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22nd
year
THE NEWSWEEKLY
OF RADIO AND TV

OCTOBER 5, 1953
35c PER COPY

BROADCASTING
TELECASTING

Free & Peters, Inc. National Representatives

Buy WHO
and Get Iowa’s Metropolitan Areas...
Plus the Remainder of Iowa!

Take
Food
Sales,
For
Instance:

4.4% Cedar Rapids
10.3% Tri-Cities
3.1% Dubuque
4.3% Waterloo

10.7% Des Moines
10.7% Des Moines
2.1% Dubuque
4.7% Sioux City

3.1% Des Moines
10.7% Des Moines
2.1% Dubuque
4.7% Sioux City

4.3% Waterloo

65.4% Remainder of State

The "Remainder of Iowa" Accounts for These Sales:
(Which You Miss Unless You Cover the Entire State)

65.4% Food Stores
61.6% Eating and Drinking Places
44.8% General Merchandise Stores
55.6% Apparel Stores
60.7% Home Furnishings Stores
65.1% Automotive Dealers
73.2% Filling Stations
79.6% Building Material Groups
60.4% Drugstores

Source: 1952-'53 Consumer Markets

Buy All of Iowa—
Plus "Iowa Plus"—With
WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Lovet, Resident Manager
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

**LULU BELLE and SCOTTY**

Lulu Belle and Scotty, featured personalities of the WLS NATIONAL BARN DANCE, have long been one of America's best known and most popular man and wife folk music radio singing teams.

Lulu Belle first appeared on the WLS NATIONAL BARN DANCE in 1932. Scotty became a staff member in 1933. A year later they were "teamed up" as Lulu Belle and Scotty, and a few months later they further "teamed up" as Mr. and Mrs. Scott Wiseman. Their successful harmonizing and stage antics grew in audience approval... they were easily the "life of the party" on every radio show upon which they appeared. They have increased their national following and popularity through their Hollywood films, phonograph records and personal appearances in many states throughout the country.

Because of their sincerity and friendliness, their winning personality and their genuine renditions of folk ballads, Lulu Belle and Scotty are considered as "next door neighbors" to millions of Americans. It is such a type of acceptance that builds listener loyalty... that is a bonus value to WLS advertisers.

**LISTENER LOYALTY**

**PREDICATES**

**ADVERTISING RESULTS**

SEE YOUR JOHN BLAIR MAN
WHK
IS
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!
WLEV-TV
Bethlehem • Allentown • Easton, Pennsylvania
in the Lehigh Valley
your product sells...

WLEV-TV is the one medium reaching all of Pennsylvania’s rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers’ products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1,097,387,000 spent annually in retail sales. Buy WLEV-TV.

Represented by
MEEKER TV, INCORPORATED
New York Chicago Los Angeles San Francisco

Steinman Station

NBC
TV AFFILIATE

Page 4 • October 5, 1953
THOUGH policy prevents British Broadcasting Corp. from taking public position in current dispute over proposal to introduce commercial television in Britain, BBC officials make no effort to conceal their opposition in private conversations. Sir Ian Jacob, BBC director-general, told acquaintances at small Washington gathering 10 days ago that commercial TV "would mean the end of BBC."

* * *

ANY HOPE that Presidential news conferences might be broadcast and telecast apparently were glimmering at last week's session when two reporters gave Chief Executive humiliation rebuke because appointment of Gov. Warren to be Chief Justice was leaked to four favored newspapers.

* * *

EFFORTS of William Bauer, FCC patent counsel, to inject patent issue into color TV proceedings have proved futile. FCC majority reportedly feels there's no justification for scrutiny (1) because no manufacturer has raised question; (2) because Dept. of Justice functions in that field; (3) because no case has been made.

* * *

PRESSURE to chop off at last half of fm broadcast band (88-108 mc) expected any day from industrial communications interests. NARTB last week sent out secret questionnaire to fm stations seeking ways to increase their revenues. Tipoff that covetous eyes were focused on fm band, whose partial use has long concerned FCC, given by Comr. E. M. Webster in speech to NARTB district meeting at Sun Valley.

* * *

STRAWS IN WIND: Matron of honor at wedding of Jean Kerr and Sen. Joseph L. McCarthy (R-Wis.) last Tuesday in Washington was Mrs. Robert E. Lee, described as "longtime friend of couple and wife of a counsel of the House Appropriations Committee." Said counsel is newest candidate for FCC vacancy [CLOSED CIRCUIT, Sept. 28] who reportedly not only has backing of Sen. McCarthy but also of Rep. John Tabor (R-N.Y.), chairman, House Appropriations Committee.

* * *

SEVERAL agencies and clients are recommending to NBC-TV and CBS-TV that itemized billing for daytime live shows, including bills for such details as camera rehearsals, assistant director, lighting, scenery, etc., be combined into single fee all inclusive for year, thereby saving bookkeeping and clerical costs for both network and agency. Advertisers figure overall bill could thus be cut 25% by elimination of year-around compiling of bills and checking.

* * *

POLICY problem is posed for FCC in move by certain encourage permittees to give up grants in order to file for newly available uhf in area. Should newcomer be given benefit of doubt over ex-uhf permittee who has had one chance in tv?

EXTRAORDINARY closed door session was held by FCC last Monday with executives of its Broadcast Bureau, all hearing examiners, attorneys on Opinion and Review staff, and hearing counsel in effort to introduce uniformity in tv hearing proceedings. There's been too much time wasted and too many disparities in handling of hearings, FCC held. Examiners were admonished not to let counsel representing applicants encumber records unduly. Keynote was "keep it short."

* * *

KVOO, whose vice president and general manager, William B. Way, circularized radio broadcasters on project to form strictly radio trade association, has joined Broadcast Advertising Bureau. Numerous station executives who responded to his proposal suggested BAB as answer to radio's competitive sales problems.

* * *

BIDDING becoming active for Senate Interstate & Foreign Commerce Committee's Republican vacancy created by death last summer of Sen. Charles W. Tobey (R-N.H.). Top candidates said to be Sens. Prescott Bush (D-Conn.), formerly on CBS board, and Barry Goldwater (R-Ariz.). Also speculated as good bet: switch of Sen. Homer E. Capehart, veteran Commerce Committee member, to Senate Foreign Relations Committee, thus creating still another Commerce Republican vacancy.

* * *

OFF-RECORD conference last week between Congressional experts and new Hoover Commission members came up with understanding: This time recommendations to Congress on Executive Branch Reorganization will be clear in intent. In fact, Car- tol legislation drafters will be as service of Hoover group. It was lack of clear meaning which in former years caused conflicting interpretations of recommendations (including two futile tries at FCC reorganization) (see story p. 36, editorial p. 126).

* * *

MORE than two dozen noncommercial educational TV stations may be on the air by end of 1954. That's estimate of National Citizens Committee for Educational Television in annual report due tomorrow (Tuesday). At present, only KUHT (TV) Houston is programming; KUSC (TV) Los Angeles is airing test patterns.

SIDELIGHT to currently active reductions in force of government personnel: When U. S. Information Agency's press division released 80 persons recently, colleagues voluntarily put up funds to place ads in papers, canvas publishers, etc., in effort to find jobs for those who were dismissed. Voice of America, similarly undergoing reductions, apparently is not taking up idea of voluntary efforts, but it's still possible that requests and contacts will be made of station owners, networks, radio news services, etc., for placements.

BROADCASTING • TELECASTING

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Station representatives are up in arms over new network radio flexibility plans. Page 27.

ADVERTISERS & AGENCIES
Seven major advertisers figure in week's radio-tv purchases. Page 29.

Newspaper monopoly on St. Louis department store advertising is broken when leading store signs with KMOX. Page 29.

FILM
Jack Gross and Phil Krasne acquire sole ownership of United Television Programs Inc. UTP merger is hinted. Page 30.

NBC Film Division sales will be independent of network affiliation. Page 31.

GOVERNMENT
FCC policy of expedited processing of tv merger amendments is challenged. Page 34.

FCC will see compatible color demonstrations at New York's Waldorf-Astoria Oct. 15. Page 36.

FACTS & FIGURES
TELESTATUS weekly summary of tv stations on the air and their estimates of tv set distribution. Page 43.

TRADE ASSOCIATIONS
NARTB district meetings pass mid-way mark, with attendance so far 20% above that of last year. Page 46.

Proposal to establish radio-only trade association gets mixed reaction. Page 50.

STATIONS
Twenty-seven new tv stations go on air in week, most ever. Page 52.

Peace family buys WWNC Asheville, N. C., and associated Asheville Citizen-Times for $2.3 million. Page 58.

NETWORKS
Four MBS executives elected members of the network's board. Page 62.

Live network service will be available to 225 U. S. tv stations by the end of this year. Page 66.

MANUFACTURING
Emerson shows home color receiver to be priced at $700. Page 74.

FEATURES
Commercial radio is two years old in Japan—and quite a bouncy baby. Page 82.

An agency executive looks at television. Page 84.

Consensus of two dozen broadcasters at NARTB's Seattle meeting is that television is the best thing that's happened to radio. Page 86.


PROGRAMS & PROMOTION
WALE Fall River, Mass., revives old Fall River Line for a day and takes nearly 1,000 on a cruise to New York. Page 96.

FOR THE RECORD
New tv grantees' commencement target dates. Page 113.

October 5, 1953 • Page 5
Any Advertiser CAN and most advertisers SHOULD use SPOT RADIO

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

NEW YORK
ST. LOUIS

CHICAGO

LOS ANGELES
SANT FRANCISCO

DETOIT
DALLAS
5 New Citizens Every Minute

Census tells us that U. S. population is increasing at the rate of 5 people a minute (2,700,000 people a year).

This means that tremendous new markets are springing into being to handle a population growth such as we've never seen before.

Radio, in and out of the home, has been able to keep abreast of these population gains—faster than any other medium.

Fact is a hundred and ten million radio sets are in operation today.

Closing Commercial:

Of all forms of radio, only SPOT RADIO can be pinpointed in the markets that are growing fastest. Why not start planning on it now on any of these great stations?

*Also represented as key stations of the TEXAS QUALITY NETWORK

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<tr>
<th>SPOT RADIO LIST</th>
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<tr>
<td>WSB Atlanta NBC</td>
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<td>WFAA* Dallas NBC</td>
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<td>Ft. Worth ABC</td>
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<td>KOA Denver NBC</td>
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<td>KPRC* Houston NBC</td>
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Time to Bring Up the Heavy Hitters!

You can’t hang up any sales pennants with pop flies to the infield. If you want to sell, you’d better buy a big league station and a big league market...

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

Want proof? Ask any Blair man for a look at S.A.M. or the latest Pulse. WSAV can sock your sales story into the outfield with the power and persuasion you need to score in the important Savannah Seaboard Market.
Heffernan, Robert Sarnoff
Named to NBC Board

JOSEPH V. HEFFERNAN, NBC vice president for finance and services, and Robert W. Sarnoff, vice president in charge of NBC Film Division, elected to NBC Board of Directors, RCA-NBC Board Chairman David Sarnoff is announcing today (Mon.).

Mr. Heffernan, former vice president and general attorney of RCA, joined NBC in April 1951. He also is board member of RCA Communications Inc., wholly owned subsidiary of RCA. Mr. Sarnoff joined NBC in January 1948 as account executive on tv network sales staff, subsequently served as production manager, manager of program sales, and director of tv unit productions prior to elevation to vice presidency in June 1951.

Election of Messrs. Heffernan and Sarnoff raises to six the number of NBC operating executives on board, aside from Gen. Sarnoff, who currently is serving also as president. Others are Sylvester L. Weaver Jr., vice chairman and in charge of tv programs; Charles R. Denny, vice president in charge of owned and operated stations and National Spot Sales; John K. Herbert, vice president in charge of tv network sales, and John K. West, vice president in charge of Pacific division.

WJBF-AM-TV Interest Sold

SALE of 35% interest in WJBF-AM-TV Augusta, Ga., announced Friday by J. B. Fugua, president of stations. Purchaser is Martin Theatres of Georgia, Columbus, which had acquired option when it dropped competitive tv application in Augusta. Price of 35% interest was $27,450, or 56% of current ownership. Mr. Fugua retains 65% interest. He has been in Georgia radio 15 years. WJBF-AM-TV started test pattern Sept. 21 and begins programming Nov. 15.

Goodrich Safety Campaign On 39 Radio Stations

B. F. GOODRICH Co., Akron, to conduct $300,000 highway safety campaign using announcements on 52 radio stations serving area of 139 million people, according to Joseph A. Hoban, vice president of fire division. Spots will appear throughout network.

Saturation schedule consists of five public service announcements each on Saturdays and Sundays for 10 weeks. Messages also will promote Life-Saver tubeless tire. Fatal car accidents usually reach peak in fourth quarter.

BBDO New York is placing spots. Stations follow:

WJO, WSB WBAL WAPI WBZ WEN
WHT WMAQ WLW WTM AM

WHO WJR WDAY KMI WTIC KTRH WBC
WDAF WNOX KFI WHAS WMC WGBS
WTJ WCCO WSM WLL WCBS WKY
WOM NIW KGW WPIT WRVA WHAM KMOX KSL
WOAI KGO-KNBC KIRO KWKH KHQ WSYR
WFLA KVOO WMAL WVLW

OUT-OF-HOME PLUS

OUT-OF-HOME listening during summer months of 1953 added 22.2% to at-home radio audience, according to data collected by The Pulse Inc. in 23 major markets. Individually, away-from-home Pulses ranged from 13.6% for New Orleans to 26.6% for Philadelphia. Collectively, they represent largest amount of out-of-home listening in radio history, according to Dr. Sydney Roslow, director of Pulse. Last year, when Pulse surveyed 15 markets, summertime out-of-home plus was 18.9%; two years ago, in 14 markets, it was 17.3%.

MEREDITH PUBL. CO. BUYS KCMO-AM-FM-TV

ANNOUNCEMENT was made Friday of purchase of KCMO-AM-FM-TV Kansas City from co-owners Tom L. Evans and Lester E. Cox by Meredith Publishing Co., publishers and owners of three tv and two am stations.

Both parties refused to divulge price, but based on known worth of stations plus consulting fees and accounts receivable it is estimated that sale figure is in neighborhood of $3 million. Application for FCC approval was due to be filed late this week.

Agreement was signed Thursday night, followed visit five weeks ago to Kansas City stations by Meredith Vice President E. T. Meredith Jr. and Treasurer and Radio-TV Director Payson Hall. Des Moines company owns WHEN (TV) Syracuse, N. Y.; WOAM-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz., also publishes Better Homes & Gardens and Successful Farming. It bought Omaha stations for $2.5 million in 1951 from Francis P. Matthews and associates and Phoenix stations for $1.5 million in 1950. Michael E. Mullins is president and associates. Until few months ago Meredith was tv applicant for Rochester, N. Y.; St. Louis, Mo., and Minneapolis, Minn.

In its 1952 application for KCMO-TV—

which began commercial operations Sept. 27—KCMO Broadcasting Co. showed total assets of $976,161.71, less current liabilities of $108,713.26, long term liabilities of $401,724.22, reserves of $37,700 and capital and surplus of $428,005.90. Construction of vh ch. 5 KCMO-TV was estimated at $529,210.22.

Relinquishment of Kansas City operation was ascribed to “personal reasons” by Mr. Evans, who recalled he had disposed of his Crown Drug properties several years ago because of ill health. Advent of tv has made broadcasting too arduous, Mr. Evans, who is in his 60’s, said. He will remain as chairman of executive committee of KCMO Division of Meredith broadcast properties. Other staff members also will be retained, including E. K. Hartenbower, vice president and general manager, and R. W. Evans, son of Mr. Evans, as commercial manager.

Mr. Cox will remain in broadcasting with his half ownership of KWTO Springfield, Mo., and (with his son Lester L.) of KCMO-AM-TV Pittsburgh, KGW-WDAM Portland, KSL-KSL-FM Kansas City, and half ownership of KTVF TV, KETO (TV) Springfield, Mo., which went on air commercially two weeks ago. KOAM-TV plans commercial operation Oct. 15.

BUSINESS BRIEFLY

SWANSDOWN DRIVE—Swansdown cake mix, through Young & Rubicam, N. Y., planning three-week saturation campaign, Wednesdays, Thursdays and Fridays only, starting Oct. 21 in 24 radio markets.

NBC RADIO THREE-PLAN SOLD—Lewis Howe Co., St. Louis (Tums), on Friday signed as first advertiser to buy into NBC Radio’s Three Plan, taking three participations a week, Wednesdays, Thursdays, Fridays. Three Plan, taking three participations a week, Wednesdays, Thursdays, Fridays, only, starting Oct. 21 in 24 radio markets.

CARBONA DRIVE—Carbona Products Co. (cleaning fluid, shoe polish), through C. J. Herrick Assoc., N. Y., will start national campaign shortly. Radio and tv contemplated.

DECCA IN 46 MARKETS—Decca Records, through Cunningham & Walsh, N. Y., placing four-week spot radio test in Cleveland starting today (Mon.). If test is successful national expansion is expected.


RCA 50¢ Dividend

DIVIDEND of 50¢ per share on common stock of RCA, payable Nov. 23, to holders of record at close of business on Oct. 16 was announced Friday by Brig. Gen. David Sarnoff, chairman of board, following regular meeting of board of directors. This payment will bring total dividend on common stock to $1 per share. Another dividend was declared at same meeting of 87¢ per share on preferred stock for period Oct. 1-Dec. 31, payable Jan. 2, 1954, to holders of record of such stock at close of business on Dec. 14.

Arden Pangborn Named ‘Oregon Journal’ Editor

ARDEN X. PANGBORN, for three years general manager of WOAI-AM-TV San Antonio, resigns effective Nov. 1 to join Oregon Journal, Portland, as vice president and director of Journal Publishing Co., which also operates KOPI. As editor of newspaper he will be responsible for editorial page and news columns. He joins joining the WOAI stations he had been business manager of Portland Oregonian, prior to that having been its managing editor as well as general manager of KGW and KEX Portland.

October 5, 1953 • Page 9
a PRINCETON man is easy to tell...

...on the slightest provocation he'll stand
and cheer for grand ole Channel 8. Loyal and true to
WFAA-TV, Princetonians are easy to
sell as well. We can get you in Princeton, keep you
in Cash and Prosper-ous, arrange a date with
Venus, tempt Fate, even furnish a ticket to Paradise
—just a hop in a heap from dear old Channel 8 campus.
For a liberal education on WFAA-TV's
DALLAS—Fort Worth market, enroll now with
Mr. Petry, our Dean of Admissions.

295,000 sets in this richest Texas market
(which includes Princeton, Cash, Prosper, etc.)
At deadline

First Vermont Tv Station
Proposed; Other FCC Actions

FIRST tv station for Vermont proposed in initial decision issued Friday by FCC Hearing Examiner James E. Cunningham looking toward grant of application of WCAX Burlington for vhf ch. 3 at Montpelier. Transmitter would be located 2,700 ft. above average terrain on Mt. Mansfield, have ERP of 17 kw visual. Examiner proposed to deny competitive application of Colonial TV Inc. for default.

Initial decision also was announced by Examiners Thomas H. Donahue looking to grant of uhf ch. 23 at Philadelphia to Daily News Tv Co. (WIBG). WIBG-TV proposed ERP of 1,000 kw visual when equipment is available. Lou Poller, operator of WCAN-TV Milwaukee, withdrew competitive Philadelphia bid, thus facilitating grant to WIBG for second uhf outlet there. Three vhf stations are operating; uhf earlier was granted WFTV.

15 Stations Reply to FCC Questionnaire

OF 15 station replies on hand at FCC Friday in response to inquiry into post-uhf vhf-stations "progress," one reported network affiliation troubles and rest submitted only statistical data sought by Commission [B&T, Sept. 28]. Network replies are due today (Monday); stations by Oct. 19.

WOR-TV Resumes Oct. 12

WOR-TV New York will resume telecasting operations on Oct. 12 from its transmitter site at North Bergen, N. J., James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, announced Friday. Station, which had been shut down since Sept. 13 in midst of strike that was settled last Monday (see page 112), is expected to start telecasting from its new transmitter and antenna site atop Empire State Bldg. about end of October.

Starting Oct. 12, WOR-TV will operate from 4:30-11 p.m. EST every day except Saturday when schedule will be from 4-11 p.m. EST. Station schedule of 1:30-11 p.m. daily, which prevailed before strike, is expected to be resumed when operations start from Empire State Bldg.

Three Join ABC-TV

WJMR-TV New Orleans will join ABC-TV on Nov. 1 to become network's 156th affiliate and 37th uhf outlet, it was announced Friday by Alfred R. Beckman, director of ABC station relations departments. WJMR-TV (ch. 61) is owned and operated by Supreme Bstg., Inc., with James E. Gordon as vice president and general manager.

KJEQ-TV Fresno, Calif., and KON-TV Portland, Ore., signed Friday as affiliates of ABC-TV. KJEQ-TV joined as of Oct. 1. KJEQ-TV, on ch. 47, is owned by O'Neill Broadcasting Co. and L. E. Chenault is general manager. KON-TV, on ch. 6, is owned by Mount Hood Radio & Television Broadcasting Corp. with C. Howard Lane as general manager.
PERSONALIZED SPOTS

Gracious Ann Rogers, charmer of the air waves, wins her way to the ladies' hearts. She is a saleswoman extraordinaire when it comes to moving suds or nylons. She magnetically draws people to her whether studio visitors or members of the audience at 12:45 each weekday afternoon on WHAM Radio.

Success heaps upon success until Ann Rogers' high Pulse and low cost per thousand make her first choice to reach the Upstate New York women's market.

Make a note to dig into this deeper for your next women's campaign.

$5,000 WATT CLEAR CHANNEL
WHO EVER HEARD of OAK HILL, W. VA.?

ALMOST NOBODY—EXCEPT THE
102,200 FAMILIES WHO LISTEN TO WOAY—

—AND THE SMART ADVERTISERS WHO BUY
THAT CIRCULATION FOR ONLY $21.60!

1/4 hour, 26-time rate

We know that West Virginia isn’t the most important State in the Union, and that WOAY is pretty small punkins, even here. So we know you can survive without us — but we’ll bet a pretty penny you can’t find another 5000-watt daytime station in the Nation that can give you so many happy listeners for so little dough.

Even without a representative, we are adding some awfully good national business, continuously. If you agree that our NCS figures are downright amazing — we’d sure appreciate your giving us a try-out. Please write Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
5000 Watts, Daytime
20,000 Watts FM
San Antonio's Outstanding Radio Voice

KABC

CLASP HANDS as KABC JOINS the

Already a powerful advertising influence, the name of KABC-radio takes on added lustre under the "radio-wise" leadership of the Storer Broadcasting Company. Now, even more, you can look to KABC for the dynamic programming and intensive merchandising characteristic of a Storer station ... and this, in turn, always means more sales impact per dollar for you throughout Central and South Texas.

ABC • TSN • TBS

KABC 680 kc.

50,000 Watts Day * 10,000 Watts Night

Tom Harker, National Sales Director • 118 East 57th, New York
National Representatives . . . . . . John Blair and Company
San Antonio's Dominant TV Station

KEYL TELEVISION

STORER BROADCASTING CO.

