Pa., where WARD-TV commenced Sept. 15 bringing the first local uhf signal on Ch. 56 to join with pre-freeze WJAC-TV's vhf Ch. 6, and Wilkes-Barre, Pa., where WILK-TV's uhf Ch. 34 joined post-freeze WBRE-TV's uhf Ch. 28.

In four other cities, the new TV stations brought the first local transmissions — in Monterey-Salinas, Calif., where KMBY-TV and KSBW-TV respectively began Sept. 13; in Waterbury, Conn., where WATR-TV began Sept. 10; in Chambersburg, Pa., where WCHA-TV began Sept. 5.

New TV stations which started last week:

KMBY-TV Monterey, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KSBW-TV Salinas).

KSBW-TV Salinas, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KMBY-TV Monterey).

KFSD-TV San Diego, Calif., vhf Ch. 10 (NBC), represented by Katz Agency Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53 (CBS and DuM), represented by William G. Rambeau Co.

WCHA-TV Chambersburg, Pa., uhf Ch. 46, represented by ForJoe TV Inc.

WARD-TV Johnstown, Pa., uhf Ch. 56, represented by Weed TV Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34 (ABC, DuM), represented by Avery-Kindel Inc.

KSDK-TV St. Louis, Mo., uhf Ch. 47 (ABC), represented by Wss-WTVI St. Louis, Mo., which was granted an STA for commercial operation Sept. 5.


Tabulation of other station starting plans:

ARIZONA
K0OL-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share with K00Y-TV), Oct. 11.

K00Y-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share with K0OL-TV), Oct. 11.

KVOA-TV Tucson, vhf Ch. 4 (NBC), represented by Raymier, Sept. 27.

KIVA-TV Yuma, vhf Ch. 11, represented by S. Grant, Oct. 14.

CALIFORNIA
KERO-TV Bakersfield, vhf Ch. 10 (CBS, NBC), represented by Avery-Kindel, Sept. 26.

K0I-TM-Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont, NBC-TV), represented by Blair-TV Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABCTV), represented by George P. Hollingbery Co., Oct. 1 (granted STA Aug. 26).


KICU (TV) Salinas, vhf Ch. 28, Fall.

COLORADO
KRD0-TV Colorado Springs, vhf Ch. 12 (NBC-TV), represented by Joseph Hershey McGivney Inc., Sept. 20.

FLORIDA
WINK-TV Fort Myers, vhf Ch. 11, represented by Weed TV Inc., Oct. 1.

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Sept. 25.

WPTA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, vhf Ch. 21, Sept. 23.

GEORGIA
WDAY-TM Columbus, uhf Ch. 28 (ABC, NBC), represented by Headley-Reed TV Inc., Oct. 1.

WMAZ-TV Macon, uhf Ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 15.)

IDAHO
KTV (TV) Boise, vhf Ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 1.

KWIK-TV Pocatello, vhf Ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS
WTVH (TV) Peoria, vhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 27.

WICS-TV Springfield, vhf Ch. 25, represented by Adam Young TV Inc., Oct. 1.

IOWA
WMT-TV Cedar Rapids, vhf Ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 8).

KQTV (TV) Fort Dodge, vhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY
WEHT (TV) Henderson, vhf Ch. 50 (CBS), represented by MCI-TV Inc., Sept. 27.

WKLO-TV Louisville, vhf Ch. 21 (ABC and DuMont), represented by O. L. Taylor Co., Oct. 1.

LOUISIANA
KTAG (TV) Lake Charles, vhf Ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOV-TV Monroe vhf Ch. 8 (ABC-TV CBS-TV and DuMont) represented by H-R Television, Sept. 27.

MASSACHUSETTS
WTAI-TV Boston-Cambridge, vhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 16).

WMGT (TV) North Adams, vhf Ch. 74, represented by Walker Representation Co., Inc., Ch. 25.


MICHIGAN
WBCK-TV Battle Creek, vhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 23.

WTAC-TV Flint, vhf Ch. 16 (ABC), represented by Paul H. Raymer Co. Inc., Oct. 1.

WJTV Lansing, vhf Ch. 64 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA
WJON-TV St. Cloud, vhf Ch. 7, represented by William G. Rambeau Co., late October.

WJBB-TV Brainerd, vhf Ch. 30, Fall.

WJKQ-TV Meridian, vhf Ch. 31 (ABC, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSISSIPPI
KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-Tv, Sept. 21 (granted STA Aug. 21; test pattern started Aug. 8).

KOMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

KERO-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 15.)

KCTV (TV) Springfield, vhf Ch. 3 (ABC, NBC), represented by George P. Hollingbery Co., Sept. 25.

MONTANA
K00K-TV Billings, vhf Ch. 2, represented by George P. Hollingbery Co., Oct. 1.

NEVADA
KZTV (TV) Reno, vhf Ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO
EGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA Sept. 25).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 25.

NEW YORK
WROW-TV Albany, uhf Ch. 41 (ABC), represented by Huling TV Co., Inc., Oct. 15.

WECT (TV) Elmir, vhf Ch. 18 (NBC), represented by Everett-WTVI Inc., Oct. 1.

NORTH CAROLINA
WCCG-TV Greensboro, vhf Ch. 57 (ABC-TV), Oct. 10.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV),
Ramar of the jungle
starring Jon Hall

The only show of its kind
on television...

It's an axiom in show business that Jungle pictures are sure-fire box-office. Ramar proves it in television with its ratings and sales records.

Ramar is an all-family show, with special appeal to the great juvenile and teen-age audiences. This TPA program wins huge audiences at any time of day . . . any day of the week — in every type of market.

Ramar is a sales "natural" — complete with countless merchandising and exploitation tie-ups available through TPA.

Program supply covers two years of half-hour programming.

Write, wire or phone for complete information.

Television Programs of America, Inc.
729 Seventh Avenue, New York 19, New York
1041 N. Formosa Avenue, Hollywood 46, California
- Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.

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**STATIONS**

represented by John E. Pearson TV Inc., Oct. 15.
WJSJ-TV Winston-Salem, vhf Ch 12 (NBC), represented by Headley-Reed TV, Oct. 1.
WTAM-TV Winston-Salem, vhf Ch 2 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

**NORTH DAKOTA**

KFYB-TV Bismarck, vhf Ch 5, represented by Blain-TV Inc., October.

**OHIO**

WICA-TV Ashtabula, vhf Ch 15, represented by GILL-Perma Inc., Fall.
WIFE (TV) Dayton, vhf Ch 22, represented by Headley-Reed TV Inc., Fall.
WMAC-TV Massillon, vhf Ch 23, represented by Edward Petry & Co. Inc., Oct. 16.
WUTV (TV) Youngstown, vhf Ch 21, Fall.

**OKLAHOMA**

KLFN-TV Oklahoma City, vhf Ch 19 (ABC-TV) and DuMont), represented by The Bolling Co., Oct. 1.
KTVQ (TV) Oklahoma City, vhf Ch 25, represented by H-R Television, Oct. 1.

**OREGON**

Eugene TV Inc., Eugene, vhf Ch 13, represented by George P. Hollingbery Co., October.
Koin-TV Portland, vhf Ch 6 (CBS), represented by Avery-Knodel Inc., Oct. 15.

**PA.**

WJL-TV Johnson City, vhf Ch 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).
WRAL-TV Knoxville, vhf Ch 6, represented by Avery-Knodel Inc., Oct. 1.
WTKS (TV) Knoxville, vhf Ch 20, Oct. 1 (granted STA Sept. 4).
WHBQ-TV Memphis, vhf Ch 13, represented by Blain-TV, Sept. 27 (granted STA Aug. 26).

**SOUTH CAROLINA**

WIS-TV Columbia, vhf Ch. 10 (NBC), represented by Free & Peters Inc., October.

**TENNESSEE**

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Oct. 1.
KUZ-TV Houston, vhf Ch. 39 (DuMont), represented by Forjoe TV Inc., Sept. 19.
KTMV (TV) Longview, vhf Ch. 32, represented by Forjoe TV Inc., Sept. 27 (granted STA).
KANG-TV Waco, vhf Ch. 31 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 1.
KRGT-TV Waco, vhf Ch. 5 (NBC), represented by O. L. Taylor Co., October.

**UTAH**

KUTV (TV) Salt Lake City, vhf Ch. 2 (ABC), represented by George P. Hollingbery Co., Oct. 15.

**VIRGINIA**

wright-TV Hampton, vhf Ch. 15 (NBC), represented by William G. Rambeau Co., Sept. 19.
WBTN-TV Danville, vhf Ch. 24, represented by George P. Hollingbery Co., Oct. 1.
WSVA-TV Harrisonburg, vhf Ch 3 (NBC-TV), represented by Davrey & Co., Oct. 1.
WOV-TV Norfolk, vhf Ch. 27 (ABC), represented by Forjoe-TV Inc., October.

**WISCONSIN**

WRBZ (TV) Beloit, vhf Ch. 57, represented by George W. Clark Inc., Sept. 30.
WOKY-TV Milwaukee, vhf Ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (test pattern Sept. 15).

**ALASKA**

KPIA (TV) Anchorage, vhf Ch. 2 (ABC, CBS), Oct. 15.
Gad! Look what has happened in San Francisco's daytime television!

When spring rolled around this year, KPIX was doing all right in daytime TV ... a good strong second and well ahead of the number three station in San Francisco. Could KPIX better its position? Take a look at the result of some serious thinking and some fine programming. As of the August Telepulse, KPIX has climbed by 22% across the daytime board to a sponsor-satisfying number one spot. Thus, always a good buy, KPIX is now a better buy than ever. Your Katz man has the hour-by-hour story.

Chart based on monthly Telepulse reports for the San Francisco Bay Region.
"Myopic Mike"

Once there was a myopic microphone who thought he had a very large radio audience.

But one day he had a terrible headache and his Doctor told him—"Mike you need glasses!"

And when he got the glasses he saw that his radio audience was only his mother and two brothers.

What could he do? He was confused and worried until, like a stroke of lightning, he remembered—

SESAC'S Transcribed Library

The Lowest-Priced
Complete Program Service

* Sales Aides that Sell Time for You
* Network-Calibre Scripts
* Program Notes
* Bridges, Moods and Themes
* Music for Every Type of Program and Sponsor

Mike was very happy—he was going to build a large radio audience and receive many things thru the mail from SESAC.

write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17

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NBC Splits Advertising-Promotion in Radio, TV; Hughes, Evans Named

In further divorce of radio and TV activities, NBC forms separate advertising and promotion departments for both. Ridgway Hughes heads the radio version and Jacob A. Evans the TV counterpart.

DIVISION of NBC's advertising and promotion department into separate radio and television units was set last week, with Ridgway Hughes named to head the department for radio and Jacob A. Evans to direct the TV unit.

The divorce followed the recent separation of the network program and sales departments into independent radio and TV organizations that concentrate exclusively on their respective mediums.

Separation of the advertising and promotion department had been contemplated when the radio and TV activities of the program and sales departments were divorced, and Mr. Evans, who has been directly in advertising and promotion for both radio and television, was said at that time to be slated to head the new TV unit [B&T, July 27, 20]. Subsequently it was reported that separation of this department was being reconsidered, although it still was felt that divorce would be decided upon [B&T, Sept. 14].

Executives appointed under Mr. Evans in the new TV network advertising and promotion department include:

John Porter, who has been manager of AM-TV program sales promotion, to be TV sales promotion manager; David Hedley, former AM-TV sales presentations manager, to be manager of TV presentations; Pat Steel, former AM-TV advertising and copy coordinator, to be TV advertising manager; Clyde Clem, former AM-TV audience promotion supervisor, to be TV audience promotion manager; Fred Veit, former manager of AM-TV art, production and graphics, to same post in TV department only; Ed Vane, former AM-TV program sales promotion supervisor, to be TV sales promotion manager, and Pierre Marquis, formerly a sales presentation writer, to be supervisor of TV sales presentations.

Under Mr. Hughes in the radio network advertising and promotion department these appointments were made:

James Nelson, former AM-TV advertising manager, to be advertising manager for radio; Robert Hitchens, former supervisor of networks sales promotion, to be radio sales promotion manager; Carl Dorese, former supervisor of daytime TV sales promotion, to be radio program sales promotion manager; Thaine Engle, former supervisor of TV audience promotion, to be radio audience promotion supervisor, and Walter Van Bellen, to be art director; Frank McMahon, copy supervisor; Frank Macaulay, air promotion supervisor; Walter Duncan, sales presentation writer; Walter Einsel, artist; Lucy Towle, supervisor of public affairs promotion, and John Halloran, audience promotion writer.

Mr. Hughes, named director of the radio network advertising and promotion department, joined NBC early this year as radio and television sales promotion manager after serving as director of presentations for ABC, promotion manager for Look and Fortune magazines, and account manager with McCann-Erickson.

Mr. Evans, director of the television network advertising and promotion department, joined NBC in 1946 as a sales promotion writer and served successively as manager of audience promotion, manager of sales development, advertising and promotion in the Spot Sales department, manager of radio advertising and promotion, and director of radio-TV advertising and promotion.

NBC's BUCK BLASTS CO-OP RESTRICTIONS

Policy of food manufacturers in limiting dealers to newspaper advertising is viewed by the network merchandising director as a waste of millions in advertising dollars.

CHARGE that millions of advertising dollars are being wasted yearly by food retailers who are restricted to the use of newspapers in co-op advertising was contained in a speech prepared for delivery today [Monday] by Max E. Buck, director of merchandising for NBC's owned-and-operated stations.

In the keynote talk at the opening session of the National-American Wholesale Grocers meeting in Minneapolis, Mr. Buck asserted in his speech that manufacturers who "are themselves firm believers in radio and television are hog-tying retailers by limiting co-op advertising to newspaper ads."

Retailers have been taught, Mr. Buck continued, to regard co-op money as a source of profit and "rarely show imagination or spark in utilizing it." He claimed this money "doesn't help a manufacturer move his goods in busier stores" and is, in essence, "a price reduction in disguise."

Pointing out that leading food chains have learned the power of radio and television, Mr. Buck recommended a "modern-day" approach to the co-op advertising problems, adding:

"Food merchants are the most progressive, most adventurous of all advertisers. They spend over $300 million a year in advertising of all kinds. And if their hands were free to spend co-op money in the fashion they consider most productive, they would show the daring and inventiveness that marked their merchandising triumphs. They can never accomplish what restrictive co-op advertising agreements which stipulate a single medium and accept dinky one-inch ads as a force that moves consumers."
WFIE-TV
The first and only
TV Station in
EVANSVILLE
Serving 316,000 persons
Retail Sales $300,400,000
Announces the appointment of
O. L. TAYLOR CO.
as exclusive national representatives
WFIE-TV
NBC—ABC—DU MONT
EVANSVILLE, INDIANA
On the air early October
what a row of beans can amount to... with wfmy-tv

Rows of canned beans, to be exact... pinto beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk!

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have tripled, and still grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have $1,500,000,000 to spend... the only TV station tapping all that buying power is bound to be popular with advertisers and viewers!

wfmy-tv

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

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

Radio Vitality Lesson

CBS Radio officials, among most vocal exponents of radio vitality, have demonstrated they're willing to take lessons. After learning of the presentation McCann-Erickson has been making to personnel and clients to refute reports of radio's demise [B+T, July 27], the six-man delegation from the network, headed by President Adrian Murphy, asked M—E—CBS own agency—to let them see it and reported afterwards it was "both interesting and instructive."

CBS RADIO CONFERS WITH STATION MGRS.

SALES plans for the upcoming season were discussed at the annual CBS Radio station managers meeting in New York last Wednesday and Thursday.

Presiding over the two-day series of meetings, which was attended by general managers and sales managers of six CBS-owned stations and eight affiliated stations, were Wendell B. Campbell, CBS Radio vice president in charge of station administration, and Henry Flynn, general sales manager of CBS Radio Spot Sales.

During the conferences, all phases of CBS Radio activities were covered by top executives of the network and spot radio divisions of the company.

Honor Guests

Highlights of Wednesday's activities were the appearance of Frank Stanton, CBS president, and Adrian Murphy, president of CBS Radio, as guests of honor at a luncheon in the Hampshire House. The meeting ended Thursday afternoon with a cocktail party attended by some 400 agency and client guests.

Speakers at Wednesday's sessions (in order of appearance):

William Miller, general sales manager, WBBM Chicago; Barron Howard, business manager, WBVA Richmond; Gerald Maulsby, manager of network broadcasts, CBS Radio; John Karol, vice president in charge of network sales, CBS Radio; George Brandle, director of advertising and sales promotion, CBS Radio; Earl Gammons, vice president, CBS Inc.; Carl Ward, general manager, WCBN New York; Harvey Struthers, general manager, WRKO Boston; Sherri Tagger, manager of sales promotion, CBS Radio Spot Sales; Arthur Bull Hayes, vice president and general manager, KCBS San Francisco; Jack deWit, general sales manager, WCAU Philadelphia; Tom Means, director of promotion service, CBS-owned radio stations.

Speakers at Thursday's sessions (in order of appearance) included the following CBS Radio Spot Sales officials:

Henry R. Flynn, general sales manager; Milton Allison, eastern sales manager; Gordon Hayes, western sales manager; Bert West, manager, San Francisco office; Ralph Fitt Jr., manager, Detroit office; N. W. Maier Jr., manager, Atlanta office; Buck Hurst, manager, Los Angeles office; Richard Hess, director of research; Sherrill Taylor, manager of sales promotion; Mr. Hayes of KCBS; Henry Johnston, president and managing director, WAPI Birmingham.

New York executives attending the meeting Included J. Kelly Smith, administrative vice president, CBS Radio, and Howard S. Meighen, vice president, CBS Inc.

AB-PT Declares Dividend

DIRECTORS of American Broadcasting-Paramount Theatres, have declared dividends of 25 cents a share on outstanding preferred and 25 cents a share on outstanding common stock of the company, President Leonard H. Goldenson announced last week. The dividends are payable Oct. 20 to holders of record on Sept. 25.
IMPORTANT ANNOUNCEMENT
re: the Mitchell
16mm Professional Camera

IMMEDIATE SHIPMENTS

are currently being made

...with this announcement
the Mitchell Camera Corporation,
for the first time in history,
now offers you shipment of the
damed Mitchell 16mm Professional Camera
on receipt of your order.

THE CAMERA WITH A HERITAGE
There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 6, Calif. • Cable Address: “MITCAMCO”

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
For TV towers up to 3000 feet

Specify Emsco engineered
“Towers of Strength”

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs... and insures long structural life.

Every Emsco tower design is unconditionally guaranteed!... backed by a pioneering experience of more than 25 years in steel tower fabrication... and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety... performance... and economy... specify Emsco. Prompt delivery assured!

NBC, Colgate, M-G-M
Drop Tie-in Negotiations

Movie studio’s demand for an exclusive agreement in putting its stars and film clips on “Colgate Comedy Hour” programs fails to meet network and sponsor policy.

WITH M-G-M insisting on an exclusive agreement and other demands that did not meet the network and sponsor policy, NBC and Colgate-Palmolive-Peet Co. have dropped negotiations to tie up the movie studio’s stars and clips of current pictures for use on NBC-TV’s Colgate Comedy Hour.

NBC’s plan was to tie in at least eight feature films and their stars for the 35-week season. With long intervals between the movie studio’s releases, however, network executives and those of Ted Bates Co., Sherman & Marquette and William Esty & Co., agencies serving C-P-P, felt an exclusive arrangement with M-G-M was impractical.

The stars’ appearances being without remuneration to help plug an M-G-M feature, conjecture also was that some talent would fail to keep commitments.

Collapse of the negotiations merely eliminates any arrangement exclusively with M-G-M, it was explained by Sam Fuller, executive producer of Colgate Comedy Hour. Stars from other movie studios are being lined up for future shows and he expects name talent with or without film clips from M-G-M to be used on the series during the season.

Network, agency and client executives exchanged ideas and discussed the general format of Comedy Hour at a two-day coordinating meeting concluded at NBC-TV’s Capitan Theatre in Hollywood Tuesday.

Sylvester L. (Pat) Weaver, NBC board vice-chairman who recently took charge of TV network programs, spearheaded the sessions, participated in by Fred Wile Jr., vice-president in charge of radio and TV production; John K. Herbert, vice-president in charge of TV network sales and Mr. Fuller. Ted Bates Co., which has supervision over this season’s shows, was represented by Tom Harrington, vice-president in charge of radio and TV; James Douglas, director of the New York radio-TV department, and Austin Peterson, vice-president in charge of West Coast operations. From C-P-P were Rolland W. Taylor, vice-president in charge of advertising and George Laboda, director of radio and TV.

TV Means More Travel,
Wile Tells N.Y. Hotelmen

TELEVISION can be an important asset to the hotel business, according to Frederic W. Wile Jr., NBC vice president in charge of network production.

In a talk before the annual convention of the New York State Hotel Assn. at Ausable, N. Y., on Sept. 12, Mr. Wile pointed out that because of TV there will be “more commercial travel, more pleasure travel, more good times—the most pleasant words that can ring in the hotel man’s ears.”
EXPERIENCE COUNTS!

Alvin M. King
With more than 13 years in the television, radio, records and film fields, Al is now "Big Mo's" vice president in charge of sales.

Edward L. Favors
Now vice president in charge of engineering, "Ted" comes to St. Louis with seven years experience in the television field, including two years with GE.

Edward F. Murphy
Nineteen years in every phase of radio and television ... both local and network ... including two of the nation's leading TV outlets. Ed is KSTM-TV's vice president in charge of programming.

Just as a good ship must have an experienced crew, so must a results-producing television station have personnel who know their business.

KSTM-TV has a staff of television and radio veterans who have the "know how" in their fields. Excellent programs, merchandising and picture reception come naturally.

Yes, your advertising dollar is in good hands with the "Big Mo" crew. In using St. Louis' KSTM-TV, you're sure to get your money's worth in a large and prosperous market.

But don't delay! Choice availabilities can't last long! Today ... come aboard

Television's "BIG MO"

H-R TELEVISION INC.  NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

ST. LOUIS
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
CBS-TV, WCBS-TV Plan
Clinic for Educators

A SPECIAL three-hour clinic will be held today (Monday) by CBS-TV and the network's
WCBS-TV New York to explain to a group of
more than 200 New York City educators how
a commercial network and station produce edu-
cational programs.