KEYL-television, the unchallenged leader in San Antonio, is proud to join with its radio partner, KABC, to become the most powerful advertising-merchandising combination your dollar can deliver. Under aggressive Storer management, KEYL has become, by far, the TV station most viewed in San Antonio* and now, with its sister radio station, becomes the dominant sales force in Central and South Texas.

*August Pulse

CBS • ABC • DUMONT

KEYL channel 5

Now . . . . 100,000 Watts

Tom Harker, National Sales Director • 118 East 57th, New York
National Representatives . . . . . . . . . . . . . . . Katz Agency
IN REVIEW

BING CROSBY SHOW

Network: CBS Radio, 8:30 p.m. EST
Producers: Bill Morrow and Murdo MacKenzie
Writer: Bill Morrow
Musical Director: John Scott Trotter
Announcer: Ken Carpenter
Recording Engineer: Norman Dews
Sponsor: General Electric
Agency: BBDO

Despite the enthusiasm which TV has generated in the world of entertainment with its combination of sight and sound, radio is still very much in the running and chances are the situation will stay that way as long as people like Bing Crosby keep on signing those contracts. Mr. Crosby returned to CBS Radio on Sept. 27 for his umpteenth year as a singer-m.c. He returned with the same disarming charm, personality and talent that put him on the top of the crooner list years ago and kept him there ever since.

Since the Crosby tradition has been so firmly and justifiably established, it would serve little purpose to elaborate on it here. What is important is the commercial aspect of Mr. Crosby's return to the air.

He is being heard by courtesy of General Electric sans any formal pitch for its electrical appliance products. With the Crosby show GE has made its radio entrance into institutional advertising. The so-called commercials are devoted to GE's interpretation of progress under our free enterprise economy. It is well written clear copy, convincingly delivered by Ken Carpenter, an announcer of considerable reputation who must also be regarded as a master air salesman. Mr. Crosby also has been written into the commercial act, which integrates the GE message with the show as a whole.

This new twist in GE's radio advertising plan is a sound idea. No better vehicle could be found for an institutional ad campaign than one starring Bing Crosby, who is somewhat of an institution himself.

I LED THREE LIVES

Film Series, Syndicated by Ziv TV Programs
Half-Hour a Week on 94 Stations
Production Chief: Maurice Unger
Director: Eddie Davis
Assistant Director: Ed Stein
Writer: Dorr Mullaly
Cast: Richard Carlson, Jeanne Cooper, Robert Anderson, Weldon Boyle, Emerson Tracy, John Frank, Gregory Walcott, William Guenenberg, Karle Kenn.

In what promises to be one of the most exciting cops-and-robbers shows on the air this fall, Ziv has brought to television the stranger-than-fiction real-life story of Herbert A. Philbrick, the man who actually led three lives. Ostensibly a private citizen, concerned only with his job, home and family, he was also a local official of the Communist Party and—in his third life—an undercover agent for the FBI.

Richard Carlson, as Philbrick, looks and acts the part of a man who is trying to divide his life into three compartments and is having difficulty in keeping each part from spilling over into the others. His thoughts, spoken in a tense, nervous voice, occupy most of the soundtrack, telling the story in terms of his feelings as he walks past dingy, dark buildings in the wrong part of town on his way to a cell meeting at which he discusses, among other things, how to warn an FBI agent not to approach him as a Communist spy, or to make a quick switch from one of his three lives to another when he unexpectedly meets a client of his advertising agency while occupied with party business.

The first episode of I Led Three Lives was as full of suspense and excitement as the last reel of a Western movie.

The story moved at a rapid pace and the program was keyed to a high excitement level, yet for the most part the underlying note of reality was always there to make the viewer feel he was watching not just a make-believe story but something that could and did happen here. The only exception was the cell meeting scene, where the demands that the United States be destroyed completely, "until the last American flag is clutched up by a director," seemed excessively dramatic as to be almost comic, rather than menacing.

All in all, I Led Three Lives seems destined to repeat or perhaps exceed in TV the success it had as a book and a newspaper serial story.
“Another TV station went on the air last week.”

“That’s news?”

“In Eastern Iowa, it’s news.”

In Eastern Iowa it’s WMT-TV, the first station to go on the air with maximum 100 kw power (“In the whole United States”) (“In the whole United States”); the first TV station with a tower 703 feet high (“In the whole United States?”) (“Between Milwaukee and Kansas City”); the first station on Channel 2 (“In the whole Un...?”) (“In Eastern Iowa.”)

WMT-TV was the first station to go on the air with three left-handed copywriters, the first station to advertise on page 17 of the October 5 issue of Broadcasting, the first station to go on the air with a staff member whose last name begins with Q whose middle initial is B.

WMT-TV may very well be the first station to advertise that we don’t have great concentrations of population. But...of the total land area of thirty-five million acres, Iowa has 97% in farms; and there are families living on and working nearly every square mile of it, so there are no blind spots as there are in, shall we say, less fortunate areas. And there’s the most rapt audience abuilding that ever sat and watched an advertiser worm his way into its collective heart.

**WMT-TV**

CBS & DuMont in Eastern Iowa

Channel 2 100,000 Watts

Mail Address: Cedar Rapids

National reps: The Katz Agency
Air Cleaner

EDITOR:

This letter is a bit tardy, but I want to pass along my great appreciation for the splendid article in the August 31 issue, entitled "Do Power Boosts Mean Bigger TV Coverage?"

This was an excellent presentation, and has already done much to clear the air of the numerous waves of misinformation emanating from various sources on the subject of the relative importance of power, tower heights and channels, as regards coverage. You have rendered another outstanding service to the industry.

Crosley Bestg. Corp.,
Cincinnati

Weather Report

EDITOR:

Your highly informative magazine is one I like to take home and go over at my leisure. This was a disastrous step for me this weekend—caught in the rain, the magazine got a little wet—with the result that the front of my coat, my new gloves and purse were all smeared with the white coating on the magazine cover.

It will take some doing, but I think it will come off. Thought you might like to know, however, since the more convenient a publication is to carry around, the more it's read.

Mrs. Dorsey M. Roth, Promotion Manager
WGL Ft. Wayne, Ind.

[EDITOR'S NOTE: The editors hope that in future Mrs. Roth will keep her BPT like her powder—dry. All coated paper is apt to smear when wet.]

Switch

EDITOR:

The Sept. 21 3-D Cover. By reversing the glasses I was able to see through the lady, an innovation as usually it is the lady who sees through me.

C. B. Persons, Dir. of Engineering
Arrowhead Network,
Duluth, Minn.

BBB Approval

EDITOR:

We wish to extend our congratulations on the forthright position your publication took in the editorial captioned "Honest Promotion," on page 138 of your Sept. 14 issue. Please accept our deep appreciation for this recognition of our efforts to encourage the use of franker advertising and publicity.

Kenneth W. Hood
Better Business Bureau of St. Louis Inc.,
St. Louis, Mo.

Newspapers Are Wonderful

EDITOR:

As usual, you did a terrific job in handling the Medill study [BT, Sept. 7]. I enjoyed and was impressed with your feature story and then also the serious look at the study itself...

I would very much like to have half-a-dozen reprints of "Newspapers are Wonderful," and its counterpart, "A Critical Look at Medill's Survey."

Simon Goldman, Manager
WITN Jamestown, N. Y.
This picture was taken during erection of an RCA TP-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 1 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system.

High-gain VHF antenna
—with a 50-kw rating!

It delivers up to 316 kw ERP: RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

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

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

It uses a switchable feed system: Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. An important feature for emergency operation!

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

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

REMEMBER: RCA makes five different types of VHF 50-kw antennas to fit your needs. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—tailored specifically for your VHF channel, power, and service area. Let your RCA Broadcast Sales Representative help plan your TV antenna system.
With CBS Radio Spot Sales...

You'll bag the big game!

Nothing to it, sahib. Whatever your aim, you can't miss if you let us call your shots. If it's major-market sales you're after, for example, we can direct your fire to 14 of the nation's biggest and richest markets, with the most formidable weapon in each—the local CBS Radio station we represent.

Our account executives (who have an average of eight years of local station experience under their belts) can tell you all you want to know about these stations, their programs and their personalities.

Our research and promotion departments (each the largest in the spot broadcasting field) can help you select the strongest availabilities for your particular needs, making sure you hit the people you want to reach—the right ages, income levels, sex, and so forth—with rifle-shot accuracy.

And you'll reach more people than you would any other way, because in each of these 14 areas the station we represent has the biggest average share of audience in its market, month after month.

Whether you've got a tiger by the tail in one market and need special help, or want to beat the bush for sales in all 14 areas, you'll bag big game if you go hunting with...

CBS RADIO SPOT SALES
Representing: WCBS, New York—WBBM, Chicago—KNX, Los Angeles
WCAU, Philadelphia—WEEI, Boston—WTOP, Washington
WRKY, Richmond—WBT, Charlotte—WAPI, Birmingham
WMMR, Jacksonville—WCOC, Minneapolis—St. Paul—KMOX, St. Louis
KSL, Salt Lake City—KCBS, San Francisco
Columbia Pacific Radio Network—Bonneville Radio Network
our respects

to JOHN WILLIAM KNODEL

HIS intimates call him "Uncle Willie, the Kansas stubble Jumper" but in the territory he covers, such familiarity apparently breeds no contempt for John William Knodel.

In fact, Bill Knodel, executive vice president of Avery-Knodel Inc., national radio-television representative firm, has inspired a warm-hearted affection among the clients he serves. He believes in continuous field contact, seeing a great many broadcasters.

With the mushrooming of television, he is traveling more than ever these days, covering Detroit, Kansas City and Omaha, at the advertising and account level and other cities in which his firm represents stations.

In the manner of his colleague and founder-president, Lewis Havens Avery, Mr. Knodel abhors inactivity. This restlessness has been a cornerstone upon which Avery-Knodel has built a reputation as one of the top 10 representatives. Present clients: about 33 radio and 14 tv stations and two regional networks.

"Uncle Willie" says he "ain't had much book learnin'" but this would be a tongue-in-cheek dismissal of his own talents and abilities since joining Free & Peters and, later, in his association with Lew Avery, with whom he worked at F & P in the early '40s.

Hails From Kansas

Mr. Knodel comes from a small town in Kansas (Marysville—population, 6,000), where he was born on June 21, 1908. His early inclinations were musical and young Mr. Knodel played the saxophone and violin with a college dance band, but the evidence then was that he would settle down and "raise pork and hogs," as he puts it.

With that in mind, he attended Kansas State College 1924-26. The bucolic life didn't materialize, however, and the youth traveled to Kansas City. His first job: doorman in Kresge's 5 & 10 cent store.

Mr. Knodel later moved to Lincoln, Neb., joining the local Star in an advertising capacity and later the Omaha Bee-News. After two years in sales, Mr. Knodel became national advertising manager for the one-time Hearst paper.

In 1939 Bill Knodel came to Free & Peters as a salesman and two years later was appointed vice president and Chicago sales manager for the representation firm. He resigned Sept. 15, 1945, to become national sales manager of the Marshall Field Stations (KOIN Portland, KJR Seattle, WSAI Cincinnati, and WJJD Chicago).

The following year re-established his association with Lew Avery, who had set up the Lewis H. Avery Co. They re-named the firm Avery-Knodel Inc. and have been in business ever since.

Seek Top-Level Contact

Bill Knodel has his own philosophy about radio and television today as it is reflected at the station representative level. He believes fervently that the secret of "successful radio selling" lies in frequent and top-level contact.

"Some people don't get to the account level enough," he claims. His credo: Go right to the top—to the man who runs the show.

"The future of radio and television selling depends on more aggressive selling and contact with advertisers as well as agencies," he feels.

Bill Knodel practices what he preaches. He makes frequent calls on national advertisers—and not only to the advertising or sales manager. As the result of his many travels, he is particularly optimistic about the future of spot radio, in which he reports there has been a renewed interest. He believes saturation schedules are putting new life into radio, and that radio need not suffer because of tv. Certain accounts are adaptable to each, he feels.

Mr. Knodel is a member of the Chicago Federated Advertising Club and Detroit Advertising Club. In association with Lew Avery, he served in 1934-44 on NAB's Sales Managers Executive Committees.

Recognizes Pitfalls

On the less optimistic side, Bill Knodel shares the qualms of many other station representatives (as well as agency executives) who decry a "vicious" practice of some national advertisers who allow their dealers and jobbers to purchase advertising at retail rates which often results in schedules that do not serve the manufacturer's best interests or produce the best possible results.

Page 22 • October 5, 1953
It's all a matter of TASTE...

The botanists call them *vigna sinensis*—The Southlanders call them Black-Eyed Peas, and consider them a table delicacy—the North calls them Cow Peas, and raise them as cattle feed. But whatever you call them, you'll admit they prove a point...that individual and regional tastes differ greatly!

That's why America's leading independent radio stations are your best buy; because they are better able to cater to the tastes of their radio audiences! That's why advertisers everywhere are reporting better results from utilizing the pin-point programming of on-the-spot independents. Next time, try independents yourself...your sales will show it!

**THESE STATIONS CATER TO THEIR HOME TOWN'S TASTES:**

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
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<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
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<td>WCOP</td>
<td>Boston, Mass.</td>
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<tr>
<td>WDKK</td>
<td>Cleveland, Ohio</td>
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<td>KMYR</td>
<td>Denver, Colorado</td>
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<td>KCBC</td>
<td>Des Moines, Iowa</td>
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<td>WIKY</td>
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<td>KNUZ</td>
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<td>WXLW</td>
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<td>WKYW</td>
<td>Louisville, Kentucky</td>
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<td>WMIL</td>
<td>Milwaukee, Wisconsin</td>
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<td>WMIN</td>
<td>Minneapolis—St. Paul, Minn.</td>
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<td>WKDA</td>
<td>Nashville, Tennessee</td>
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<td>WBOK</td>
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<td>KSON</td>
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<td>KREM</td>
<td>Spokane, Washington</td>
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<td>WACE</td>
<td>Springfield, Mass.</td>
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<td>KSTN</td>
<td>Stockton, California</td>
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<td>KSTL</td>
<td>St. Louis, Missouri</td>
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<td>WOLF</td>
<td>Syracuse, New York</td>
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<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
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<td>KWBB</td>
<td>Wichita, Kansas</td>
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<td>CKNW</td>
<td>Vancouver, B. C., Canada</td>
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<td>CKY</td>
<td>Winnipeg, Manitoba, Canada</td>
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They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP
HIGH in facilities . . . operational know-how . . . trained personnel
HIGH in coverage of the lush market on Colorado's Rich Eastern Slope.
HIGH audience "Pull". . . with CBS Television plus KLZ'S traditional local programming.

STARTING NOVEMBER 1st

THE HIGH-RETURN TV BUY IN DENVER

KLZ-TV ALADDIN RADIO AND TELEVISION, INC.

Page 24 • October 5, 1953

Kay Ostrander

on all accounts

THREE years ago Kay Ostrander told Dan B. Miner Co., Los Angeles, she knew very little about buying time. Undaunted, the city's oldest agency hired her as timebuyer, promising to teach her. Praised when right, scolded when wrong, she learned the hard way, as no lessons were forthcoming.

Currently surrounded by maps, plans and surveys, Mrs. Ostrander is readying the proposed January start of Mytinger & Casselberry's initial effort in national radio programming for Nutrilite food supplement. Previously only a user of four-color prestige advertising, the firm's entry into radio is providing her with an exciting challenge.

This active young woman is a far cry from a rather bored English history major who left San Bernardino Junior College to enroll in a Los Angeles business school.

A native Californian, her first job was at Menasco Mfg. Co., Burbank war plant, where from 1942 to 1945 she designed tools and wrote publicity. A year later she was at Lockheed Aircraft Corp., writing publicity.

Since radio intrigued her, she joined the Columbia Pacific Radio Network, where she became assistant producer ("in lieu of a raise") on Free for All and Hope Chest, promoting giveaway prizes for the two weekly programs. Her interest in advertising grew, but before joining McNeill & McCleery in May of 1948, she had married Charles Ostrander the previous January.

At the end of two years, she had a brief sojourn at Western Adv. Agency Inc. and her fleeting introduction to timebuying.

Now with Dan B. Miner, where more than half of the executive posts are filled by women, she handles Bu-Tay Products (water conditioner) and Kerr Glass Mfg. Co., both national accounts. Regional users of radio-tv are Kendall Foods (dry dog food) and Prepared Products (seasoned flour). Heavy users of California radio-tv are Thrifty Drug Stores, Interstate Bakeries, Forest Lawn Memorial Park, Luer Packing, Lakewood Park (real estate development) and Sues, Young & Brown (wholesale distributor of Zenith tv and Norge appliances).

Mrs. Ostrander believes that radio never died, although it did cough a little, and now is stronger than ever.

For a "fun" assignment, she likes saturation campaigns for which she can bargain with the stations to make her budget buy all available time.

The Ostranders and daughter Trina, 1, live in Los Angeles.
Old McDonald has a farm which covers the Central South

YOU'VE heard of the farmer whose ambition was to buy all the land adjoining him?

WSM's Farm Director, John McDonald, has gone him one better. So listen to a story that can sell an amazing amount of merchandise for you.

For eight years, John has been plugging away, selling better farming methods, soil conservation, better livestock, crop rotation, forest conservation—everything a farmer needs to do to improve his land and his lot. And for as many years, Southern farmers have listened, heeded and profited by John McDonald's advice. They plant when John says so, buy when John says so, sell when he tells them the time is ripe. First thing everybody at WSM knew, John McDonald was a dominant figure in Southern farm life.

During his first six years at WSM, John was used exclusively on Public Service Programs. But a couple of years ago, the station acceded to repeated sponsor requests and let him go commercial for a carefully selected group of sponsors.

And at this writing, the following sponsors are harvesting rich rewards from WSM selling John McDonald style:

- Columbiana Seed Company
- Purina Mills
- Reynolds Metals Company
- U. S. Industrial Chemicals
- Lederle Laboratories

If you have a product appealing to farmers, better find out what John McDonald can do for it, and you. Tom Harrison or any Petry Man can fill in the details.

WSM
Nashville • Clear Channel • 50,000 Watts
KPHO

...Best Buy
In Phoenix Radio

KPHO'S ONE RATE
Includes The Merchandising Help You Need!

Phoenix has four stations with 5,000 watts . . . three with less than 5,000 watts. KPHO-ABC has the lowest rates of the Big Four, with minute spots as low as $8.00, day or night. And in one short year as a Meredith Station, KPHO has made remarkable increases in its audience ratings. From 6:00 a.m. to 12:00 noon, KPHO is third in audience ratings, and is only 3% smaller than Station No. 2! From noon to 6:00 p.m., KPHO is fourth, but has only 1% less audience than Station No. 3 and only 5% less audience than Station No. 2! From 6:00 p.m. to midnight, KPHO is tied for third, with only 6% less audience than Station No. 2! That's why we say KPHO is your best buy in Phoenix radio! KPHO's ONE RATE includes the merchandising assistance you need. Our one rate also covers talent charges on Cooks Corner, Ted Murphy's "Swing Club", Dawnbusters, and Music & Markets. KPHO has block programming, produced by and for Arizonans.

Jack Carney  Gene Spry  Ruth Dunlop  Wayne Center  Ted Murphy

ARIZONA'S FINEST RADIO EQUIPMENT!
REPRESENTED BY THE KATZ AGENCY
It's Good To Know "It's a Meredith Station"
KPHO and KPHO-TV Phoenix...WOW and WOW-TV, Omaha...WHEN, Syracuse AFFILIATED WITH BETTER HOMES and GARDENS ... SUCCESSFUL FARMING MAGAZINES
REPRESENTATIVES BLAST 'NBC SPOT INVASION'

Network spot by any other name is still network—with its lower network rates—say unimpressed national representatives in a compilation by Station Representatives Assn. on reactions to Brig. Gen. David Sarnoff's Sept. 17 talk to NBC Radio affiliates in Chicago.

CRITICISM rather than cheers makes up the reaction of station representatives to the solutions for radio's ills advanced Sept. 17 by the RCA-NBC board chairman and NBC president, Brig. Gen. David Sarnoff, in an address to NBC's radio representatives.

Comments of station representatives have been compiled from letters, bulletins and conversations by Station Representatives Assn. under the title "NBC Invasion of Spot Business," which aptly sets the tenor of the quotations it includes.

"The General was specific about increasing costs of network operation and decline in network time sales," one station representative said. "But nowhere in the speech did I see any reference to—or concern for—healthy station economies, good station earnings, station problems with costs and expenses, and particularly no reference to the income stations will now lose if NBC succeeds in diverting national spot business to network spot carriers.

Not Willing To Lose

"The representatives, on the other hand, are deeply concerned with the economic welfare of their stations. The General says 'even if networks did attract a fraction of funds that might otherwise be spent on spot radio.' Now I can't think of any of my stations who are willing to lose any fraction of their spot income. In fact, they and we use all our energies, every possible idea, to increase spot business by more than fractions to solve the stations' economic problems."

Chief target of the SRA comments is the "NB3" plan, whereby an advertiser may buy three or more participations a week to be distributed as he wishes among three Monday-Friday serial programs—Second Chance at 11:45 a.m.-12 noon; It Pays To Be Married at 5:45-6 p.m.; Fibber McGee & Molly at 10-10:15 p.m.—at the price of one-third of the 15-minute rate for time plus a pro rata talent charge.

The committee that drafted the SRA plan late last week reported that no sales under this plan have been made as yet.

In spot radio," according to one station representative quoted by SRA, "the advertiser is buying established news or other programs" or "is buying participations in similar station programs that are mature, established, with known audiences. But in the NB3 plan the advertiser is asked to buy participations in shows, two of which are new, have no record, are not established, and of unknown audience value.

"The advertiser might also ask himself how long he might have this program to carry his announcements. Let us suppose that one or more of these NB3 shows proves to be a big audience getter; suppose a network advertiser wants to buy the entire 15 minutes across the board; in all probability you would then see the network reverting to network philosophy, selling the show to one advertiser.

"Furthermore, the advertiser might ask himself why it is that the network time is hard to sell, presumably because it doesn't pay in big units, why should smaller units with weaker impact be successful? No matter how much of this NB3 plan may have the appearance of spot radio advertising, it is still network, subject to the same difficulties as network-arbitrary markets, arbitrary stations, arbitrary time, arbitrary programs, all of it fundamentally opposed to the flexibility of national spot.

If the "NB3" plan in the station representatives' opinion is not good for advertisers they feel even more strongly that it is bad for stations. One representative reported that for one major market station he represents, the net income on an order for three one-minute announcements, daytime, at the 100-time rate, is $43.20, contrasted to a net of $16.32 for the same three announcements on a "network spot carrier" such as NB3. On a smaller station, he said, three nighttime announcements at the highest frequency discount would bring in $20.38, compared to an income of $5.73 from the network for 15 minutes. daytime, three one-minute announcements would net this station $11.91, to $2.87 on the network deal.

"Noting that "the networks would answer that they are providing the station with a program that fills up 15 minutes of station time and may attract audiences," this representative added that station owners "value their network affiliations and like big-name shows."