The clinic will be attended by representatives
of the metropolitan New York Agencies Com-
mitee on Television, whose membership in-
cludes more than 100 universities, colleges,
museums, libraries and public schools in the
New York area, and the Metropolitan Co-
ordinating Council for Educational Television,
a group comprising more than 40 civic educa-
tional agencies.

The group will be greeted by David J. Jacob-
son, CBS-TV director of public relations, and
Craig Lawrence, general manager of WCBS-
TV. Among the speakers will be Clarence
Worden, director of WCBS-TV's educational
and public service programs; Robert Herridge,
producer of the WCBS-TV educational series,
*Camera Three*; E. Carlton Winckler, produc-
tion manager of the CBS-TV program depart-
ment; Edgar Peterson, manager of the script
and story department; Walter R. Pierson, man-
ger of production for the operations depart-
ment; Anthony Rotschetti, manager of procure-
ment; Gilbert De Stafano, manager of lighting;
Paul Wittig, manager of new effects develop-
ment, and Andrew Mercier, assistant manager of
technical operations.

SPOKEN WITH THE VOICE OF
Authority!

The Judge . . . from his exalted posi-
tion . . . speaks words of judgment
clothed with the echo of authority. In
Western North Carolina . . . over a rich
11 county area . . . WWNC broadcast
with the quarter-century prestige that
close is recognized as the voice of
authority.

Western Carolina's pioneer radio sta-
tion has long been the preference of
listeners over this rich area . . . S.A.M.
gives it an 82.4% penetration in its
11 county 50%-100% coverage blanket.

Isn't it logical then that many adver-
tisers, national and local, are on its
20-year Honor Roll. The measure of
advertising is the ring of the cash reg-
ister . . . and the rapid development of
the WWNC area proves the effective-
ness of the station. In Western North
Carolina . . . vest your message with
the "voice of authority."

Kurlan Ups Damages Asked
In Plagiarism Suit Against CBS

AMENDED and supplemental complaint
against CBS, William Paley, CBS board chair-
man, and others, for breach of implied contract
and plagiarism involving the show, *My Friend
Irma*, has been filed in Los Angeles Superior
Court by producer-writer Arthur Kurlan. Dam-
ages asked were increased from $150,000 to
$3 million when Judge Ellsworth Meyer grant-
ed Mr. Kurlan permission to file the new com-
plaint Sept. 10.

The original suit, filed in 1947 in the Los
Angeles Superior Court, charged Irma was a
misappropriation of the Ruth Mc Kenney "My
Sister Eileen" stories, to which the plaintiff
claims all radio-TV rights. Mr. Kurlan contend-
ed that in 1946, after cutting an audition record
starring Lucille Ball which was heard by the
defendants, he was told the program idea
could be used without payment to him or Miss
McKenney by changing the characters' names
and making them friends instead of sisters.

Demurrer to this complaint, filed by the
defendants, was sustained. Decision later was re-
versed by the District Court of Appeals. Current
action resulted when the defendants took the
case to California's Supreme Court, which held
that Mr. Kurlan had the right to take action.

The amended complaint, filed by Beverly
Hills attorney Harold A. Fender, gave the
defendants 30 days in which to answer charges.

CBS-TV Affiliate Board
Holds Meet With Network

CBS-TV Affiliate Advisory Board held its semi-
annual meeting at the network's New York
headquarters Thursday and Friday to discuss
network developments and future plans.

The closed meeting with network executives
was called by Glenn Marshall Jr., general
manager of WMBR-TV Jacksonville. Attend-
ning were E. K. Jett, vice president and director
of carriage, WMAR-TV Baltimore; James C.
Hanrahan, vice president and general manager,
WEWS-TV Cleveland, and Philip C. Lasky,
general manager, KPIX (TV) San Francisco.
Clyde W. Rembert, general manager of KRLD-
TV Dallas, was unable to attend.

KGHJ to Great Western

KGHJ Billings, Mont., last week became the
10th station to join the recently-formed Great
Western Network, comprising NBC-affiliated
stations in Montana, Utah and Idaho, accord-
ing to Holly Moyer, KDYL Salt Lake City
sales manager. The stations will use NBC line
facilities [BWT, Sept. 7].

WESK Joins NBC Radio

ADDITION of WESK Escanaba, Mich., as an
NBC Radio affiliate, effective yesterday (Sun-
day), was announced last week by the network.
The 250 w station, which operates on 1490 kc,
is owned by M & M Broadcasting Co.
Look at cameras. (Like DeJUR, whose New York dealers credit increasing sales to Carol Reed, the Rain or Shine girl on Channel 2's Six O'Clock Report.)

Only on TV, of all media, can you demonstrate cameras with a camera's clarity...focus with sight, sound, and motion on details of design and operation...show the pleasure and pictures your prospect can enjoy.

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
GRAY ANNOUNCES
OPTICAL AIDS

TWO new products have been produced and placed on the market by Gray Research and Development Co. Inc., Manchester, Conn., that are said to enable television stations with limited manpower and resources to create, with projection equipment, special optical effects previously requiring larger staffs and expensive equipment.

An announcement last week from Newland Smith, Gray's general manager, stressed that the new manual control box for remote control of the Gray Telejector and the Gray Moving Mirror Multiplexer will make it possible for the smaller TV station "to create all the optical effects television viewers expect in the network and large-station programs."

The manual control box, Mr. Smith said, measures only 5% by 11 inches and can be mounted in a standard RCA console section. He explained that with this unit, a console operator can control the operation of the remote Telejector. "Fader levers" allow the operator to superimpose, lap, dissolve or produce instantaneous changes of slides, it was explained.

The Gray Moving Mirror Multiplexer was described by Mr. Smith as a device that will "allow station operators, for the first time, to combine three sources of optical projection into a single film camera without distortion."

AT&T Lines-Linking Brings More TV to More Outlets

WARR-TV Akron and WILK-TV Wilkes-Barre were connected to the AT&T nationwide TV network facilities on Wednesday, the phone company's Long Lines Dept. announced last week, making TV service available to 166 stations in 107 cities in the U.S.

The company also announced the opening of a new radio-relay system between Chicago and St. Louis, providing initially four channels for telephone message and television, with four more channels to be added subsequently to meet TV service requirements. As part of a "sound robin" TV network of two channels each way serving stations from New York to Chicago and back to New York via St. Louis and Washington. A selection of the new TV route was put into operation last month to provide network service to WEEF-TV Peoria, with WTVP (TV) Decatur, Ill., to be connected to the system in October.

Earlier AT&T said six more TV stations have been connected into the Bell System's network facilities permitting them to receive live TV network program service. They are: WEFM (TV) Portland, Me.; KSL-TV Chico, Calif.; WENS (TV) Pittsburgh; WNOK-TV Columbia, S. C.; WMIN-TV Minneapolis, and WTCN-TV St. Paul.

Audio Devices Buys Advance

ACQUISITION by Audio Devices Inc., New York, of the assets and goodwill of Advance Recording Products Inc., Long Island City, N.Y., was announced last week by William C. Speed, president of Audio Devices. Mr. Speed said his company is one of the principal producers of recording tapes, discs and films, and that Advance Recording is the second oldest firm in the U.S. in the manufacture of recording-disc blanks for radio stations, recording studios and phonograph record producers.

Schechter Named V. P. For CBS-Columbia Sales

APPOINTMENT of Harry Schechter as vice president in charge of sales for CBS-Columbia Inc., New York, TV receiver manufacturing subsidiary of CBS, was announced last week by David H. Cohen, president.

Mr. Schechter has been general manager of CBS-Columbia Distributors Inc., the factory distributing branch for CBS-Columbia in the New York area. Mr. Schechter is a veteran of 23 years in the radio industry, with experience in appliance sales, advertising and merchandising at retail, distributor and manufacturer levels.

Mr. Cohen said that Roland D. Payne will continue in his present capacity as manager of sales for CBS-Columbia.

MAGNETIC SOUND FOR FILM OFFERED

SYSTEM to make it possible for a TV station to use magnetic sound with motion picture film has been developed and is being marketed by Magnetic TV Sound Co., Green Bay, Wis. Formation of the company by James C. Gallagher of Gallagher Films Inc. was announced last week.

The firm will engineer and sell its patent-applied-for magnetic sound for television. The product is available on a royalty basis, along with the equipment to make it operate, according to the company.

A station could use the sound with films, regardless of the make of projection equipment being used, Magnetic TV Sound Co. explained. The firm claims that the new system would permit faster, less costly and better quality than sound tracks currently available.

News events can be filmed, developed, edited, recorded and placed on the air in less than an hour after the developing, while sync sound sequences can be handled faster with its product, the firm said. Use of the system for low cost commercials also is emphasized. Another use cited would be for foreign TV stations to record sound in their own language to be run with English language films.

The company offers to its engineers to stations to set up a complete motion picture equipment unit or provide only the magnetic sound part for an existing motion picture installation.

GPL Announces Four Sales Changes

SALES organization changes have been announced by General Precision Labs, Pleasantville, N. Y., in moves to expand TV broadcast activities.

Blair Foulds, vice president, reported appointment of four division managers: E. Arthur Hungerford Jr., TV department; Nathaniel M. Marshall, eastern district; Edward Manzo, southeastern district, and Robert F. Johnston, midwestern district.

RCA Monitran Available

RCA Victor's Engineering Products Dept. announced last week its broadcast transmitting section has made available a new low-powered r-f TV transmitter for station monitoring needs. The new equipment, the Monitran, develops both a picture and a sound carrier on any one of the vhf channels and requires only a single coaxial cable to feed its signal to one or more receivers, the announcement stated.

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It doesn't take a mathematician to figure WREC as Memphis' most listened to radio station. Hooper says it... Pulse says it... and so does Standard Audit & Measurement Survey. With a single schedule on WREC-600 advertisers cover the "better half" of both the rural and metropolitan listeners in the rich $2 billion Memphis market. And, rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man today.
These are the television stars to millions in Los Angeles . . . . all exclusively on KTLA.

Los Angeles is sold on KTLA and its Stars. That's Why They can sell Your Product BEST!
On the following pages B•T presents capsule summaries of articles which have appeared in the magazine this year on subjects that are still timely. The articles have been classified in 12 categories, Color Television, Equipment & Construction, Facts & Figures, Film, General Management, International, Merchandising, Programming & Production, Public Service, Subscription Television, Success Stories and Uhf. The Editors of B•T suggest that readers may want to keep this guide at hand as a permanent index of articles which have important reference value.

With the imminence of color television’s state of suspension the entire color controversy is reviewed by a man whose job it has been to report it from the beginning.

“Color TV In Year? RCA Puts It Up to FCC” BtT, June 29, 1953, p. 31.

RCA-NBC’s plans for color are outlined in its petition to FCC for rule-making procedure looking toward approval of compatible color standards. Board Chairman Brig. Gen. Sarroff emphasizes that RCA and NBC are ready to act quickly to get commercial color underway.


National Television System Committee files its proposed color standards with the FCC and asks their adoption. FCC lets it be known that there will be no quick decision on the compatible system but begins taking first steps toward study.

“Blueprint for a TV Station” BtT, March 16, 1953, p. 85.

The Los Angeles architect-engineer firm of Periera & Luckman has designed a unique TV studio and office building for KEYT (TV) Santa Barbara, Calif. It was built for $125,000.


In TV, station power is not measured as it is in radio. Frequency and antenna height can be as important as power. In this article Mr. Abrams explains some of the significant points of high and low powers, high and low antennas and high and low positions on the band.

“The High Cost of Hoping for Television” by Earl B. Abrams, BtT associate editor. BtT, March 9, 1953, p. 82.

It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 or more, and many of them, of course, won’t get a channel.

“Taped TV” by Frank Healey, executive director of the electronics division of Bing Crosby Enterprises. BtT, Feb. 16, 1953, p. 79.

How taped TV will work, what it will cost, and how much it will save are discussed by one who has been on the inside of much of its development.

“The Threat to Tall Towers” by George E. Sterling, member Federal Communications Commission. BtT, March 16, 1953, p. 84.

An authority on engineering and FCC procedure, Commissioner Sterling makes some suggestions on how to solve antenna problems.

“A TV Station Tailored for Growth” BtT, April 13, 1953, p. 84.

Kramer, Winner & Karmer, New York architects and broadcast engineers, have designed a plan for radio stations which expect to enter TV modestly but want room to expand. This article gives the basic fundamentals of the idea.


A primer of radio and television which answers many questions that even the most experienced radio and television executives might find troublesome.


John Blair & Co. has used monthly Pulse rating reports in 12 established markets to show that more people listen to their radios from 6 to 9 p.m. than from 6 to 9 a.m.

“Final Figures: TV’s 1952 Revenue Hits $324.2 Million, 38% Over ’51” BtT, Aug. 3, 1953, p. 36.

FCC annual financial report for television in 1952 revises preliminary figures issued in March and shows TV stations had total income of $55.5 million before taxes. The networks had a total income of $8.9 million.


To prove to its executives that the reports of radio’s death were highly exaggerated, the radio-TV department of McCann-Erickson conducted a unique presentation before clients and group heads and account executives of the agency. The demonstration took the form of questions and answers with Hendrik Booraem Jr., vice president in charge of programming, and William Dekker, vice president in charge of media, replying to the platitudes of those who have predicted radio’s demise. The answers are significant to anyone in any way interested in the radio medium.


Here is one view of the ultimate development of television, in terms of its usefulness to the national advertiser. It is a condemnation of a report which the agency, Sherman & Marquette, prepared for one of its major accounts, and will prove of interest to everyone interested in the future of the media.


Considering the logical sources of revenue—local, regional and spot—just how many stations can a market support? That is the question that the author, a recognized economist, attempts to answer on special assignment by BtT.


Shortly after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked researchers to explain to their subscribers exactly how their figures should and should not be used. This is the Nielsen explanation.


WOR’s objective was to provide an inexpensive research sys-
tem for the advertiser. The answer was the Consumer Testing Panel, where the women who will buy the product and use it tell the men who make and promote it where they're right, where they're wrong and what to do about it. Since Feb., 1951, the panel has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entre into the offices of account executives and advertising managers.


There are two types of programming, monopoly and non-monopoly, and different circuits can be generated by each, says Mr. Dunn. Trouble is that present research methods don't measure these circulation differences. He proposes that ensuing studies try to uncover such facts.


Survey by Dr. Joseph C. Seibert, chairman of the marketing dept. at Miami U., Oxford, O., shows that the maximum benefit out of the money spent on television during the presidential campaign came during the last 10 days.


A report on the results of a Department Store's study conducted at Pomeroy's in Pottsville, Pa. Among other things it shows how newspaper advertising varies through the week while radio stations expect a set pattern of advertising from Monday through Friday.


A story of an interview that never took place. Mr. Beatty puts his tongue in cheek to write a satire on research methods that produce such results as those obtained in a "Continuing Study of Housewives' Attitudes Toward Advertising Media" conducted by Northwestern U.'s Medill School of Journalism.


Pervasiveness of radio and the people's reliance on radio, making it "an indispensable medium," are shown in a new type of radio survey commissioned by stations represented by the Henry I. Christal Co.

"Station Circulation and Rates Compared" B&T, July 6, 1953, p. 82.

Quick guide for buyers and sellers who wish to determine whether they are paying over or under the scale for the opportunity to reach an audience of a certain size on radio is presented in this article. Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by that organization's 1952 study, the material is presented in easy-to-use chart form.


The 30 most active agencies in radio and television during 1952 are here listed in the order of their billings. Together they handled broadcast billings of $448.9 million with $182.9 million in radio and $266 million in TV.


In the seven and one-half years since World War II, radio production has passed 110 million sets, more than the number made during 21 years. Radio-Electronics-T.V. Mfr. Assn. report shows that each month in 1953 the radio set production increased over the same month in 1952. The production more than doubled that of television sets.


Synchronized cameras to film big TV shows are cutting costs for Filmcraft Productions. The technique results in live production and costs far less than older Hollywood methods.


Testimony at an FCC hearing is not always dry and uninteresting. Take, as an example, that submitted by KRMU Shreveport, La., on the question of film costs. An official of the proposed station submitted the view that the station would be able to program at least half the time with film purchased at a monthly cost of $1,200.

"The Care and Feeding of TV Film Unions" by Isidore Lindenbaum, Filmcraft Productions president, labor negotiator and attorney. B&T, July 13, 1953, p. 89.

Twenty-four unions are engaged in one way or another in Hollywood production of film for TV. With a rigid caste system which must not be broken, the task of arranging production is a difficult one that demands great skill and know-how. In this article Mr. Lindenbaum tells some of the diplomatic intricacies and economic hazards of TV film producers.


One of the leading figures in the film business gives his arguments for filmed TV. The growing importance of this particular phase of the media makes this article of particular interest to TV executives.


It takes men, money and ingenuity to collect the miles of news film that funnel into NBC-TV to be edited down for daily and weekly TV news shows. This report tells how it's done.

"Cutting Costs of TV Commercials" by Arthur Bellaire, in charge of television and radio copy for BBDO. B&T, April 13, 1953, p. 79.

It's still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked producers' fees tremendously. Here Mr. Bellaire tells some of the tricks learned the hard way by the biggest billing agency in radio and TV.

"Editing Feature Film" B&T, Aug. 10, 1953, p. 88.

A pair of scissors is not the only prerequisite of a film editor. He can make a film better or spoil it entirely by the changes he makes. Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, gives some good advice to station film editors. His views will interest both the amateur and the professional.

"Film Must Cost Money" B&T, Sept. 14, 1953, p. 120.

Gerald King, president of United Television Programs Inc. and Standard Radio Transmission Services Inc. tells B&T why broadcasters must expect to pay more for programming when they go into television.


Getting extra mileage out of feature films is an art in itself. Ratings have shown a tendency not to suffer appreciably on repeats, Miss Levine finds. The individual cost of each showing is considerably lower. The film supervisor gives good advice to station executives who are considering using feature films more than once.


Despite heavy opposition from high-budget network shows, WGN-TV Chicago keeps its audience and advertisers happy by skillful film programming.

"How Important Is Film" B&T, July 13, 1953, p. 87.

Survey by B&T shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies and shows originally for theatres are still ahead of films made especially for TV.

"Let's Quit Plugging Movies" by Willard E. Walbridge, general man-

September 21, 1953 • Page 81
The volume of free plugs that TV, particularly the networks, gives to motion pictures appals the author of this article. He points out that movies never give TV anything but a bad time. Here are examples of the many types of movie plugs together with Mr. Walbridge’s suggestions as to what should be done about them.


Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren’t already in the can. Mr. Lepore, in his capacity at NBC, has had experience that would be valuable to any TV station. In this article he shares this experience with his readers.

"13 Good Film Deals for New TV Stations" B*T, July 13, 1953, p. 102.

Thirteen firms which specialize in film production and packaging have listed special offers they are making to new TV stations. Names of the films, the category, length, number of units, markets sold to date and cost are provided.


Film buying and film handling in the smaller market station are especially important to management. Mr. Smith, in that capacity, has had experience which would prove of interest to many other station managers in similar locations.

"Tips To The Novice Film Buyer" by Elaine S. Phillips, film director, WSFD-TV Toledo. B*T, Aug. 10, 1953, p. 82.

Buying film has long been a neglected function in station management. Because of the recently expanding market and the correspondingly expanding availability of both old and new film this phase of programming has taken on new importance to every station. Miss Phillips, an experienced film buyer, gives novices some do’s and don’ts of the trade.


Mr. Hodapp produced the NBC-TV series American Inventory and is the author of a basic book for beginners, "The Television Manual." This article is a chapter from that book. It gives much valuable advice directed to the novice who is making his first attempt at film production.


Mr. Pehlman's station has learned how to turn out film commercials that are cheap enough for local advertisers to afford but effective enough to sell plenty of merchandise. In this article he explains how it can be done by other stations.


A detailed rundown of wardrobe sources that TV film makers use to supply the costumes for their productions.


Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense and more revenue, TV management needs up-to-the-minute accounting systems that will keep it thoroughly informed. In this article Mr. Damm tells how he keeps tabs on WTMJ-TV operations.


Equal rights for radio and TV with other news media in covering court and other legislative proceedings are discussed in this article which is summarized from an earlier piece by Mr. Lerner, which was published in the American Bar Association Journal.

"Four Ways to Expand TV Use by Department Stores" by Samuel H. Cuff, radio and television consultant to Allied Stores. B*T, Jan. 19, 1953, p. 84.

A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. In this article an expert tells why he believes TV and the big stores have failed to come together.


There’s plenty of venture capital available to finance television stations, but to pry it loose is not an easy job. Here are an expert’s suggestions on how investors and telecasters can get together.


A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations. The study was made by Stewart, Dougall & Assoc., and was unveiled in detail at the NARTB convention in Los Angeles.

"Is Community TV Here to Stay?" by Earl B. Abrams, B*T associate editor. B*T, Feb. 9, 1953, p. 82.

Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television out of their areas. Others welcome such systems as a means of extending coverage.

"Is TV Pricing Itself Out of the Market?" by Frank Stanton, president of CBS, and Frank White, president (at time of issue) of NBC. B*T, April 6, 1953, p. 82.

The National Assn. of Advertisers hears the presidents of the two biggest television networks tell why they believe TV prices are in line with the services they render.

"Never Keep a Salesman Waiting!" by Harold E. Fellows, president of the NARTB. B*T, March 9, 1953, p. 84.

In a speech to the Advertising Club of Boston, Mr. Fellows presents a new advertising character, Twenty Percentage. His life and times will be of interest to every radio or television executive.


Some telecasters, whose operations are either active or planned, are beginning to look to Wall Street financing to obtain capital or the tax advantages it can provide. And Wall Street is looking for "growth" companies to invest in. Chances are that more and more TV station owners and financiers will get together.

"Optimism Sparks NARTB Gold Rush Convention" (Complete coverage of the convention) B*T, May 4, 1953, p. 27.

Near record reached in attendance. FCC Chairman Hyde speaks on broadcast regulation. Brig. Gen. Sarroff receives the first annual Keynoter award. Other convention coverage.


Independent radio stations, as a group, are better off today than they were before television. As good an example as any of the go-getting independent station is WITI Baltimore, a 250-watter that keeps right on making money against tough TV and radio competition.

"TV Can Help Radio" by Jack Williams, KOY Phoenix program director. B*T, July 20, 1953, p. 82.

Here’s a radio station that is better off than before TV came to town. Twenty-nine months after the advent of a competing television station, KOY found that it had actually been helped by the news medium. Among other things the KOY staff learned two lessons: First, "always somebody is listening!" second, "you can’t beat a good staff."
8 db more output
with no increase in noise or harmonic distortion!

It's the new
REG. U.S. PAT. OFF.
SCOTCH BRAND
Magnetic Tape

High Output

AVAILABLE IN 300, 600, 1200, 2400
and 4800 foot lengths


Here is a long view at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America’s part in that war than the man who ran the Voice in two of its most critical years.


Five television stations are on the air south of the border. The number of television homes is rising rapidly. Here is a study of the Mexican television station by one of B&T’s associate editors, who made a special on-the-scene analysis of the market.

“Merchandising—It’s a Must” by Hal Davis, vice president and promotion director of Kenyon & Eckhardt. B&T, July 27, 1953, p. 87.

“Maybe we’re overboard on the subject,” says Mr. Davis, “but at Kenyon & Eckhardt it’s getting hotter every day. Research, radio-TV and promotion work together to get the most for a client’s ad-dollar. And that applies to movies and program producers, as well as stations.” Mr. Davis argues the case for increased merchandising support from stations.


An experienced radio executive tells how his regional baseball network cut costs of baseball broadcasts considerably by setting up a TWX system of communication.


Classical music, two-dimensionally transmitted both live and tape-recorded, benefits most from the dual channel reproduction of binaural or stereophonic broadcasting. Popular music fans are also destined to enjoy this type of broadcasting as soon as the recordings become available.


Boston has taken to “Turkey in the Straw.” The yodelling of the Ozarks and the twangy rhythms of the haysed country have been heard in Boston’s hallowed Symphony Hall. WCOB Boston decided to gamble on country and cowboy music and has found that it pays off in a big way.

“How to Set Your Sales Talk to Music” by Phil Davis, of Phil Davis Musical Enterprises, one of the leading producers of musical commercials for radio and TV. B&T, Feb. 16, 1953, p. 80.

The musical commercial is a standard advertising technique. Like all other techniques, it must be carefully planned and skillfully created. Here an expert tells how some of the most successful jingles have been prepared.


Before you start televising baseball, be sure that you know the game, advises Jack Murphy. Pleasing the discriminating...
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMED — PEORIA, ILLINOIS
baseball audience has made the WPIX sports editor a master at his trade. The station is now in its sixth year of telecasting that, and other events.

"It's Okay to Kid the Commercial but Finish With a Serious Pitch" by Ted Brown, m.c. of the Ted Brown Show, 7-9 a.m., Mon.-Sat., WMGM New York. B*T, July 6, 1953, p. 86.

The commercial better not be the "kiss of death," says Ted Brown. On a morning show commercials may come up as often as ten times in a half hour and the show has to stay lively. Some ways to keep it that way are explained by the experienced and successful Mr. Brown.

"Removing the Rust from Radio Programming" by Elmo Ellis, program manager, WSB Atlanta. B*T, Feb. 2, 1953, p. 80.

Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try some of the methods used by Mr. Ellis.


One good performer is worth a thousand gimmicks. That is the fundamental principle which Mr. Pack believes is the basis for local programming. The one-man show can be a little show, but given the proper talent and resourceful production, it can be a big show. It can be adapted to a wide range of programs. In this article Mr. Pack gives his reasons for believing in its possibilities.

"Promoting the Public Service Show" B*T, Sept. 7, 1953, p. 85.

How Bryant College applied commercial promotion techniques to build support for its Bryant's View on WPRO Providence with spectacular results.


This expert believes that television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction; but for day in, day out presentation of the news, radio still turns out a better job.


News programming, Mr. Oberlin believes, can be as profitable for TV stations as it has been for radio. The trick is to keep costs within recoverable limits. WHAS-TV has found a number of ways to make that possible and still put on some of the top news shows in the nation.


Special effects men are the magicians of television. Some of their illusions would put a Houdini to shame. Here's a look into their bag of tricks used to add reality to TV.

"To Broadcast Verse Can Be a Curse" by Frank Beatty, B*T associate editor. B*T, Feb. 16, 1953, p. 84.

A recent amendment to the U. S. copyright law adds new complications to copyright clearance for program producers and radio and television broadcasters. Here are some tips on what you can and cannot do under the revised law.


Eddie Chase, CKLW Detroit disc jockey, shows Wayne U.'s radio school that there is more to being a morning man than spinning a platter.


Weather in Texas is like weather everywhere else—everyone talks about it. WBAP-TV has done something about it, too, with its completely equipped weather station in its own studios. Since 1949 the station has presented Weather Teletscreens to a wide and vitally interested audience. This article tells how it does it.

B*T, Feb. 2, 1953, p. 84.

More than 900 youths and adults are getting college training in Traverse City because a broadcaster did something about the lack of higher education in the region.

"Seattle Likes Teaching by Commercial TV" B*T, July 6, 1953, p. 81.

Educational television in its most concentrated form is being telecast regularly on KING-TV Seattle. Recently the station completed one full year of its Telecourse series which it has been presenting in cooperation with the U. of Seattle. The courses are offered for university credit and have met with good audience reaction.


A review of all the winners of the annual Voice of Democracy contest which is sponsored by the NARTB, RTMA and the U. S. Junior Chamber of Commerce. The contest is without equal both as a public service and as a promotion.

"Subscriptions Television"

"We Need Subscription TV," Four UHF Grantees Tell FCC B*T, Aug. 10, p. 31.

Four holders of construction permits for uhf stations appeal to the FCC to take quick action in approving subscription TV as a supplementary source of revenue to advertising. Their argument: Without box-office television, uhf in many places faces economic disaster.

"Will a Box Office Be Added to TV?" by Earl B. Abrams, B*T associate editor. B*T, Aug. 3, 1953, p. 82.

Box-office television is one of the most controversial questions of the year. In this article Mr. Abrams gives the history of subscription TV, summarizes the present situation and makes some predictions of what is to come.

"Success Stories"

"Big Bank Banks on California Radio" B*T, June 29, 1953, p. 93.

The Bank of America, nationally known California institution, assigns to radio a big part in its promotion campaign. Those in charge believe the success of this program is due in large measure to an effort to match its purchases of radio time with clear-cut objectives.

"Big, Live Show Attracts Morning Audience" B*T, May 4, 1953, p. 85.

Problem of a sell-out in the morning hours was answered at WTAM Cleveland with The Morning Bandwagon, a live show featuring 17 musicians. The experiment was a success from the start.

"Breakfast at Benson's" B*T, Jan. 26, 1953, p. 78.

Breakfast programs have proved successful for Norge in a number of Michigan cities including Lansing, Traverse City, Holland, Grand Rapids and Cadillac. Here's how it's done.

"Day Time Can Be a Hot Time on Video" by Craig Lawrence, general manager, WCBS-TV New York. B*T, March 23, 1953, p. 82.

A few months ago they argued that women could not spare the time from household chores to watch television. How wrong they proved to be is explained by Mr. Lawrence; whose daytime sales have risen 300% in one year.

"Dead Dogs Don't Eat Dog Food" B*T, Jan. 19, 1953, p. 86.

The Calo Pet Exchange finds homes for pets that might other-

"Radio Built This College" by Harold Hopkins, B*T staff writer.

Page 86 • September 21, 1953
THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS*

American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.
wise be destroyed. It's a commendably humane project, but it also helps Calo sell dog and cat food.

"For Clerets TV Is Kissing Sweet" B-T, Feb. 16, 1953, p. 82.
Television has proven the answer to the American Chiclet Co. problem of establishing its Clerets Chlorophyll Gum, which was put on the market in 1951. Here's the story of another television success on a national scale.

"From Third to First in Three Sales Months" B-T, March 16, 1953, p. 77.
Cheusty Foods Inc., of Terre Haute, Ind., makers of potato chips, has found that video is the secret of making sales zoom from third to first place in your field. Last fall the firm signed with WTTV (TV) Terre Haute for the 10 U. of Indiana basketball games. The Hoosiers, with little expected of them, came home to clinch the Big Ten championship. The Cheusty Foods Co. clinched a lot of new business at the same time.

Schmale Realty Co. in Belleville, Ill., has found a direct-from-office broadcast of interviews with local people, real estate listings and community news pays off in sales. Using WIBV Belleville, 11:45-11:53, Mon.-Fri., the firm reports radio is its answer to successful promotion.

A $10,000,000-a-year cash market that had not been tapped until a year ago is being served by KGAK Gallup with broadcast in Navajo. Gallup, historic trading center for the Indians, finds the program a business getter.

"Kraft Theatre" by Bruce Robertson, B-T senior associate editor. B-T, June 15, 1953, p. 88.
Kraft Theatre has the record of having the longest continuous run of any similar program on television. Its commercial success is even more remarkable than its longevity. Consistent quality of material, staging and talent have contributed to its success. And the ability of the Kraft commercials to make the family decide "to have that dish tomorrow" has kept sales at a satisfactory pace ahead of rising network and production costs.

"Mystery Tunes Build Appliance Sales" B-T, March 30, 1953, p. 77.
A spot schedule that grew from 2 per day to 100 weekly in less than one year has also built profits for WSRS Cleveland and for the Universal Television & Appliance Co. of that city, which sponsors the show.

Results were happy when this 20-year-old radio news show was recently adapted to regional TV. Sponsored by the Miles California Co., the show has been hailed as the "longest association between sponsor, agency, program and talent" on the Pacific coast. It advertises Alka-Seltzer and One-a-Day brand multiple vitamins, products of Miles Laboratories, Elkhart, Ind. Agency is Geoffrey Wade Adv., Chicago and Hollywood. The story of its long success in radio and its new hit in TV is told with skill by one of those responsible for its success.

"Operation Sunburst" B-T, March 2, 1953, p. 78.
Crosley stations found a way to combat the summer slump with a big promotion that boosted business. Nearly a quarter million people entered the Sunburst homes in Dayton, Hamilton, Cincinnati and Columbus. The Sunburst house, worth $25,000, was top prize of the summer promotion contest.

"Pepsi-Cola Hits the Spot" B-T, June 29, 1953, p. 100.
The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. The station is getting credit for rebuilding confidence in boxing and battling juvenile delinquency.

Charles Antell Inc., distributor of Charles Antell Formula No. 9, and National HealthAids of Baltimore Inc., distributors of NHIA Vitamin Complex and Fastabs, have found radio and television their best means of promotion. In fact so successful have these firms been that the men back of them are now big businessmen. This is their story.

It took a gasoline price war to teach this Michigan refinery the power of radio. Now the company uses 20 spots a day to sell premium gas at higher prices than those of any competitor.

"Radio Moves Furniture in Iowa" B-T, March 16, 1953, p. 80.
A furniture dealer in Cedar Rapids, Iowa, credits "radio properly used" with increasing his business five-fold since 1946. Starting on WMT in 1946, the A. W. Peterson Co. has gradually expanded its radio budget as its business expanded, using additional time on additional stations.

A cooperative promotion by radio station WWCA and the Gary Downtown Merchants Assoc. has resulted in greatly increased shopping for the Indiana city. The campaign had four aims: (1) To promote Northern Indiana's "greatest shopping center" and publicize the city as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic; (4) boost sales, particularly during the Christmas and Easter seasons.

"These Bricks Aren't Gold, But They Sell Like It" B-T, March 2, 1953, p. 84.
Executives of the Remillard-Dandini Co. have been selling millions of bricks to people of the San Francisco area through radio. Here's the story.

"TV Brought 30,000 Customers To This Department Store" B-T, July 27, 1953, p. 90.
Rike-Kumler, leading department store in Dayton, and WLWD (TV), the Crosley outlet in that city, have a successful two-and-one-half year association to prove that TV can prove a real boon to such a store's advertising problems. The show, backed by WLWD promotion and merchandising, has grown from an experiment to an important part of the store's promotion planning.

"UHF Faces a Test: Los Angeles' 7 VHFs" by Leo Kovner, B-T Los Angeles staff member. B-T, Sept. 7, 1953, p. 86.
John Poole, California broadcaster, is today's television counterpart of Daniel entering the lion's den. He is about to put a uhf station on the air to compete against solidly established vhf operations in one of America's two most heavily saturated vhf markets. In this article, Mr. Poole's long-range plans for survival are explained in detail.

"UHF In South Bend" by John Osbon, B-T Chicago news editor. B-T, March 9, 1953, p. 78.
There were 35,000 vhf sets in South Bend, Ind., oriented on Chicago and Kalamazoo, before WSBT-TV began operating on Ch. 34. On Feb. 28, two months after the South Bend station went on the air, there were 26,499 sets capable of receiving its signal. The station's target is 60,000 sets converted by fall.

"UHF Is Television Too" by Julian Gross, president of WKNB-AM-TV New Britain, Conn. B-T, July 6, 1953, p. 84.
Here a uhf station operator sets out to clear up what he feels has been distorted thinking about television station operating in the high bands.

WROV-TV Roanoke decided that it could not meet vhf competition in that area with a uhf station. B-T sent an experienced editor into the area to find out the reasons why. His report shows that what happened in Roanoke won't necessarily happen elsewhere.
And besides — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a whole lot of mazoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

*Cass County is third-best among all U. S. counties of over 50,000 population.
KMOX WINDOW STREAMERS
COLORFUL, 35-by-11-inch window streamers were added recently to merchandising aid offered by KMOX St. Louis to advertisers participating in its Housewives’ Protective League-Sunrise Salute program. The three-colored streamers plugging “Lee Adams Week” and the program will be displayed in 2,202 retail food store windows and 18 major grocery store chains during the merchandising campaign which began Aug. 2 and continues through March 13. Lee Adams, director of the series, promotes the cooperating food chain over the air during each one- or two-week campaign, and radio-advertised products are given special store displays during the store’s “Lee Adams Week.”

BORROWED SPORTS DIRECTOR
A MILWAUKEE station telecast a ball game for St. Louis with a director from Detroit. When WTMJ-TV Milwaukee telecast the Milwaukee Braves-St. Louis Cardinals ball game—the first time the Braves were to be seen in their home park—the station found it had no one to handle the tricky directing of a ball game. Ralph Rust, television sports director for WJBK-TV Detroit who directs all the Detroit Tiger games, was asked to take over the directing for the game. All went well except that the Braves lost five to seven. The telecast was a direct line to St. Louis since Milwaukee continued its policy of not showing home games at home.

CHASE, CAPTURE, CONFESSION
WKY-AM-TV Oklahoma City newsmen recently reported the chase and capture of a young parolee who shot to death an Oklahoma highway patrolman. Within minutes after the fatal shooting the station aired bulletins, and inside half an hour a special broadcast alerted people in the area of the 19-year-old gunman, according to the stations. Two hours after the killing WKY carried an eye-witness report and an hour later gave a direct report on the capture and the sobbing, tape-recorded confession which occurred less than 20 minutes earlier. At that time also, WKY-TV viewers saw a picture of the victim, diagram of the scene of the crime, films of the search and pictures of the confession.

How to Sell Fords
A FORD dealer in Baltimore drove to a record height for a day’s new auto sales. Steering his drive was a local spot campaign on two radio stations and one TV station.

The DeFoe Motor Co. launched its campaign on the media Aug. 26. In the one day of the sale, Aug. 27, DeFoe sold every new Ford it had on hand, a total of 128 automobiles. In addition, other orders were placed bringing the grand total to nearly 200.

 Entire radio-TV campaign reportedly cost the firm less than $1,000. Stations: WBAL-AM-TV and WITH. Twenty spots were placed on WBAL and WITH. Two were placed on WBAL-TV. According to Shecter & Levin, advertising firm handling the account: “DeFoe still uses the media—one spot daily on WBAL and WITH—and is still selling cars.”

Wanted—Found
AN eleven-year-old picture televised by KONG-TV Amarillo on Wanted by the FBI led to the arrest Sept. 13 of a man who had eluded federal embezzlement charges since 1949. The program carrying the man’s photo was telecast Sept. 12; the next morning officers received an anonymous tip which resulted in the arrest.

THEY DEFY GRAVITY
A TOY yogi bird was sent to editors enclosed in a carton stating that “I completely defy gravity—and so does the Buick Berle show. Tune in Sept. 29—8 p.m. EST NBC-TV.” Across the mechanical bird’s back is the statement: “You’ll be wound up, too, over the Buick Berle show.”

PHONETIC PICTURE PUZZLE
CAPITALIZING on popularity of rebus contests in newspapers, Columbia Records singer Champ Butler is conducting a phonetic picture puzzle contest with the cooperation of Columbia distributors and disc jockeys throughout the country. The competition, being held in conjunction with the singer’s latest Columbia recording, Ya-Ha-Bibii Baby, will run until Nov. 2, with prizes in merchandise valued at $5,000.

KPIX ADVERTISING FILM
SAN FRANCISCO daytime TV personalities are featured in a 15-minute film prepared by KPIX (TV) that city, to be shown throughout country to advertising and agency executives. Film ties in with new KPIX promotion piece, “Gad, Hollingsberry, Look What Has Happened in San Francisco’s Daytime Television,” outlining results of daytime schedule revisions by station since March 1953. Katz Agency is arranging nationwide showings of film and presentation.

PANCAKE EATING CONTEST
A PANCAKE Eating Contest with a trip to Bermuda as first prize will be the feature attraction at the WTTM Trenton, N. J., Fair Studios at the New Jersey State Fair. The contest, which the station claims will be the only one of its kind in the United States, will be co-sponsored by Pillsbury Pancake Mix. Pancakes will be prepared by a Pillsbury representative and butter and syrup will be served with them. Station disc jockeys will describe the proceedings on the air as the contest progresses. The fair opens Sept. 27.

ORCHIDS FOR EDITORS
ORCHIDS flown in from Honolulu to local TV editors scheduled them for a “big date” with KHK-TV Hollywood for new weekly half-hour This is Hawaii. Series, filmed by John Jay Franklin, features the Islands’ top dancers, singers and musicians and is distributed by George Bagnall & Assoc.

EMOTIONAL PROBLEM SERIES
IN AN effort to bring to the public attention common, everyday emotional problems and the need for health facilities to handle them, WTOPTV Washington and the D. C. Department of Health are presenting a new series of programs, Face to Face. The telecasts will be partly live and partly on film, featuring people who have taken part in the Division of Mental
WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

627.3% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

(WAVE-TV's superiority as of July 1, 1953, and still growing!)

In television, Tower Height is by far the biggest factor in delivering a strong, clear picture to fringe areas. Low Channel is next most important, and Power is third.

WAVE-TV's new tower soars 1585 feet above sea level—much the highest in this area, and 419 feet higher than Louisville's second station!

WAVE-TV's Channel 3 is the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask Free & Peters for all the facts about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives
AMERICAN HISTORY PROGRAM
SERIES of radio essays on American history form the basis for a new program to be started by WMIAQ Chicago in cooperation with Northwestern U. Sept. 25. Titled American, the program will be written and narrated by Martin Maloney, associate professor of radio and television in Northwestern's speech school. Similar series of programs was aired last year under the title The Meaning of America and received one of the Freedom Awards presented by the Freedoms Foundation. Ballad Singer Win Stracke also will appear on the program, to be heard each Friday, 9-9:30 p.m.

WLS FARM SHOW
AGRICULTURAL products will be demonstrated to farmers at the joint WLS Chicago-Prairie Farmer Farm Progress Show, to be held at Armstrong, Ill., Oct. 2. WLS talent will provide entertainment at the farm shopping show, which is open only to Prairie Farmer and WLS advertisers. Area radio stations in the nearby Danville, Ill., area will cooperate on the project.

A price tag written by the experience of Ampex users.

there is no better buy than the best
AMPEx
magnetic recorders

AMPEx Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a 'better' machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted—but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics made all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEx 350—It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. D

WEOL Claims Scoop
FIRST COVERAGE of the recent Cleveland sewer explosions (At Deadline, Sept. 14) is claimed by WEOL. Ellyria-Lorain, Ohio, 27 miles away. Mel Mercer, station staffer, was riding toward Cleveland when he felt the shock. He phoned the station and was put on the air immediately via recording. WEOl reports its account of the disaster was the first heard by wire services in Cleveland.

TV WINDOW DISPLAY
WCWH-TV Portland, Me., scheduled to begin operations on Ch. 6 in December, is telling New Yorkers of its plans via a window display in the state of Maine information center in the RCA Building. Central sketch of the WCHS-TV transmitter building and antenna mast is flanked by stars of NBC-TV, with which WCHS-TV will be affiliated.

GIRLS TOWN U.S.A.
FIFTEEN-minute programs featuring the Girls Town Choir and Amelia Anthony, founder of Girls Town U. S. A., will be recorded and sent to 250 stations with the request that they air them as a public service and send the tapes to 250 other stations. As a result of station cooperation last year in airing spot announcements about Girls Town, a new dining hall and dormitory are fast becoming a reality at Girls Town.

'EASY MONEY'
GIVING listeners a chance to win money without ever leaving their living rooms, KNBC San Francisco is presenting a radio game, Easy Money. During the course of the half-hour program, co-hosts Ed Brady and Doug Pledger ask approximately 20 questions and answer them. Listeners are given one number to write down if the answer is correct and another if it is false. At the end of the game, the numbers are totaled and each person sending in the correct score wins a dollar. The program, heard at 8 p.m. Sundays, is sponsored by Roman Meal Bread.

PAPER INTERESTED IN EDUC. TV
SEATTLE's Post-Intelligence is currently running a series of detailed articles posing and answering questions concerning educational TV. The daily, concerned particularly with Seattle's Ch. 9 designated for educational TV by the FCC, presents such questions as: Is educational television necessary? Can it compete with commercial stations?, and Could the money spent to build and operate a separate educational station be better spent on time on commercial stations?

INSIDE PRISON WALLS
LISTENERS are being "taken" inside prison walls for the truth about penitentiary life as part of a new series of programs, Anonymous, launched by WENR Chicago. Each week an m.c. is chosen from Joliet prison, who interviews prisoners on their background and personal story. Interspersed with interviews is music provided by musical groups in the prison and WENR studio. Program is recorded live and presented on tape by the station each Monday, 9-9:45 p.m. Keith Beecher is director-producer and Harry Hunter the writer.

IF YOU PLAN FOR TOMORROW, BUY AMPEx TODAY

AMPEx corporation

AMPEx CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities: distribution in Canada by the Canadian General Electric Company

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it's TIME to add KTYL-TV to your schedule!