But, he stated, "the fact is that station programs—local shows, musical clocks, sports, etc.—attract audiences larger than the network shows and with better sales impact."

Spot Income More Valuable

The consensus of all his NBC affiliated station representatives is "taking in consolidation dollar income, cost of programming by the station, network programming, sustaining shows," was that "national spot business brings in at least as much income as the same time on a network basis. What is the market stations risk the loss of even a fraction of their income to network economic needs? If the network business deteriorates further, may we expect that there will be more NB3 shows with more spot announcements to be sold in them?"

"And if NBC, setting its own rates for these shows in competition with the station's spot rate, succeeds in selling the idea to advertisers, wouldn't other networks meet the competition and set up their own spot carrier plans?"

"What profit radio if the networks increase their earnings and the stations lose their profitable business? You can have radio without networks, but not without stations."

That view was echoed by another representative who said he "would rather operate a representere business in radio and tv with networks than without them," but added, "We may have to do without them. If their economies and prospects are as dire as painted, if their imagination for success is limited to invading the growing, healthy spot business instead of developing their unique advertiser-sponsored program business with its hundreds of prospective accounts they are unable to sell, then I fear for their future."

"If the networks are unresponsive to new radio ideas, if they scheme up these Tandem and NB3 plans to crop the grass in the stations' pastures instead of rebuilding their own acres, then I fear we shall have a new pattern of radio programming, non-network," he said. "While I would regret the necessity and realize the great efforts we shall have to put forth to give birth to the new pattern, I haven't the slightest doubt that radio would emerge highly useful in its service to the public."

Noting that Gen. Sarnoff "limits the possibilities of more than one or two independently programmed stations in a market because one station siphons off the major part of a highly

T. F. FLANAGAN
His SRA Takes Exception

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specialized audience for music and news," an SRA member commented: "I doubt if he knows the real possibilities of local programming. He didn't mention sports, local controversies, politics, home service programs, farm shows, disk jockey varied formulas. There is a good deal more to station programming than 'music and news.' Furthermore, there is a great bank of independently produced programs — drama, comedy, dailies, specials, forums, women's panel, quiz, children's and others."

Why Sacrifice 'Crusade'
Gen. Sarnoff's reference to the growth of national spot—up 19% in time sales since 1948 while network business dropped 22%—and to expectations that spot volume will be even higher this fall than last, drew the answer that "spot volume is higher in spite of the poorer adjacencies to network program audiences, and in part because of the representatives-sponsored Crusade for Spot Radio. Since the stations largely support the Crusade, I do not believe that they will want to sacrifice the fruits of their efforts by cutting their income on the risk of changing their good national spot sales into network spot."

Stating that the networks' strength lies in block programming—Godfrey on CBS, Breakfast Club on ABC, soap operas on NBC—SRA pointed out that "these are not the shows that networks are offering for spot participations. The NB3 plan is exactly the opposite from block programming. It is one program in the morning, one in the afternoon, one at night, with no similarity in program content, no mood programming to draw audiences. If NBC block programming is the right idea, then the NB3 plan necessarily must be the wrong idea."

Agreement with Gen. Sarnoff's "vicious attack on rating systems" is expressed in the SRA compendium of representatives' reactions to his Chicago address. "His position coincides exactly with the policy and practice of representatives' selling over the past years. We have consistently urged that no rating systems, no sampling, could possibly measure the total, growing, changing radio audiences and listening time." SRA cited the general for overlooking "one of the most important listening posts—people at work"—and quoted a Pulse study made last month in New York that found 25.5% of out-of-home listening taking place at work.

There is no agreement, however, with Gen. Sarnoff's words on rate cutting, SRA laying the blame for this practice directly at the networks' door. "If the networks did not start rate cutting, who did?" the station representatives angrily ask. "Who gave up on radio when television was born? What examples are the network o & o stations setting with their deals and concessions? What kind of leadership is continued, outrageous big market, big station rate cutting?"

The Way To Stop
"Gen. Sarnoff ought to know that the way to stop rate deals is to stop. We cannot afford to run this business on any other principle than noblesse oblige."

Despite the recognized effects of television on nighttime radio, SRA points out that "in many tv markets already established spot and local radio have increased. Radio sets sell well in tv markets. Radio ratings seem to be on the increase as a total in established tv markets; this in spite of the ease of crediting tv viewing in ratings with one set in the living room and the impossibility of measuring universal radio. "Now if spot and local radio can increase in the larger, established tv markets and totally, what is the matter with network radio? What price management?"

Many more critical comments on the networks' alleged attempts to enter unfairly into the field of spot radio and to deprive the stations of spot revenue, with particular attention focused on the "NB3" plan, are set forth in the SRA report. These are well summed up in the concluding statement of T. F. Flanagan, SRA managing director, which reads:

Flanagan's Summation
"The networks have been most successful when they have created new program patterns that were saleable to sponsors as half-hour or hour programs, because they could attract audience. This process was profitable to advertisers, networks, and affiliates. "What is now proposed is only a new format for old ideas. The proposed NB3 plan—like Tandem, Pyramid and similar devices—simmers down to pressuring affiliates into another rate cut under another name. "When a network sells national spot announcements at network rates in network shows, the net result could be the siphoning off of national spot dollars into network dollars with these serious drawbacks for the affiliates: (1) Loss of revenue; (2) impairment of spot business; (3) impairment of the station rate structure. "And this proposed new radical change in structure of the radio business unfortunately sets up a precedent for the networks to fix on television."

Agency Liability Talks
PROBLEM of liabilities of the advertising agency for time and space commitments will be discussed at a meeting of the League of Advertising Agencies in New York Thursday. Guest speaker will be Morton J. Simon, legal counsel to the league and authority on advertising agency law.

Mr. Simon will discuss litigation involving a Washington agency as a result of the financial difficulties of one of its important clients. A question-and-answer period will follow his talk.

AT A SPOT RADIO clinic sponsored by Station Representatives Assn. in the Hotel Biltmore, New York, last month were (1 to r, seated) George Beaumont, Paul Podgus, Casey Jones, Mark Becker and Ed Murtfeld, all of Benton & Bowles Inc.; standing, Reg Rollinson, director of advertiser relations, SRA; Arthur McCoy, Avery-Kendal Inc.; Morris Kellner, The Katz Agency; Dick Gurkin, John Blair & Co.; John Carter, Adam J. Young Jr., Inc.; Mike Turner, Benton & Bowles, and Jones Scorven, Free & Peters Inc.

NETWORK PARTICIPATION OFFERS
THREE of the four nationwide radio network offers advertisers the chance to buy participation on several programs instead of full sponsorship.

ABC, which formerly made such an offer, titled "Pyramid Plan," now has no such program package, preferring its present plan of offering four evening network quarter-hours at the one-hour rate. Mutual currently has four sponsors for its "Multi-Message Plan" of participations in five half-hour programs, 8-8:30 p.m., Monday through Friday. Lever Brothers Co. has five participations for Rayve shampoo; S.O.S. Co. also has five; Emerson Drug has two for Bromo-Seltzer, and R. J. Reynolds Tobacco Co. three for Camel, leaving only five of the 20 availabilities still unsold. NBC has signed Coleman Co. (stoves) as one sponsor for its "Tandem Plan" in which three advertisers co-sponsor three evening half-hour shows. The other two Tandem availabilities are still open. NBC has announced no sponsors as yet for its new participation offer, the "Three Plan," which makes available three announcements per broadcast of three, 15-minute, Monday-Friday serial, and Big Preview and Weekend, which sell announcements on the NBC-TV Today pattern.

CBS Radio's "Power Plan," comprising three programs broadcast 8-8:30 p.m., Wednesday, Thursday and Friday, which offers three 10-minute segments for sponsorship in each half-hour, is five-ninths sold this fall. Procter & Gamble Co., for Lava soap, participates in the Wednesday and Friday Broadcasts; Eno-Scott & Browne, for Brylcreme, in all three.
SEVEN MAJOR ADVERTISERS FIGURE IN WEEK’S RADIO-TV PURCHASES

Dealing for across-the-board strips, participations and half-hour network shows were Phillips Petroleum, Lambert Pharmacal, Lever Bros., Procter & Gamble, American Chicle, Borden and American Tobacco.

AT LEAST seven major advertisers figured actively in radio and television last week with business buys that included across-the-board strips, participations and half-hour network shows.

Advertisers in the week’s surge of business included Phillips Petroleum Co., Lambert Pharmacal Co., Lever Bros. Co., Procter & Gamble Company, Borden Co., Borden Co. and American Tobacco Co. Phillips Petroleum, Bartlesville, Okla. (Phillips 66), launched a half-hour filmed series called Game of the Week for 13 weeks in 27 television markets. This program will run until Dec. 14, at which time the Frederic W. Ziv package I Led Three Lives will be sponsored by Phillips in about 25 markets for 52 weeks. The latter program probably will be carried on the same station lineup now presenting the football show. Lambert & Feasley, New York, is the agency.

Lambert Pharmacal, St. Louis (Listerine), will sponsor a five-minute strip across-the-board in radio and television. The film will feature Mary Ford and Les Paul and will be launched on television Oct. 12, placed regionally in 25 markets for 39 weeks. The placement of the radio series featuring the same stars currently is under negotiation, with all four networks submitting time availabilities. Lambert & Feasley, New York, is the agency.

Lever Bros. purchased a television participation schedule on NBC’s Today [Oct. 21] and also is considering sponsorship of an across-the-board radio strip, 2:30-2:45 p.m. on NBC. The television schedule calls for a minimum of 104 segments of Today, starting Nov. 11 and continuing for 52 weeks. Lever will advertise two of its products twice weekly. The initial products will be Good Luck Margarine, Riso and Lux Liquid. The contract with NBC-TV prohibits other soap, detergent and margarine manufacturers from participating on the show. Lever plans to rotate the spots for all its products during the year.

Procter & Gamble (Lilt), through Blow Co., New York, is looking for a half-hour drama-television show for nighttime showing. Robert E. Kinter, ABC president, and agency executives conferred last week on time availabilities. A decision is expected shortly.

American Chicle Adds

American Chicle Co., maker of Clorets and Dentyl, in addition to co-sponsorship of Rocky King on DuMont, will co-sponsor another DuMont show, Colonel Humphrey Flack, starting Oct. 7 (Wed., 9-9:30 p.m.). Dancer-Fitzgerald-Sample, New York, is the agency. The series is a comedy drawn from short stories by Everett Rhodes Castle which appeared in the Saturday Evening Post and subsequently were adapted as a radio series. The tv version will be produced by Stark-Layton Inc.

Borden Co. (Borden’s instant coffee) has purchased 15 minutes of The Kate Smith Hour on NBC-TV, starting Oct. 13. Borden will sponsor the Tuesday 3:30-4:55 p.m. segment for 30 weeks. Agency is Doherty, Clifford, Steers & Shenfield.

American Tobacco Co. (Lucky Strike ciga-

rettes) signed a 52-week contract with NBC Spot Sales for a major time block on five NBC-owned radio stations for sponsorship of Light Up Time, an across-the-board nighttime program of news and music starting Oct. 5 (B&T, Sept. 14). The sale was described as one of the biggest and most significant single radio spot sales but in recent years.

The contract, placed through BBDO, New York, calls for five half-hours a week on NBC’s WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, and five 25-minute periods weekly on WNBC New York. The first five minutes of Light Up Time in each of these cities, except New York, will be devoted to a news roundup followed by recorded music presided over by a local personality.

American Tobacco Co. will receive all out merchandising cooperation through the “Chain Lighting” plan of NBC’s owned and operated stations division. Authorities said it will be the first client to benefit from the merchandising benefits of the plan in all five major markets. As a result Lucky Strike cigarettes will be featured in more than 3,000 food stores in five cities, or 20% of all supermarkets in the country, it was pointed out.

L&N Expands Staff; Barton Named V. P.

LENNEN & NEWELL, New York, to meet the needs of its rapidly growing radio and television department, has added several staff members and promoted one executive, it was announced last week by Nicholas Keestly, senior vice president in charge of that department.

Frank Barton, member of the department, was named a vice president. New additions to the programming staff are: Tony Pan, formerly with William Esty & Co., to L & M as vice president and director of commercial production for radio and television. Theodore Huston, with McCann-Erickson, as a television producer; Fred Kilian, Young & Rubicam, Chicago, to work with Mr. Keestly directly on program development work; Jean Jaffe, from Walter Thompson Co., and Richard Eyman, from McCann-Erickson, who have joined the timebuying department.

The agency’s radio and television billing is now running over $15 million a year.

Poulson Buys 2 Firms

G. H. POULSON & CO., Toledo, Ohio, last week announced its purchase of Carey Advertising Agency, owned by William P. Carey, and the Carew-Swan Production & Recording, firm, owned by Hack Swan, both of Sarasota, Fla. Messrs. Carey and Swan will continue to head the firms and will become vice presidents of Poulson & Co., according to G. H. Poulson, president.

A St. Louis ‘First’—Scruggs Signs with KMOX

FIRST major crack in the traditional St. Louis resistance to use of radio by department stores developed last week when high-ranking Scruggs-Vandervoort-Barney signed with KMOX for a weekly, one-hour teen-age program. The 52-week account is believed to be in the neighborhood of $30,000.

This inroad into the newspaper hold on major retailers in St. Louis was made when Frank Mayfield, president of “Scruggs,” as it is often termed, signed a contract with Maurice Hirsch, president of Hirsch, Tamm & Ultramar, St. Louis agency, and Robert Hyland Jr., KMOX general sales manager.

Members of the city’s retail association have long been credited with maintaining an anti-radio program attitude. The Scruggs store ranks as one of the first three in the St. Louis area.

First program went on the air at 10 a.m. Sept. 26 in the Scruggs Music Hall, seating 300. Each week the store salutes a local high school, featuring eight talented students from the school who are selected in auditions. While not a talent search, three weekly winners receive merchandise prizes. At the end of eight weeks a semi-finalist will be selected.

The final winner after two cycles, and the runner-up, will receive prizes. These include a $1,000 savings bond, $1,000 scholarship and trip to New York. Details of prize awards are being worked out. Motorola is cooperating with Scruggs in the awards.

Curt Ray, of the KMOX staff, was m.c. of the first program, with the KMOX orchestra taking part. First guest was Johnny Ray, with each contestant getting a album of his recordings. Tickets for the program are distributed by the store and KMOX.

Commercial feature teen-age department, including a fashion commentary by Tommye Birch. They promote the store from signs to rooftops, including records, clothing and other departments catering to youngsters of high school age.
LAST TWO-THIRDS INTEREST IN UTP BOUGHT BY JACK GROSS, PHIL KRASNE

Buying the remaining two-thirds of United Television Programs Inc. to give them complete ownership, Jack Gross and Phil Krasne say they will expand UTP's sales setup and continue distributing films from other producers in addition to their own productions.

PURCHASE of the remaining two-thirds interest in United Television Programs Inc. by Jack Gross and Phil Krasne for "over a quarter of a million dollars," making them complete owners, was concluded last Wednesday. Former owners of one-third interest, Messrs. Gross and Krasne acquired one-third from Sam Costello and Ben Frye of Studio Films and one-third from Milton Blink of Standard Radio Transcription Services and Jerry King.

Producers of CBS-TV Big Town and the upcoming Lone Wolf video film series, Mr. Gross said he and his partner did not acquire UTP solely for distribution of their own product. "We are still in business with other producers and have many new deals in the offing," he stated.

"While there will be little reorganization in the UTP setup, we will expand the sales organization considerably," he said.

West Coast Meeting

Meetings started in Hollywood for this purpose over the weekend, participated in by Aaron Beckwith, Gross-Krasne vice president in charge of sales; George Weiss, UTP sales manager; Wynn Nathan, UTP western sales manager; Monroe Mendelsohn, UTP head of publicity-promotion in New York, and other executives.

Financing for the purchase is being handled by Stillman & Stillman, brokers, and bank representative Vilem Zwillinger.

Mr. Gross will be UTP board chairman and Mr. Krasne president, while George Weiss continues as national sales manager. UTP headquarters will be in Hollywood.

It is reported that Ben Frye and Sam Costello will put Studio Films into more active video film production.

Explaining he had sold his interest in Standard Radio Transcription Services to Milton Blink last July, Mr. King added he has no current business plans and any future plans must await his return from an extended vacation.

He is leaving now on his sailboat for a three-month cruise of Mexican waters.

That a possible merger is in the works for UTP is reliably reported.

Mr. Blink in Chicago said he plans to take over active operation of SRTS with headquarters in Chicago and that the firm will continue in the business of selling musical libraries and sound effects to the radio and television industry.

ZIV TV PLANNING GLOBAL FILM SETUP

Multi-lingual Ziv TV films will be marketed around the world, says the firm's President John L. Sinn after announcing initial sales in Central and South America.

ELABORATE plans for the sale of Multi-lingual Ziv TV films around the world were described last week by John L. Sinn, Ziv TV president, after announcing the completion of first sales in Central and South American markets.

Mr. Sinn revealed that a sales task force operating in those markets for the past two weeks has sold Ziv TV film to five major advertisers—General Electric of Mexico, American Airlines, Bimbo Bread, Canada Dry and Esso of Cuba.

After meetings in the Central American market, Mr. Sinn continued, company salesmen with headquarters in Venezuela, Colombia, Brazil, and Peru for conferences with top advertisers and executives. Subsequently, he added, the sales force will move east for a tour of other countries to be announced at a later date.

leases DC-6

To facilitate movement of his world-wide task force, Mr. Sinn said, Ziv has leased from Douglas Aircraft a huge DC-6 which also will serve as a flying screen room. The sales group will be available to train local tv station personnel in the Ziv exploitation technique, Mr. Sinn said, and will carry Ziv merchandising aids in the plane for demonstrations during conferences.

During the past summer, it was revealed Mr. Sinn and Frederic W. Ziv, founder and board chairman of the Ziv Corporation, organized both the world-wide task force and a foreign-language production unit which will produce tv films in the required languages.

Sales were to General Electric of Mexico for Favorite Story over XHDI-TV (TV) Mexico City; American Airlines for Yesterday's Newswear in Mexico City; Bimbo Bread for Cisco Kid in Mexico City; Canada Dry for Favorite Story in Cuba and Esso of Cuba for Sports Album.

In Mexico City, the Ziv firm's new associates will be Don Emilio Carragga, XEW-TV Mexico City; Romulo O’Farrill Sr., XHTV (TV), and Monte Kleban, television consultant.

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FIRST contract for CBS-TV’s Newsfilm services [Bet., Sept. 28] is signed by KLZ-TV Denver. L to r, Merle Jones, CBS vice president in charge of owned stations and general services; Wilbur Edwards, CBS-TV Film Sales general sales manager; Hugh Terry, KLZ-TV general manager, and Sig Mickelson, CBS-TV di-rector of news and public affairs.
NBC FILM DIVISION'S SARNOFF SAYS NO STATION PREFERENCE TO BE SHOWN

Vice President Robert Sarnoff, in a public letter to KFEL-TV Denver, says his division will sell films to tv outlets on a ‘first-come first-served basis’ regardless of NBC-TV affiliation. The Denver station had protested the switch of ‘Hopalong Cassidy’ series to competing KBTV (TV) Denver.

Michelson to Offer Local Film Commercial

IN A MOVE to attract local and regional sponsorship, Charles Michelson Inc., New York, announced last week that sponsors of its new five-minute, open end tv film series, Capsule Mysteries, will be offered local commercials integrated with the programs.

According to Charles Michelson, president of the radio and tv film transcription firm, sponsors may call on the services of John Ridgely, contract actor and star of Capsule Mysteries, for simple filmed commercials at cost. In this way, Mr. Michelson added, his firm is satisfying “a long felt need on behalf of local accounts,” which he said has not been feasible in the past because of the high cost of making separate tv filmed commercials.

Costs of Commercials

Mr. Michelson estimated the commercial’s cost will range from $17.50 in small towns to $98.25 in New York for a five-minute program. He added that sets of simple commercials by Mr. Ridgely, which would be inserted at the time of film production for use throughout a 13-week series or longer, would cost approximately $200.

Production on Capsule Mysteries will begin Nov. 2. Mr. Michelson said, with the first group of 39 shows available for local and regional use by January 1954. Present plans call for additional units of 39 episodes to be placed in production. In addition, a total of 260 tv films, he said. The new series represents the first substantial effort by the Michelson firm in the tv field. It was established in 1936 as a radio transcription company, and, according to Mr. Michelson, had done “so well in the field” that plans for television activity had been vetoed in the past. He said an indication of the company’s long-range planning is that the Capsule Mysteries series is being filmed in color as well as in black-and-white.

Nola Completes Series

NOLA STUDIOS Inc., New York, has completed a series of one-minute and 20-second tv film commercials for E. J. Gallo Winery, Stockton, ordered through Carlo Vinti Adv., N. Y. Nola’s studio facilities also have been used to produce the audio-portion of a series of film commercials for the Bell Portable Sewing Machine Corp., Newark.

Guild Sells 27 Markets

GUILD Films Co. New York, reported Friday it has sold half-hour filmed program, Life with Elizabeth, in 27 markets, with the latest in Chicago, Denver, Seattle and Portland.

Nbc film sales up

NBC FILM division reported Friday that latest sales have raised total number of markets for Dangerous Assignment to 131 and for Hopalong Cassidy to 127. New sales for Dangerous Assignment were to WKNX-TV Saginaw, Mich., and WKB-Tv Mobile and for Hopalong Cassidy to Kouv-TV Columbia, Mo.

THE NBC Film Division made clear last week that its sales policy is “to treat all stations on an equal, first-come first-served basis,” whether they are NBC-TV affiliates or not.

The policy was made public in a letter sent by Robert W. Sarnoff, vice president in charge of the Film Division, to Eugene O’Fallon, general manager of KFEL-TV Denver, late last Thursday.

Mr. O’Fallon had circulated copies of a Sept. 14 Sarnoff letter to which was attached a memo bearing Mr. O’Fallon’s name and saying the letter was in reply to KFEL-TV’s “protest” as to why we were not given the opportunity to renew the Hopalong Cassidy series after carrying it on our station for a year under sponsor ship. The new series was sold to our competitor without notice which is in violation of our current series,” the memo said.

In his letter last Thursday Mr. Sarnoff, asserting that “the statements in your memo are so at variance with the facts that I feel compelled on behalf of the Film Division to state the truth,” told Mr. O’Fallon that the Sept. 14 letter was not in reply to the KFEL-TV “pro test” but had been sent to KFEL-TV and all other NBC-owned, independent stations of the hour-long Hopalong Cassidy films on KFEL-TV had not been bought by the station but by an agency for an advertiser which placed them on KFEL-TV; and that for some time before the end of that series KFEL TV had known that half a hour Hopalong Cassidy series was available and had a chance to buy it but “indicated no interest in the new series until this time” but purchased by competing station and sold to an advertiser.

‘Your Interest . Nil’

“I am sorry to be forced to make this reply to you public in order to ‘make the true facts known and to correct the individual to whom you ext your memo’,” he said he was “sorry that it has been necessary to go through all the foregoing” but that the NBC Film Division had “worked hard to establish the foremost reputation in the country for sound business practices and fair dealing” and that accordingly, “I cannot allow its reputation to be subjected to such misrepresentation as contained in your memo without making these true facts known.”

The statement of sales policy contained in Mr. Sarnoff’s Sept. 14 letter, and referred to in last Thursday’s, was as follows: . . . Due to the highly competitive nature of the film industry I am bound because of our obligation to the various film concerns who produce for us as well as those for whom we act as distributor, it is essential that we maintain maximum flexibility in our sales efforts.

“For these reasons, it is the sales policy of the NBC Film Division to treat all stations on an equal, first-come first-served basis. While we, of course, look to the NBC-TV Network’s affiliated stations as important customers of the Film Division, nevertheless, we must sell in all markets without preferential treatment to any particular station. This letter supersedes any previous communications you may have received on this matter prior to the formation of the NBC Film Division.

“We are sure you will understand the necessity for this policy. We are equally certain that it will enable us to provide you as well as the rest of the industry with the best possible syndicated film programs.”

The hour-long Hopalong films on KFEL TV were understood to have been sponsored by Van Camp’s through Briscacher & Wheeler, San Francisco. The half-hour series was sold to KBTV (TV) Denver.

NO DECISION YET ON GOLDWYN FILMS

Release of some 50 feature films made by Samuel Goldwyn to tv has not been decided, reportedly because of the price factor and because the negotiating firm wants to wait until more outlets are on the air.

FINAL decision on whether a group of motion pictures produced by Samuel Goldwyn will be released to tv stations is being made (CLOSED CIRCUIT, Sept. 28). Howard Productions, which is negotiating with networks and stations for sale of the films for Samuel Goldwyn Productions, and exploring the situation, found a ready market for the pictures.

But it was revealed last week that the price factor for the various packages, coupled with a feeling that time should be marked until more tv stations are on the air, may be among the major considerations holding up the decision on the films’ release.

Many Reiner, foreign sales manager of Goldwyn Productions, reportedly is the key man in the negotiations and is said to be spearheading the sales operations of Howard Productions in contacting tv outlets.

The Howard organization is headed by Mrs. Samuel Goldwyn (Francis Howard). The firm has about 50 feature films which were produced before the Aug. 1, 1948, cutoff date agreement of the Screen Actors Guild with the producers. This contract prohibits any producer or movie studio from selling theatrical films for tv unless the films were made after that date without first negotiating additional pay for the talent.

The batch of old Goldwyn features was given
to Mrs. Goldwyn as a 25th wedding anniversary gift by her husband. Howard Productions was formed shortly after.

A total of 13 films, produced between 1929 and 1939, reportedly already had been edited for TV release.

**Butterfield to Newsfilm**

IN LINE with the expansion and development of CBS-TV's Newsfilm [B&T, Sept. 28], Alfred Butterfield has been appointed executive producer of CBS-TV's news and public affairs department.

An announcement last week by Sig Mickelson, CBS-TV director of news and public affairs, said that Mr. Butterfield's duties will be concerned primarily with using the resources of the world-wide CBS Television Newsfilm organization in creating new programming for network and syndicated use. Mr. Butterfield, once editor-in-chief of Pathe News, most recently was president of his own firm, Information Productions, which produced films for the TV industry in the East.

**Family Theatre Offers Films**

TO PROMOTE its slogan, "The Family That Prays Together Stays Together," Family Theatre, Hollywood, is making available to TV stations at no charge the initial 12 films of its Inspiration Please series. Based on the value of prayer in the lives of great figures in history, the spot films range from 20 to 60 seconds in length.

Roland Reed Productions, Culver City, produced the films. Arthur Pierson directed from scripts by Fred Niblo Jr., and John T. Kelley.

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**Film Sales**


- Consolidated Television Sales announced last week it has sold the recently-acquired series, Time for Beauty, to KFMB-TV San Diego, KZTV (TV) Reno, KOIT-TW Tulare, Calif., KAFY-TV Bakersfield and KTVU (TV) Stockton. Other sales announced by Consolidated are: All American Game of the Week, to KKTU (TV) Colorado Springs, KLAS-TV Las Vegas, and WRGR (TV) Schenectady; Station Starter Plan, to KULA-TV Honolulu, KORI-TV Cedar Rapids, KOY-TV Phoenix, WEAR-TV Pensacola, WTAO-TV Cambridge and WSB-A Atlanta, and Public Prosecutor, to KPIX (TV) San Francisco, KFEL-TV Denver and WFAA-TV Dallas.

- Standard Television Co., N. A., has acquired video rights to theatrical films Copacabana, starring Groucho Marx and Carmen Miranda, and Golden Gloves Story, starring James Dunn. Copacabana is being shown in Chicago and Milwaukee, sponsored in latter market by Joseph Schlitz Brewing Co. with Lemen & Newell Inc., that city, as agency.

- Dishmaster Distributors, Detroit, started weekly half-hour Craig Kennedy Criminologist on WBTK-TV that city, for 26 weeks from Sept. 28. Series, filmed by Adrian Weiss Productions, is distributed by Louis Weiss & Co., Los Angeles. Agency is M. P. Patten & Co., Detroit.


WGAL-TV Lancaster, Pa., has acquired telecasting rights to 52 western feature films, as distributed by Weiss.

WPX (TV) New York reported last week that it has completed negotiations for the purchase of 54 films from Muscle Corp. of America, which will be presented on station's new Petticoat Theatre program, starting today (Monday) from 2:30-3 p.m. EST.

- KGO-TV San Francisco and KZTV (TV) Reno have acquired single-run and two-run rights, respectively, to 13 quarter-hour films in Cameo Comments from Louis Weiss & Co., L. A. Series was filmed by dog authority David Wade.

KOAT-TV Albuquerque has acquired telecasting rights to 25 full length feature films from Louis Weiss & Co., L. A.

- KTV (TV) Hollywood has acquired rights to My Hero, package of 33 half-hour films starring Robert Cummings, from Official Films Inc., in first deal made for the property since the completion of its original release on NBC-TV.

- Guild Films Co., N. Y., announced last week that KANG-TV Waco has become the 100th station to carry the half-hour Liberee filmed program. The sponsor is Bowman Biscuit Co., Denver, which is sponsoring show in 11 markets.

**Production**

Eight new Fireside Theatre formats have been completed by producer-director Mickey Schwartz of Academy TV Productions at Fox Movietone Studios. Produced for Procter & Gamble's NBC and ABC's Mutual Content Adverting Agency, series stars Gene Raymond in the role of "salesman host."

- Screen Gems, Hollywood, has signed Shelley Winters and Ida Lupino to make their respective tv film debuts in "Mantrap" and "Marriageable Male" to be included in NBC-TV Ford Theatre. Former starts shooting Oct. 15, the latter Nov. 29 with Irving Starr producing both.

- Walden Productions Inc., Hollywood, has been formed by Edward Dukoff with Danny Kaye as silent partner to film series for tv. First one, scheduled to go before the cameras in mid-November, is half-hour A Matter of Life, dramatized real-life situations involving clergy-men of all denominations. Geared for local or regional distribution, emphasis is on drama not religion. Tony Leader, producer at Universal-International and former producer-director of CBS Radio Suspense, will produce the initial series. Soon to be signed is a name star as continued as narrator.

- Motion Pictures for Television Inc. is producing Flash Gordon as a filmed television series in Berlin with an all-American cast, Matthew Fox, MPTV chairman of the board announced last week. Supervision of the series, Mr. Fox said, is by Edward Gruskin of New York. He added that in compliance with a recently-announced MPTV policy [B&T, Sept. 28], Flash Gordon will be sold only to local and regional advertisers and not through national networks.

**Distribution**

Television Screen Productions Inc., N. Y., has appointed Stevens Pictures, Atlanta, as distributor for Jim & Judy in Tuleland, five-minute tv film show for children. Stevens also appointed distributor in 12 Southern states for tv package of Commonwealth Film & Television Inc.

- KFIA (TV) Anchorage and KKF (TV) Fairbanks, both Alaska, have acquired telecasting rights to 52 western feature films from Louis Weiss & Co., Los Angeles. Deal was negotiated by Tom Corbett Associates, Hollywood, stations' film buying representative.

- National Television Assoc., New York, has acquired distribution rights to Find a Hobby, series of 26 quarter-hour programs filmed by Doney Development Corp., Los Angeles. Production is being scheduled for an additional 26 films.

**Random Shots**

Lippert Pictures Inc., Hollywood, will use two 50-second and four 20-second tv trailers, filmed by National Screen Service Corp., same city, in various nationwide tv markets to publicize forthcoming theatrical picture, "Sins of Jezebel."

- Reorganization of Sovereign Productions Inc., Hollywood, has been announced by president Stuart Reynolds. Edward Gray and Rudolph Monzer, vice-president and president of Mutual Television Productions, respectively, who formerly handled business administration for Sovereign, have been elected vice-president and secretary-treasurer, respectively, under new set-up. Joining the firm as associate producers are Joseph Sistrom, producer for Paramount Pictures, and David Hine, producer for WSB Radio Wild Bill Hickey. Headquarters at Eagle-Lion Studios will be expanded shortly to include additional office and stage space. Firm, which produces ABC-TV Cavalcade of America, CBS-TV's Educational Theatre and Your Jeweler's Showcase, plans Tall Tales for future production. Series will be based on adventures of America's legendary folk heroes. Gil Ralston and Arthur Ripley, formerly producers for Sovereign, plan to branch out with their own production unit, to be announced shortly.
The Commission issues tv construction permits for Salem, Ore.; Chapel Hill, N.C. (the 21st noncommercial, educational grant); Anderson, S. C., and Goldsboro, N. C. An initial decision would grant Booth Radio uhf ch. 51 at Saginaw, Mich.

FOLLOWING withdrawal of the competitive application of Willamette-Land TV Inc., KSLM Salem, Ore., was granted a new tv station on vhf ch. 4 for the pending list. It is Salem's 13th
second, uhf ch. 24 being awarded earlier to Lawrence A. Harvey for KPIC (TV), slated to commence operation this month.

Concurrently, the Commission announced construction permits for reserved vhf ch. 4 at Chapel Hill, N. C., for a new noncommercial, educational station for the U. of North Carolina; uhf ch. 40 at Anderson, S. C., for WAIM there; and uhf ch. 34 at Goldsboro, N. C., for Goldsboro TV Corp.

The Chapel Hill grant is the 21st educational station authorized by FCC since lifting the freeze.

An initial decision to grant uhf ch. 51 at Saginaw, Mich., to Booth Radio & TV Stations Inc., licensee of WSQG there, was issued by Hearing Examiner Basil P. Cooper. The initial ruling was made possible by the withdrawal of a competing bid by Tri-City TV Corp., which was reimbursed $8,000 for expenses incurred in the litigation. President and 50% owner of Tri-City in Harold F. Gross, who operates WJIM-AM-TV Lansing and WQFG Kalamazoo, Mich.

Booth operates WBKZ (TV) Battle Creek, Mich., and owns WBIL Detroit and WBCC Flint, Mich.

Goldsboro TV Corp., owned by a New York investment group, was granted ch. 34 at Goldsboro upon condition the CP will not be issued until 22% owner George E. Becker, New York attorney, gives up that interest or such other of his multiple tv holdings so as to limit his tv interests to five stations. A similar condition was attached earlier to a permit for uhf ch. 34 at Merced, Calif., to Merced TV Corp., in which Mr. Becker or his associates are interested [B&T, Sept. 21].

Another condition of the Goldsboro grant requires that construction will not begin until the proposed antenna site and tower are cleared with respect to their air navigation.

In other actions, FCC scheduled hearing in Washington on Oct. 30 for the following comparative cases:

| Hartford, Conn.—VHF ch. 5, Travelers Best. Service Corp. (WHIC) and Hartford Telecasting Co. (Travelers proposes to grant part interest to former applicant WBDC should it win), Springfield, Ill.—VHF ch. 2, Sangamon Valley TV Corp. (WAIM), Amherst, Tex.—VHF ch. 7, Texas Telecasting Co., Plano Empire Best. Co. (KLKN), and Panam, Calif.—VHF ch. 5.

In further revision of its temporary processing procedure, the Commission also announced that "at this time" it would not designate for hearing competing tv applications in cities having formal tv in operation. This affects applicants in Washington, Los Angeles and New York, who had received pre-hearing letters before the city priority list was last revised [B&T, Aug. 31, 24]. These cases will be scheduled for the new priority list.

Application of KITO San Bernardino, Calif., for additional time to build its new uhf ch. 18 station, was designated for hearing by the Commission. No date was set.

FCC also denied the petition of KOVO Provo, Utah, for conditional grant of its bid for vhf ch. 11 pending conclusion of comparative hearing with the ch. 11 bid of KCSU there. Details of the new grants follow:

Goldsboro, N. C.—Goldsboro TV Corp. granted uhf ch. 34 with effective radiated power of 17.8 kw visual and 9.12 kw aural; antenna height above ground average terrain 470 ft. Conditions.

Chapel Hill, N. C.—U. of North Carolina granted reserved, educational vhf ch. 4; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 920 ft. Conditions.

Salem, Ore.—Oregon Radio Inc. (KSLM) granted vhf ch. 3; ERP 5.5 kw visual and 2.75 kw aural; antenna height above average terrain 570 ft. Conditions.

Anderson, S. C.—Wilton E. Hall (WAIM) granted uhf ch. 34; ERP 10 kw visual and 5.3 kw aural; antenna height above average terrain 380 ft.

FORD LEAVES FCC, JOINS JUSTICE DEPT.

FREDERICK W. FORD, chief of the Hearing Division of FCC's Broadcast Bureau, resigned last week to assume new duties, effective today (Monday), as first assistant to Assistant Attorney General J. Lee Rankin. Mr. Rankin is in charge of the Office of Legal Counsel, Justice Dept.

Mr. Ford had been with FCC since 1947, serving in the hearing and review sections, the special legal and technical group, the Office of General Counsel, and as a trial attorney. In the latter capacity, he was a Commission counsel in the license renewal proceeding involving the G. A. (Dick) Richards' stations. Mr. Ford was named chief of the Hearing Division in 1951.

FCC Denies WGAY Request

REQUEST of WGAY Silver Spring, Md., for waiver of FCC's rules to allow uniform hours of operation all year for the 1 kw daytime outlet on 1050 kc was turned down last week. WGAY sought uniform operation from 4 a.m. to 7 p.m. or local sunset, whichever is later [B&T, July 27]. FCC explained observance of the 1941 "gentlemen's agreement" with Mexico concerning 1050 kc and certain other channels prevented the waiver. The Commission continued:

Although Mexico is not a party to the new NARBA agreement, it is to Mexico that the respondents in the Mexico hearing must listen and bend to its wishes, for Mexico is the dominant player in the game and as long as these discussions hold promise of a mutually satisfactory and beneficial agreement only the most compelling reasons would warrant departure from the guidelines thus far set out in our rules and regulations. Upon a careful review of the request we were unable to find such compelling reasons. Accordingly, your request for waiver of section 3.8 of the Commission Rules is denied.

Hearst Asks Ch. 6

HEARST Corp., which has gone to court in protest of FCC's repeated refusal to consider its pre-freeze vhf ch. 10 television application for Milwaukee, has now reserved for educational use [B&T, July 20], petitioned the Commission last week to allocate vhf ch. 6 to Whitefish Bay, Wis., just north of Milwaukee. Should the change be approved, Hearst's WISN Milwaukee could apply for ch. 6 there, thus ending the long and heated fight over ch. 10. Hearst explained that ch. 6 could be added to Whitefish Bay by substitution of vhf ch. 6 for ch. 5 at Marquette, Mich., where no applications pend, and swapping of ch. 5 for ch. 6 at Green Bay, Wis., where WIPG and Valley Telecasting Corp. are in contest.

Gov. Anderson Protests Proposed Vhf Removal

GOV. C. Elmer Anderson of Minnesota last week protested FCC's proposal to remove vhf ch. 12 from his hometown of Brainerd so that it could be added to Duluth [B&T, Aug. 31].

The addition of ch. 12 to Duluth-Superior was contested by WBEW Duluth, which said that vhf ch. 3 application is in comparative hearing with the competitive bid of KDAL there. FCC already has announced an initial decision to grant vhf ch. 6 to WDSM Superior upon withdrawal of the competitive bid of Lakehead Telecasters [B&T, Sept. 14].

Governor Anderson wrote FCC all receivers in Brainerd are vhf-only sets and could not receive ch. 37 proposed for Duluth.

Meanwhile, WBEW filed an engineering statement with the Commission last week to show that vhf ch. 10 could be added to Duluth by transferring the channel from Hancock, Mich., and Hibbing, Minn. As a substitute, vhf ch. 13 could be used in those areas by transfer from Calumet, Mich. FCC already proposes to transfer ch. 10 from Hibbing and Hancock to Virginia, Minn., and Ely, Minn., upon the petition of Carl Bloomquist, licensee of WEVE Evelet, Minn., who wishes to build a tv station at Virginia to serve the Mesabi Range.

A protest to the Bloomquist proposal was filed last week by North Star Television Co., which concurrently tendered a new station application for ch. 10 at Hibbing. North Star is comprised of 13 Minnesota businessmen, part of whom are interested in WTCN-AM-TV Minneapolis and WSPT Stevens Point, Wis.

Tower Rules Changed

CHANGES in Sec. 17.43 of its rules concerning painting and lighting of existing antenna towers and supporting structures were made final by FCC last week, effective Jan. 1, 1954.

The amendment requires (1) that all antenna structures be painted in accordance with Sec. 17.23, either at the next time the structure is repainted or within a period of 6 years; (2) that in those instances where two 25 w or 40 w bulbs are installed at the top of the structure, or where only one 100 or 111 w bulb is in use at one time, tower lighting, two 100 or 111 w bulbs shall be installed, both to burn simultaneously.

The amendment is to be made within a year from date of FCC notification. Stations contemplating repainting of their towers before this time may seek informal approval from the Commission to repaint in accord with Sec. 17.23.

October 5, 1953 • Page 33
NET (TV) ASKS STAY OF WPRO-TV GRANT

Petition by former FCC general counsel asks Commission to set aside STA for Providence vhf ch. 12, thus challenging FCC’s policy in expedited processing of vwf mergers and allowing large considerations.

CHALLENGING the policy of FCC in expedited processing of vwf mergers and allowing large considerations submitted on the eve of regular Commission meeting day—and the Commission allowance of an “unconscionable consideration” of $205,500 which WPRO-TV Providence could pay to certain principals of a former vhf ch. 12 competitor—Benedict P. Cottone petitioned the Commission last week to stay or set aside its special temporary authority to WPRO-TV to continue.

Mr. Cottone, former FCC general counsel and now with the Washington law firm of Lucas & Thomas, filed his protest in behalf of WNET (TV), new uhf ch. 16 outlet under consideration.

He asked that the STA to WPRO-TV be stayed or set aside pending consideration of a formal protest now in preparation concerning the ch. 12 grant to WPRO-TV [8BTV, Sept. 7].

The ch. 12 grant to Cherry & Webb Broadcasting Co. (WPRO) was made following dismissal of two competitive applications, one by Hope Broadcasting Co. and the other by Greater Providence Broadcasting Co. Cherry & Webb was said to have a tv firm with options for 25% interest going to Hope and 20% to Greater Providence.

Stockholders


Under the merger agreement, C. George Taylor and Robert T. Engels, former principals in Greater Providence are given the joint option of buying 13% interest in WPRO-TV, acquiring 11% from Cherry & Webb (which would reduce its holding from 55% to 44%) and 2% from Hope.

The option is good for 12 months after FCC approval and is in addition to WPRO-TV to the new firm, but after seven months of this option time, Cherry & Webb and Hope may discharge the option by paying Messrs. Taylor and Engels the total consideration of $205,500.

Meanwhile, the Commission last Thursday ordered Cherry & Webb to file a reply to the Cottone petition by today (Monday), indicating it proposes to give prompt consideration to the cancellation.

WPRO-TV proposes to commence operation Oct. 15, according to current information.

Mr. Cottone’s petition took note of Commr. Robert T. Barley’s “strong dissent” to the WPRO-TV grant because of the considerations involved resulting from the Commission’s decision, in a new studio plant and transmitter building, “each incorporating facilities for housing the proposed television station. A tower designed for use in both the uhf and vhf television operations, has been erected.”

As to its charge that WPRO-TV was “substantially completed” before the grant, the Cottone petition cited an exhibit of the Cherry & Webb application which explained that over $376,000 had been spent for a new studio plant and transmitting facility, “each incorporating facilities for housing the proposed television station. A tower designed for use in both the uhf and vhf television operations, has been erected.”

The ch. 16 petitioner’s petition argued “it is obvious that the ability of C & W to get on the air so soon has resulted from the tremendous start it has had by virtue of the construction which it had completed without prior authorization. By obtaining a so-called STA for interim operation, it has acquired another bootstrap by which to lift itself. Once it gets on the air it will be more firmly seated in the audience... their ability to hold on the air will be fortified, even in the face of serious questions of illegality which exist.”

The petition charged there should be no possibility to allow WPRO-TV to begin operation, since the city already receives local service and additional service from out-of-town stations.

Lamb Enterprises’ Slate Clean Following FTC Ad Inquiry

Federal Trade Commission says alleged violations by Lamb Enterprises on newspaper, radio-television combination advertising sales do not warrant further proceedings.

THE Federal Trade Commission has notified Edward Lamb Enterprises Inc. it contemplates no further proceedings on the 1952 investigation made to the FTC in September 1952 about the firm’s policies in sales of advertising.

In a letter to Lambda headquarters in Toledo, Ohio, FTC said it had made an investigation “proceeding to cease and desist” in the course of the Federal Trade Commission Act in connection with the operation of a plan whereby certain advertisers in the Erie Dispatch were offered time on stations WIKK and WICU-TV (both Erie, Pa.) at extra cost.” Lamb Enterprises operates both the newspaper and the tv station.

Contents of the FTC letter were released by Lamb Enterprises last week.

The FTC letter added: “From the facts as disclosed by the investigation, the Commission does not contemplate further proceedings in this matter. You are advised, however, that this matter is closed without prejudice (to the FTC’s right to reopen the matter if its members charge their minds or if new facts are brought into the case).”

The complaint to the FTC apparently followed the Lambda Enterprises announcement in a full-page ad in the July 28, 1952, offering as a “bounty” to kitchen products advertisers in the Erie Dispatch a “(1) a live Cookbook Show on WICU-TV, (2) participating announcements on radio station WIKK.”

A BTV feature [8BTV, Aug. 18, 1952], in which Lambda Enterprises claimed the Dispatch’s circulation was gaining on that of the rival Erie Times and quoting Advertising License Service figures indicating the Dispatch’s food line for the first time in five years had exceeded that of the Times gave considerable credit for the latter to the Lambda stations’ merchandising help.

The story brought a quick denial from the Erie Times [OPEN MIKE, Aug. 25, 1952], on the circulation figures and a counter-claim by Times co-publisher John J. Mead Jr. that the Dispatch gave “free space to a sizable group of advertisers whose names I would be happy to supply.”

Frank Oswald, Lambda Enterprises vice president, commenting on the FTC’s notice that it was closing the case, said: “We’re happy that Mr. [Edward] Lamb’s aggressive sales policies have been reviewed and received the approval of the FTC.”