ARIZONA IS FIRST

. . . in Retail Sales Growth
. . . in Population Growth
. . . in Per Capita Income Growth
. . . in Employment Growth
. . . in Bank Capital Growth
. . . in Truck Registration
. . . in Farm Income Growth

*Source: Research Department, Valley National Bank

KTYL-TV ... NBC and DuMont Affiliate for Phoenix and Central Arizona...

is a time-buyer's paradise! It offers you and your client, for example, more helping hands from a merchandising standpoint than you'll find in an entire carload of watches!

AND IT CHAINS UP a hard-hitting sponsor cooperation package with the greatest coverage in all Arizona ... a coverage area that ticks off 63.2% of the state's free-spending population!

HAND IT TO KTYL-TV, too, for providing you with a towering antenna on Phoenix's nearby South Mountains ... a soaring 1550 feet above average terrain ... four times higher than any other Arizona station!

IT'S ALSO WORTH TAKING TIME to check KTYL-TV's unparalleled reception ... including a clear picture in areas where other Arizona stations don't even register a signal. And, while you're at it, note KTYL-TV's superb round-the-clock programming.

IT ONLY TAKES A MINUTE to contact your Avery-Knodel man. So don't lose any precious time in adding KTYL-TV to your schedule!

NBC and DuMont affiliate for Phoenix and Central Arizona
Advertisers


Harry L. Darling, developmental sales engineer of plastic products for U. S. Rubber Co., Chicago, to Assn. of National Advertisers, N. Y., as assistant vice president in charge of media and research.

John C. Hirst, formerly associated with Gray & Rodgers Adv. and WFLI-TV, both Phila., named radio-TV manager of Scott Paper Co., Chester, Pa.

Ed Gaither, sales manager of Eastern Div. of Iowa Soap Co., Camden, N. J., appointed assistant to president with main chiefly in advertising, sales and sales promotion, Tidy House Products Co. (Perfix cleaner, Glosstex starch, Dexol powder bleach and Shina Dish detergent), Shenandoah, Iowa.


H. C. Krueger, vice president and sales manager, Flowers of Hawaii Ltd., L. A., now owner of firm. Company’s Vanda orchids have been used for promotional giveaways on radio and TV.

Bruce M. Rockwell, account executive, William Kostka & Assoc., Denver, to Colorado National Bank, that city, as manager of advertising, public relations and business development.

George Brenard, radio-TV account executive and new business man, Hugo Wagensell & Assoc., Dayton, Ohio, adv. agency, appointed advertising and sales promotion manager of Neon Product Inc. (Illuminated signs for dealers), Lima, Ohio.

Agencies

Paul W. Limerick elected vice president of Western Advertising Agency, Chicago.

Wilford H. Strous, account executive, promoted to production vice president, Francom Advertising Agency, Salt Lake City. Cappy Ricks named radio-TV head, with R. E. Hackworth copy production and public relations director.


Mrs. Ruth F. Farquhar, special assistant to chairman of the board, The Blow Co., N. Y., becomes special consultant.

William A. Taylor, formerly with Young & Rubicam, and William M. Wellacher, National Biscuit Co., to Dancer-Fitzgerald-Sample, N. Y., as member of Procter & Gamble account group and P & G media analyst, respectively.

John E. Rowan promoted to account executive on RCA Victor Custom Record Div. account, Ross Roy Inc., N. Y.


Robert T. Rees, chief of press relations staff for Adlai Stevenson, to public relations staff of Kroupnick & Assoc. Inc., St. Louis.

Clark Graves, newspaper representative, Sawyer-Ferguson-Walker Co., L. A., to The Katz Agency, same city, as radio-TV representative.


Leon Levine, radio-TV consultant and general account executive with Carl Byoir & Assoc. and formerly director of educational and public affairs programs for CBS, named head of radio and TV for Columbia U. Bicentennial, to be held next year with ten months of activities.

Lee Randon, film director and writer-producer for TV commercial film at Henri, Hurst & McDonald, elected to membership in Society of Motion Picture and Television Engineers.


Stations

John T. Parsons, formerly manager of WBRK Pittsfield, Mass., appointed manager of WMGT (TV) that city. Walter Kearsley, commercial manager of WBRK, named manager, and Christine R. Burns, assistant treasurer of Greylock Bostg., co., licensee of stations, named assistant president and office manager for combined operations.

W. W. Warren, vice president and general manager of KOMO Seattle, elected to board of directors of Fisher Flouring Mills Co., that city, parent company of Fisher’s Blend Station Inc., licensee of KOMO.

Buddy Starcher appointed general manager of WESC-AM-FM Greenville, S. C.

A. C. Bernstein, former adjutant general, radio division, United Nations Command in Tokyo, named general manager of WAOV Vincennes,

SEN. JOHN SPARKMAN (D-Ala.) (r), congratulates Henry P. Johnston, president of The Television Corp., as the firm’s station on vhf Ch. 13 in Birmingham prepared to increase to maximum power of 316 kw and change call letters from WAFM-TV to WABT (TV), effective Sept. 7. Birmingham News Co., of which Mr. Johnston is executive vice president, acquired the channel along with WAPI and WAFM (FM) last spring. FM station increased power to 71 kw ERP.

ABC at 690

10 kw

KEPO

ABC at 690

10 kw

KEPO

THE MOST POWERFUL STATION IS

Strong

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY

EDWARD PETRY, INC.

AFFILIATED WITH NBC

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IN THE 75th MARKET
- TEXAS’ 5th

EL PASO

KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled “BIG LOW CASE THAT $9997” and this is a brief reason of how it works.

Now you can buy minute-partitioning live or transcribed announcements in the finest part-tilting programs in the entire Southwest ... such program a well-developed feature, which is aired at the same time each day. 30 weeks a year and handled by veteran KEPO personalities. Hourly promoted and well-paced throughout the day, these shows attract large and loyal audiences. Boasts are well integrated into the show, with a lead-in, lead-out ... making it a part of the program rather than an interrupting feature. “SHOWCASE THAT $9997” will mean larger audiences and greater impact ... more sales for you on KEPO - El Paso’s most powerful station.

ASK AVERY-KNOSSEL FOR COMPLETE DETAILS
WGY talent...

Sports

Entertainment

Western

Chanticleer

Women

Farm

Traveler

Sells BOTH urban & audiences rural

For the Advertiser Buying An Urban Market
WGY Gives A Dividend of 1,269,756 Rural Listeners

For the Advertiser Buying A Rural Market
WGY Gives A Dividend of 1,489,044 Urban Listeners

WGY, pioneer farm station, serves 22 cities of more than 10,000 population.

Represented Nationally by Henry I. Christal Co.

New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

WGY

A GENERAL ELECTRIC STATION

SCHENECTADY, NEW YORK
Ind. Lorraine Monuin, director and producer of home talent shows for WAOV, named director of women's activities.


Rod McArdle promoted to local sales manager, KRSC Seattle, and Ben Harlin, program director and member of sales and promotion staffs, KJR Seattle, to KRSC as program director. Ted Bell, KRSC program director, promoted to assistant station manager.

Richard J. Goggin, director of programming of ABC-TV Western Div., named general manager of KETS (TV) St. Louis, educational station.

Harold Backun, CHAB Moose Jaw, Saskatchewan, named assistant general manager, KUDL Kansas City, Mo.


Robert L. Klaus, Phil Edwards Agency, named head of publicity for station.

Tim O'Connell, sales promotion and research director, WBAP-TV Fort Worth, Tex., appointed publicity-promotion manager of KCIS.


Pete Watts, national advertising manager, Sacramento Union newspaper, named sales manager of KCCC-TV Sacramento.

Alton Blount, formerly with A B New York, to KLVT Loveland, Tex., as manager of Morton, Tex., studios.

F. B. (Brent) Roper, advertising director for 150 supermarkets, appointed director of merchandising and sales promotions for WMPS Memphis.

John S. Lutt, production manager of KJMI-TV Fresno, Calif., named chief producer for KGMB-TV Honolulu. James A. Von Striver, video engineer, promoted to TV studio and control room supervisor of station.

John C. Drake, promotion and publicity director for WLS Chicago, has resigned effective Sept. 30 to accept promotion post with Copper Publications and WIBW-AM-TV Topeka.

Wallis Bishop, newsman at WOVI-Ames, Iowa, promoted to news editor replacing Dan Wozniak who has resigned to accept assistant professorship at U. of Florida, Tallahassee.

Gene Thomson, also on station's news staff, named assignment editor.

Jack Irvine, KULA Honolulu sales manager, named local sales manager of KONA (TV) Honolulu.

Robert Z. Morrison, account executive with NBC New York, appointed sales manager for KCRI-TV Cedar Rapids, Iowa.

John Henry, former account executive for KOA Denver, named sales manager of KOA-TV. Lynn Reed, staff announcer at KOA, promoted to account executive.

Lee P. Mehlig, sales representative for WNMP Evanston, Ill., to KTIN Denver in same capacity.

Craighton Knaub, farm editor at WOI Ames, Iowa, to WBAY Green Bay, Wis., as head of farm dept.

Richard J. Desautel, WNBK (TV) Cleveland, to WAKR-TV East Lansing, Mich., as director.

C. Harvey Haas, manager, KSPA Santa Paula, Calif., to KHJG Avalon as engineering supervisor. Beverly Carnahan, traffic manager, station's Hollywood headquarters, promoted to sales service manager. Succeeding her is Mary Lou Conte, former traffic clerk. David Waterman, traffic dept., KFI Los Angeles, joins KHJG as traffic clerk.


Warner Moore resigns as local sales manager of WICC-TV Bridgeport, Conn., to accept position with sales dept. of WBCT (TV) New York.

Melvin B. Wright, merchandising director of Hawaiian Broadcast- ing System, appointed national sales representative, handling West Coast accounts for KGMB-A - TV Honolulu and KHBC Hilo.

L. J. Ronder Jr., continuity and production manager at WPEO Peoria, Ill., joins WCFL Chicago as program director. He succeeds Robert A. Platt, who resigns to devote full time to his advertising agency, Robert A. Platt Inc., Chicago.

J. Jan Kashaick, sales staff of KRKL Kirkland, Wash., to KVOS-TV Bellingham Wash., in same capacity.

Arthur S. Hall, previously with WHDH Boston, appointed assistant radio director at Leland Powers School of Radio, Television & Theatre, same city.

Bill Eckstein and Don Lucy, formerly with WJPF Herrin, Ill., to technical staff of WTIV (TV) Belleville, Ill.

Lew Bassett, WELC Welch, W. Va., account executive, and Les Rau Jr., account executive at
Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier. A powerful high-fidelity amplifier teamed with the extra capacity of the 12-inch Kodak De Luxe Speaker provides sound ample for auditorium projection. Separate bass, treble, and Fidelity controls assure the finest sound quality obtainable with a portable projector. $530. Sound and silent projection.

Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter. Super-brilliant version of the standard Pageant, featuring the Plus-40 Shutter which increases light by more than 40%. Ideal for projection in hard-to-darken rooms, halls, or auditoriums; for long screen throws or unusually large picture areas. $400. Sound projection only.

Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier. Combines the extra light from Kodak's Plus-40 Shutter with the precision tone-and-volume features of the Model AV-151. Its brilliant screening and superb tonal quality enable you to meet every 16mm. sound requirement short of a theater-type installation. $530. Sound projection only.

Kodascope Analyst Projector. Designed for 16mm. motion-picture analysis. Heavy-duty reversing mechanism operates from remote-control switch on 3-foot cord. Constant-speed blower permits repeated, instantaneous film reversals with complete safety for film and projector. Includes Kodak Daylight Projection Viewer for desk-top movie study. $295. Silent projection only.

The Eastman 16mm. Projector, Model 25, for theater-quality projection. Built for heavy-duty service in large auditoriums, theaters, or assembly halls. Powerful optical system and high-fidelity sound system assure top performance from any 16mm. optical sound film. Two models, high-intensity arc (left), and tungsten (right). Prices from $3270.

Now...a Kodak Projector for your special 16mm. requirements!

Here is good news for everyone who uses sound or silent 16mm. films — a complete line of 16mm. Kodak Projectors that offers a wide choice in meeting your specific needs!

For example, if illumination is a problem, there are two sound projectors equipped with Kodak's remarkable Plus-40 Shutter which provides more than 40% extra screen brilliance.

Or, if you use movies for critical study — sports analysis, time-and-motion study, etc. — there's a new 16mm. silent projector specifically designed for the purpose.

Whether you show sound or silent movies—or both—and whether you show them in cramped quarters or spacious auditoriums...there's a Kodak Projector exactly right for your requirements.

And important...ALL portable Kodak 16mm. Projectors are permanently lubricated at the factory...an exclusive 16mm. feature that eliminates completely the oil and under-oiling abuses which are the chief cause of wear and damage to projection equipment!

See your Kodak Audio-Visual Dealer about a demonstration, or use check slip below for further details.

**MOTION-PICTURE PROJECTORS** teach, train, entertain, inform

---

**Prices subject to change without notice.**

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked:

- Standard Pageant
- Pageant Model AV-071
- Pageant Model AV-151
- Kodascope Analyst
- Kodak Multi-Speaker Unit
- Eastman 16mm. Projector, Model 25.

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BROADCASTING • TELECASTING

September 21, 1953 • Page 97
A complete TOWER Package from TOWER Construction Company

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 leg and brace...designed for 100 MPH wind and one-half inch ice load...hot dipped galvanized or ship cost of primer undercoat...supports all types of television antennas and coastal feed line or wave guide...complete erection by experienced crews.

MICROWAVE too!

TOWER is a pioneer in Microwave Towers and Microwave Reflectors. For the vital "know-how" that only experience gives, write or phone TOWER Construction Company. We invite you to check with our satisfied customers.

WMBD Peoria, Ill., to sales staff of WSAI Cincinnati. Jack Moran, WNOP Newport, Ky., to WSAI announcing staff.

Thomas Edward Howard, chief engineer at WPX (TV) New York, appointed director of engineering at WBT WBTW (TV) Charlotte, N. C.

Mark O'Brien, former promotion manager of WLCS Baton Rouge, La., appointed special assistant to St. Louis Mayor Raymond R. Tucker.

Milton R. Slater, freelance director for DuMont and ABC TV, N. Y., and most recently program director and promotion manager for WSPR Springfield, Mass., named program director of WWLP (TV) Springfield.

Bill Ward, former sportscaster for WTMA Charleston, S. C., to WJS Columbia, S. C., as announcer.

Wilbur E. Levering, former agricultural agent, to farm staff of WIBW Topeka, Kan.

Ronnie Brown named staff pianist for WJAR TV Providence, R. I.


Lt. Col. Lester W. Lindow, general manager of WDFD Flint, Mich., is presently on active duty with office of Chief of Information, Headquarters, Fifth Army, Chicago.

Alan N. Cormack, chief engineer at KCBS San Francisco, named broadcast chief of Calif. State Civil Defense, Region 3.

Dan Lundquist, assistant producer, KLAC TV Hollywood, and Barbara Dann were married Sept. 19.

Carmella Conte, KDKA Pittsburgh accounting dept., and Leo Arcoletti, of station's technical dept., were married Sept. 12.

Charlile Featherstone, performer-director for WSYR-TV Syracuse, N. Y., father of girl, Kathleen Barbara, Sept. 4.

Networks

Morris A. Mayers appointed to newly-created post of general manager of closed circuit operations for DuMont Television Network. Mr. Mayers was formerly with transmitter division of Allen B. DuMont Labs., where he served as educational television equipment sales coordinator.

Allen W. Kerr, veteran broadcast time salesman most recently with H-R Representatives Inc. in N. Y., on Oct. 1 will become Detroit division manager of NBC-TV Spot Sales.


Sam Zolman, assistant director of news and special events, ABC Western Division, promoted to director, replacing Frank LaTourette, who recently joined CPTN as news director [9*T, Sept. 14].

WAVY Portsmouth, Va., Executive Vice President-General Manager Carl J. Burklund signs Alice Brewer White, formerly with WTAR Norfolk, who now does a homemaker-fashion show and a women's news program. Mr. Burklund recently joined WAVY, new NBC affiliate, after 24 years with CBS, where he was director of station administration.

PEOPLE

Arthur W. Hepner, freelance radio documentary producer and previously magazine writer and member of CBS Radio's London news bureau, appointed producer on CBS Radio's public affairs staff.

Russell Stoneham, director on CBS-TH-TV Life with Luigi and other network shows, assigned to CBS-TH-TV Bob Crosby Show in same capacity.

Earl Hammer Jr. staff script writer at NBC, is author of novel, Fifty Roads to Town, which will be published on Oct. 2 by Random House.

Lewis Stone, 73, radio, stage and screen star who portrayed Judge Hardy in MBS Andy Hardy series, died Sept. 12 of heart attack while pursuing three juvenile vandals.

Manufacturers


Jack D. Hughes, vice president in charge of sales, Littelfuse Inc., Des Plaines, Ill., promoted to vice president and operations general manager.

Clifford J. Wood, previously assistant market research manager with The Hallicrafters Co., Chicago, named manager of market research for Caphehart-Farnsworth Co., Fort Wayne, Ind.

Fred W. Bardgett appointed vice president in charge of sales of Hallicrafters Canada Ltd., Toronto.

Mort Barron, assistant sales promotion manager for CBS-Columbia Inc., N. Y., promoted to advertising operations manager.

Douglas J. Sullivan, manager of employee and plant-community relations, General Electric Tube Dept., appointed to newly-created position of manager of personnel development for marketing section of Tube Dept.

C. S. Purcell named regional electric utility manager of Westminster Electric Corp.'s Northeastern Region. Also appointed to that
you don't buy one of these every day!

Presto RC-7 with RA-1 reel adapter

Compare these RC-7 features:
- Instantaneous speed accuracy
- Dynamic range better than 50 db at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate-erase-recording-playback heads
- Twin speed: 7½"/sec. or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

Purchase of a tape recorder is a major investment. And, with so many unproven brands on the market, it simply does not pay to select anything but a recognized, precision built and proven recorder.

The Presto RC-7 is just such a unit. Designed and manufactured by the world's foremost producer of precision recording equipment, the RC-7 with RA-1 reel adapter is today's No. 1 buy in fine tape recorders. Here is a unit that is fully portable for field recording, yet with the rugged construction and precision operation characteristic of the finest studio equipment.

If you're planning to replace an existing unit or add an additional tape recorder, your selection of a Presto RC-7 will pay long term dividends in faultless service, ease of operation and the genuine satisfaction of owning the best.

Do you own a Presto RC-7? The RA-1 adapter will allow you to use reels up to 10½" diameter. Write for full details and price.

Presto Recording Corporation
Paramus, New Jersey

Export Division: Canadian Division:
25 Warren Street, New York 7, N. Y.
Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

World's largest manufacturer of precision recording equipment and discs
region are: K. L. Hoegem, industrial manager; J. C. Frink, manager of transportation, marine and aviation dept.; F. G. Graf, agency and construction manager; H. R. Benson, maintenance manager; M. L. Gardner, engineering and service manager; E. W. Sexy, application data and training manager; R. L. Sutton, market planning supervisor; J. H. Rothermel, assistant to Northeastern Region manager, and R. L. Knox as manager of order services and stock control.

Merton W. Whitney, sales engineer in wire communications div. of Cook Electric Co., Chicago, to sales staff of Simpson Electric Co., that city.

Representatives


Program Services

Charles A. Broderick, RCA Thesaurus' order and service section, promoted to manager of sales service. He succeeds Walter Seifert, who has resigned to become vice president of A. Hay & Bros., hardware store in Easton, Pa.

Herbert Spencer and Earle Hagen, former 20th Century-Fox Studios music arrangers, form Music Service Inc., new Hollywood independent music packaging firm servicing TV acts and shows. Al Fisher, formerly music dept. business manager for that studio, is production manager of packaging firm.

Howard & Lewis INC., Providence, R. I., Ford dealer, gave a dinner honoring station managers and announcers there who read H&L commercials every day. L to r, Frank McCabe, president of agency handling the account; Southern Abbott, WJAR; Arthur H. W. Lewis, host; Mowry Lowe, WEAN general manager; Albert W. Howard, host; Arnold Schoen Jr., WPRO general manager; Norman Gittelson, WJAR-TV; Robert Engelas, WHIM.

Services

Henri G. Busignies, technical director of Federal Telecommunication Labs, division of International Telephone & Telegraph Corp., Nutley, N. J., named vice president and member of management advisory board.

Government

Rudolph C. Bretz, New York TV programming and production consultant, to Germany Sept. 25 on SS America to advise North West German Radio Network on TV programming and production, State Dept. announces. Mr. Bretz travels under department's educational exchange program.

Dr. John Cocutz, chief of Rumanian Service, Voice of America, submits resignation to John Armitage, chief, East European Branch of VOA.

Trade Associations

Benjamin Miller, formerly associated with NAB (predecessor of present NARTB) and with radio stations and recently released from Army after three years as public relations officer, to public relations staff of Assn. of American Railroads as special representative, effective Sept. 16.

A Sheer Pleasure

WGAR Cleveland night news editor, Jack Dooley, recently placed a bulletin on the air that was just sheer pleasure and good news. The item announced the unexpected release of Lt. Paul Wilcox, former WGAR sportscaster, by the Korean communists. Lt. Wilcox, who entered the service for the second time last fall, was a bombardier-navigator on a B-29 shot down over the Yalu River last December. Mrs. Wilcox, who had no word from her husband since receiving a missing-in-action notice during the Christmas holidays, will be sent by the station to meet her husband on the Pacific Coast upon his U. S. return.

Page 100 • September 21, 1953
"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter - built for Easton Express WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas - he cited Milford, N. J. as example - are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."

Television Digest, July 4, 1953

Make your report as good as this one by installing a Gabriel Cosecant UHF-TV transmitting antenna.

NEXT!

Pattern testing of Channel No. 21 antenna for station KVFD, Northwest Television Co., Ft. Dodge, Iowa. Shipped July 17 to the transmitting site.

THE GABRIEL COMPANY > WORKSHOP ASSOCIATES DIVISION

Endicott Street, Norwood, Massachusetts

Broadcasting • Telecasting

September 21, 1953 • Page 101
CANADIAN TVs NOTCH UPSURGE IN COMMERCIAL BILLINGS FOR FALL

Language and time problems complicate bookings, but all stations to be on the air this fall are getting a share of the business. U. S. shows will be represented over the CBC-TV network.