An FTC spokesman, however, said last week that the FTC letter to Lamb Enterprises, which was not publicized in consonance with FTC’s policy of keeping such information confidential unless it makes specific charges, did not constitute “approval” of such policies.
From Italy comes the forerunner of an exciting new vogue for silver textured to a fabric finish. Pictured here from the New York shop of Mario Buccellati is a bejeweled treasure of a vanity case, an example of Italian craftsmanship that is winning such wide acceptance throughout America.

In every phase of American life, we feel the daily and growing influence of Italian creativeness ... in our motor cars our clothes and menus, in our motion pictures, interior decoration and industrial design.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you how to turn this Influence to the profit of the product you advertise.

Representatives:
John E. Pearson Co.
COLOR TEST SET FOR WALDORF ROOF

Starlight Roof of the New York hotel wins out as best site for the Oct. 15 NTSC demonstrations for the FCC.

STARLIGHT ROOF of New York's Waldorf-Astoria Hotel scene of many colorful parties, will hold its most significant one Oct. 15 when the National Television System Committee demonstrates its compatible color system to the FCC, in what NTSC hopes will be the final effort to convince it - and the American public - that color television is sufficiently advanced to warrant the commercial operation of this system of color tv.

Decision to hold the demonstrations at the Waldorf came after a number of other locations failed to meet up to the rigid requirements which had to be met. The location has to be free from multipath interference (no small trick in and around New York City). It must have sufficient power to allow for the operation of a score of receivers, both color and black-and-white, and enough room to accommodate more than 100 observers. It needs phone facilities for direct communications with the studies and control of the tv broadcasting companies who will transmit the programs and other material included in the demonstration.

Several previous sites—including the Home- stead Hotel in Kew Gardens, Long Island, which had at first been selected, and the Western Union Building in New York—had been considered and rejected as unsuitable for technical reasons [B&T, Sept. 28] and RCA's Centre Theatre was turned down in favor of a neutral location near the findings committee for the demonstration settled on the Waldorf. Group, headed by Dr. Robert M. Bowie of Sylvania Electric Products, arrived at its decision Thursday, after exhaustive reception tests which commenced at 2 a.m. and ran until noon of that day.

NBC, CBS, and DuMont will all participate in originating and transmitting portions of the demonstration. NBC will provide a studio program and also will originate the test pictures which will be sent to Washington and back over a microwave loop set up by AT&T. CBS will furnish an outdoor pickup. DuMont will transmit color slides via uhf channel.

As presently planned, the demonstration will begin at noon on Oct. 15 and continue until 2 p.m., followed by a luncheon. Suggestion that a briefing session be held before the demonstration, possibly from 11 a.m. to noon, is under consideration; it was learned, but no final decision had been reached on its inclusion in the program late last week.

WGST Asks Dismissal

WGST Atlanta, U. of Georgia station, petitioned FCC last week to dismiss its application for a new tv station there on uhf ch. 36. Withdrawal of the WGST bid will leave uncontentended the competitive bid of WQXI Atlanta. WQXI proposes to reimburse WGST for expenses in the amount of $4,500 and agrees to allow the university to use its prospective uhf ch 36 outlet for training of personnel in tv techniques.

New Navy Facsimile

U. S. ARMED FORCES are in the electronics field with gusto. The Navy last week announced "CXRG High Speed Facsimile Equipment." This new facsimile model can transmit nearly any kind of printed material simultaneously over long distances, it was claimed.

The Navy development is the military services' third experimental electronic product revealed in recent weeks. The Army Signal Corps' "Dick Tracy," a wrist am radio [B&T, Sept. 21], was followed by "Project Tinker Toy," a mechanical mass manufacturing system using wafers which was announced by the Navy and the National Bureau of Standards [B&T, Sept. 28].

Working with engineers of the Navy's Bureau of Ships on the high-speed facsimile were RCA and the Haloid Co. Design of the equipment began three years ago when it was found commercial high-speed transmission equipment had certain disadvantages and lacked certain features essential to the Navy, a Defense Dept. release last week said.

The Navy said: "Radio or wire transmission facilities having speed or bandwidth capabilities of approximately one fourth of that required for television are needed for this system. At the present time modern means of communication will not be restricted to the military. Therefore, the potential need for such a facility is expected in time to surpass that of the military.

HOW WILL HOOVER STUDY AFFECT FCC? CHECK OF REVAMPING NEED EXPECTED

Second commission to study the organization of the executive branch of government is launched under the former President. Proposals to re- vamp the FCC by Hoover Commission failed twice in the Senate. New exploration on FCC reorganization can be expected.

Proposals for reorganization of FCC grew out of the first Hoover Commission's (1947-49) study of independent offices but were beaten down in the Senate first in 1950 and again in 1951. Both proposals would have invested additional power in office of the FCC chairman, giving him authority on executive and administrative functions rather than leaving such authority with the full Commission [B&T, July 27].

Among members of the Hoover unit, which is comprised of 12 prominent persons, are James A. Farley, Attorney General Herbert Brownell and Office of Defense Mobilization Director Arthur S. Flemming [B&T, Aug. 3].

Stauton, Va., Am Granted American Home Broadcasting

NEW am station at Stauton, Va., was granted by FCC last week to American Home Broadcasting Co. on 900 kc, 1 kw daytime. Principal is President Wilfred F. Canoe, manufacturer of hardwoods; Treasurer Charles E. Heatwole, owner of farming and custom machine works, and the Rev. Lloyd Goochenour, vice president.
Coverage that Counts!

WJIM–TV
CHANNEL 6

Covers 5 Major Michigan Markets FOR NBC — CBS — ABC — DTN

Truly an Area Station!
This representative en route to an agency is loaded—in fact he’s overloaded. He has all the material—surveys, availabilities, rate cards, coverage maps and program releases. Even his station list takes two pages.

His intentions are the best but chances are he will never have the opportunity to use most of his ammunition. Even some of the “best” stations in that bulging briefcase will only get a “once over”, very lightly. Others may not even get a casual mention; for his time in the advertiser’s office will run out before he gets half way down his list.

Good national sales representation requires experience and ability...but just as important it requires sufficient manpower per station to analyze each advertiser’s purpose and problem and then to apply every station story in all its best aspects.

A high ratio of manpower per station assures Raymer men the time necessary to give the individualized attention that assures the proper share of business to each station.

If you feel that your station is buried too deep in somebody’s briefcase, let us show you what Personalized Representation has done for some of the Raymer stations—and what it can do for you.
Facts & Figures

Radio, TV Production Keeps Rising According to Retma Jan.-Aug. Data

August radio production continues rise over 1952 with 991,637 sets, while tv set manufacture hits an alltime record.

Radio set production, following a steady upward monthly curve, maintained this increase in August as compared with a year ago, according to Radio-Television-Tv Mfrs. Assn. TV production set an alltime record.

August output of 991,637 radio sets brought the year's eight-month total to 8,912,638 sets. Thus radio production continues to average well over a million a month. In the same eight months last year, 6,556,303 radios were manufactured.

Of the radio sets, 31,665 had fm tuning circuits plus another 8,690 tv sets with fm tuners. TV set output was 603,760 sets in August compared to 397,769 a year ago. Eight-month tv production totaled 4,754,285 sets, an alltime record, compared to 2,914,925 tv receivers turned out in the same period a year ago.

Of the tv sets turned out thus far in 1953, RETMA found, 726,690 were manufactured with uhf tuners. One-sixth (104,183) of all tv sets made in August had uhf tuners.

Monthly radio-tv set production for the eight months of 1953 follows:

- **Radio Sets**
  - January: 1,108,991
  - February: 1,158,936
  - March (5 wks.): 1,012,684
  - April: 982,943
  - May: 979,236
  - June (5 wks.): 932,586
  - July: 930,915
  - August: 879,837

  **Total**: 7,574,585

- **Portable TV Sets**
  - January: 947,687
  - February: 919,954
  - March (5 wks.): 825,709
  - April: 793,394
  - May: 747,379
  - June (5 wks.): 729,328
  - July: 692,038
  - August: 647,267

  **Total**: 5,792,856

**36 Buy 'Hooperatings' In 24 Markets**

TOTAL of 36 radio stations serving 24 markets have subscribed to "Radio Hooperatings" reports for the 1953-54 broadcast season, C. E. Hooper Inc. announced last fortnight. Stations are: WBDB WDEF Chattanooga; KRNT Des Moines; WTJN Jamestown, N. Y.; WNOX Knoxville; WVLK Lexington, Ky.; KBIG KJH KLAC Los Angeles; KGLO Madison, Md.; WDIA WHHM WREC Memphis; WAVZ New Haven; KOHII Omaha; WPAT Paterson, N. J.; WMRE Peoria; KOOL KSTAR KRJZ Phoenix; WTAD Quincy, Ill.; WNAO WRAL Raleigh; KSDO KSON San Diego; KSJO San Jose; KCCJ KKKW Shreveport; WSBT South Bend; KHQ Spokane; WTXA Springfield, Ill.; WOLF Syracuse; WTAL Tallahassee; WBBW WFMJ WKBN Youngstown.

**ARF Notes Year's Work**

Advertising Research Foundation's achievements for the past year and plans for the year ahead will be the theme of a presentation by a panel of ARF officials at the opening luncheon meeting of the American Marketing Assn. for this season, Thursday, at the Hotel Roosevelt. Edgar Kobak, ARF president, will preside.

**Audience Analysts Incorporate; Offer National Sales Service**

Plan is for radio and tv audience measurement and composition studies. Company claims radio sells too much 'blue sky' to win advertiser-agency confidence.

INCORPORATION of Audience Analysts Inc., which will offer a national sales service plan for radio and television audience measurement and composition studies, was announced last week, Doris L. Selinger, president, said the research organization was formed by its principals on the basis of three years of successful testing in mail survey research for broadcasters, telecasters and publishers.

Mrs. Selinger and Gerald F. Selinger, AA vice president and vice president of Lee-Ramsdell & Co., Philadelphia advertising agency, introduced the basic mail survey techniques while seeking sounder, more comprehensive media audience data to service agency client requirements, the announcement said.

The Audience Analysts statement said the firm believed radio, despite its present measurement facilities, sells too much "blue sky" to win advertiser or agency confidence, and that AA began "depths" survey work, first with fm audiences in Philadelphia and later in other metropolitan and typical community markets.

Broadcasters are "amazed at the wealth of qualitative and 'spot check' data that can be obtained from a random sampling," Mr. Selinger said.

All AA sampling is done in accordance with home radio ownership in a given market, and coding techniques provide for analysis of results in a variable number of sub-markets within the total coverage area, Mrs. Selinger said.

Mrs. Selinger, who has been in statistical work since her graduation from Bucknell U., directs the tabulation and analysis staff. Mr. Selinger, who has been in advertising for 20 years, will direct creation of questionnaire forms. Chief analyst is Helen S. Doberstein, a graduate of Mt. Holyoke College and formerly with a professional statistical analysis firm. Myra J. Berry, market analyst, is a graduate of Carnegie Institute of Technology, New York U. Graduate School of Business and University of Pennsylvania Wharton School.

Bert C. Dailkler, also a Wharton School graduate, is sales manager. The firm's address: Audience Analysts Inc., 1900 Chestnut St., Philadelphia.

'Lux Radio' Tops July-August RadioPulse

The PULSE last week released its Multi-Market RadioPulse for July-August, as follows:

**MULTI-MARKET RADIOPULSE: TOP TEN EVENINGS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>July</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Summer Theatre (CBS)</td>
<td>6.0</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Richard Diamond (CBS)</td>
<td>5.9</td>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td>My Little Margie (CBS)</td>
<td>5.4</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td>Beat of Orchids (NBC)</td>
<td>5.3</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>General Electric Theater (CBS)</td>
<td>5.1</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>J. J. Mite (CBS)</td>
<td>5.2</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td>Dr. Christian (CBS)</td>
<td>5.0</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>Mr. and Mrs. North (CBS)</td>
<td>4.9</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>Truth or Consequences (CBS)</td>
<td>4.7</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>December Bride (CBS)</td>
<td>4.8</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>Mr. Kent (CBS)</td>
<td>4.8</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Walk a Mile (CBS)</td>
<td>4.8</td>
<td>5.3</td>
<td></td>
</tr>
</tbody>
</table>

**TOP TEN MONDAY-FRIDAY-DAYTIME**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>July</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stars Over Hollywood (CBS)</td>
<td>4.2</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>Theatre of Today (CBS)</td>
<td>4.2</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>The Shadow (MBS)</td>
<td>3.9</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>Our Town (CBS)</td>
<td>3.8</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>Grand Central Station (CBS)</td>
<td>3.6</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>True Detective Mysteries (MBS)</td>
<td>3.6</td>
<td>3.9</td>
<td></td>
</tr>
</tbody>
</table>

- Weighted program average for 18 regular Pulse Markets.

CBS' 'People Are Funny' Takes Lead in Aug. Nielsen

CBS Radio's People Are Funny took top radio network rating in the National Nielsen Ratings for the week of Aug. 16-22 as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Home Cities Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>People Are Funny (CBS)</td>
<td>2,014</td>
</tr>
<tr>
<td>2</td>
<td>Newspaper (CBS)</td>
<td>1,880</td>
</tr>
<tr>
<td>3</td>
<td>Radio's People Are Funny (CBS)</td>
<td>2,014</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny (CBS)</td>
<td>2,014</td>
</tr>
<tr>
<td>5</td>
<td>Cities (CBS)</td>
<td>2,599</td>
</tr>
</tbody>
</table>

**EVENING, ONCE-A-WEEK**

(Average for All Programs)

- People Are Funny | 2,599
- Newspaper | 1,880
- Radio's People Are Funny | 2,014
- Cities | 2,599

**WEEKDAY**

(Average for All Programs)

- Our Quiz, Sunday (CBS) | 2,641
- Ma Perkins (CBS) | 2,506
- The Romance of Helen Trent (CBS) | 2,632
- Arthur Godfrey (NBC) | 2,541
- The Girls of the Lower Deep (CBS) | 2,535
- Guiding Light (CBS) | 2,517
- The Ghosts of All Tomorrow (CBS) | 2,527
- The Late Show (NBC) | 2,538
- THEATRE (CBS) | 2,596
- The Big Diamond (CBS) | 2,538

**DAYS, SUNDAY**

(Average for All Programs)

- The World's Greatest Hits (CBS) | 1,664
- Sunday Gathering (8:30) (CBS) | 895
- Sunday Gathering (9:00) (CBS) | 806

Copyright 1953 by A. C. Nielsen Company
NO CRYSTAL OVENS
Simplified frequency control with low-temperature-coefficient crystals

NO EXTERNAL EQUIPMENT
other than one open dry-type plate transformer

GOOD OVERALL EFFICIENCY
FROM POWER LINE TO ANTENNA

EASY ACCESS TO ALL RELAYS

ALL TUBES VISIBLE

SMALLER PHYSICAL SIZE

POWER REDUCTION SWITCH

FORCED AIR COOLING
of entire transmitter

21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS

feature for feature . . .

COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers more for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28" deep by 105" wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

CONDENSED SPECIFICATIONS

| Power Output: 21E 5500 watts; 21M 10,600 watts. |
| Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available. |
| Frequency Stability: ±10 cps. |
| Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps. |
| RF Output Impedance: 75/50 ohms standard. Other impedances available. |
| Audio Input Impedance: 600/150 ohms. |
| Temperature Range: +68° to +113° F. Ambient. |
| Altitude Range: Sea Level to 6000 feet. |
| Power Source: 208/230 V three phase 50/60 cps. |
| Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs. |
| Dimensions: 105¼" wide, 76" high, 28" deep. |
Programming on low channel 2 with 100,000 watts from a 1062 ft. tower
Atlanta's WSB-TV is one of America's truly great AREA stations

WSB-TV's low channel-high tower formula gives you a whopping coverage advantage over your competitor on any other station in the Atlanta area. This area comprises far more than metropolitan Atlanta alone. Only WSB-TV gives you the mass circulation you need if you want to build mass sales volume in this fast-expanding market. Ask your Petry man for availabilities.

Get more for your money down South
## TELESTATUS

**TV STATIONS ON THE AIR and Reports of TV Sets in Their Coverage Areas**

**Editor's note:** Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B-T on swollen paper. In the same city, figures are shown for each. Since listed estimates are from the station any question about them should be directed to that source. Total T. S. sets in use is unduplicated B-T estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>WBZ-TV (4)</td>
<td>182,600</td>
<td>Baltimore</td>
<td>WABC-TV (6)</td>
<td>279,500</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN (9)</td>
<td>270,000</td>
<td>Buffalo</td>
<td>WKBW-TV (4)</td>
<td>212,500</td>
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<tr>
<td>Denver</td>
<td>KUSA (5)</td>
<td>181,000</td>
<td>Hartford</td>
<td>WTNH (2)</td>
<td>96,150</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV (1)</td>
<td>184,000</td>
<td>Honolulu</td>
<td>KHON (7)</td>
<td>71,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC (1)</td>
<td>241,000</td>
<td>Houston</td>
<td>KPRC (7)</td>
<td>137,641</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ (4)</td>
<td>113,000</td>
<td>Kansas City</td>
<td>KCET (2)</td>
<td>207,000</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-7 (11)</td>
<td>360,283(a)</td>
<td>Kalamazoo</td>
<td>Wetes (2)</td>
<td>31,100</td>
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<tr>
<td>Philadelphia</td>
<td>WCAU (6)</td>
<td>209,000</td>
<td>Kansas City</td>
<td>KMOV (2)</td>
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<td>Providence</td>
<td>WJAR (4)</td>
<td>153,000</td>
<td>Kansas City</td>
<td>KSHB (4)</td>
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<td>San Francisco</td>
<td>KRON-TV (4)</td>
<td>233,000</td>
<td>Kansas City</td>
<td>KTVU (12)</td>
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<td>KIRO-TV (7)</td>
<td>147,000</td>
<td>Knoxville</td>
<td>WATE (4)</td>
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<td>St. Louis</td>
<td>KSDK (5)</td>
<td>180,000</td>
<td>Lexington</td>
<td>WLEX (4)</td>
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<td>St. Paul</td>
<td>KMSP (5)</td>
<td>197,000</td>
<td>Louisville</td>
<td>WAVE (4)</td>
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<td>Tampa</td>
<td>WTSP (10)</td>
<td>210,000</td>
<td>Long Island</td>
<td>WNEW-TV (5)</td>
<td>212,500</td>
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<td>Washington</td>
<td>WETA (2)</td>
<td>279,500</td>
<td>Los Angeles</td>
<td>KTLA (5)</td>
<td>710,000</td>
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</table>

### FACTS & FIGURES

**Editors' Note:** All figures are unduplicated for B-T sets in use. Estimates are based on regular commercial programming. B-T is used for measurements of viewing audience. Since figures are reported on a voluntary basis, differences among stations in the same cities may be noted. Any inquiries should be directed to the station in question. The total number of sets in use is unduplicated B-T estimate.

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**Cities with the largest viewing audience:**

1. New York City: 360,283
2. Los Angeles: 241,000
3. Chicago: 270,000
4. Detroit: 184,000
5. Kansas City: 177,500
6. Philadelphia: 153,000
7. Miami: 113,000
8. Kansas City: 108,000
9. St. Louis: 96,150
10. Hartford: 96,150

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**States with the largest viewing audience:**

1. California: 270,000
2. Florida: 181,000
3. Texas: 184,000
4. New York: 153,000
5. Kansas: 177,500
6. Pennsylvania: 113,000
7. Missouri: 96,150
8. Massachusetts: 96,150
9. Illinois: 81,000
10. Ohio: 81,000

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**Sets in Use:**

- California: 270,000
- Florida: 181,000
- Texas: 184,000
- New York: 153,000
- Kansas: 177,500
- Pennsylvania: 113,000
- Missouri: 96,150
- Illinois: 81,000
- Ohio: 81,000

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**Broadcasting * Telecasting**

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THE NEW KEY TO
Pittsburgh's $24 Billion Market

NORTH DAKOTA

Fargo

Milan

MORRIS

Aberdeen

Minn.

XCAR-TV (12)

1,064

Akron

WAKR-TV (99)

Dayton

WDTN (6)

Youngstown

WCNY (19)

Zanesville

WHZT-TV (17)

Cleveland

WEWS (5)

Lima

WLOH (2)

WBOC-TV (27)

Columbus

WSBN-TV (10),

Mansfield

WSBN-TV (107)

800,518

Dayton

WDTN (6)

Marion

WPXH (6)

227,654

Lake Erie City

WVIZ (2)

221,056

Medford

KBSG-TV (5)

108,007

Albany

WGBS-TV (9)

346,465

Barstow

WLVE (11)

15,709

Hershey

WPSG (2)

1,470,186

Johnstown

WJLA (3)

1,472,786

Lancaster

WOLU (5)

1,627,593

New Castle

KCMC-TV (6)

Norwich

WBOC-TV (27)

104,000

Philadelphia

WCAU-TV (10)

22,000

Reading

WEEU-TV (22)

75,000

Scranton

WSB-T (32)

71,000

Wilkes-Barre

WNEP (36)

127,300

York

WNEP (36)

65,100

Richmond

WVAJ (2)

1,045,320

Charlotte

WCNC-TV (5)

35,000

Columbia

WCSC-TV (5)

26,846

Greenville

WNOK-TV (67)

26,183

South Dakota

WOKY (3)

37,855

Omaha

KBEA (5)

218,200

Nebraska

WSC-TV (4)

122,657

Abilene

KBCS-TV (9)

9,140

Ames

KNOC-TV (9)

30,140

Anchorage

KTVA (4)

42,544

Andes

KDKA-TV (4)

295,000

El Paso

KDFV (4)

272,453

Fort Worth

KVENS-TV (5)

372,483

Galveston

KGOA-TV (11)

255,200

Houston

KPRC-TV (2)

265,000

Lubbock

KODT-TV (11)

35,000

San Antonio

KJSA-TV (13)

32,394

San Antonio

KTXA (5)

155,053

San Antonio

KMCN-TV (6)

17,593

Tyler

KKYC-TV (3)

41,500

Amarillo

KDAF-TV (9),

KSL (5)

121,200

Bellville

KVOS-TV (12)

25,000

Orlando

Waltenburg

91,600

Seattle

KING-TV (4)

282,200

Spokane

KING-TV (6)

37,644

Topeka

KOMO-TV (12)

282,900

Yakima

KREM-TV (5)

6,000

Huntingston

WSAZ-TV (9)

227,133

Louisville

WAVE-TV (5)

199,290

Richland

WTVT (4)

174,500

Trenton

WINS-TV (10)

90,600

Bellingham

KVOS-TV (12)

25,000

Seattle

KING-TV (3)

282,200

Spokane

KING-TV (6)

37,644

Topeka

KOMO-TV (12)

282,900

Yakima

KREM-TV (5)

6,000

WVSR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

NOW ON THE AIR WITH
OUTSTANDING NBC SHOWS...

Kraft TV Theatre • Dennis Day
Show of Shows • TV Playhouse
Mr. Peepers • My Little Margie
Bob Hope • Milton Berle...and
many others!

WKJF-TV
Channel 53
PITTSBURGH

Radio Televi

TRADE ASSNS.

SWEENEY SEES AMs
BEST YEAR IN '53

GAB members told to examine
own operations if prediction is
false.

Despite inroads of TV in some areas, radio broadcasts throughout the country are headed for their best year in history in 1953, according to Mr. B. Sweeney, GAB vice president.

He told station owners and managers at the GAB Assn. of Broadcasters meeting in St. Simon's, Ga., on Sept. 25 that in several cities, well-operated stations will run 25% or more ahead of the best previous year. Mr. Sweeney added that even in cities with heavy TV penetration, radio stations will be 5-10% ahead of any other year in their history.

"If 1953 isn't going to be the best year in history," Mr. Sweeney declared, "you had better inquire closely into the reasons why, because it is your fault, not the fault of radio."

Factors cited by Mr. Sweeney as contributing to radio's steady growth were heavier sales pressures by larger sales forces, "intelligent treatment" of the local advertiser, increased use of modern sales techniques, and willingness of stations in many cities to approach the problem of non-radio advertisers, jointing local committees or state associations.

NARTB Boards Meet
Slated for Phoenix

WINTER meeting of the NARTB combined board of directors will be held the week of Jan. 18, 1954, at Camelback Inn, Phoenix, Ariz., reversing an original June decision to meet at Cat Cay island, off the Florida coast.

Committee meetings will be held early in the week with the TV Board to meet Jan. 21, Radio Board Jan. 22 and combined boards Jan. 23.

Planned for the annual NARTB convention to be held next May in Chicago will get under way at a meeting of the new convention committee, tentatively scheduled Nov. 12 in Chicago. Committee members are Kenneth Brown, KWFT Wichita Falls, Texas, chairman; Hugh K. Boice Jr., WEMP Milwaukee; C. L. McCollough, KROY Sacramento, Calif.; Carby; A. J. McCollough, WQAL Lancaster, Pa., chairman of last year's committee; W. D. Rogers Jr., KDBU-TV Lubbock, Texas; James D. Russell, KKTQ-TV (TV) Colorado Springs, and Owen F. Bridge, WQAM Miami.

The TV Circulation Study Committee, charged with developing a system of circulation measurement for television, will meet Oct. 8 in New York. Network representatives will attend.

Several new members were added to this committee last week. They are Mr. McCollough; J. Leonard Reisch, WSB-TV Atlanta; Lee B. Welsh, Storer Broadcasting Co.; and Donald W. Thornburn, WACA-TV Philadelphia.

Other members are Campbell Arsenou, WSTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, and Kenneth Carter, WAAM (TV) Baltimore.

IBA Meet Set Oct. 8-9

ANNUAL meeting of the Illinois Broadcasters Assn. will be held Thursday and Friday at the Leland Hotel, Springfield. Among the speakers is Tom Flanagan, managing director, Station Representatives Assn., on "Crusade for Spot Radio."

Page 44 • October 5, 1953
Here at WOAI-TV we think news is worthy—worthy of a staff of specialists—worthy of editing, rewriting and presentation by men who give all their time and thought to news—men who are known and respected as experts in their field. In addition WOAI-TV has all three wire services, AP, UP, INS, plus our own staff of local reporters. When you hear and buy news on WOAI-TV you know it's the best in the Southwest.
NARTB MEETS PASS MID-WAY MARK
ATTENDANCE STANDS 20% OVER '52

Districts 7, 8 and 9 met during the last week. Foremost among resolutions reached at the sessions were those opposing proposal that radio and tv stations form separate associations.

FIRST HALF of NARTB's annual district meeting series wound up Saturday as District 7 delegates adjourned their Cincinnati sessions. Following a trend begun at the opening session at Seattle, total attendance at the nine meetings averaged 20% above last year.

Highest attendance figure, 98, was set by District 10 at its Cedar Rapids, Iowa, meeting [B* T, Sept. 28]. With several of the larger districts, including Texas and the Atlantic Coast areas, still to meet, the 100 mark is likely to be passed three or four times.

This week provides a rest period for the NARTB headquarters squadron and the "feather circus" representatives who have been making the loop.

NARTB President Harold E. Fellows has added a dozen luncheon and dinner talks to the annual report he made at the opening of each of the nine district meetings. Robert K. Richards, administrative vice president, has given talks on management, news and government relations activities. Richard P. Doberty, labor vice president, has given economic reviews and labor relations talks.

All three NARTB officials took part in closed-door workshops sessions, which proved to be one of the popular features of the 1953 meetings held thus far. The feature will be continued during the upcoming eight meetings.

In the last 10 days some of the districts have adopted resolutions opposing a proposal for formation of a radio-only trade association (see story page 50).

Presiding at the three meetings last week were Hugh K. Boice Jr., WEMP Milwaukee, District 9 director; (Monday-Tuesday at Milwaukee); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8 director; Wednesday-Thursday at Indianapolis), and F. E. Lackey, WTOP Hopkinsville, Ky., District 7 director (Friday-Saturday at Cincinnati).

James H. Moore, WSLSTV Roanoke, Va., who conducted the three tv clinics last week, urged prospective tv station executives to set basic policies first; start operation as quickly as possible; expand only when necessary; double up on staff assignments and retain key radio personnel.

After eight months on the air, Mr. Moore said, WSLSTV obtained 41% of its income from national spot, 31% from network and 28% from local advertisers. He said the plant represents an overall investment of $522,000. He urged adoption of a one-rate policy.

District 9 at Milwaukee followed District 11 in adopting a one-association resolution. The Milwaukee delegates, convinced that radio and tv belong in one association, recommended that a concentrated campaign be conducted to enlarge NARTB membership.

Members of the tv clinic panel were Haydn Evans, WBay- tv, Green Bay; Don Wirth, WNAM-TV Neenah; Merrill Lindsay, WSOY-TV Decatur; Les Johnson, WHBT-TV Rock Island; Robert Burrow, WDMN-TV Danville; George Comte, WTMJ-TV Milwaukee.

Among those joining in the round-table discussion Monday afternoon were Ben Laird, WDUZ Green Bay; Sid Bliss, WCLO Janesville; George Frechette, WFHR Wisconsin Rapids, and J. R. Livesay, WLBH Mattoon.

Members of the District 9 resolutions committee were Harry Peck, WISM Milwaukee; Verl Hirt, WKTV LaCrosse; Francis Kodow, WJMT Manitowoc, and Mr. Lindsay.

District 11 wound up its Minneapolis sessions Sept. 26 by adopting a resolution noting that an effort is underway to promote a radio-only association. "Such a division of strength would be detrimental," it was felt.

Among participants in the District 8 discussions at Cincinnati were Don deGroot, WWJ Detroit; Robert D. Enoch, WXILJ Indianapolis; Richard M. Fairbanks, WFBR Indianapolis; Milton L. Greenbaum, WSAM Saginaw, Mich.; Joseph M. Higgins, WTHI Terre Haute; Daniel E. Jayne, WELJ Battle Creek; Worth Knerr, WJR Detroit; Lester W. Lindow, WDFL Flint; Don Menke, WEOA Evansville; C. Bruce McConnell, WISH Indianapolis, and David Milligan, WASK Lafayette.

Members of the District 8 resolutions committee were Robert B. McConnell, WISH Indianapolis, chairman; Edward G. Thomas, WKJG Fort Wayne; Fred A. Knorr, WKMH Dearborn.


AN AGENCY timebuyer was greeted by NARTB delegates at Milwaukee. The group includes (seated, I to r): Hugh Boice Jr., WEMP, District 9 director; Harry Peck, WISM Milwaukee; Janet Gilbert, Sherman & Marquette, New York; Merrill Lindsay, WSOY Decatur. Standing, Howard Dahl, WKBH LaCrosse; Verl Hirt, WKTV LaCrosse; Jerry Sill, WMIL Milwaukee; Harold Newcomb, WRJN Racine, and George Frechette, WFR Wisconsin Rapids. (Other district meeting pictures on page 104.)
Because "Big Mo's" Arrival Assures A Choice of Television Entertainment

Yes, "Big Mo" is a favorite with St. Louis televiewers. Scheduled to begin telecasting operations in a very few days, KSTM-TV assures the heretofore-one-station-market a variety of the very best in television entertainment. Individual televiewers soon will make their own choice of programs.

"Big Mo" is a favorite with advertisers, too. With interest in television at an all time high in St. Louis, more and more people are tuning in more and more often. This guarantees a much greater value per advertising dollar.

It's folly to overlook the huge, prosperous St. Louis market. And, for your share of the area's sales dollars, you'll be wise to schedule KSTM-TV, the St. Louis favorite. Come aboard "Big Mo"... today.

ABC—CBS—Local Programs

KSTM TV
Channel 36    ST. LOUIS    Marshall H. Pengra, President
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
URGENT... FROM MUTUAL AFFILIATES TO ALL SPOT & LOCAL ADVERTISERS

MILLION-DOLLAR PROGRAM UPGRADING (BIGGEST CHANGE IN RADIO)

NOW SELLING MARKET-BY-MARKET (FOR SMALL CHANGE)

EDWARD ARNOLD  ARLENE FRANCIS  JOE KING  DUNCAN HINES  AL HELFER

DAVID ROSS  THE 3 SUNS  BETTY CLOONEY  Counterspy  GEORGE SANDERS

SIR CEDRIC HARDWICKE  PETER LORRE  MADELEINE CARROLL  Mr. District Attorney  The Shadow
Station affiliates of the Mutual Network are adding, October 1, a million dollars' worth of star attractions to the program lineup which has long won them an overwhelming first-place in co-op advertising. For the first time in radio, 18 prime shows now provide extra selling power for local use in selective markets coast to coast. Morning, afternoon, and night... every day in the week... music, comedy, drama, news—here's the full list of the new sales-shows now offered by MBS stations in markets that matter to you:

5-Day, 5-Minute Spotlights: Edward Arnold on backstage yarns. Arlene Francis & Bill Cullen Joe King on music and celebrities. Duncan Hines on foods and living. Al Helfer on stars in sports. David Ross on famous anniversaries

5-Day, 15-Minute Music: The 3 Suns & Betty Clooney

5-Day, 15-Minute News Commentary: Baukhage

5-Day, 15-Minute Staff News: Everett Holles & Aides

7-Day, 15-Minute News Roundup: Ed Pettitt

5-Day, 30-Minute Western: "Welcome Ranch"

5 Week-Night Dramas: "Counterspy" "High Adventure"—George Sanders "Bulldog Drummond"—Sir Cedric Hardwicke "Nightmare"—Peter Lorre "Starlight Theatre"—Madeleine Carroll

2 Sunday Dramas: "Mr. District Attorney" "The Shadow"

All material in all these programs is new—and so is the basic sales data on each one. To learn how "the biggest improvements in all radio" can work to your profit in your markets, consult:
Tulsa broadcaster Way says that his proposal for a trade association to represent radio alone is getting favorable response. Broadcasters writing to B&T predominantly oppose the plan.

SOMETHING ought to be done to give radio stations, the distributors, or their trade association service, according to four out of five letters sent to William B. Way, KVOO Tulsa, Mr. Way told B&T last week in response to a query about his proposal to set up a radio-only association.

Mr. Way said he is "not trying to fight NARTB but obviously the association can't carry water on both shoulders." He said the heavy volume of letters from all parts of the nation largely were in favor of "doing something else."

The idea grew out of the Brown-Dunkin project in which all Tulsa stations cooperated to air a message endorsement store to a $1-000 radio contract (B&T, Sept. 7), he added.

"Someone had to carry the ball," Mr. Way said, "I decided to take the lead to see what would happen. Maybe someone has a better idea."

Opposition Heard
Unsolicited letters sent to B&T last week were predominantly opposed to Mr. Way's proposal and in favor of NARTB's dual radio-television operation.

Todd Storz, KOWH Omaha, wrote: "...I can only say that I think you have wasted a great deal of time and effort in circularizing your letter. It is my opinion that only in the last few years has NARTB been of real value and importance. Because of the recent efforts of NARTB we have found it possible to reduce our operating expenses by $30,000 at the two stations we own."

Robert D. Sweezy, WDSU-AM-TV New Orleans, chairman of the NARTB TV Board of Directors, recalling his role in organizing Broadcast Advertising Bureau and his familiarity with NARTB operations, said: "... I can certainly testify that to my knowledge no situation has arisen in which either radio or television has suffered by the fact that they are both represented by the NARTB. I am confident that as a result of the merger (Television Broadcasters Assn. and NAB) we have a stronger trade association, with better management and personnel and more money, than would have been possible otherwise."

J. G. Patridge, KROW Oakland, Calif., conceding he was "awfully tired of going to NARTB convention and district meetings where the conversation is dominated by television," said he felt "most of this conversation comes from the broadcasters rather than from NARTB." He urged separate radio and tv meetings at national conventions, advocated unified trade association representation, and doubted if a national federation of state associations would be effective.

Donald K. deNeuf, Rural Radio Network, Ithaca, N. Y., wrote Mr. Way that "radio and tv have a lot in common in maintaining a united front from the standpoint of federal regulation and for protection against any governmental or any other steps contrary to the principles of freedom of expression and programming."

Jack Todd, KAKE Wichita, NARTB board member, called attention to NARTB's autonomous radio and tv boards and reminded Mr. Way of the developments that led to the association's dual stature. He said he believed "that in the not too distant future, telecasters may withdraw from the present NARTB to form their own group, and thus leave intact our present organization with its splendid experienced personnel."

He voiced surprise that Mr. Way "would permit the bugaboo of television to alarm him."

N. Y. Admen Elect Officers for 1953-54
ADVERTISING Women of New York last week announced the names of officers, members of the board of directors and committee chairmen for the 1953-54 season. The list of officers is as follows:
Nedine E. Miller, C. E. Hooper Inc., president; Ruth M. Volckmann, Sawyer-Ferguson-WalkerCo., first vice president; Harold Raymond, Carnese Corp. of America, second vice president; Mary K. Keenen, Douglas Leish Inc., treasurer; Helen N. Fulkson, department store researcher, assistant treasurer; Lila Runding, Time Inc., corresponding secretary, and Charlotte Downs, H. L. Lindquist Pub., recording secretary.

Members of the board of directors are Helen Berg, Mary Ellen Church, Prudence L. Dunn, Helen H. Reed, Antoinette Cassey Hole, Rita Otway, Virginia G. Smith and Grace K. Stricht. The committee chairmen are Henrietta Gunsten, Adv. Federation of America, awards; Harriet Edmunds, art; copy and production; Grace Oakley, club; consultant; Cara Haskell, Vogue, club and library; Anita Harris, education and survey course; Edith Nind, Ida Clarke memorabilia; Grace Johnson, legislative; Dorothy Lewis, luncheons and dinner; Mary Reimnuth, membership; Berneice Ormerod, Clubful Fund; Evelyn Lee Jones, publicity; Joan Holler, reception; Elsie Wilson, Salvation Army, Helen Tarbox, shop talks; Bernadine Lawlor, social activities, and Lillian Hooper, film projects. The first business meeting of the year will be held at the Hotel Astor tomorrow (Tues.) at 7:30 p.m.

NTFC Honors Melvin Gold At Testimonial Dinner
MELVIN L. GOLD, a founder, three times president and twice board chairman of National Television Film Council, was honored by the council at a testimonial luncheon in New York last Wednesday.

Current President Arche Mayers of Unity Television Corp., Dr. Alfred N. Goldsmith, consultant, and other leaders of the tv film field lauded Mr. Gold for his key role in the formation of the NTFC in 1948 and in the direction of its affairs since that time. Currently chairman of the council's board, Mr. Gold was presented a scroll and a tape recorder with a tape of the entire luncheon proceedings. He is director of advertising, publicity and television for National Screen Service Corp.

Edwin H. James, senior editor of B&T, in the principal address at the meeting reminded film producers and distributors that television currently is at its peak rate of expansion and admonished them, for the long haul, to establish—and stick to—fair prices for their products. Under-the-counter deals should be eliminated as a matter of sound business practice, he said, noting that radio still is suffering the effects of rate cuts made two years ago.

NARTB Forms Committee For Tv Film Sales Study
NEW committee has been formed by NARTB to promote uniformity in the sale of television films. Harold See, KRON-TV San Francisco, has been named by NARTB President Harold E. Fellows as committee chairman.

Titled the NARTB TV Film Contract Standardization Committee, the group will hold an exploratory meeting Oct. 13 at the Conrad Hilton Hotel, Chicago. Other members of the committee serving with Chairman See are Martin Campbell, WFFA-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB tv vice president, and Howard Bell, his assistant, will attend the meeting.

Standardization work of NARTB in the past has included uniform agency-advertiser contracts for both radio and tv.
BOOM!

That's What You Like About the South

BOOM!

The New South is in a great industrial boom, gaining rapidly in wealth, buying power and job openings. Baton Rouge, with a tremendous concentration of oil, chemical, transportation, and wholesale businesses, is enjoying more than its share of growth. Retail sales are up 597.1% in the last decade, population, up 257%.

With a $178,688,000 industrial expansion program in the works, Baton Rouge typifies the manner in which the South is outgaining the rest of the U. S. As a market for your—or your clients'—products, Baton Rouge is well worth investigating. WJBO, the 5,000 watt NBC station, consistently delivers the important part of the Greater Baton Rouge audience.

For availabilities, check our national representatives, the George P. Hollingbery Company.

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)
Affiliated with the State-Times and Morning Advocate
Further Data from our National Representatives
GEORGE P. HOLLINGBERY CO.
WEEK'S RECORD HIGH OF 27 NEW TVs SEE 16 CITIES GET FIRST LOCAL SERVICE

Sports fare, football and the World Series, brought a colorful first-time home to many. In seven cities, new stations were the second local signals to start.

A RECORD 27 new TV stations hit the air last week, with a number of them bringing collegiate and professional football as well as the World Series to viewers of whom had not seen a local telecast before.


Second Local Signal
In seven cities, the new stations became the second local signal on the air. They were: Tucson, Ariz.; Colorado Springs, Colo.; Rockford, Ill.; Monroe, La.; Elmiria, N. Y.; Memphis, Tenn.

Boston and Milwaukee got their third TV stations when WTAQ-TV and WOKY-TV began operations in those respective cities. In Kansas City, KCMO-TV became the fifth video outlet (but only the fourth local signal since KMB-C

TV and WHB-TV share time on ch. 9).

Stations going on the air last week were:

KVOA-TV Tucson, Ariz., uhf ch. 4 (NBC), represented by Wm. H. Karrer Co. Inc. KJEO (TV) Fresno, Calif., uhf ch. 7 (ABC), represented by George P. Hollingbery Co. KDDO-TV Colorado Springs, Colo., uhf ch. 13 (NBD), represented by Joseph Hershey Sonyera Inc.

KDKA-TV Columbus, Ga., uhf ch. 28 (ABC, NBC), represented by Headley-Read TV Inc. KOY-TV Mesquite, Nev., ch. 13 (DuMont), represented by The Katz Agency Inc.

WPIX-TV Peoria, Ill., uhf ch. 19, represented by Edward Petry & Co. (TV Div.). WREX-TV Rockford, Ill., uhf ch. 9 (ABC, CBS, DuMont, NBC), represented by Adam WNBC TV Inc.

WMTV-Cedar Rapids, Iowa, uhf ch. 2 (CBS), represented by The Katz Agency Inc. WEHT (TV) Henderson, Ky., uhf ch. 50 (CBS), represented by St. Louis Newspapers Inc.

KNOE-TV Monroe, La., uhf ch. 8 (CBS, ABC), represented by H-R Television Inc.

WTAQ-TV Boston-Cambridge, uhf ch. 56 (DuMont), represented by Headley-Read TV Inc. WTAC-TV Flint, Mich., uhf ch. 16 (ABC), represented by Paul H. B. Telescope Co.

WTOK-TV Meridian, Miss., uhf ch. 11 (ABC, CBS, DuMont, NBC), represented by Headley-Read TV Inc.

KXAN-TV Austin, Texas, uhf ch. 3 (ABC), represented by The Katz Agency Inc.

KFWX-Monroe, Mo., ch. 6 (DuMont), represented by Headley-Read TV Inc. KZTV (TV) Reno, Nev., uhf ch. 8 (ABC, CBS, NBC, DuMont), represented by John Pearson TV Inc.

WEZV (TV) Elmiria, N. Y., uhf ch. 18 (NBC), represented by Everett-McKinley Inc.

KDLR-TV Davenport, N. C., uhf ch. 12 (NBD), represented by Headley-Read TV Inc. WRC-TV-Winston-Salem, N. C., uhf ch. 26 (DuMont), represented by H-R Television Inc.

WROL-TV Knoxville, Tenn., uhf ch. 6, represented by L. B. Martin & Co.

WHQV-TV Memphis, Tenn., uhf ch. 13, represented by Common Channel Co. KGHL-TV Harlingen, Tex., uhf ch. 4 (CBS), represented by John Pearson TV Inc.

KTVF (TV) Juneau, Ala., uhf ch. 32, represented by Forrester Television Inc.

WSVA-TV Harrisonburg, Va., uhf ch. 3 (NBD), represented by Headley-Read TV Inc. WKNA-TV Charleston, W. Va., uhf ch. 49 (ABC), represented by The Katz Agency Inc.

WDRP-Telecasting Inc. Wilmington, N.C., represented by Universal Television Inc.

WOKY-TV Milwaukee, Wis., uhf ch. 49 (ABC), represented by H-R Television Inc.

Eight of the 17 stations in the new 16 markets were uhf. In Winston-Salem, five of the new stations is uhf and the other is uhf. In the cities in which the new stations were the second local operation, only two were uhf—Peoria, Ill., and Elmiria, N. Y.—and they joined existing uhf stations. In Monroe, La., and in Rockford, Ill., the new stations were uhf, competing with existing uhf stations. In Boston, the new station became the first uhf there. In Milwaukee, the new station was uhf, making two upper band stations and one uhf station in operation now. Of Kansas City's five, only one is a uhf operation, the new station is uhf.

Possibly the longest dedicatory program was that of KNOE-TV Monroe, La., owned by former Louisiana Gov. James A. Nee. The uhf ch. 8 station, second in the city but the first uhf, put on a five-hour program that saw 100 receivers in its market.

KJEO (TV) Fresno, Calif., reported "good, colorful pictures" in the six-county area in the San Joaquin Valley. Gov. Earl Warren, Chief Justice-designate of the U. S., was scheduled to be the chief speaker at dedication ceremonies Oct. 1.

WTKO-TV Meridian, Miss., reported its uhf ch. 11 signal as having a 75 miles radius.

WOKY-TV Milwaukee declared that responses to its uhf ch. 19 test pattern tested "excellelent," in a 40-mile radius. Station reported the number of uhf receivers in Milwaukee as being less than low estimates of 50,000, to high estimates of more than 100,000.

In Portland, Ore., KOIN-TV, which was preparing to begin regular programming on uhf ch. 6 Oct. 15, began test pattern transmissions Sept. 29. Howard Lane, president and general manager, reported an "especially strong signal" as far south as Eugene and north to Centralia. He also estimated 125,000 uhf receivers in the market. Station will be first uhf in Portland; KPTV (TV), which has been operating for one year [B*T, Sept. 28], transmitted on uhf ch. 2.