COMMERCIAL programs on Canadian TV stations this fall are more numerous than before the summer hiatus. Canadian TV is now one year old, and both U. S. and CANADA Canadian companies are booking time on all stations to be on the air this fall. Network TV will be well-represented with imported U. S. network shows, piped into Canada by microwave from Buffalo.

Because of language problems in Montreal where there still is only one TV station, CBFT (TV), all commercial network advertisers desiring to use the station have found delays in getting definite bookings. CBFT is operated by the Canadian Broadcasting Corp., which is committed to give equal time to English and French programs. Numerous French-language commercial programs have been booked, and the CBC-TV network office in Toronto is having difficulties in finding time available for English-language network shows, originating in the U. S. or Toronto, which sponsors want carried at the same time in Montreal.

New to Canadian audiences and definitely booked is the Ford Motor Co.'s Toast of the Town, which started on CBLT (TV) Toronto, CBFT (TV) Ottawa, and CBFT on Sept. 13. Canadian Westinghouse brings in Studio One for a second season, this time to the three station network, starting Sept. 21, when Canadian announcer actor Lorne Greene of Toronto will be starred. Ford Motor's TV Theatre will be seen on CBTB and CBFT, piped in from Buffalo. The advertiser is not buying CBTB, because about 80% of the Toronto audience looks at WBBM-TV Buffalo which carries the program.

Schick again will bring a segment of the Jackie Gleason Show to the CBC-TV network, with CBC or other advertisers picking up the balance of the hour show carried in Canada. Gillette is bringing World Series baseball games to CBC-TV. Canadian General Electric will have a Canadian show for the second season on Canadian TV stations. The format has not yet been settled. Goodyear will offer TV Playhouse for a second season on CBC-TV, though time difficulties have held up a decision on whether Montreal will carry the show.

Imperial Oil Ltd. again will sponsor the Saturday evening national hockey league games from Toronto. Imperial Tobacco will present the major Canadian football games on Saturday afternoons, and Campbell Soup continues the importation of Soundstage.

For The Ladies

A Tuesday afternoon one-hour women's program, Matinee Party, starts Oct. 13 on CBLT, and will be carried by the network later in the season. It may go for more than one afternoon weekly. It is being sponsored in one-hour segments by Hobbs Glass, Pittsburgh Paint, Dunlop Tire, Gruen Watch, Maple Leaf Milling, and Dominion Oilcloth & Linoleum. Three quarters of the show were sold for 13 weeks one month before it was to go on the air. Program is being kineo recorded for use on new Canadian TV stations, with original sponsors having first choice of buying these stations.

A number of other U. S. international advertisers have programs planned for Canadian TV as soon as time can be cleared. These include Kellogg Co. for Wild Bill Hickock and Singer Sewing Machine Co. for Four Star Theatre.

Canadian programs developed by CBC in the past year are now starting to be sponsored. A weekly half-hour evening cooking show for gourmets, Hans in the Kitchen, is being sponsored by Consumers Gas Co.

It is hoped to bring in the Hit Parade and to continue Wrestling from Chicago for a Canadian sponsor. British-made TV films in the Douglas Fairbanks Playhouse series are being looked into by a Canadian firm for sponsorship. A six-day-per-week children's program period, 5-6:30 p.m. on all CBC-TV stations, has several sponsors interested.

Interest in Canadian TV by advertisers is noted from the use of CBFT by Dow Brewery Ltd., Montreal, which, Sept. 7-12, sponsored three one-hour sporting events, one two-and-one-quarter-hour football game, and a half-hour film program, Foreign Intrigue.

Advertisers on CBC-TV this season also are booking time for a noon-time show on the first independent Canadian TV stations to go on the air later this fall, CKSO-TV Sudbury, CFPY-TV London, and CFCM-TV Quebec, with shows being recorded for these stations which will not all have microwave links with Toronto or Montreal.

- Nationally Honored
- HELENE DILGER
- Winner U. S. Department of Agriculture
- Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
Davenport, Iowa
You've always needed it—for low-cost, professional-quality TV commercials—and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray Telojector. This compact, portable unit gives you remote control projection of standard 2x2 slides in uninterrupted sequence...with studio effects of fading, lapping and superimposition.

In the Telojector, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an unlimited sequence. Overall dimensions: 14⅝" x 18½" x 10". Weight: 32 pounds.

This new Gray Telojector solves many problems for large and small stations alike. Production is underway. Get all the facts—now!

Please write for Telojector Bulletin RD-9

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon/Audograph
DOZEN TV BIDS ON CBC AGENDA

Board of Governors next Thursday to consider Canada's first uhf applicant. Seven AM and one FM applications also due to be heard.

A DOZEN applicants for private TV stations will appear before the Board of Governors of the Canadian Broadcasting Corp. on Sept. 24 at the Fort Garry Hotel, Winnipeg.

At the same time seven applicants for new AM stations and one for FM will appear.

There are three applicants each at Edmonton, Alta., and Saskatoon, Sask., for one TV channel in each city. Seeking Ch. 3 at Edmonton are CICJA Edmonton, CFRN Edmonton and Bill Rae of CKNW New Westminster. At Saskatoon, applicants for Ch. 8 are CFQC Saskatoon, CKOM Saskatoon and the Saskatoon Star Phoenix.

Two Apply for Kitchener

There are two applicants at Kitchener, Ont., Central Ontario Television Ltd., and Grand Television Ltd., both applying for Ch. 13.

In addition, CKWS Kingston, Ont., is applying for Ch. 11; CHTK Peterborough, Ont., has requested Ch. 22 as first Canadian uhf applicant; CFAC Calgary, Alta., is asking for Ch. 2, and CFCCY Charlottetown, P.E.I., is requesting a licence for Ch. 13.

CKLW-TV Windsor is asking for an increase in power from 103 kw video to 250 kw video and 61.5 kw audio to 140 kw audio on Ch. 9, with directional antenna.

New AM applicants are E. F. Job for daytime only 250 w on 1090 kc at Brampton, Ont., a suburb of Toronto; Daniel Chantal, for 250 w on 1340 kc at Drummondville, Que.; Radio Alleghanys Inc., for 250 w on 1490 kc at Montmagny, Que.; and F. Ruffange and C. Couture for 1 kw on 1350 kc at Three Rivers, Que. Three applicants for new AM licenses at Chieoulin, Que., are J. O. Masse, 250 w on 1450 kc; G. Demers, 5 kw on 1060 kc; and L. Lagace, 1 kw on 630 kc.

New FM license is being applied for by St. Lawrence Broadcasting Co. Ltd., at Kingston, for 250 w on 88.9 mc, affiliated with CKLC Kingston, new 1 kw station to go on air in November.

Power increases are being requested by CKDA Victoria, from 250 w on 1340 kc to 1 kw on 730 kc; VOWR St. John's, from 500 w on 700 kc to 1 kw on 800 kc; CKOM Saskatoon, from 250 w on 1340 kc to 5 kw on 1420 kc; CFOR Orillia, from 1 kw to 5 kw on 1570 kc, and CJAD Montreal, from 5 kw to 10 kw on 800 kc.

Short transfers are being asked by 11 stations, and CKDA Victoria, B. C., is requesting transfer of license from David M. Armstrong to Capital Broadcasting Co. Ltd.

CBC Shows on Independents Are Planned in TV Fare

FINAL decision is being made by the Canadian Broadcasting Corp. on what national programs independent Canadian TV stations must program under license agreements.

A minimum of 10½ hours is anticipated for the near future, with a probable increase later.

The hours lined up for this fall will contain a variety of programs and will include a number of commercial shows. CBC-TV plans a 15-minute national news bulletin for the CBC TV network and by kinescope to other TV stations in the country.

 designated kinescope for all TV stations: One-hour variety program, The Big Revue, CBC production; CBC Theatre, 90-minute studio comedy or drama; Amateur Boxing, one hour; an hour wrestling from Chicago; Canadian General Electric TV show, half-hour, and a number of U. S. imports, sustaining or commercial, as yet not decided upon.

Area News Clinics Planned; Press News Ltd. Subsidiary Set

FIRST regional clinics for news editors will be held in western Canada in November as a result of a meeting of western Canadian station managers and representatives of Press News Ltd., Toronto, the radio news subsidiary of Canadian Press, held recently at Jasper, Alta. A new subsidiary of Press News Ltd. has been formed and incorporated, Broadcast News Ltd., which has a directorate of nine members, four from the independent broadcasting stations and five from Canadian Press. These four directors are Gordon Love, CFCN Calgary; Ken Soble, CHML and CHCH-TV Hamilton; Paul LePage, CHRC and CFQMV-Quebec; and Keith Rogers, CFCY Charlottetown. First board meeting of the new operating company will be Oct. 26 at the Seignory Club, Montebello, preceding the annual Press News meeting.

The meetings of news editors will be held for the various regional broadcasting associations as means of discussing methods of preparing and presentation of news. A November meeting is to be held for the British Columbia broadcasters and one for the stations of the three prairie provinces and northwestern Ontario. Meetings will be held for Central Canada Broadcasters Assn. station news editors, Quebec French language stations and for the stations of the four Atlantic provinces.

Canada AM Ratings Low

AUGUST was a low month for Canadian radio network shows, as shown by the monthly national rating report of Elliott-Haynes Ltd., Toronto. Only two evening network shows are listed, Great Gildersleeve, rating 11.1, and The Tylers, 7.9 (Canadian). Transcribed shows nationally were Danny Vaughan Show, 10.9 (Canadian), and Edna's Fish Show, 8.1 (Canadian).

There were 12 daytime network shows, led by Ma Perkins, 12.5; Pepper Young's Family, 10.9; Life Can Be Beautiful, 10.2; Road of Life, 10.1; and Right to Happiness, 10.1.

In French-language programs only one is shown for evening network time, Le Survenant, 14.8. There were 10 daytime network French-language shows, led by Jeannes Dore, 21.2; Rue Principale, 21; Francine Louvain, 18.5; Toute Lucie, 15.1.
WQED (TV) Should Get Full Money Quota by Month's End

WQED (TV) Pittsburgh, vhf Ch. 13 noncommercial educational station which plans Jan. 1 commencement, will have met its financial requirements by the end of this month, the National Citizens Committee for Educational Television reported last week. An area-wide public fund-raising campaign is now in progress there.

WQED has been given the use of the tower of KDKA-FM Pittsburgh and studios will be located in a $300,000 building donated for this purpose to the U. of Pittsburgh by the Pittsburgh Plate Glass Co.

$350,500 Pledged

The Ford Foundation’s Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust have pledged a total of $350,000 for equipment and organizational costs. The public fund drive is raising another $500,000 to cover two years’ programming costs. Door-to-door solicitations are being made. Local stores of Kroger Grocery Co., a radio-TV advertiser, have installed collection booths.

WQED estimates it will serve 635,000 TV sets in the area and that 85% of the families in Allegheny County surrounding Pittsburgh can receive the programs. Initial operating schedule will be six hours daily, divided about evenly between in-school and evening programming.

ACE Sets Oct. 8 Panel
On Educational Television

PANEL on "The Role of Educational Television" is slated for the first day of the Oct. 8-9 annual meeting of the American Council on Education to be held at the Hotel Statler, Washington, D. C. Theme of the convention is "New Dimensions for Education." TV panel speakers will be John C. Adams, chairman, committee on educational television of ACE. Mr. Adams is president of Hofstra College. President Eisenhower is scheduled to be opening speaker at the convention.

Huth Communications
Courses Scheduled

A COURSE in international communications (beginning next Monday) and a seminar on international broadcasting and television (beginning Wednesday), under Dr. Arno Huth, writer-lecturer and expert in international communications, are being offered by the New School for Social Research, 66 W. 12th St., New York 11, telephone Oregon 5-2700.

Dr. Huth said guest speakers participating will include leaders of public opinion, outstanding scholars and communication specialists.

Ad Club Courses Begin Oct. 5

ADVERTISING Club of New York's 30th annual advertising and selling course, including radio and TV studies, will be held Oct. 5 to Feb. 25, with a total of 27 lectures and six clinic sessions scheduled on Monday and Thursday evenings during that period.

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When you buy for broadcast you want the best - and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. Familiarize yourself with the undeniable advantages of these exceptional microphones.
**Get Complete MAINTENANCE INSTRUCTION with this Professional TV Engineering Course!**

Southeastern’s TV Engineering Course for professionals offers complete maintenance instruction and practice. You assist in maintaining the equipment you use and help make repairs whenever necessary. From time to time, the equipment is deliberately sabotaged to give you actual repair practice. Thus, you know your working tools... inside out!

The engineering course gives you thorough training in all phases of actual television station operation. Your instructors are television career men—you work with the latest television equipment in a completely modern TV Studio. At the end of the six-week period, you will be a thoroughly competent television engineer!

Now is the time to get started on your TV career. Opportunities were never better! Get the complete story today. (If you are not now in radio or television, ask about our basic training courses.)

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**IN PUBLIC SERVICE**

**POW Hastened Home**

WFLA Tampa, Fla., and the Tampa Tribune joined forces to get a released U. S. prisoner of war home as soon as it was possible because his father was seriously ill and not expected to live. Station and newspaper called on the Red Cross and Florida’s Sens. Spessard L. Holland and George A. Smathers in addition to the Adjutant General’s office to expedite the quick return of Sgt. Lawrence Bubbee of Ruskin, Fla. Five days later, the soldier stepped off a plane at the Tampa International Airport. WFLA’s Milton Spencer interviewed the freed POW.

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**WPFA Arranges Reunion**

WPFA Fort Payne, Ala., recently played a major role in homecoming activities for a returning POW, Ralph McKinney. George Gothberg, president of WPFA, reports that the station cancelled all commercial programming for five hours and devoted the air time to an appeal for funds so that the boy’s parents might be able to go to San Francisco to meet him. Amount raised for Mr. and Mrs. McKinney’s trip was $1,525, according to Mr. Gothberg.

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**Find POW’s Mother**

WKEI Kewanee, Ill., was instrumental in contacting a mother who had left that area and was living in Albuquerque, N. M., when her serviceman son returned from a communist prison camp and was unable to locate her. WKEI contacted KVER Albuquerque, which aired a message for the mother. A druggist remembered the mother as a customer, notified KVER of her address and the information was relayed through WKEI to the son.

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**Aids Blood Donations**

A TWO-DAY campaign for blood donations in Livingston, Mont., sponsored as a result of inoculation of all children in the area with gamma globulin shots for polio, was in the August doldrums until KMON Great Falls began saturating the air with spots on behalf of the campaign and arranged a special pickup show with KPRK Livingston. Result: The Red Cross reported a successful drive with women comprising 50% of the donors.

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**Traveler Tagged in Texas**

RADIO was not found wanting when a traveling salesman was wanted—and quickly—by his wife. KRMG Tulsa relates that Mrs. Dan Garman called Joe Knight, m. c. of Tulsa Ballroom, daily 2-hour, 55-minute show on the station, saying it was imperative to get in touch with her husband. She said she thought of Mr. Knight’s program—Mr. Garman is a faithful listener—and asked the m. c. to air her announcement. Station says she called again only 15 minutes after the broadcast to say her husband had just telephoned from Pampa, Tex.

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**KING Staff Turns Domestic**

IN THE recent Eddie Cantor contest on NBC’s Colgate Comedy Hour, Catherine Donnelly of Seattle came out the winner earning a trip to Hollywood as Mr. Cantor’s guest. When NBC requested KING-AM-TV, its Seattle affiliate, to dig out some information of the winner, staff members became interested in the case. Miss
Funds Group

LEADERS of 27 major industries, including the broadcasting, advertising and public relations fields, have organized national committees to solicit funds for the 79 medical schools in the country, the National Fund for Medical Education has announced. Heading the broadcasting committee is William S. Paley, chairman of the board of CBS. D. K. Clifford, president of Doherty, Clifford, Steers & Shenfield Inc., is chairman of the advertising and public relations committee.

Donnelly, a cerebral palsy victim, lives in a small house in Seattle with her mother. While the two were out of town KING employs a robot together and completely renovated their home to insure a happy homecoming for Miss Donnelly and her mother.

* * *

Kiddies Give Advice

SAFETY campaign on WASK (AM) WAFM-TV Lafayette, Ind., featured personal appearances on the air and on the screen by school children from each grade through high school describing the school and driving conditions in the area. Then, the children warn the motorist to watch for school children this season. Stations report that this type of campaign has aroused considerable interest.

* * *

Churches Get KOTV (TV) Time

DAILY quarter-hour has been donated by KOTV (TV) Tulsa to the Tulsa Council of Churches for Light of Life. Program will be used by all church denominations in an appeal to the public to attend the church of their choice each Sunday. Telecasts will be allocated by the Council based on the size of the church following within the city. In each program the representing body of the church will have an opportunity to report on the various activities of their organization.

* * *

KTNT Gets Fast Result

KTNT Tacoma, Wash., received a call from a major stationed at Ft. Lewis. His wife was seriously ill, and he was trying to contact a son who was supposed to be driving toward the city. The station broadcast the emergency message to the son. Twenty minutes later he had been contacted.

* * *

'Operation Warmth' on WTVJ

WTVJ (TV) Miami cooperated in the Jaycees' "Operation Warmth," campaign to collect blankets and warm clothing for victims of the recent Greek earthquakes disaster. Jack Cobb's "Teen Room" program featured 16 Greek children, dressed in native costume, who joined in the appeal.

KBRL Tracks Thieves

KBRL McCook, Neb., teamed up with state police recently to catch two escaped car thieves. A car the men had been driving was involved in a wreck there. Police asked the station to broadcast a description of the men. Within minutes a listener had spotted them. A few minutes later another listener gave a closer location for the pair. A third call gave the final location where the two were arrested.

* * *

Lamb Gives $5,000

TOLEDO Symphony Orchestra has been given $5,000 by radio-TV broadcaster Edward Lamb for a series of children's concerts during the 1953-54 winter season. Mr. Lamb, a trustee of the orchestra, made an initial $5,000 contribution in March 1953.

* * *

WBT Student Loan Fund

STUDENT loan fund for children and dependents of WBT WBTV (TV) Charlotte, N. C., personnel has been announced by Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co. and first vice president of the Jefferson Standard Life Insurance Co. Loans will pay up to four years of academic or engineering training in any accredited college or university of the student's choice. Money will be paid directly to the institution selected by the student with arrangements made by the student to repay the loans in periodic installments upon completion of his studies. Charles H. Crutchfield, executive vice president of the broadcasting company, said selection of students will be made by heads of the local library, department of education and chapter of the state education association.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA 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

September 21, 1953  Page 107
ADDRESS BY DAVID SARNOFF
Chairman of the Board, RCA-NBC
To NBC Radio Affiliates Committee in Chicago

WHERE is network radio headed? Brig. Gen. David Sarnoff, in his first formal utterance since he assumed the NBC presidency Aug. 7, expressed his views to the affiliates of NBC meeting in Chicago last Thursday (Sept. 17). Gen. Sarnoff, as executive vice president of RCA, was primarily responsible for creating network broadcasting with the founding of NBC in 1926. Because his views may have a profound effect upon the future of network radio in the television era, B&T publishes herewith, in full text, the address of the RCA-NBC board chairman and NBC president.

T HIS gathering seems to me truly auspicious, and I welcome the opportunity to congratulate you on the formation of the NBC Radio Affiliates Committee. It reflects, I believe, your awareness of the challenge facing network radio today, and your determination to participate actively in meeting that challenge. On our part, it marks a renewed dedication to the tasks of leadership we assumed when NBC established America's first network. On your part, it signals a realistic recognition of the interdependence of network and stations.

When network radio emerges again on the high road of full economic and operating health, this meeting may well be recalled as the decisive point in the process—the point at which we not only took the correct turning in the maze of possible paths, but sensibly took it together, as a team.

The creation of your Committee, coinciding with the far-reaching effort we have launched to revitalize our radio operation, has set the stage for a new era of NBC Radio. It offers a promise of cooperative action and provides the machinery for its fulfillment. But action in itself is no panacea. In the present case it will be meaningless unless it is based upon a frank appreciation of the facts of life in radio—not as they were in the past, or as we might wish them to be today, but as they are. Given such clarity of vision and businesslike cooperation between the network and the stations, the formidable problems confronting all of us can be solved.

Joint Responsibility of Networks and Stations

A network cannot properly be expected to solve today's problems alone because it does not control all the elements that comprise a network operation. The controls are dispersed among the network, its affiliated stations, its clients, their advertising agencies, artists and their agencies, as well as the Government. Adjustment to a changing market therefore does not lie solely within the power of the network. For instance, the form in which we sell network time, the amount of time we have to sell, the price at which we sell, and the periods in which we program, are all affected by our arrangements with you.

As a result, you can exercise a large measure of control over network operations. And this in turn places upon you a corresponding measure of responsibility. It is not a responsibility imposed by the NBC, but one which grows out of the nature of our mutual relations in the context of a set of new conditions. NBC is your network and its problems are your problems as well as ours.

If we are to solve them effectively, we must solve them in harmonious collaboration. We ask for your understanding and help, not only because the NBC needs them, but also as a means of protecting your own stake in radio. Let me put it bluntly: If you want a strong and progressive radio network service, you must take part in the job of putting it on a sounder business basis. We need your support, and you need ours. We shall prosper together, or not at all.

Radio network business has been going through a fundamental change which has been variously called an "adjustment" or a "transition" or a "revolution." The label is unimportant. But, the reality under the label cannot be dealt with by closing our eyes, then opening our mouths to make cheerful noises about courage and stability. It demands realistic reappraisals of the whole picture and adoption of practical policies to meet the changed circumstances.

I have never underrated the basic problems created for radio when it ceased to be the sole broadcasting medium. The changes affecting radio, moreover, have by no means run their course; the full impact of some of them is yet to be felt. The massive campaign of rehabilitation set in motion by NBC should be proof enough that we regard the problem as one requiring not minor patching but major revision—the kind that breaks sharply through the inertia of habit and renounces the temporary comfort of just drifting. If there is any valid excuse for complacency, I have yet to hear of it.

All the same, I for one will not cast a vote of "no confidence" in the future of radio. I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service. This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life.