Prediction that KVAN-TV Vancouver, Wash. (Portland, Ore., area), will be on the air Jan. 15, 1954, was made last week by President Sheldon F. Sackett, following FCC grant of uhf ch. 4 to that station. "KVAN, both AM and TV, enters into this new stewardship with elation and a firm resolve that it shall provide to the Vancouver-Portland area the best service it can possibly receive. . ." Studio will be in Vancouver, but the transmitter will be located in Portland, it was pointed out.

KOMO-TV Start
In Seattle, Oct. 1 saw KOMO-TV begin closed circuit and program schedule rehearsals concurrent with the beginning of installation of equipment in its new tv transmitter building. KOMO-TV, which will be the second Seattle station, plans November test patterns and commercial operation by Dec. 11.

Representing WVEC-TV Hampton-Norfolk, Va., which went on the air commercially two weeks ago, is William Garneau. Station representative was incorrectly listed last week [B*T, Sept. 28].

In Astbury Park, N. J., where uhf ch. 58 WRTV is building, President Walter Reade Jr. announced that the station will also provide facilities for every house-to-house call made by dealers and servicemen to solicit sales and conversions. The hope is to have 25,000 uhf-ready receivers when station begins operations in December.

Stations due to begin commercial operations in the next 30 days are:

ARIZONA
KOOL-TV Phoenix, ch. 10 represented by Blair-Telco Inc. (share time with KOY-TV), Oct. 1. KOY-TV Phoenix, ch. 10, represented by Blair-Telco Inc. (share time with KOY-TV), Oct. 1. KIVA-TV Yuma, ch. 11, represented by W. S. Grant Co., Oct. 1.

CALIFORNIA
KIEM-TV Eureka, ch. 3 (ABC), CBS, TVS, and Shreveport, La., Oct. 15. KISW-TV Seattle, ch. 19, represented by Scripps-Howard Broadcasting Co., Oct. 15. KTVA (TV) Saltinas, ch. 28, Fall. KOKC-TV Tulsa, Okla., ch. 27, represented by Forrester Television Inc.

FLORIDA
WJDM (TV) Panama City, ch. 7 (CBS), represented by George P. Hollingbery Co., Oct. 15. WPPA (TV) Pensacola, ch. 15, represented by Adam Young TV Inc., Oct. 15.

IOWA
KTVI (TV) Des Moines, ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 15. KWWK-TV Pocatello, ch. 19 (ABC), represented by George P. Hollingbery Co., Oct. 15.

KENTUCKY
WKLO-TV Louisville, ch. 21 (ABC, TVS, and DuMont), represented by O. L. Taylor Co., October.
Now... Tri-Cities Television

WJHL-TV

Johnson City, Tenn.

Brings the top rated shows of
CBS (Basic) ABC—DuMont—NBC

Represented by John E. Pearson Television Inc.

New York Chicago Minneapolis
Dallas Los Angeles San Francisco

WJHL VHF Television... coverage of 822,000
people... TV affiliate of WJHL radio

Not just in Johnson City, but in sections of
the four state area of Tennessee, Virginia, Ken-
tucky and North Carolina.

Included in the Class A and B signal area of
WJHL-TV are 822,000 people and VHF set
potential of 200,000 homes. This is based on
interim power of 58,780 watts which, by summer
of 1954 will reach full power of 316,000 watts.

You'll get perfect coverage now of Johnson
City, Bristol, Kingsport, Elizabethton, Greenville,
Erwin, Morristown and scores of other thriving
communities. Here is VHF television sensibly
priced... priced to sell... and priced to sell for
you. Just call John E. Pearson Television, Inc.

October 5, 1953
"They Even Put Waste to Work..."

EDWARD R. MURROW Interviews 5 Well-Known Oilmen—Hears How The Oil Industry Makes Sure You Get the Most From Each Drop of Oil

MEET THE PANEL:

I’m General Ernest O. Thompson, Chairman of the Texas Railroad Commission—a conservation agency of our state charged by law to prevent waste of natural resources like oil and gas.

My name is E. DeGolyer, I’m a geologist and an independent oil producer. My chief interest is in the exploration of oil and the estimation of oil reserves.

My name is George L. Parkhurst, I’m Chairman of the Board of the Oronite Chemical Company, San Francisco. I’m concerned with petro-chemicals and also with other phases of the oil industry.

I’m John M. Lovejoy, Chairman of the Board of the Seaboard Oil Company—a producing oil company with a production of 30,000 barrels a day in various parts of the United States.

I’m John W. Newton, Vice-President of the Magnolia Petroleum Company, in charge of refining. I’m also Vice-President for refining, American Petroleum Institute.

Here are the highlights of Mr. Murrow’s interview—one of the most important discussions ever held on conserving the nation’s oil supply, and its significance to you as an American:

MURROW: Dr. DeGolyer—you’re one of the greatest geologists in this or any other country—how much oil do we have available in the U.S.?

DeGOLYER: About 30 billion barrels in proven resources—almost 4 times what we had in 1925.

MURROW: Are we finding as much oil here as we’re using up?

DeGOLYER: The available statistics indicate that, yes, on the average, we have found as much oil each year as we’ve used.

MURROW: I’d like to ask—what’s happened to the wasteful, old-fashioned gusher we used to see?

THOMPSON: Well, in the old open flow days, every man got all he could under “devil-take-the-hindmost” production. That was very wasteful. Wells would blow their heads off, gush for a while, then go flat.

NEWTON: In 1901 in Beaumont, Texas, we had America’s original gushers at “Spindletop.” One flowed at the rate of 100,000 barrels a day, but only for a short time. In contrast with today’s efficient practice, little of the oil in the ground was recovered.

THOMPSON: In those days we recovered only 25 to 30% of the oil in the ground. In East Texas today, by carefully conserving reservoir energy, we are not content unless we get up to 80% recovery.

MURROW: What do you mean by conserving reservoir energy? Is this a key problem in oil conservation?

DeGOLYER: It’s the basic problem—keeping the pressure on the oil in the reservoir. An oil field has been best compared to a bottle of soda water. If the bottle is opened and the gas is allowed to escape, the thing goes flat. If an oil field is produced wide open and the pressure gets too low, then the field goes flat and you lose a lot of oil which you never recover.

MURROW: Would someone please explain to me how oilmen inject gas or water to get more oil out of the ground?

LOVEJOY: If your natural forces become exhausted, then you have to pump in water or gas to provide artificial forces. The best time to do this is before the natural forces are exhausted. In the New Hope Field of East Texas, natural forces were very small compared to the size of the reservoir. The wells stopped flowing before the field was completely drilled.

By putting in an artificial water flood before the natural pressures were gone, we’ve maintained production there for many years.

MURROW: What are oilmen doing to conserve oil once it gets to the refinery?

NEWTON: I’d like to comment on that. We’ve developed new refining processes, principally catalytic cracking, alkylation, polymerization, etc. and learned how to make better use of gases formed in some of these operations. Compared to years ago, twice...
the quantity of useful products can now be obtained from a barrel of crude.

MURROW: That's conservation indeed.

NEWTON: We are now able to meet the requirements of the public out of 2 1/2 billion barrels of crude yearly. Without these many process improvements we would have used about 5 billion barrels of crude oil last year.

Also, oil products have constantly been made better. The fact that two gallons of today's gasoline do the work that three did in 1925 shows an outstanding achievement in quality. This is real conservation.

MURROW: Mr. Newton, I wonder if you could tell us a little about some of the other products you people make from oil?

NEWTON: Petroleum products go into production of insecticides, fungicides, anti-freeze, detergents, etc. Today there are something like a thousand different products of varying types made from petroleum.

MURROW: This is down your line, Mr. Parkhurst. What about the use of petroleum products in the manufacture of synthetic rubber?

PARKHURST: That's very important. Nearly all synthetic rubber today comes from petroleum. Other things in the same general category are plastics, paints, textile fibres—great varieties of things we don't normally think of as petroleum products.

MURROW: Somebody told me you were even conserving the smell of oil these days. Is this true?

NEWTON: Yes. There is one smell that is being conserved and actually being used. That's in the recovery of sulphur. With some oils, sulphur gases are generated, which we can recover and so make possible their conversion to sulphuric acid. This acid helps manufacture hundreds of products.

PARKHURST: That's an example of a by-product which was not only a waste—its smell was a nuisance. Taking that waste product and upgrading it into a valuable chemical is an excellent example of conservation.

MURROW: With all the thousands of companies engaged in the oil business, how much has competition contributed to oil conservation?

LOVEJOY: I think competition is probably the secret of the success of the oil industry in this country. In the countries where governments themselves have tried to develop their own resources, they have been completely unsuccessful. To illustrate, in Russia they have not been able to increase their oil production materially over the last twenty years—and their oil potentials are vast.

DeGOLYER: The 13,000 small and large producers in the U.S. don't all think alike. I might look at all the data on a certain prospect and decide it didn't justify the cost of a well. Mr. Lovejoy might think differently and drill it. Even if both of us thought it was bad, there would be some third fellow who came along and drilled it. That's one reason we find as much oil as we do, and find it as fast as we have.

PARKHURST: Mr. Newton has mentioned new refining processes and improvements in products. This has been stimulated greatly by competition in research. Companies, large and small, all competing to bring out a better product and do a better job of processing the crude oil, have made a great contribution.

MURROW: So that good conservation practices extend throughout the entire industry?

PARKHURST: That's true. Going beyond production and refining, conservation never ceases. The oil industry has worked with the automotive people, equipment manufacturers and consumers to get better use out of oil products and to give better value.

Our lubricating oils have been improved to the point where engine overhauls are much less frequent. An automobile will go farther on a gallon of gasoline. Fuel oil has been upgraded by more efficient combustion and better oil burners. And, so, conservation extends from the oil in the ground to the final, individual user.

...SUMS UP...

It seems to me, that these five distinguished oilmen say this: Nature has given us a wealth of petroleum, but it is not necessarily inexhaustible. Man, through his skills and ingenuity, has converted petroleum to his own use. And now man—the oil industry—is trying through sound conservation to assure us:

FIRST, that the maximum amount of oil is produced from each field.

SECOND, that researchers are finding new ways to provide new oil supplies for the future.

THIRD, that oil, once taken from the ground, is processed efficiently to meet the consumer's needs.

The one thing I already knew was that all this pays off in effective service to the public.

Edward R. Murrow on CBS Radio, Monday through Friday; see "Person to Person," his new TV show, CBS-TV Friday nights.
LOUISIANA
KTAG (TV) Lake Charles, uhf ch. 35 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

MASSACHUSETTS
WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co., Inc., Oct. 15.

MINNESOTA
WJON-TV St. Cloud, uhf ch. 7, represented by William G. Hambeau Co., late October.

MISSOURI

NEW YORK
WRQO-TV Albany, uhf ch. 41 (ABC), represented by Bolling Co., Inc., Oct. 15.

NORTH CAROLINA
WCGA-TV Greensboro, uhf ch. 97 (ABC-TV), Oct. 30.

NORTH DAKOTA
KBUE-TV Bismarck, uhf ch. 5, represented by Blair-Television, Inc., October.

OHIO
WFXC (TV) Dayton, uhf ch. 22, represented by Headley-Red TV Inc., Fall.
WMAC-TV Mansfield, uhf ch. 33, represented by Edward Pethy & Co., Inc., Oct. 15.
WTVT (TV) Youngstown, uhf ch. 21, Fall.

OKLAHOMA
KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by the Bolling Co., Oct. 15.
KTVQ (TV) Oklahoma City, uhf ch. 28 (ABC, CBS), represented by H-K Television, Oct. 1.

OREGON
Eugene TV Inc., Eugene, uhf ch. 13, represented by George P. Rollingbery Co., October.
KOIN-TV Portland, uhf ch. 8 (CBS), represented by Averys-Kindal Inc., Oct. 15 (began tests Sept. 28).

PENNSYLVANIA
WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Rollingbery Co., Oct. 12.

RHODE ISLAND
WPRO-TV Providence, uhf ch. 12, represented by Blair-Television Inc., Oct. 15 (granted STA Sept. 23).

SOUTH CAROLINA
WIS-TV Columbia, uhf ch. 19 (NBC), represented by Free & Parsons Inc., October.

TENNESSEE
WJHL-TV Johnson City, uhf ch. 11, represented by John E. Pearson TV Inc., Oct. 11 (granted STA Aug. 21).
WSIX (TV) Knoxville, uhf ch. 36, Oct. 10 (granted STA Sept. 4).

TEXAS
KXUX-TV Houston, uhf ch. 39 (DuMont), represented by Forjeo TV Inc., Oct. 15.
KANG-TV Waco, uhf ch. 24 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 15.
KMGT-TV Weatherford, uhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA
WBTM-TV Danville, uhf ch. 24, represented by George P. Rollingbery Co., Oct. 15.
WGTU-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjeo-TV Inc., Oct. 22.

WEST VIRGINIA

WFRF-TV Wheeling, uhf ch. 7 (NBC), represented by George P. Rollingbery Co., Oct. 12.

WISCONSIN

ALASKA
KPIA (TV) Anchorage, uhf ch. 2 (ABC, CBS), Oct. 15.

HOME of WKBN-AM-FM-TV Youngstown, Ohio, is due to be dedicated Thursday. Began in 1948, the $1.5 million radio-tv center houses all activities of the 75-man operation headed by Warren P. Williamson, Jr.

Harry Karr Named To Head WRC Sales

HARRY KARR has been appointed sales manager of WRC Washington, Joseph Goodfellow, director of sales for WRC and WNWV (TV), announced last week. Mr. Karr has been with the station since 1947.

The new sales manager will place personal emphasis on the sales of WRC programs to national advertisers. He is soon to visit NBC Spot Sales offices in New York and Chicago.

Hampton Uhf Increase

INCREASE of 11,147 uhf-equipped television receivers in 24 days between Sept. 25-29 is claimed by Thomas P. Chisman, president-general manager of WVEC-TV Hampton, Va., in showing progress made in Norfolk area. Mr. Chisman said 70% of dealers and distributors reported total of 28,046 sets had been converted as of Sept. 29.

WKBN-AM-FM-TV Center Dedication Set Oct. 8

New center for WKBN-AM-FM-TV Youngstown, Ohio, is scheduled to be dedicated Oct. 8 with a two-hour local radio-tv program and with Youngstown Mayor Charles P. Henderson as the principal speaker.

The building began in 1948 and which cost $1.5 million, contains 130 rooms—including seven radio and tv studios, four control rooms and a completely equipped kitchen. WKBN, which began operating with 7.5 w from the home of President-General Manager Warren P. Williamson Jr. in 1926, moved into the building in 1951. Final completion was held up until the end of the tv freeze.

The dedicatory program will include a one-hour simulcast of a musical review of the past 25 years, using local choral groups, soloists and studio orchestra. On radio, part of the dedication program will comprise excerpts from great news events of the past 27 years, including voices of those who made news, taken from tapes in the WKBN morgue. A one-hour film will be shown on WKBN-TV depicting the new center.

CBS-affiliated WKBN operates on 570 kc with 5 kw. WKBN-TV, which since last January, is on uhf ch. 27, with ABC, CBS and DuMont affiliation.

BELL SUCCEEDS BERNARD AT KOMA

APPOINTMENT of Edgar T. Bell, veteran Oklahoma City broadcaster and newspaper executive, as general manager of KOMA there was announced last week coincident with the resignation of J. B. Bernard, after eight years with the station.

Mr. Bell, who also is executive vice president-general manager of the new KWTW (TV) now under construction in Oklahoma City for ch. operation, is expected to assume his duties this week. KOMA Inc. will own 50% of KWTW.

Mr. Bernard has not announced his plans but is expected to enter television management.

KOMA is the CBS outlet in Oklahoma City, operating on 1520 kc with 50 kw. KWTW will become the basic interconnected affiliate for CBS. Its operating target date is Dec. 15.

It also was reported that E. L. Colbourn, former manager of KTOK Oklahoma City, had filed suit Sept. 25 against Mr. Bell alleging he formerly was associated with Mr. Bell in securing the tv permit. He contended he had entered into an "oral contract" to work with Mr. Bell on "radio, television, newspaper and communication projects."

Mr. Bell declined comment. His attorney to contest the action is O. A. Cargill of Oklahoma City.

Mr. Bell formerly was general manager and secretary-treasurer of the Oklahoma Publishing Co., which operates WKY and WKY-TV. Later he served as general manager of KTKO.

Charles J. Duke Jr., WAVY President, Dies

CHARLES J. DUKE JR., 55, president of Portsmouth Radio Corp., licensee of WAVY Portsmouth-Norfolk, Va., and applicant for Portsmouth uhf ch. 10, died Sept. 26 after a heart attack.

New in the radio field, Mr. Duke headed a group which bought WAVY (at that time WUNP) from Thomas E. Gilmore Sr., City, and A. McAlpin and others for a gross of $145,000 (CLOSED CIRCUIT, May 25). Mr. Duke’s successor at Portsmouth Radio has not been named.

Survivors are his wife, Mrs. Virginia Welton Duke; a son, Charles Bryan Duke; a daughter, Anna, and two sisters, Emily and Luie Duke.

Meredith Revenues Up

REVENUES of Meredith Publishing Co., Des Moines, for 1952-53 increased $410,000 over the previous year, the firm reported last week. Three tv and two radio stations are held by Meredith: WHEN (TV) Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix. Consolidated earnings, after taxes, were $3,249,000 as compared to $2,939,000 for the 1951-52 fiscal year.

BROADCASTING • TELECASTING

Page 56 • October 5, 1953
IBC’s BOUT OVER, BUT DISPUTE RAGES

AS AN aftermath to the dispute over the scope of broadcasting rights for the Marciano-LaStarza heavyweight boxing championship fight [BT, Sept. 28], WOV New York, which spearheaded the fight against restrictions on radio coverage, last week called on radio and television stations to review existing contracts with news wire services.

A statement from the station said that wire services “had complied with both the original IBC ‘blackout’ and the subsequent 75-word modification.”

“Obviously, there are still some things that must be cleared up by the industry to guarantee itself an unchallenged right to report the news,” asserted Ralph N. Weil, executive vice president of WOV. “One of the most pressing of the residual problems is to establish once and for all the right to re-create news events,” he said. Mr. Weil added:

“Another is to review all existing contracts between broadcasting stations and news services to determine whether the industry has taken sufficient precautions to insure itself equal treatment with newspapers. It would appear that as matters now stand, a news service would have the right to delay or withhold news from its radio wire while transmitting it promptly on its press wire. The unquestioning acceptance by the news services of the original arbitrary restrictions by the IBC of what could be put on the radio wires indicates that the industry needs contractual protection.”

In a prepared statement, John Aspinwall, radio news editor of AP, declared:

“AP never has withheld news from its radio members, nor has IBC ever tried to tell AP..."
what it can transmit over its wires. Any restrictions which the IBC has sought to impose have been concerned solely with the broadcast—not the teletype transmission—of fight news. In accordance with its obligations, the AP has informed its radio members of the promoters' position in this respect."

Pengra Named KSTM-TV's President-General Manager

MARSHALL H. PENGRA, general manager of KGKB Tyler, Tex., has been appointed president and general manager of KSTM-TV St. Louis, new ch. 36 outlet scheduled to go on the air Oct. 15, William H. Biggs, board chairman, announced last week. He succeeds the late William E. Ware, who died Aug. 20 [BWT, Aug. 24].

Mr. Pengra

Pengra assumed his duties with KSTM-TV, ABC-TV affiliate with 275 kw video power, on Sept. 15. He has been in radio and TV since 1935, beginning at KSLM Salem, Ore., as a sports announcer.

PEACE FAMILY BUYS WWNC AND PAPER

CONTRACT for sale of WWNC Asheville, N. C. (5 kw, 570 kc) and the associated Asheville Citizen-Times to the Roger C. Peace interests in Greenville, S. C., was signed last Monday, subject to the usual FCC approval [BWT, Sept. 28]. Sale price is approximately $2,300,000, or $575 a share.

Transferees were practically all stockholders of Asheville Citizen-Times Co., with the Peace interests purchasing the properties, re-named Asheville Citizen-Times Publishing Co.

Don S. Elias, president of WWNC, owns about half of the 4,001 shares of common stock in the selling corporation. Remaining shares are held by James G. Adams and Robert Stanford, as trustees under the will of Charles A. Webb, with Robert Stanford Webb personally owning 101 shares. Mr. Elias recently transferred a small block of shares to Duke U. Mr. Peace, former U. S. Senator from South Carolina, heads the Peace family properties in Greenville consisting of WFBC (5 kw, 1330 kc) and the Greenville News and Piedmont. The Greenville News-Piedmont Co., becomes 100% owner of Asheville Citizen-Times Publishing Co.

Representing the Peace interests was Dow, Lohnes & Albertson, Washington counsel, with Elliott Lovett as attorney for the Asheville properties. Allen Kander was broker. J. Kelly Stik, vice-president-treasurer of the Greenville properties, becomes vice-president-secretary of the new Asheville corporation. It was understood no staff changes are planned at WWNC. Cecil B. Hoskins is general manager.

The Peace interests are 37 1/4% owners of WMRC Inc., granted a CP for ch. 4 last August. The grant followed a merging of WFBC and WMRC applications, with FCC specifying that one of the two stations be sold or deleted.

WWNC is applicant for ch. 13 in Asheville, a facility also sought by WLOS Asheville.

Interference Complaints Are Solved by KEYT (TV)

THE STORM of complaints that greeted the debut of KEYT (TV) Santa Barbara, Calif., when it took the air in mid-summer, has dwindled to a trickle as adjacent channel interference with Los Angeles stations disappears, according to Harry C. Butcher, board chairman of KEYT and KSTM-TV Blanketing of KNXT (CBS) on ch. 2 and KNBH (NBC) ch. 4 by the 50 kw KEYT signal has been overcome by a large percentage of the original 10,000 pre-KEYT set owners in Santa Barbara, he said. This has been done by adjustment of sets, tuning of antennas and various trap devices.

When KEYT took the air in late August its switchboard was jammed with complaints from local viewers, Mr. Butcher recalled.

KEYT quickly set up a forum program on the subject on the third day of operation. In its first week KEYT received 1,360 letters and 1,051 phone calls, with about 10 percent consisting of interference complaints.

The situation is "all quiet" now, according to KEYT, with an average of one complaint a day.

Servicemen at first demanded that the city council ask FCC to shift KEYT to another channel. The Council deferred action.

The KEYT transmitter is located 16 miles northwest of Santa Barbara. The site was picked so the signal would hit the back side of antennas tuned to the Los Angeles transmitters atop Mt. Wilson, 100 miles south of Santa Barbara.

KEYT took several steps to meet the problem. It used traps on selected locations to show that the interference could be met in this way. Affiliated with all four TV networks, it packed the schedule with network programs and installed a microwave link to pick up network programs live from Mt. Wilson.

Development & Research Lab., local equipment firm, turned out a ch. 3 wave trap that is said to work in a majority of installations. According to data supplied the FCC, which is testing the trap, it is a simple full-section constant-T type band-rejection filter attenuating all frequencies between 61-66 mc.