The NBC measures up in all these respects. It does have the basic strength. It enjoys standing and prestige among the American people which no other network can match; the hallmark of its long history has been integrity. These key values are of basic importance to the RCA as well as to the NBC; and this means that NBC is not in business for the short term and the quick turnover, that it is not for sale or merger. The NBC is in business for the long range opportunities, and therefore is concerned with creating permanent values for its employees, for its affiliates, for the RCA and for our country.

As in any industry in time of transition, we can look for the survival of the fittest. But in an industry like ours, which rests on "public interest, convenience, and necessity," the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow. The real tests of fitness of a radio network's capacity for leadership are its far-sighted concern for the well-being of the industry as a whole, its deep roots in the field of public service, and its record for fair play in relation both to its associates and the industry at large.

I believe that opportunities for radio will exist as long ahead as anyone can see, and I know that NBC has a better chance than any other network to realize those opportunities. But even NBC can perform no miracles or turn back the clock of events to a nostalgic past. Its operational patterns must be brought into conformity with the realities of the present and the future. It must be able to compete in a competitive market. We are prepared to devote immense effort and capital to
revitalize network radio—provided our affiliates go along with us to make these investments effective.

Given your cooperation, we see every prospect for success; for leading the way in a new and larger development of network radio. I used the word "prospect" advisedly, since there can be no absolute certainties in our complex business. But RCA and NBC did not win their preminent leadership by waiting for a sure thing. They created a new industry and a new art by blazing trails which others followed, in the establishment of network service, in the pioneering of vhf and uhf television, and in the development of compatible color television. And I am happy to say that our affiliated stations have shared in that leadership and its great rewards.

Now we are blazing a new trail in our efforts to establish radio broadcasting on a solid foundation. Your opportunity, as a matter of plain self-interest, is to share once more in the labors and the rewards. With the network and stations working together toward the goal, the NBC affiliates can maintain and even expand their important place in radio broadcasting. And the NBC Radio Network will ride through the squalls and storms to the harbor of a new period of stability.

I feel sure you will accept your portion of responsibility in the common enterprise. This conclusion, indeed, seems to me implicit in the formation of a Radio Affiliates Committee and reflects the mood of this meeting today.

The New Course

In stressing our joint responsibilities, of course, I do not mean to underrate those obligations of leadership that rest upon the network. NBC has taken the initiative in working out plans and procedures. Already it is implementing those steps which it can take by itself. But other steps obviously require your cooperation, and these mark the area of your participation.

The initiative in programming should come from NBC. We must provide a network radio schedule to attract influential national audiences against the competition of all other radio operations and all other media, television included. The initiative in network sales development likewise must come from NBC, which knows the sales climate for network radio, the needs and interests of network customers, and the activities of competition. These network responsibilities we accept and we are acting upon them, energetically.

The first step was organization. As you know, I took over active direction of NBC's affairs about four months ago. Since then I have devoted myself to an intensive study of all its areas of operation. I soon reached the conclusion that if we were to forge ahead in radio, we would need an organization concentrating exclusively on this medium and its special problems.

The integration of radio and television in 1952 was based on the theory that they could best be sold as complementary media by a joint sales force. But the programming in both fields would be most effective if it were administered by a consolidated Program Department. Like so many plausible theories, it did not take the human element sufficiently into account. Experience proved that the demands of an expanding television system were cutting in on the equal attention which radio deserved. And the emergence of color television, I realized, would tend to aggravate that condition.

I found a preoccupation with television that almost blacked out radio from the minds of some sponsors and their advertising agencies. It became evident to me that we could not correct this situation in this trade, unless we first corrected it in our own household. Besides, the problems of the network radio were often quite different from those of the television network. They called for different personnel with a different point of view.

The importance of radio to the RCA, to the NBC, and to its affiliates dictated the establishment of a strong organization dedicated exclusively to programming radio, selling radio, planning for radio, and managing the radio network. Bold and speedy action seemed to me imperative, and I took such action.

As you know, the new radio organization has been set up and is hard at work. Bill Finshibner, who is in charge, is known to you as a seasoned broadcasting executive with wide knowledge and experience. As operating vice-president under him we selected Ted Cott, who has made a well-deserved reputation in station operation. He is bringing new imagination and drive to our radio effort.

The next step was to act on those problems we could attack by ourselves. The first of these was programming, where we clearly needed a fresh approach to stimulate additional audience and advertiser interest in NBC radio. The program schedule presented to you this morning by Ted Cot, at the direction of Bill Finshibner, is an attempt to inject new vitality to this service. The temptation was to proceed slowly and tentatively, but it was our conviction that this was a time for large scale action—for a massive frontal attack.

We believe that with this new approach to programming, we shall open wider horizons for radio, and provide entertainment and services for which radio is uniquely suited.

The NBC Radio Network is now developing the sales possibilities of this new program schedule. In doing so, it addresses itself to rock-bottom business fundamentals: the advertising value of network radio as a low cost, effective sales medium; the strength of the programs in attracting listeners; and the superiority of the NBC radio facilities in giving the most comprehensive coverage.

In addition to the usual sales patterns, we have also set up certain "program blocks," in periods that have long been unsold. These offer a type of advertising opportunity familiar enough in printed media but new to network radio. For example, a two-hour program block on Sunday afternoon—in effect a radio version of a Sunday newspaper—offers great audience and sponsor values. While there are few advertisers prepared to buy two solid hours of network time on Sunday, there are hundreds who use weekly magazines and Sunday supplements. They can use network radio if it is brought within their budgets and in a format close to their established advertising patterns. So without disturbing the two-hour program unit, we are breaking it down into smaller sales units for which we believe there is a market.

Through these and other techniques we are seeking to attract new money to network radio from advertisers who have never used the medium, from advertisers who have left the medium, and from advertisers who can be persuaded to supplement their present use of it. It is to these sources that network radio must turn to halt the decline of revenue and to provide the economic support for those new program patterns which network radio must develop to build and hold audiences.

We can be inventive and imaginative, charting program directions to give radio new stature and vitality. But we must also be inventive in creating the means of attracting sponsorship to these new programs. The sales plans sketched for you today are as vitally a contribution to the solution of our mutual problem as is the new program schedule. They go together like lock and key.

With our separate radio organization, our new program schedule, and a new zeal of purpose, the medium is off the ground and moving in high gear. I can pledge to you that no effort will be spared to put your radio network as quickly as possible in the first place in public awareness, in audience and in sales.

Problems and Opportunities

I do not profess to speak as a program or advertising expert. But I have observed the ebbs and flows of broadcasting from its very beginnings. While I have not been a network or station operator, I have had a little something to do with the development of broadcasting—both in radio and television. From these contacts I have gained a certain perspective which I should like to discuss with you today.

I do not see the picture in radio as one of unrelied gloom. Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject—as if resale cheerfulness would solve all problems. Instead, I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible.

It is no secret that the changes in radio which have been brought about by television, have had their initial and most drastic impact on radio networks. The reasons are not far to seek. The economic base for network radio was built on major advertisers and time-and-talent units of about a million dollars a year. It is for investments of that magnitude
that television competes directly and successfully. Radio stations, selling their time in smaller and more diversified units, selling not only to national but to regional and local advertisers, could accommodate themselves more quickly to the shifts and pressures imposed by TV.

But any radio station management which feels smug or complacent on this account is short-sighted. The prospects of profitable station operation and profitable network operation cannot be dissociated. If the networks operate in the red over a period of time, their existence would be in jeopardy; and the collapse of any radio network might destroy the profit potential of its affiliated stations.

Value of Network Services

This should be obvious to anyone in the industry; yet it will bear some comment at this time. A station's network affiliation is one of its most important economic assets. That fact is recognized not only by the stations themselves, but by others in the trade. Even the contracts which spot representatives make with a station give them the right to cancel if the station loses its network affiliation. But the value of network service to stations is not measured by the dollar yardstick alone, nor is it limited to affiliates. Network broadcasting has been the key-stone of the whole edifice of acceptance, growth and prosperity of the industry and its maintenance remains essential to the future of the American system of broadcasting.

Local services are important to the community. But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? Does anyone believe that broadcasting would retain its stature with the public if network services were not maintained?

It was easy access to nationally known performers, to great orchestras and great drama, to the products of nationwide and worldwide news organizations—in sum, to the network offerings—that made broadcasting indispensable to people throughout our land. Americans became dependent on broadcasting because network services brought them instantly the great events and issues and personalities of the day and the hour.

Our national democracy is geared to immediate and direct availability of a national audience. This is dramatically obvious in a Presidential election campaign and in wartime, but it holds true at all times. One of the central problems in this age of peril is that of continuous contact between our citizenry and its Government. Only broadcasting can alert the entire nation instantaneously and simultaneously in time of danger. Subtract the nationwide network system, and these all-important factors for democracy and security are lost.

Under these circumstances, would Government have any alternative but to step in and provide its own national service? If free enterprise should fail in this aspect of broadcasting, it will be endangered in all other aspects. Let there be no illusions on that score. The very existence of the industry on a competitive free-enterprise basis would be jeopardized.

And let us reflect also on the role networks play in the economics of all station operations. Because one independent station in a community is thriving on "music and news," some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations.

Strong and solvent networks, I repeat, are essential to healthy station operation. It is against this background that I wish to touch briefly on a few specific facets of the present situation.

Radio Circulation

The first and basic fact is a decline in radio audiences. This is not a popular subject at a meeting of radio broadcasters. But it is foremost in the minds of our radio clients and cannot be evaded. Those of you who have dedicated your careers to diversified TV areas know that radio listening has gone down substantially in television homes, especially in the evening; and television will soon cover all population centers. Nor will it be long before television gains new impetus through the addition of color. These are hard facts that cannot be wished away. They are the conditions under which radio must evolve new patterns for service and solvency.

But this is only part of the story. For I certainly do not accept the claim that the rating services provide a valid measurement of the decline in radio audiences, or that they show the true size and quality of the audience radio is delivering.

The Deficiencies of Rating Systems

The events of the past few years have led me to believe that at the core of the troubles of radio broadcasting lies what I call "R's." Several months of active direction of a network have confirmed that belief. The three R's are: first, RATINGS; second, RAISING, and third, REBATES. They do not have to be learned. They have to be unlearned.

Since it would take too long to dissect them all in detail, I shall address myself today especially to "Ratings." Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

Unhappily these figures are seized upon by the advertising community as a substitute for analysis and judgment. They are used as the main standard for advertising values in broadcasting, and millions of dollars are spent or withheld each year on the basis of a drop or rise of a few rating points.

This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening.

There was a time when practically all radio listening was done in the living room, with the family gathered around the living room set. Now with television and new leisure habits, all this has changed. In millions of homes, television has taken over as the living room set. But for the past several years, more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms, and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

In the first half of this year, the output of automobile sets almost equaled the full year's production in 1952. Sales of clock radios are now higher than they were last year, and since 1947 almost half of all the radio sets sold were automobile sets, portables and clock radios.

But present rating systems do not even credit this vast new audience to radio. They measure listening as if this were still 1947. The only existing national rating system is based on a sample of 1,500 homes with one or two sets. That leaves out of reckoning over 5 million homes with three sets or more. It ignores listening to 5 million sets in public places, millions of portable sets, and more than 26 million automobile sets. Short, radio is judged by ratings that have lost touch with the realities of the medium. And this has led to a host of other evils.

For instance, there is the tendency to devalue radio by comparing the size of the audience today with what it was in the past—which is pointless nostalgia. The advertiser is buying present values, not past values. The only valid comparison should be radio with other available media today, in terms of cost and effectiveness. And on such a comparison, radio is certainly entitled to a much larger share of the advertising dollar than it is getting.

A related evil is the preoccupation with the top-rated programs, as if the Top Ten or Top Twenty are the only good buys. By contrast, careful advertisers do not judge printed media by circulation alone. They select the advertising vehicle to suit their particular product or service. In this way they reach a particular market. They consider the economic level of readers, their buying habits, their tastes. But somehow, these experienced advertisers often ignore these vital facts when they decide their radio budgets.

Ratings, today, simply do not reflect the real audience. They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other! Ratings do not properly measure the size of the audience, and they do not even undertake to indicate the quality and influence of the medium.

With intelligence and focused effort we can overcome some of these disadvantages. We are determined to enlarge audiences for all of our
programs and to get our fair share of top ratings, too. But even a program with a modest rating has a huge audience. It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases.

The schedule you saw today is only a beginning, but a good beginning. We can concentrate attention on radio's diversity and quality, and we can sell on the basis of total values—not merely ratings. We can stress sales efficiency: The ability of a given program to produce customers for a specific advertiser. The Research Department of the NBC already has developed significant data on sales effectiveness of broadcasting. More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchases of the sponsor's products.

And I believe that greater concentration by the advertising agencies on their responsibility for the effectiveness of the commercial messages would give their clients far greater values than the obsession with ratings.

Then there is the unique value of radio in selling ideas, in creating good will and fortifying public relations. The political parties are deeply aware of this radio power, as are certain top radio network clients who have no commodities to sell. Increasingly, public relations, advertising, promotion and merchandising are becoming related activities, each indispensable to the other. The role of radio can be enormously expanded in this connection.

Science and New Audiences

Besides creating new program approaches to meet changing listening habits, we can also develop new audiences through scientific progress. For example, tiny radio sets—no bigger than a wallet and ultimately a wristwatch—would advance the use of personal radios, and thereby greatly enhance the total radio audience.

Such miniature radio sets are not a fantasy. At our laboratories we are working on the use of transistors as one of the applications of electronics-in-solids. The prototype of the tiny personal radio is already in existence. The miniature radio will reach out to bring radio to everyone everywhere, opening up new types of personal entertainment and information services. Pocket and wrist radio sets will become standard equipment for millions of people. Far from being a victim, radio is a beneficiary of science and technical progress.

New Opportunities for Sales

In our campaign to strengthen radio, we are seeking to develop new sales patterns and to define the new opportunities. Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio was the core of their advertising effort in many cases.

This situation has been changing under the impact of television. As I see it—and as many clients see it—the original sales pattern for network radio is now too rigid to serve as the only basis on which the medium can be sold. To build back its revenue, network radio must diversify its offerings.

Network radio should continue to sell half-hour shows for individual sponsorship. It can also provide a limited number of shorter programs without sacrificing a balanced schedule. But it should not fragmentize the whole schedule into bits and pieces and still expect to hold its audience. The new structure should also provide flexibility and variety through shared sponsorships and participations in longer program blocks. All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price. It will also make network radio more useful to many large advertisers—and if it is more useful to them, they will use it more.

I see nothing radical in this new approach. It follows the principle that when the market changes, a business must change with it in order to survive and prosper.

Nor do I think that by making their sales operations more flexible, networks will siphon off spot revenue. Remember that NBC owns and operates five radio stations of its own; so, we are not unfamiliar with individual station problems. An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other.

But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, should recognize that this is not a sufficient reason for imprisoning networks in a diminishing portion of the market. If networks cannot use new patterns to bring in the necessary revenue, how can a national program service be supported? And backing back to what I have already said, how long would the radio spot business continue to be prosperous if there were no competing network services in America?

The Financial Facts

Now let us glance at the financial facts of the network-station relationship. We all know that total radio network revenue has declined while total spot and local billings have increased. Published figures show that since 1948, time sales on radio networks have decreased by 22%, while national spot sales by stations have increased 19% and their local sales have increased 35%. And I have seen recent estimates that spot sales volume this fall is expected to be higher than last year.

When network revenue goes down, the principal burden falls on the network and not on its affiliates. Total network dollars paid to affiliates may decline, but only in proportion to the drop in network revenue. For example, in 1948—a peak year in radio network revenue, network compensation paid to NBC radio affiliates accounted for 43% of the net time sales dollar. In 1953, such compensation to stations still was 42% of the net time sales dollar. In this changing span of six years, the percentage has varied not more than two points.

However, for a network the economic consequences during this period have been serious. When sales went down, many network costs went up, and others remained fixed. Moreover, a network period which is not sold must be programmed with a sustaining show. Thus, at the very time a network is suffering a loss of income, it also incurs increased programming expense.

While our radio network revenue is down since 1948, our cost for sustaining radio programs in 1953 is 5% greater than it was in 1948. This one item of cost took 1% out of the net time sales dollar in 1948, and it is taking 9% in 1953. You will also be interested to know that interconnection cost for the radio network took 4 cents out of every net time sales dollar in 1948 and is taking 9 cents in 1953.

Substantially the same is true of other major items. True, economies may be practiced, but the high costs of network studio facilities, producers, directors, a program staff, a world-wide news organization must continue if the network is to meet its obligations to its affiliates and to the public.

So you can see that as between a network and its affiliates, the network is particularly vulnerable when billings decline. In such circumstances, radio networks could find themselves paying out more dollars than they are taking in. That is the point of danger, not only for the networks themselves, but for affiliated stations as well. Indeed it is a danger that must be avoided for the industry as a whole and for all others concerned with maintaining the American system of competitive private enterprise in broadcasting.

These are sobering facts which we must face as businessmen in determining how to operate the radio network. All the same, in undertaking the new course which has been sketched for you today, we have chosen to increase our costs very substantially for new programming and for a separate radio organization. This we have done because we are con-
vinced that it offers the best chance of meeting the problems we mutually face.

Raiding and Rebates

I have left myself little time for the others of the three R's—"Raiding" and "Rebates." Do not judge my appraisal of these evils by the brevity with which I must cover them. They are typical of present-day industry practices that strike at the vitals of radio broadcasting.

Special "deals" and "concessions" are a blight on the radio network business. From what I have heard, the practice is also not unknown in station operations. NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. You all know that we have lost business because we have been unwilling to match concessions offered by other networks.

Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors. If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. If it is practical—and legal—we would be delighted to adopt it. We want to avoid deals and concessions. We are taking a long step in that direction by opening our network for new advertising operations under the specific sales plans Bill Fineshriber has outlined to you. They provide low cost opportunities and new types of flexibility and they will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices. We believe ours is the right approach towards bringing the medium back to sound business practices. If you agree with us on the dangers of deals and concessions, you will support the sales plans we have developed and will help us to develop others.

The Measure of Leadership

I opened these remarks by referring to our rededication in radio to the goals of leadership. I would like to end on that note, since it is both the beginning and the end of our over-all commitment to provide a solid and durable foundation for radio broadcasting. The real test of leadership in network radio will come, I think, in the next several years. Those who have built for the future, who have laid a program and sales base of permanent value, will have the staying power. Those who operate for temporary expediency, no matter how flamboyantly, will be conquered by problems for which further expediency will hold no solutions.

Many of you have established successful television operations in association with NBC and have prospered as a result. You entered the field with the encouragement of NBC and RCA. If we had not devoted a major effort in these past years to the establishment of a prosperous television service, there would have been no television field to enter. Those of you who did not heed our advice on getting into TV, at the outset, can scarcely blame RCA or NBC. But you, too, will soon be part of this new medium, and will benefit from the impetus given television by RCA and NBC leadership.

Our concentration on developing the new industry of television has been in your direct interest, as well as the interest of the public. You cannot fairly separate your benefits in television from your interests in radio, and close your eyes to the over-all values you have received—or will soon begin to receive—from the course NBC has followed. And now we have entered upon a new development of radio, with the resolution that leadership in radio is no less essential to NBC than leadership in television.

The course we have followed has brought rewards in the past and will continue to bring them in the future. Surely leadership does not rest only on a few rating points, on talent raids, or on rebates, or on a temporary increase in gross billings which these devices may bring. However impressive these may appear in the short run, they mean little in the long run. Those of us who are in the industry to stay, who cherish its reputation and enduring vitality, have remembered the fable of the goose that laid the golden egg.

And we also remember the contributions which are the measure of true leadership. Broadcasting really took hold in the United States when NBC established the first radio network. The national service it provided made radio indispensable in America, and created a profitable business for stations as well as for competing networks.

The value of radio broadcasting was vastly increased by NBC pioneering in public service programs—in bringing the world's greatest artists and performers to a national audience, often on a sustaining basis and at a cost to our network of millions of dollars.

The next great advance in broadcasting—the development of black and white television—was from the beginning led by RCA and NBC. While some other networks stuck to short-sighted temporary expedients—for which their affiliated stations can scarcely be grateful—NBC affiliates were urged to lose no time in getting into the new field. The first television network in the country was established by NBC, along with a service which made station operation feasible and profitable.

Then came RCA-NBC exploration and charting of the uhf band. Many of you who plan to enter television will be able to do so only because the uhf band has been made available for commercial broadcasting.

Last but not least came our successful struggle for compatible color television which now promises a vital new and expanded service to the nation, and great benefits to all who are in the television industry.

I speak in pride—but not in boastfulness. I speak because it seems to me desirable at the present crossroads of our industry's history to underline the difference between a responsible leadership that builds permanent values for itself, its associates and the entire industry, and a claimed leadership that rests on opportunism and concentrates on the short term private gain, regardless of consequences to the future of the business.

Broadcasting is not a finished art or industry and it will never be static. Nor is the promise of the future limited to television. It extends to all applications of the electronics art, and it certainly extends to radio. The transistor development I have mentioned is only one of the possibilities for radio. Scientific invention can also be matched by imagination and creation in programming, in selling, in operating more economically, and in finding ways for networks and affiliates to progress on a basis that will be profitable and satisfactory to both.

I have every confidence in the basic strength and potential of radio, and so do my associates at RCA and NBC. If we did not, we would not be making the great investment we are now making in strengthening the radio network; and we would not be devoting the fresh effort and energy we are devoting to it.

The problems I see ahead are not inherent in radio. They are problems of business adjustment which can be solved if we have the resolution to solve them together. So far as NBC is concerned, you have my pledge that with your help, we will keep pressing forward on all fronts to hold a position of leadership in radio broadcasting—and to make that leadership a permanent part of NBC's future and the future of its radio affiliates.

Let us travel together, on this high road to our destiny, in a spirit of friendship and mutual confidence.
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
Los Angeles, KFIV (TV) (21), 12/15/52-Nov '53.
Birmingham, WTVT (TV) (11), 1/22/52-Nov '53.

ARIZONA
Phoenix, KOOL-TV (10), 7/5/37-10/15/53.

ARKANSAS
Little Rock, KARK-TV (4), 6/18/53-7/24/54.

CALIFORNIA
Berkeley-San Francisco, KGSD (TV) (9), 7/24/53-7/24/54.

CONNECTICUT
Pensacola, KREN (TV) (7), 11/15/53-12/31/53, ABC, Mutual.

DENVER, KRMA-TV (2), 11/15/53-12/31/53, ABC, Mutual.

GC, NBC.

IDAHO
Boise, KMRD (TV) (2), 5/14/53-12/13/53.

ILLINOIS
Bloomington, WBLN (TV) (15), 3/4/53-10/15/53, ABC.

INDIANA
Elkhart, WSVF (TV) (52), 6/3/53-Unknown.

IOWA

KANSAS
Lawrence, WKEU (TV) (2), 11/23/52-7/18/53.

KENTUCKY
Ashland, WYTV (TV) (50), 8/14/52-7/15/53.

LOUISIANA

MAINE
Lewiston, WLAM-TV (17), 7/7/53-Nov., Dec. '53.

MARYLAND
Baltimore, WBTI-TV (60), 11/13/53-11/15/53.

MASSACHUSETTS
Boston, WGBS-TV (50), 3/15/53-Unknown.

MICHIGAN
Bay City, WJMN (TV) (77), 7/1/53-

MINNESOTA
St. Cloud, WJON-TV (7), 1/1/53-Nov '53, ABC, Mutual.

MISSISSIPPI
Columbus, WCKO-TV (28), 11/23/52-Unknown.

MISSOURI
Cape Girardeau, KQTV (TV) (4), 1/15/53-Unknown.

MONTANA
Bozeman, KBOI (TV) (2), 4/15/53-12/13/53.

NEVADA
Reno, KFRT (TV) (16), 12/12/52-12/31/53, ABC.

NEW JERSEY
West Orange, WCAV (TV) (19), 11/12/52-12/31/53.

NEW MEXICO
Santa Fe, KIV (TV) (11), 10/15/52-Unknown.

NEW YORK
Brooklyn, WGBK (TV) (11), 11/12/52-12/31/53.

NEW HAMPSHIRE
Concord, WHKM (TV) (10), 11/15/52-Unknown.

NEW MEXICO
Santa Fe, KIV (TV) (11), 10/15/52-Unknown.

NEW YORK
Brooklyn, WGBK (TV) (11), 11/12/52-12/31/53.

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NEW YORK
Brooklyn, WGBK (TV) (11), 11/12/52-12/31/53.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, WITL-V (42), 2/12/52-Late '53.
Sedalia, KDKO-TV (9), 6/26/53-1/3/54.

MONTANA
Billings, KXMT (TV) (8), 1/15/53-Early Fall '53.
Great Falls, KYBE (TV) (3), 1/12/53-Unknown, CBS, KETV.
Green Falls, KMON-TV (3), 4/7/52-Unknown, Hollingsby.
Helena, KGVO-TV (13), 3/11/53/7-1/54, GIL-Penna.

NEBRASKA
 Kearney, KHOL-TV (13), 7/25/52-Unknown.
NEVADA

NEW HAMPSHIRE
Keene, WKEF-TV (45), 4/25/52-Unknown.
Manchester, WMUR (TV) (7), 8/26/52-Unknown.
Mt. Washington, WMXT (TV) (8), 7/30/53-4/1/54.

NEW JERSEY
Asbury Park, WHTV (TV) (50), 10/2/52-12/3, '53.
Atlantic City, WOCN (TV) (52), 1/15/52-Unknown.
New Brunswick, WOHN (TV) (47), 4/2/52-Unknown.
New Brunswick, WELV (TV) (119), 12/4/52-Unknown.
Trenton, WITM (TV) (41), 7/16/53-Unknown.

NEW MEXICO
Albuquerque, KGKM-TV (TV) (28), 3/11/51-9/27-53-CBS,
Santa Fe, KTVV (TV) (2), 12/20/52-Unknown.

NEW YORK
Albany, WPTV (TV) (23), 6/10/53-Unknown.
Albany, WSBG (TV) (41), 4/16/53-10/15/53, ABC, Bolling.
Albany, WVEZ (TV) (17), 7/24/52-Unknown.
Binghamton, WTVG (TV) (140), 8/14/52-Unknown.
Buffalo, WETV (TV) (231), 7/24/52-Unknown.
Elmira, WETV (TV) (18), 2/26/52-10/15/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/51-11/15/53.
Ithaca, WETV (TV) (14), 1/8/53-Unknown.
Jamestown, WJTV (TV) (58), 1/12/53-Unknown.
Kingsport, WENY-TV (40), 1/25/53-Unknown, NBC, Meeker.

OKLAHOMA
Valleym City, KXAB (TV) (9), 3/11/53-4/5/54, Early Weed TV.

OHIO
Ashtabula, WHEA-TV (15), 2/5/53-Fall '53, Gill-Penna.
Cincinnati, WCNF (TV), 5/14/53-Unknowns.
Cleveland, WRTV (TV) (64), 7/11/53-Unknown.
Columbus, WOSU (TV) (24), 4/22/52-Unknown.
Dayton, WHTV (TV) (22), 11/26/52-Fall '53, Headley-Read.
Lima, WIMA-TV (32), 12/4/52-Late '53, Weed TV.
Mansfield, WMAK (TV) (9), 1/12/53-Unknown, CBS, Avery-Knodel.

OREGON
Portland, KOIN (TV) (6), 7/16/53-10/15/53, CBS, Avery-Knodel.
Portland (Or.,Vancouver (Wasl), KXAN (TV) (21), Initial Decision 6/18/53.
Salem, KRPC (TV) (1), 1/29/53-Sept., '53.

PENNSYLVANIA
Allentown, WFMZ-TV (67), 7/16/52-Unknown.
Allentown, WICO (TV) (30), 8/13/52-Unknown.
Erie, Great Lakes TV Co. (33), Initial Decision 9/8/53.
Harrisburg, WFMZ-TV (27), 7/24/52-10/15/53, CBS, Avery-Knodel.
Harrisburg, WAZL (TV) (63), 12/18/52-Unknown, Meeker.
Lancaster, WRLA (TV) (21), 7/5/53-Late '53, Taylor.
Lebanon, WLMK (TV) (13), 6/26/53-Nov., '53.
Lehigh Valley, WFMZ-TV (38), 4/2/53-Unknown.
Philadelphia, WITL (TV) (29), 11/15/53-Unknown.
Pittsburgh, WQED (TV) (115), 5/14/53-1/51/54.
Pittsburgh, WTVG (TV) (47), 12/23/53-Fall '53, Headley-Read.
Scranton, WARM-TV (16), 2/26/53-Fall '53, Hollingsby.
Williamsport, WBLX (TV) (88), 11/15/53-Unknown.
York, WYNOT (TV) (49), 7/10/52-12/15/53, DuH, Hollingsby.

RHOADE ISLAND
Providence, WNET (TV) (16), 4/8/53-Unknown.

SOUTH CAROLINA
Greenville, Carolina TV Inc. (4), 7/20/53-Unknown.
 Spartanburg, WSCV (TV) (17), 7/30/52-Jan., '54.

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/31/53-Unknown.
Chattanooga, WTVM (TV) (42), 8/21/53-Unknown.
FOR THE RECORD

**ACTIONS OF FCC**
Sept. 10 through Sept. 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

**Abbreviations:**

- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- STL—studio-to-transmitter link
- synch.—synchronized
- amplifier
- uhf—very high frequency
- uhf—ultrahigh frequency
- vhf—very high frequency
- watts
- visual
- kw—kilowatts
- aural
- FM—commercial
- TV—educational

**FCC Commercial Station Authorizations**
As of Aug. 31, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>617</td>
<td>125</td>
<td>15</td>
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**Applications filed since Aug. 31, 1953**

<table>
<thead>
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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>617</td>
<td>125</td>
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</tbody>
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**Television Station Grants and Applications**
Since April 14, 1953

**Grants since July 11, 1952:**

<table>
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<th>Commercial</th>
<th>Vhf</th>
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**Educational**

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<th>Uhf</th>
<th>Total</th>
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<tr>
<td>7</td>
<td>12</td>
<td>20</td>
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**Total Operating Stations in U. S.:**

<table>
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<tr>
<th>Commercial</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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<tbody>
<tr>
<td>117</td>
<td>61</td>
<td>178</td>
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<table>
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<th>Uhf</th>
<th>Total</th>
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<tr>
<td>828</td>
<td>337</td>
<td>453</td>
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**New TV Stations**

**ACTION BY FCC**

**Corona, Calif.** — KOWL Inc. (KOWL Santa Monica), granted CP for new television station on uhf Ch. 56 (468-304 mc); ERP 50 kw visual; 120 kw aural; antenna height above average terrain 200 ft.; ground area 180 ft. Estimated construction cost $256,200; first year operating cost $256,000, revenue $256,000. Office address 2500 N. Michigan Ave., Chicago, Ill., site to be determined. Proposed location on Lake Michigan. Grant vacated Aug. 11.

**New Haven, Conn.** — Channel 12, granted station license with temporary authorization. The station covers an area extending eastward to the coast of the Atlantic Ocean, north to the state line, west to the center of the state, and south to the Connecticut River. The station was granted permission to begin operations on Sept. 10, 1953.

**Television Stations**

**FOR THE RECORD**

- With Soundcraft Professional Recording Tape it's micro-polished.
- Perfect reproduction — that's the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean — every low clean, full-bodied. Soundcraft Tape is Micro-polished; polished, buffed and re-polished to a glossy smoothness, to produce greater outlet uniformity, lower distortion, improved high frequency response, better head contact and longer life head.
- If you want quality second to none, be sure to ask for Soundcraft Professional Recording Tape — the one and only Micro-polished tape.

**REEVES SOUNDcraft CORP.**
Dept. N-93
10 East 52nd Street
New York 22, N.Y.

**“A DEAR JOHN LETTER”**

**PAT O’DAY-FOUR HORSE-MEN**
(MGM)

**KENNY ROBERTS**
(Choral)

**ERNEST TUBB**
(Dec.)

**JEAN SHEPARD**
(Cap.)

**AUTRY INMAN**
(Dec.)

published by AMERICAN MUSIC, INC.

**BROADCASTING • TELECASTING**

**Pat'ed Applied For**

**913 Hits**

**Broadcasting**

**September 21, 1953**

**Page 115**
KOKK-TY Billings, Mont.—Montana Network granted modification of CP for VHF Ch. 2 to change ERP to 170 kw; antenna height above average terrain 530 ft. Granted Sept. 9, announced Sept. 10.

KCEB (TV) Tulsa, Okla.—Elfred Beck granted modification of CP for uhf Ch. 23 to change ERP to 70 kw; antenna height above average terrain 340 ft; change transmitter and studio location to Locust ML, 0.3 mile S.W. of 48th and 26th Ave.; antenna height above average terrain 850 ft; Granted Sept. 4, announced Sept. 5.

WARD-TV Johnstown, Pa.—Rivello Realty Co. granted STA to operate on uhf Ch. 56 for the period ending Jan. 15, 1954. Granted Sept. 9; announced Sept. 11.

WHJ-TV Johnson City, Tenn.—W丰富 Inc. granted change in ERP on Ch. 11 to 25 kw; antenna height above average terrain 700 ft; Granted Sept. 4; announced Sept. 5.

WWSK (TV) Knoxville, Tenn.—TV Services of Knoxville granted STA to operate commercially on uhf Ch. 46; Granted Sept. 4; announced Sept. 5.

STATIONS DELETED

KCNA-TV Tucson, Ariz.—Catalina Bectg. Co. granted request for cancellation of CP for Ch. 4 and for deletion of call letters. Deleted Sept. 5; announced Sept. 6.

WLCT-TV Sandusky, Ohio—Lake Erie Bectg. Co. granted cancellation of CP for Ch. 9; Granted Sept. 4; announced Sept. 5.

KFBM-TV San Dimas, Calif.—Weather-Alvarez Bectg. Inc. seeks modification of license for Ch. 2 to increase ERP from 5 kw to 10 kw; Granted Sept. 9; announced Sept. 10.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. seeks modification of CP for Ch. 49 to change ERP to 14.3 kw visual and 7.6 kw audio; antenna height above average terrain 250 ft. Granted Sept. 9; announced Sept. 10.

WTKR (TV) Knoxville, Tenn.—W. R. Tuley, et al proposed to change transmitter location and change antenna height above 0.2 mile NE of Sharpe Ridge SW of Knoxville; antenna height above average terrain 479.5 ft. Filed Sept. 7.

NEW AM STATIONS

WINTER PARK, Fla.—Orange County Bectg. Inc. granted license to operate on Ch. 49, 1 kw daytime. Estimated construction cost $18,555.46; first year operating cost $4,200. In charge of owner Charles W. Hall (25%), M. E. B. President (25%), Charles J. Field, Vice President (25%), and W. E. Joy (25%).

FMF-TV San Dimas, Calif.—American Bectg.—Paramount Theatres seeks modification of license for Ch. 2 to increase ERP from 5 kw to 10 kw; Granted Sept. 9; announced Sept. 10.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. seeks modification of CP for Ch. 49 to change ERP to 14.3 kw visual and 7.6 kw audio; antenna height above average terrain 250 ft. Granted Sept. 9; announced Sept. 10.

WATCHK (TV) Kansas City, Mo.—W. R. Tuley, et al filed application as TV Services of Kansas City seeks modification of license for Ch. 59 for the period ending Jan. 15, 1954; Granted Sept. 10; announced Sept. 11.

WXYK Albany, N. Y.—Champlain Valley Bectg. Corp. granted request for change of station location tomods change in evening service. Granted Sept. 10; announced Sept. 11.

WKY Woodstock, Va.—County Bectg. Service granted request for cancellation of CP as modified (for 1220 kw, 250 kw unlimited) and deletion of call letters. Granted Sept. 10; announced Sept. 11.

ACTION BY FCC


APPLICATIONS

WAAR Coral Gables, Fla.—Henry Rosen- sen seeks modification of CP to change transmission facilities and location to change from daytime to unlimited, directional night. Filed Sept. 11; announced Sept. 12.

WAAT Miami, Fla.—Robert Skelton seeks modification of CP for change from daytime to unlimited. Granted Sept. 11; announced Sept. 12.

Appraisals • Negotiations • Financing

BLACKBURN-HAMPTON COMPANY

WASHINGTON, D. C.
James W. Blackburn, President

CHICAGO
Ray V. Hamilton, Vice President

S AN FR AN CISCO
Lester M. Smith, Treasurer

300 12th Street
Delaware 1-7375

EXBROOK 3-5702

Television Consolidation Forces Quick Sale of 100,000 Watt Station

An excellent 10,000 watt network property located in a very desirable midwest market will be sold in the next thirty days at a remarkably low price. Gross in excess of $200,000.00. Broadcasting assets worth more than $200,000.00. Price $150,000.00. Down payment $75,000.00.

Broadcasting • Telecasting
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Offices and Laboratories
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ADenas 4-2414

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Consulting Engineer
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Telephone District 7-1205
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EX 3-8073
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SUTTER 1-7545

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MOBILE FREQUENCY MEASUREMENT
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AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

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Radio-Television- Electronic-Communications
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John A. Moeller—Associate
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Box 2468, Birmingham, Ala.
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Vandivere, Cohen & Wean
Consulting Electronic Engineers
612 Evans Bldg. NA 2-2698
1420 New York Ave., N. W.
Washington 5, D. C.

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CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio

HOFFMAN RECORDS
Offering dubs concerning Steadholder Cams, punchless Terrific sales for Local Dealer
One station in each city being approached. Inquiries are readily not necessary.
BOX 11
HOLLYWOOD

September 21, 1953 • Page 117

Custom-Built Equipment
U. S. RECORDING CO.
1121 Verment Ave., Wash. 5, D. C.
Lincoln 3-2705

GRANTED VOLUNTARY ASSIGNMENT OF LICENSE TO MID-CONTINENT BROADCASTING CO. (ROGH Omaha, Neb.) for $50,000. Principals are President-Treasurer Robert H. Stors (60%), banking, insurance and manufacturer of mail beverages, and Vice-President-Secretary Todd Stors (40%), manufacturer of advertising displays. Granted Sept. 9.

WFUM Pitchburg, Mass.—Wachusett Broadcast Corp. granted voluntary transfer of control of license to Arthur D. Eves, Martha M. Eves, Donald L. Coleman Jr., Albert R. Reicher Jr. and David Myers, through sale by Ansel E. Gridley of 13,900 shares of stock for $13,900. Mr. and Mrs. Eves purchase 770 shares and Mr. Myers purchases 620 shares. No one party will have control. Granted Sept. 9.

WFUB Grand Rapids, Mich.—Furniture City Broadcast Corp. granted voluntary transfer of control to Mary & William Kupper Sr. and William E. Kupper through sale of 600 shares of treasury stock to William E. Kupper for $1,000. Kupper family will now own 52.9% interest. Granted Sept. 9.


KHLF (TV) Kearney, Neb.—El-States Co., a partnership, granted voluntary assignment of CP to corporation of same name. No change in ownership, consideration $5,120. Granted Sept. 9, announced Sept. 15.

WNWC Newton, N. C.—Charles C. Turner t/a Newton-Conover Best, Co. granted voluntary assignment of license to John C. Greene and E. L. White side d/b/a Southern Radiocompany Co. (WNMC King Mt., N. C.) for $40,000. Each partner has 50% interest. Granted Sept. 9.
HELP WANTED—(Cont'd)

Help Wanted

Managerial

Manager wanted for southeastern small market radio station. Salary plus profit sharing and possible stock ownership. Send complete details first letter to Box 862X, B-T.

WAVE-Radio, NBC, needs an aggressive, experienced radio salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Business woman, between 30 and 40 with executive ability in broadcasting immediately proportion to one side and required opportunity for average salary at progressive station in ideal southern city area. Please liberal commission. Write Box 722X, B-T.

Salesmen

Salesman wanted. Immediate availability for an aggressive all-around top radio time salesman. Excellent opportunity for career in radio and television. One AM station and TV station market in midwest's richest area. Competitive plus liberal commission. Write Box 722X, B-T.


Farm director-salamed wanted by Minnesota station. Must be good salesman. Salary and commission. Box 851X, B-T.

Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 851X, B-T.

Top Hawaiian station, CBS affiliate, has opening for experienced radio sales man. Solid opportunity, no soft spot. Stable employment record essential. Air mail application with references. Interview can be arranged west coast or Chicago, CUBO, Honolulu.

Salesman, Excellent fall and winter business outlook. Need experienced top salesman. No high pressure. Man who knows, loves and lives radio, will handle sales. EASY-TOWN station. Box 1 Hooper.

Excellent opening for radio salesman. Must be able to go into the hills, deal with hay farmers. Contact John Green, Manager, WSNW, Newton, North Carolina.

We offer a good salesman an excellent money proposition at one of North Carolina's top V.A.M. watt fulltime stations in top small market. Must be a worker with good habits. Contact John Green, Manager, WSNW, Newton, North Carolina.

Immediate opening for good, strong morning man. Personally, high showmanship and ambition to promote self, wanted to take over established popular DJ position in midwest station. Good contract position. Good salary, plus benefits. Will make attractive offer. Send full particulars, tape and photo to Box 512X, B-T.

HELP WANTED—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio/visual, good mechanical knowhow to install and maintain specialized audio/visual equipment. All applicants must have driver's license. Transportation supplied. Good pay plus extras. Please list all of your experience and qualifications. Box 850X, B-T.

New VHF CF in rich midwest market seeks technical director capable of full administrative and technical supervision of VMF and VHF TV engineering; qualified man as AM and TV sub-chiefs. Prefer AM operation of midwestern, proposed new 316 kw ERP. Box 828X, B-T.

Immediate opening for staff engineer. Prefer technically proficient first class man, but will consider all applicants with commercial license. Salary plus liberal commission plus sizable bonus if you are able to offer us. Paid vacations, mileage allowance. Contact Chief Engineer, WCOJ, Covington, Pa.

Engineering position open at WLEC, Sandusky, Ohio. This market offers fine opportunity for some interested person. Modern air-conditioned studio and local workroom. Excellent salary plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

First class transmitter engineers with car, for 3 VHF AM and FM. Work at original site construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTC, Savannah, Ga.


Production-Programming, Others

Promotion manager needed for large radio-tele- vision operation in metropolitan market. This station is a leader in the industry and must have thoroughly experienced man with imagination, ability, and must take complete charge of promotion department. Include references and salary required. Box 800X, B-T.

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every opportunity to get the job done plus a good promotional buildup. Box 853X, B-T.

Asst., manager and program director 250 watt day- time—AM/FM, music and news station, upstate New York. Strong emphasis on copy and music. Box 883X, B-T.

News director: experienced man to round newscast, write, beat and air news. Some staff an- nouncers, with room to expand. Box 883X, B-T.

Television

A chance to move ahead in television. New VHF operation in one of midwest's richest areas needs cameraman, directors, announcers, film men, with experience. Unlimited opportunity. Box 892X, B-T.

Managerial

TV station, with 5000 watt Mutual station urgently needs a thoroughly reliable capable man with 5 years experience in television facility to assist the president. Located in rich metro- politan area, has local and regional reputation. Send complete in- formation including salary expected, training, experience, etc. Box 846X, B-T.

Assistant manager wanted for television station in large metropolitan area. Must have practical experience in broadcast field. Knowledge of management, programming, and ability to handle people, this position calls for good leadership, quality, taste and showmanship. Salary commensurate with ability. Box 851X, B-T.

CLASSIFIED ADS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$5.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

Advertisements in Classified must be designated either as "Typescript or Transcripts enclosed, $3.00 charge for each transcript separate in first box number. All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

$85.00 start for announcer-disc jockey in mid- south market. Define TV future. Enclose full particulars with audition. Box 794X, B-T.
Salesman

TV salesman. Must be experienced in television sales and know markets. Excellent opportunity for right man. Send complete details to Box 68X, B.T.

Announcers

Top quality announcers wanted for general staff work at new television station in Plains. Must have experience. Excellent opportunity for right man. Send current photo, WGEN-TV, Hotel Quincy, Quincy, Illinois.

Television Announcer—MC wanted for new station at Greensboro. Must be experienced. Write or phone Program Manager, WICS-TV, Leland Building, Springfield, Illinois.

Technical

Engineer for new television station located in southwest. Write giving complete experience, qualifications and starting salary expected. Box 88X, B.T.

Production-Programming, Others

Staff producer-director for western New York TV station. Must have experience on board for cutting shows, on-air talent, on location. Have knowledge of station operations. Must be A1. Wire or write or call Station Manager, WKUF-TV, Buffalo, immediately.

Thoroughly experienced TV film editor for western New York TV station. Must know all phases of film editing. Have extensive editing experience on coast and right for the right man. No TV starter position. Must return letter with enclosures. Return communication to Station Manager, WBFT-TV, Buffalo, New York immediately.

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion programs, station and market appearances, local and national level. Good salary for right person. Opportunities to build department. Address letter, giving full details about training and experience, references and a small photo.

Situations Wanted—Cont'd

Managerial


General manager. Two years experience. Initiative ability, excellent references. Interested in radio or TV. Box 80X, B.T.

General and/or commercial manager. 17 years radio executive experience. Thoroughly familiar with all phases. Strong sales background. Welcome investigation into radio or TV. Box 89X, B.T.

Manager, small medium market. Built present successful station, 36, married, veteran, active civic affairs, top drawer. Thoroughly experienced all phases. Seeking more challenge with program director and sales manager position. Box 81X, B.T.

Manager-sales manager. Over twenty years construction and TV experience. I am capable of doing a good job in any market. If you need a good man with the knowhow, who can get the job done, please contact me. Box 81X, B.T.

Manager, programming, sales, administration experience. Now top station executive producer. Some TV. Excellent references. Box 89X, B.T.

Salesman

Salesman-announcer, 5 years experience, details by return mail. Box 88X, B.T.

Announcers

Announcer, beginning with promise. Light experience. Draft exempt. College graduate. Willing to start at bottom. Consistent, ambitious, versatile, news, sports, DJ. Box 80X, B.T.

Situations Wanted—Cont'd

Staff announcer and singing disc jockey-announcer. Capable, popular, good caliber western vocalist. Ideal TV Kiddies show. Box 84X, B.T.

Announcer, experienced, staff, commercials, news, platters; emphasis sports. Permanent connection. Your reference picture and ticket. Travel References. Background audition. Box 69X, B.T.

Announcer, news, commercials, sports, and disc jockey. Board operator, specialized in special events. Excellent and music. Reference and tape on request. Box 89X, B.T.

Presently employed. Desire change. Thoroughly experienced in broadcast, now ready to produce direct and write copy. Network caliber. Audition taken on receipt of upon request. Best references. Box 80X, B.T.

Announcer, DJ, control board operator. Well trained, limited experience. Family man, reliable. Box 86X, B.T.

Colored announcer, DJ operate control board. Dependable man with family. Light experience. Box 87X, B.T.

Sports announcer. Eight years class A play-by-play baseball and football, basketball. Also, Olympic games. Box 82X, B.T.

Three year experience. Excellent news delivery, versatile background. Seeks larger market. Box 88X, B.T.

Gal announcer, reliable, travel. Control board, DJ, woman with usage, commercials, resume, tape. Box 87X, B.T.

Two years experience. Good summer news experience. Box 89X, B.T.


Announcer, 4 years. Strong news write-edit, commercials that sell. Character voices. Run board. Prefer Midwest. Box 81X, B.T.

Experienced announcer and electronic technician. B. A. Degree in radio; first class ticket. Distinctive, pleasant voice, dependable, 25 years old. Box 86X, B.T.

DJ-newman, five years experience, details and tape by return mail. Box 87X, B.T.

Experienced young announcer (5 years) with 50,000 watt indie and network background. Veteran. Excellent references. Strong on news. DJ, MC, prefer southwest U. S. or Florida. Please write Box 80X, B.T.

Manhattan announcer, DJ, desires steady and permanent position available late October. Box 89X, B.T.

Newscaster-announcer, four years experience in Michigan, West Virginia and Virginia. Must be 200 miles from Trenton. Family man in all areas. Singing personal appearances at remote and ad-lib special events. Some TV experience. Box 89X, B.T.

Sports-announcer. Excellent sports play-by-play. 3 years experience. Korean vet, 22, married. Perma-

nancy. Box 86X, B.T.

Staff—single, veteran, 22. Would appreciate chance to get started. Disc on request. Box 80X, B.T.


Young, versatile, limited experience. Disc jockey position desirable. Good voice. Dave Milan, 14622 W. 41st Avenue, Denver, Colorado.


Engineer—one person, 3 years experience, now available. Box 88X, B.T.

First class phone. Eleven years continuous employment. Desire relocation as chief in Colorado or vicinity. Box 88X, B.T.


Competent first phone, employed desires to re-
turn to southeast. Box 89X, B.T.

Production-Programming, Etc.

Dependable, versatile veteran. 9 years radio-television experience. Excellent references. Staff work, have been TV-AM news editor, sports editor, and program director. Available now. Box 74X, B.T.

News director now dominating important southern market with thorough local news report.

Newscaster. College man desires large station position. Experience in TV is needed. Background. Ten years journalism; three years radio.

I offer fifteen years experience in the program department of a 50 kw regional station to some-

one who wants a seasoned program director, or a program-minded salesman. If you are a small station in the middlewest looking for a program director-salman combination, I'm your man. Box 89X, B.T.

Draft deferred, young, ambitious. Two years college, married. Willing to start at bottom—

programming, production, radio or TV. Experienced, and did production work for series on NYC TV station. Will put this program to work for your station in the Midwest, as staff work, or TV. Box 89X, B.T.
**Situations Wanted—(Cont’d)**

**Television**

**Salesmen**

Top-notch salesman: 4 years successful advertising sales. Wants TV opportunity. Energetic, personal, Missiles Journalman. Box 883X, B.T.

Manager-sales. West. AM and/or TV. Presently managing TV sales. While in radio, sales excelled in all others in history of station. Box 870X, B.T.

**Production-Programming, Others**

Fully experienced TV film production, from story board to distribution. Presently active partner in modestly successful film company. Seeks opportunity program production and sales with station. SRT-TV, RCA EMPTE member. Red-locatable. Box 853X, B.T.


 Experienced TV and radio weatherman desires position in TV-station. Also desires TV producer-director. 15 months experience in present job. Box 884X, B.T.


Commercial artist. Five years experienced-com-mercially. Have been under guidance of "artist" of KMTV and WOW-TV of Omaha in past two years. Desires to become active in television advertising. Robert Dawson, 2302 Monoue St., Omaha 7, Neb.

**For Sale**

**Stations**


Controlling interest in small city radio station for sale. Will take $10,000.00 cash and back of success in station management. Do not write unless you have the cash or credit needed to finance the deal. Write Box 854X, B.T.

Rocky Mountain: 250 w. Bills $65,000 year. Independent. Excellent field. Priced to sell. Box 862X, B.T.


Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoe & Associates, 4658 Melrose, Los Angeles 29, Calif.

**Equipment, etc.**

Tower bargains—275 feet self-supporting tower with both, insulators, automatic lights. Now stored—ready to ship anywhere. Priced for quick sale at $600. Ideal for UHF-FM-AM. Wire Box 872X, B.T.

One Federal Telephone & Radio Corp. 193A, 10 kw transmitter; one Hewlett-Packard 85-8 Y.F.M monitor used one and one-half years. Good as new. Also, one Truson self-supporting insulated triangular tower, 22 foot above the insulators, complete with A-J lighting equipment and insulators. Box 811X, B.T.

RCA 95A Umliter. General Radio 474A frequency monitor (needs recalibrating). Both for $200.00. Contact Weston Bridges, Chief Engineer, KBBA, Benio, Arkansas.

Commercial crystals and new or replacement broadcast crystals for Bulley, Western Electric, RCA holders, Conrad frequencies, etc., fastest service. Also monitor and frequency measuring instruments. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Portable tape recorder—battery operated, dual track, two speeds, 14 lbs., leather case, recharges off 110 line, 12 volt battery, New $275. Tower Services, Inc., 613 15th St. N. W., Washington 5, D. C.

**Wanted to Buy**

**Equipment, etc.**

Use 560 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B.T.

**Help Wanted**

**Television**

**Manager**

ONE IN A LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $25,000.00 total and which can be worth twice that much in another year or two? I'm quitting immediately as director. If you can finance a stock purchase of around $25,000.00 and have the desire and know-how to manage a midwest AM-TV, contact Box 853X, B.T., but soon.

**GENERAL MANAGER WANTED**

Radio and television operation in medium size eastern city needs experienced manager to assume full charge. Must have proven record of success in the industry and top qualifications in all respects. Salary commensurate with background and ability, plus bonus. Please give complete resume plus full references in first letter. Box 872X, B.T.

**TELEVISION COPYWRITER**

Gem of an opportunity at new midwest VHF outlet. Advise qualifications, references, date available, etc. Contact Paul McClelland, WGRM-TV, Hotel Quincy, Quincy, Illinois. Phone 6840.

**FOR SALE**

**EQUIPMENT**

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 box FM antennas; 200 ft. 10¼" lines with RCA transmitter; Collins Collins oscillograph; scope; patch panels; GE and H-P FM equipment, plus many other items. Contact Box 885X, B.T.
neously filed an application for transfer of license from WIBG to WACH, opening the door for Edward E. Draughon to assume control of the station.

The sale of WIBG was announced in August, following the decision of J. C. Draughon to resign from his position as the station's manager. The sale was finalized in September, with the new owner, Edward E. Draughon, taking control of the station.

The sale of WIBG was part of a larger trend in the radio industry, with many stations changing hands as the industry continued to evolve. The sale of WIBG was one of many examples of the changing landscape of the radio industry at the time.
OPINIONS AND ORDERS

TV Allocation--FCC proposed rule making to amend the Table of Assignments so as to allocate additional shi channel assignments to cities across the country. Such additional assignments can be made without affecting other assignments which are on file with the Commission.

Economic considerations were important in determining which stations would be granted new channel assignments.

KDCF-Pts.Mo.--Jefferson County Radio & TV Co. Conformed to the FCC's proposal, granted petition for additional channel assignment without prejudice of its application for new TV station in St. Louis, Mo. (BPH-928). Order adopted Sept. 11.

RKF-Pts., Ark.--Little Rock TV Corp. Concurred to the FCC's proposal, granted petition for additional channel assignment without prejudice of its application for new TV station in Little Rock, Ark. Order adopted Sept. 11.

OCT. 1953

Roundup

September 11 Decisions

September 11 Applications

ACTION ON MOTIONS

By Commissioner George E. Sterling


By Hearing Examiner Anna Neall Hunting

The Loral Journal Co., Loral, Ohio.--Elyria-Lorain and Torrance, Calif., petition to modify TV station (Docket 10520; BPTC-1116) on Aug. 16, 1953, by extending operating license for period of 5 years. Order adopted Sept. 11.

By Hearing Examiner C. A. Elmer

WIRL Television Co., Peoria, Ill.--Granted motion to modify license of station (Docket 10521; BPTC-1136) on Aug. 16, 1953, by changing programing and technical programs and cost and revenue estimates. Order adopted Sept. 11.

By Hearing Examiner William J. Connelly

License to Cover WPXO--Granted petition for additional channel assignment in Orlando, Fla., for new commercial TV station (Docket 10551; BPTC-1139) on Sept. 10, 1953. Order adopted Sept. 11.

By Hearing Examiner Herbert Sherman

Dallas Bstg. Co., Dallas, Tex.--Granted petition to accept its last appearance in proceeding and terminate all issues. (Docket 10589; BPTC-1703), Docket 10587, and Docket 10588 in one action. Order adopted Sept. 11.

By Hearing Examiner C. A. Elmer

WIRL Television Co., Peoria, Ill.--Granted motion to allow extension of time to file notice of dispositions by WIRL, Inc. from Sept. 8 to Sept. 29, 1953, for new commercial TV station (Docket 10522; BPTC-1139) on Sept. 10, 1953, in Washington, D. C. Order adopted Sept. 11.

By Hearing Examiner E. N. Littel

WRCB-Memphis, Tenn.--Granted petition for expedited consideration of application for移交 tower (in- crease in tower height) for new commercial TV station (Docket 10524; BPTC-1140) on Aug. 10, 1953, in Washington, D. C. Order adopted Sept. 11.

By Hearing Examiner B. J. Cooper

Tri-City Television Bstg. Corp., St. Louis, Mo.--Golden, Mich.---Granted motion for leave to amend its TV applica- tion to file additional documentation and engineering proposals into conformity with Commission requirements. Order adopted Sept. 11.

KARM, The George Harr Station, Fresno, Calif.--Granted petition to modify TV application (Docket 10650; BPTC-1061) to fur-

nish certain information concerning its financial qualifications. Order adopted Sept. 11.

By Hearing Examiner J. D. Bond

WBDZ Bstg. Corp., Chatsanooga, Tenn., Moun- tain City, Tenn., and Bridgeport, Conn.--After agreement of participants in proceeding involving change frequency of new TV station to operate on Ch. 3 (Dockets 10436 and 10438; BPTC-1153) to proposed frequency 122 Channel, Jackson, Tenn., without prejudice of its application for new TV station in Chattanooga, Tenn., and Bridgeport, Conn., to file their responses to the notice of proposed changes in new TV station by Sept. 25, 1953. Order adopted Sept. 11.

September 12 Applications

September 11 Applications

ACTION ON MOTIONS

By Commissioner George E. Sterling

International Bstg. Corp., Shreveport, La.--Granted petition for extension of time to file reply in application for a new commercial TV station (Docket 10452; BPTC-905) on Sept. 10, 1953. Order adopted Sept. 11.

By Hearing Examiner Anna Neall Hunting

The Loral Journal Co., Loral, Ohio.--Elyria-Lorain and Torrance, Calif., petition to modify TV station (Docket 10520; BPTC-1116) on Aug. 16, 1953, by extending operating license for period of 5 years. Order adopted Sept. 11.

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KARM, The George Harr Station, Fresno, Calif.--Granted petition to modify TV application (Docket 10650; BPTC-1061) to fur-
September 16 Decisions

**ACTIONS ON MOTIONS**

By Commissioner George E. Sterling

WXXW Albany, N. Y., Champlain Valley Bcast. Co., motion for reconsideration of decision on construction permit (Docket 5555: BPC-4730)

KTVM Inc., Beaumont, Tex.—Granted petition for extension of time to Sept. 14, 1953, within which to file reply to ex parte filing to initial decision in re its TV application (Docket 12898: BPC-711, et al).

By Hearing Examiner James D. Cunningham

Badger Television Co., Madison, Wis.—Granted petition to amend its TV application (Docket 10464: BPC-7472) to submit technical information that it will be unable to complete within the specified time period.

Harm Station, Fresno, Calif.—Granted extension of time to Sept. 14, 1953, within which to file amended application for consideration of station (Docket 9050: BPC-711, et al).

By Hearing Examiner William G. Butts


Charles A. Baja, Ltd., Ltd.; Woodward Bcast. Co., Detroit, Mich.—Record of hearing to be opened to the public on Sept. 21, 1953, in Detroit, Mich., for consideration of order on reconsideration to be filed by the parties.

Arkansas Television Co., Little Rock, Ark.—Granted petition of Aug. 6 for leave to amend its TV application, which is due on Sept. 28, 1953, for operation of first station and changes in personnel; amended petition due on Sept. 28, 1953, to conform with changes in dimensions of proposed station.

Arkansas Telecasters, Inc., Little Rock, Ark.—Granted petition of Aug. 6 for leave to amend its TV application, which is due on Sept. 28, 1953, for operation of first station and changes in personnel; amended petition due on Sept. 28, 1953, to conform with changes in dimensions of proposed station.

September 16 Applications

**ACCEPTED FOR FILING**

Remote Control


**Renoal of License**


**UPCOMING EVENTS**

Sept. 20-23: American Assn. of Advertising Agencies annual convention, Empire Hotel, Victoria, B. C.

Sept. 21: Canadian BMI clinic, Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Sept. 21-23: Assm. of National Advertisers, annual meeting, New York City, N. Y.


Sept. 21-Nov. 23: Chicago Federated Ad Club—Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.


Sept. 27-28: Board of Governors, Canadian Broadcasting Corp., meeting, Fort Garry Hotel, Winnipeg.

Sept. 27: Assm. of Canadian Radio & TV Artists, 15th annual meeting, Hotel Astor, Toronto.


Oct. 2-11: National Electronic Show of Electronic Equipment, Santa Monica Pier, Santa Monica, Calif.

Oct. 3: Advertising and Sales Promotion Conference, Ohio Hotel, San Francisco.

Oct. 4-6: Dist. 10 meeting, AFA, Corinth, Texas.


Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

The Business Year Begins

HISTORICALLY, the business year in broadcasting begins with the fall season. The hiatuses are over. The old reliable top-rated programs are back. There are a covey of new ones that will vie for recognition. Some "SRO" signs are up for certain hours.

The predictions, generally, follow the usual pattern too. Business is going to be good, in radio as well as television, these perennial optimists, the sales executives, tell us. Generally, the schedules prove this—more time is on the books than in several years past, except for certain network radio periods.

Of course, what the sales people do not cite is that for most radio network affiliates, the revenue from network optioned time (and other time) is down, even though there may be no less in commercial hours. The average station return is down about 15%, we're told.

The overall economic outlook is cloudy. The stock market is from unsteady to downward. A recession, if not a depression, has been predicted for months. But employment and buying power remain at all-time highs. And certainly, the buyers of advertising haven't indicated any move to cut back budgets.

The contrary is true. The emphasis is on new consumer lines, not on defense spending being curtailed. The tremendous capacity geared toward the military is being diverted to civilian production. New automobile styling and new appliances will need exploitation. These account in considerable measure for increased budgets, not alone for the broadcast media, but for all advertising.

While the advertising prognosis is good, it is nevertheless dangerous. When merchandise is harder to sell, budgets usually go up. Heavy budgeting and heavy spending, during a period of economic uncertainty, could well trigger the reform elements within and outside of government who contend that all advertising is a waste. They are the "grade-labeling" zealots, who have been relatively quiescent during these past years of big military spending.

The danger is that, once the grade-labelers (usually backed by organized labor) get active in Congress, the larger advertisers may become gun-shy.

The broadcast media, because they're the most glamorous, as well as the most effective, attract the initial fire of the flannel-mouthed politicians. But—marketing men know that the target is advertising generally. So all avenues of advertising must continue the big job of increasing public confidence in advertising. They must be sold the truism that advertising actually decreases the cost of goods, by stimulating mass production and sales.

We should like to see radio and television broadcasters, in the business year just beginning, lead the way in stimulating public knowledge of the what and why of advertising.

Vital Link

HIGH praise was given operators of the more than 1,300 standard radio stations participating in last Wednesday's Conelrad test (see story on this issue). It was voiced by officials of the FCC, administrator of the system; the Air Force, empowered to put it into effect; and the Federal Civil Defense Administration, whose local branches would coordinate emergency programming of participating stations.

These officials pointed out that the broadcasters who have modified their transmitting apparatus so that at a moment's notice it can be switched to one of the two Conelrad frequencies have done so at their own expense, representing an industry contribution of some $2.5 million in out-of-pocket costs to the nation's defense effort.

In addition, in times of emergency these patriotic broadcasters have volunteered to scrap their normal commercial operations in favor of civil defense broadcasts of public information and instruction, to go on around the clock for as long as necessary, committing themselves in advance to added expenses of operating and to the cessation of all revenue for the duration of the emergency.

In lauding the broadcasters who are now cooperating in Conelrad, these officials urged more stations to join in the plan, to fill up the gaps that at present weaken the effectiveness of this national defense effort.

A number of American broadcasters played a major role in the development of Conelrad. Many more have joined them in making it a vital link in the nation's defense against surprise enemy attack. They deserve the full support of the entire broadcasting industry.

Code Crack-Down

AT THE time of the adoption of the television code, we expressed skepticism that it was needed or would work. It was, and is, our view that such documents are chiefly put to cynical utility. They can be displayed to answer criticism while the conditions that prompted the criticism remain unchanged.

Though our opinion of the code itself is still one of skepticism, we must say that the TV Code Review Board has attacked its unrewarding work with commendable zeal and intelligence. As reported in last week's B*T, the board announced it would take action against subscribers who violate the code.

The importance of the announcement lies in the fact that it was not forced by outside pressure; indeed it seems to us that lately the critics have been unusually quiet. The board's decision to crack down on violations was prompted from within the industry. It is an extremely healthy sign that public-minded telecasters should themselves urge self-discipline upon their erring colleagues.

The board has ordered Edward H. Bronson, director of TV code affairs, to devote full efforts for the next three months to monitoring television stations in search of excess commercialism. We daresay that if he follows orders, Mr. Bronson will find much of what he seeks. It is a morose fact that double-, triple- and quadruple-spotting has become the rule rather than the exception. And other kinds of commercial excess are prevalent.

Three Little Words

THOUGH we are opposed to anything which unnecessarily limits the flexibility of use to which radio can be put as an advertising vehicle, we side with the Station Representatives Ass'n in objecting to the three-word spots that Southland Coffee Co. has tested.

To introduce its new instant coffee, Chicafe, the advertiser used such announcements as "People say Chicafe" or "Doctors say Chicafe" a dozen or more times per day.

Cutting a commercial down to three words, which can be spoken so fast they almost defy timing, does seem to be stretching radio's flexibility too far. Short copy is often desirable, both on the air and in print, and certainly radio stations should do nothing to discourage its use—within sensible limits. The three-word spot, however, is not reasonable, not only because it is a problem in itself but also because it creates other problems.

To be effective, the Southland commercials must be repeated often, so often that the irritation factor is apt to set in. That is one problem.

Another is that they introduce a temptation to indulge in on-the-spot price making, a second-cousin to rate cutting. Since no established rate card that we know of contains a provision for a three-word commercial, stations accepting the Southland business must coincidentally decide on a new rate for it. Would the same charge be made to another client who had a four-word commercial, or would the charge be the three-word rate plus 33 1/3%?

Undeniably, commercials can be distressingly long. But, as has now been shown conclusively, they also can be distressingly short.
Viewing stars is a regular habit with Cincinnatians.

Yes, WLW-T brightens Cincinnati homes every day with a gala of top performers who really pack a wallop!

To sell Cincinnati, you need WLW-T's one-two punch—top talent plus exclusive Client Service Department!
almost 10% of the nation's sales takes place HERE in WJR's primary coverage area!

WJR MARKET DATA

<table>
<thead>
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<th>Category</th>
<th>Value</th>
<th>% of total U.S. market</th>
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<td>Radio Homes</td>
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<tr>
<td>Passenger Car Registrations</td>
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</table>

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches all of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR's ability to sell in this great market area, contact WJR or your Christal representative today.

WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.