Other devices used by listeners range from Scotch-tape wrapping around lead-ins near receivers to home-made coil gadgets and strategically placed screening. CBS-Columbia demonstrated receivers in the city, claiming they separated chs. 2, 3 and 4 without difficulty.

The KEYT executive said published stories about the interference were greatly exaggerated, though conceding the problem was serious at first and set sales were affected temporarily.

Watkins' New KWKH Duties

FRED A. WATKINS has been appointed assistant manager of KWKH Shreveport, La., it was announced last week by Henry Clay, vice-president and general manager of the station. Mr. Watkins has been associated with KWKH since 1946 when he joined the staff as local commercial representative. He was named commercial manager in September 1952 and will continue to act in that capacity for the station.

Morning TV Success

IDEA that morning TV is for housewives only isn't so, says WFMJ-TV Youngstown, Ohio, which began the full 17-hour day. Sales Manager Leonard Nasman reported that on the first day of morning tv, the Youngstown Vindicator station was swamped with calls, complimenting the outlet on bringing NBC morning shows to viewers. Mill and factory workers on late shift were especially grateful, Mr. Nasman said, because they work the 3-11 p.m. shift and had been missing evening programs.

Construction of WFMJ-TV's 1,000-ft. tower which began Aug. 31, is progressing, Mr. Nasman reported. Of triangular design, using nine guy wires, the tower will cost $220,000.

LUMINARIES at W TAR-AM-FM-TV Norfolk's celebration of its om outlet's 40th anniversary and the station's switch to CBS affiliation Sept. 25 were (1 to r): Campbell Amoux, president of W TAR Radio Corp., licensee; Henry Lewis, president of Norfolk Newspapers Inc., of which the W TAR firm is a subsidiary, and Dr. Frank Stanton, president of CBS Inc.
ATLASS GROUP SELLS KIOA FOR $150,000

SALE of KIOA Des Moines by Ralph Atlass and associates for $150,000 to Town and Country Co., licensee of KMMJ Grand Island, Neb., owned chiefly by Don Searle and family, was negotiated last Wednesday in New York, subject to FCC approval [CLOSED CIRCUIT, Sept. 21].

The transaction eliminates the “duopoly” aspect involving the Atlas interests in connection with the grant to WHO Des Moines of tv ch. 13, in which the Atlas group acquired an option to purchase a minority interest after dropping a competitive ch. 13 application [B+T, Sept. 7].

Mr. Searle, vice president-general manager and minority stockholder in KOA-AM-TV Denver, is president and 40% owner of Town and Country Co. His brother and sister equally share another 40% interest while the other 20% of KMMJ is owned by Herb Hollister. The same group also owns KXXX Colby, Kan.

KIOA operates on 940 kc with 5 kw day and 1 kw night and is MBS-affiliated. Participating in the signing were James McKenna Jr. of McKenna & Wilkinson, Washington law firm representing the Searle group; Ralph L. Walker, Pierson & Ball, Washington, counsel for the Atlas group, and Ray V. Hamilton, Blackburn-Hamilton Co., station broker, who negotiated the transaction.

Quaal Predicts Healthy Future for Radio Stations

A HEALTHY future for radio stations—this is, where management reflects “sound administration, quality programming and dedication to the public interest”—is predicted by Ward L. Quaal, vice president and general manager of Crosley Broadcasting Corp. Mr. Quaal spoke at the Sept. 28-30 Extension Communications Policy Workshop held by Ohio State U. at Wooster, Ohio, Experiment Station.

Radio operations of the sound management type and “glamor girl” tv can prosper side by side, he noted. Emphasizing an approaching highly competitive era for the two broadcast media, Mr. Quaal cautioned that not all authorized U. S. am stations will survive. But, he said, not all operating or proposed tv outlets are on a sound fiscal basis, thus an adjustment can be expected among the current rush of new tv operations.

Mr. Quaal called upon agriculture communications experts to more fully avail themselves of radio and tv opportunities. He also commended the Foundation for American Agriculture for endorsing Mr. Quaal’s plan for establishing a clearing house for agricultural information presented by various national, state and local farm programs.

WCBS-TV Ups Lonsberry

MARION LONSBERRY has been promoted to manager of CBS-owned WCBS-TV New York’s operations department and Haworth White to new post as manager of the WCBS-TV business department, both reporting to program director Hal Hough. Miss Lonsberry, with CBS since 1948, has been assistant to the manager of the WCBS-TV operations and sales service department since April 1951. Mr. White joined CBS in 1951, and most recently has served as a schedule assistant in WCBS-TV’s operations and sales service.
This is Mr. John D. Daly

This is what he says

"The Auburn Cement Products Company
(of which Mr. Daly is president)
has sponsored Fulton Lewis, Jr., for more than a
year on WMBO, Auburn, N. Y. We intend
to continue indefinitely. Results justify
our faith: Thousands of gallons of
Armor Coat porous masonry waterproofing sold
all over Central New York; comments on the
broadcast frequent and favorable."

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 364 Mutual
stations by 752 advertisers, the program offers a
tested means of reaching customers and prospects.
Check your local Mutual outlet or the Cooperative
Program Department, Mutual Broadcasting System, 1440 Broadway, NYC (or Tribune Tower,
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 WMBC — PEORIA, ILLINOIS
MUTUAL ELECTS GAINES, HULT, JOHNSON, SCHMID TO NETWORK BOARD MEMBERSHIPS

MBS President Thomas F. O'Neil announces elevation of the four key network executives to memberships on the board after that body meets in New York.

ELECTION of four MBS key executives to the network's board of directors was announced by President Thomas F. O'Neil last Thursday following a meeting of the board in New York.

The four: James M. Gaines, vice president of the parent General Teleradio Inc. in charge of the WOR and WOR-TV New York division; Adolf N. Hult, vice president in charge of sales; Earl M. Johnson, vice president in charge of station relations and engineering, and Robert A. Schmid, vice president in charge of advertising, public relations and research.

Mutual board members on hand for the meeting were Mr. O'Neil; Elbert M. Antrim, Chicago; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Frank Schreiber, WGN; J. Glen Taylor, General Teleradio Inc.; Linus Travers, Yankee Network, and James E. Wallen, MBS.

Former NBC Executive Mr. Gaines joined General Teleradio last March 16 after 12 years with NBC, where he was vice president for owned and operated stations. He is president of the Radio & Television Executives Society.

Mr. Hult joined Mutual in 1934 and has served as sales manager of the central division, vice president in charge of midwest operations and, since October 1949, vice president in charge of network sales.

Mr. Johnson, with MBS since 1945, was engineering director from 1946 to 1949, when he was named vice president in charge of station relations and engineering. He is a member of the board of General Teleradio.

Mr. Schmid joined Mutual in 1936, became vice president in charge of promotion in 1942 and vice president in charge of station relations in 1947. He was named vice president in charge of advertising and research in 1949 and added the direction of public relations the following year. He also is a member of the General Teleradio board.

CBS Radio Renewals RENEWALS of six CBS Radio programs by their respective sponsors were announced by the network last week: Cheshbrough Mfg. Co. for Dr. Christian (Wed., 8:30-9 p.m. EST), through McCann-Erickson; Cannon Mills for Give and Take (Sat., 11:30 noon EST), through Young & Rubicam; General Foods, for Wendy Warren and the News (Mon.-Fri., 12-12:15 p.m. EST), through Benton & Bowles; Miles Labs for Hilltop House (Mon.-Fri., 3-3:15 p.m. EST) and also Curt Massey Time (Mon.-Fri., 5:45-6 p.m. EST), through Geoffrey Wade Adv., and Philip Morris & Co. for My Little Margie (Sun., 8:30-9 p.m. EST), through Blow Co.

CBS CITES NIGHTTIME RADIO POWER CBS Radio Spot Sales studies 14 of the nation's top markets. Stressed: Even in largest tv markets, nighttime radio still is an effective way to reach and sell large groups of people, many not accessible in the daytime.

"Carmen" Colorcast AN HOUR-LONG colorcast of "Carmen" on Oct. 31 will open the NBC Television Opera Theatre's 1953-54 season, it was announced last week. It will be NBC-TV's first full-hour presentation in color and will originate from the network's color-equipped Colonial Theatre in New York. With RCA-NBC's compatible system of color broadcasting, present sets will receive in black-and-white. Details of other broadcasts in the opera series, to number eight programs and to be presented Saturdays at 5 p.m. EST at the rate of one a month, will be announced later. Other opera broadcasts may be done in color, it was said.

25 Million in U. S. View World Series Baseball classic carried on 109 NBC-TV stations and several independents. Unofficial reports number radio stations as high as 800.

APPROXIMATELY 25 million persons throughout the U. S. viewed each game of the 1953 World Series on television, an NBC-TV spokesman estimated Friday in a preliminary appraisal of television coverage.

Tv coverage of the baseball classic was carried on 109 NBC-TV affiliated stations and several independent stations. In addition to the NBC-TV stations, the series was telecast on WPIX (TV), WABD (TV), and WOR-TV New York; WGN-TV Chicago, WNACT-V Boston and KHJ-TV Los Angeles, among others.

Unofficial reports on the number of stations carrying the radio broadcasts of the Series placed the figure as high as 800. The entire Mutual network of 564 stations was ordered for the games and arrangements were made to feed coverage to about 40 independent stations in the U.S. and 110 in Canada. In addition Mutual's broadcast was made available to the Armed Forces Radio Service for broadcast to servicemen throughout the world. Translators were aired in the Latin Americas and the Armed Forces.
“knowing the ropes . . .”

Spectacular stunts are a poor substitute for steady, consistent performance. Quality television stations want the long pull of hard work and mature experience in advertising.

They want exclusive attention to their needs... and all the services each individual station deserves...that only a representative devoted exclusively to television can provide.

How well this describes Harrington, Righter and Parsons, Inc., can best be told by the stations listed here.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television—no newspapers, no radio

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WCKY SELLS

DATE: August 29, 1953
DESTINATION: Ohio State Fair, Columbus
VIA: New York Central Railroad, Sponsor of WCKY Breakfast Time
PROMOTED BY: WCKY
RESULTS: 14 Car Train Sold Out . . . Unable to Handle Overflow

The New York Central Says:

"Please accept our sincere thanks for the wonderful cooperation given us on the WCKY Southern Ohio Day Trip to the Ohio State Fair. Everyone in your organization was most efficient and your excellent promotion made the trip a huge success. We could have handled at least 400 more passengers, had we been able to get the additional equipment."

J. Raymond Barker,
DIVISION PASSENGER AGENT,
NEW YORK CENTRAL LINES

Doing the Best Job for the Advertiser with

Fifty Grand in Selling Watts
WCKY SELLS
SAFETY, TOO!

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281
AT&T EXPECTS 225 TV HOOKUPS BY 1954

With 41 tv outlets in 35 cities connected to the Bell System during September for a total of 199 stations in 127 cities currently receiving network program service, AT&T predicts 225 stations will be hooked up by year's end, plus another 100 during 1954.

MORE than 225 U. S. tv stations will be receiving simultaneous network program service by the end of the year, according to current expectations, Bell System spokesman last week. It is also a reasonable prediction that during 1954 another 100 stations will ask to be hooked into the nationwide video network facilities, he said.

These forecasts followed an announcement that during September AT&T's Long Lines Department connected 41 tv stations in 35 cities into its tv facilities network, the largest number ever added in a single month, bringing the total to 199 stations in 127 cities. From the beginning of commercial network service 56 years ago, when AT&T provided a few hundred miles of facilities to connect 12 stations in five cities from Boston to Washington, the service has grown until today it involves some 38,500 channel miles of facilities.

A. F. Jacobson, director of operations for Long Lines, commented that "the rapid expansion of network facilities illustrates the efforts put forth by the Bell System to meet the requirements of its customers. This job has required the engineering and provision of thousands of miles of telephone facilities extending to almost every section of the country, as well as the manufacture and installation of tons of central office equipment."

The network still is growing and the number of inquiries received indicates it will continue to grow, Mr. Jacobson noted. "In addition, we are carrying out another big job in the tv field—that of providing facilities to transmit programs in color. Tests conducted in co-
The only
GUARANTEED
CONSISTENT
CHAIN-WIDE

PRE-SALE
PLUS
POINT-OF-SALE

FOOD MERCHANDISING PLAN

IN AMERICA’S 3rd MARKET

Never before has a food merchandising plan based
on “out-front” radio promotion offered
GUARANTEED, CONSISTENT, CHAIN-WIDE
merchandising to food manufacturers,
brokers and distributors in the Philadelphia area.

This is a plan unmatched for thoroughness and follow-through!
- 27 of America’s biggest and busiest markets.
- More than 350,000 customers buy in Penn Fruit
  Markets every week.
- Penn Fruit does almost 10% of the total retail
  grocery sales in the Philadelphia area.
- Average annual volume in Penn Fruit Markets is
  $3,000,000 per store—compared to national super-
  market average of $1,000,000.
- Penn Fruit, nationally recognized as Philadelphia’s outstanding merchandiser, is consistently
  expanding with new units, more volume.

WPEN management, talent and staff have more day-to-day, store-by-store, shelf-by-shelf
knowledge in moving products from shelf to shopping basket than any other station.

For information call, wire or write
SALES DEPARTMENT
2212 Walnut Street, Philadelphia 3, Pa.
Represented nationally by Gill-Perna, Inc.
New York Chicago San Francisco Los Angeles

WPEN
950 ON THE DIAL • 5,000 WATTS
Philadelphia’s Leading Independent Station
operation with the television industry during past months has indicated the Bell System's ability to meet the requirements for color transmission as they develop. But again, it will take lots of work and more plant."

The stations and cities interconnected during September were:

- WAKR-TV Akron; WBES-TV Buffalo; WTAO-TV Cambridge, Boston, Mass.; WMTC- TV Cedar Rapids, Iowa; WNOK-TV Columbus, S. C.; WTVP (TV) Decatur, Ill.; KROD-TV KTS-M TV El Paso; WVAC-TV Hampton (Norfolk), Va.; WARD-TV Johnstown, Pa.; KCOMMAND-TV Kansas City, Mo.; WELS-TV Lansing; WLOK-TV Lima, Ohio; KTKV (TV) Little Rock.

- WKLO-TV Louisville; WKOW-TV WMTV (TV) Madison, Wis.; WHS-TV Memphis; WTOP-TV Meridian, Miss.; WONY-TV WCAN-TV Milwaukee; WTCN-TV Minneapolis; KNOV-TV Monroe, La.; KOIN-TV Portland, Ore.; WNAO-TV Raleigh, N. C.; WREX-TV WTVI (TV) Rockford, Ill.; KFSD-TV San Diego.


ABC-TV Pacific Network Begins Operation Friday

ABC-TV's Pacific Coast Regional Network will go into operation Friday, Donn B. Tatsumi, director of television for ABC western division, announced last week.

Under the regional group's first commercial sale, Regal Amber Brewing Co., San Francisco, will launch Your Claim to Fame, a panel quiz show, on an 11-station lineup on the same date. The sale was made through Guild, Bascom & Bonfigli, San Francisco, agency for Regal.

Mr. Tatsumi voiced belief that formation of the ABC-TV Pacific Coast Regional Network would be welcomed by advertisers wanting concentrated coverage in that region.

Linup for Your Claim to Fame to be originated from ABC's KECA-TV Hollywood studio, includes KOIN-TV Portland, KOAT-TV Albuquerque, KFMB-TV San Diego, KEYT (TV) Santa Barbara, KERO-TV Bakersfield, KJEO-TV Fresno, KSBW-TV Salinas-Monterey, KFOX-TV San Francisco, KCCC-TV Sacramento, KHSL-TV Chico, Calif., and KGMB-TV Honolulu, T.H.

ABC Distributes 'Magnificent Challenge'

HANDSOME 63-page book of pictures and text, entitled "The Magnificent Challenge" and detailing notable NBC accomplishments in programming over the years, last week was being distributed to the nation's leaders in many fields.

In a foreword, Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, points out that "a comprehensive service of broadcasting that fully serves the American 'public interest, convenience and necessity' demands that radio and television network work closely with commercial sponsors and their agencies in the development of programs. Here at NBC this has resulted in the creation of programs that have helped the American people informed of current events and contributed to their cultural enlightenment."

Noting that "The Magnificent Challenge"
KVTV, SIOUX CITY, IOWA REPORTS ON G-E 5 KW HIGH CHANNEL TRANSMITTER:

"We at KVTV knew that when we ordered our General Electric television transmitter and antenna, that we could expect good performance, but I am pleased to tell you that the efficient functioning of this equipment, together with the clarity and stability of our picture on even the very fringes of our area, have vastly exceeded our expectations. Many people who have been observing television for years in other parts of the country have visited us and have consistently remarked on the excellent performance of our G-E equipment. Your technicians were most courteous and cooperative and eager to be of every assistance. We are tremendously proud of our General Electric television installations, as, I am sure, you must be also. We are indeed a satisfied customer.

Robert R. Tinch
Vice President & General Manager
Cowles Broadcasting Company

Reliability...keeps you on the air

Power...puts a strong signal in all your market area receivers

When you go on the air with a G-E television transmitter...top-notch General Electric engineering know-how has provided extreme signal clarity and maximum area impact! G-E offers broadcasters a complete line of proved-in-operation equipment...a single source of responsibility for supplying all your broadcast needs. Recognize the quality of G-E equipment performance...take advantage of G-E responsibility today!

Complete Television Equipment for VHF and UHF

DESIGN FEATURES OF A G-E 5 KW HIGH CHANNEL TRANSMITTER:

- Completely Air-Cooled.
- Extended Tube Life...conservative operation below maximum rated output.
- Add High Power Amplifiers...designed for simplified power expansion when you want it.
- Lowest Possible Installation Expense...coded cable harness included.
- Increased Accessibility.
- Supervisory Lights.
- Low Power Consumption.

General Electric Co., Section 2103-5, Electronics Park, Syracuse, N.Y.
illustrates the character of many sustaining programs created and developed by NBC to supplement sponsored programs and "to suit the varying tastes of almost all segments of our society." Gen. Sarnoff continues:

"The financial support of sponsors makes it possible to provide free to the American public a nationwide service of both sponsored and sustaining programs. And with the service provided by the sustaining programs described in these pages, the superstructure of sponsored programs rests on a firm foundation."

"The Magnificent Challenge" was prepared under the direction of Jacob A. Evans, NBC-TV director of advertising and promotion.

NBC Radio Solicits Listeners’ Opinions

A PLAN designed to stimulate listener interest and participation in NBC Radio programs was launched last week by Ted Cott, operating vice president of NBC Radio, who announced details of an NBC Radio Network listeners panel.

Starting last week, Mr. Cott reported, the first 10,000 of an eventual million letters nationwide went out to residents in the Eastern Seaboard area, asking them for their reactions to NBC's 28 new radio programs. An attached questionnaire also sought to secure information on the number of radios in the household. Their locations, number of automobile and portable radios, and the amount of time devoted to radio and TV.

The letter, signed by Mr. Cott, points out that the recipient's name has been "suggested as a member of the American radio panel." It notes that NBC has budgeted $5 million more for new radio programs and considers it "important that we get your reaction."

"We are attaching a list of some of the 28 new programs which NBC Radio is starting Oct. 4," the letter continues. "Would you please listen to as many of these as you can and write us your reaction? We are anxious to hear from you, and have enclosed a self-addressed stamped envelope."

Mr. Cott said the plan is designed to create a close relationship between the audience and the network by making the listener "a partner in NBC Radio programming."

Infringement Suit Asks $500,000 of NBC, Others

An infringement suit for $500,000 was filed last Wednesday in Los Angeles Superior Court against NBC and others by cosmetics manufacturer Ern Westmore and Hallmark Productions Inc., charging that NBC-TV's half-hour, five-a-week Glamour Girl is copied from the Ern Westmore Show which starts today (Monday) for five times a week on ABC-TV.

Other defendants named in the suit are producers Don Ross and Jack McCoy and the packager, Frank Cooper Assoc.

Both programs feature women contestants with reasons for wanting to be made glamorous, with each day's winner, determined by studio applause, appearing on the following day's program after a full beauty treatment.

The plaintiff contends his program first was submitted to NBC-TV in the fall of 1951 and later was telecast on WTVJ (TV) Miami in January 1953 and afterward on WAFM-TV (now WABT) Birmingham and WKRC-TV Cincinnati. He said the program then was submitted again to NBC-TV last spring. NBC-TV started Glamour Girl last July 6.

ADVISORY GROUPS SET ABC SESSIONS

Sales and program plans are the big items up for talks between ABC executives and members of the network's radio and TV advisory committees in meetings Thursday-Friday in New York.

ABC's radio and television stations advisory committees will meet with network officials in New York Thursday and Friday, respectively, Alfred R. Beckman, national director of the ABC station relations departments, announced last week.

The agenda, authorities said, will encompass the network's radio and TV sales and program plans and related matters and problems of mutual interest to network and affiliates. Both meetings will be held at ABC's executive headquarters.

Top officials of the network scheduled to be on hand for the two sessions include Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; ABC President Robert E. Kintner, who will preside at both meetings; Edward J. Noble, AB-PT finance committee chairman; Robert H. O'Brien, ABC executive vice president; Ernest Lee Jahncke Jr., vice president and assistant to the president; Robert M. Weitman, vice president in charge of talent and programming; Robert H. Hinckley, vice president in charge of the Washington office; Mr. Beckman, and William A. Wylie.

KSL-TV GETS AROUND A LOT OF AREA!

From the top of a 9,000-foot mountain peak, KSL-TV reaches deep into 39 counties . . . in four Western states.

To reach, and sell, the vast Intermountain West market you need KSL-TV, the area station.

For more details and a new copy of the KSL-TV coverage map, contact CBS Television Spot Sales, or
Zoom from 20mm to 60mm with

Pan Cinor®

Lens for TV Cameras

For broadcast TV... Industrial TV... open or closed circuits... more stations and industries are discovering the tremendous savings possible with this versatile lens!

Introduced a year ago, it has been a godsend to every budget-conscious purchaser.

At last the small station TV cameraman can follow action... hold action... create action and a virtually unlimited variety of special effects from one camera position! Rock-steady pictures are assured because dolly-ins are done optically. Zooming-in for close-ups is a 'must' in TV commercials. With the Pan Cinor, just a touch of the turret lever... and you're in!

The industrial user training his camera on factory operations or demonstrations can re-direct his attention from close-up to telephoto from a flat-footed stance. RCA reports most focusing can be remotely controlled automatically, and Dage assures us they can operate the turret lever by push-button if desired.

In addition... the Pan Cinor has a standard "C" mount... it fits not only the Dage and RCA TV cameras, but can be used on a majority of the 16mm movie cameras used in studios and industry today.

Maximum aperture F:2.8. Focusing range: 5 feet to infinity. Diaphragm stops to F:2.2. Weight, including viewfinder, 2.1 lbs. All lens elements are coated. Complete with coupled viewfinder for use with 16mm movie cameras. Som Berthiot Pan Cinor lens

See your Bolex Franchised Dealer or write for illustrated pamphlet to: Sole U. S. Distributors, Paillard Products, Inc. 100 Sixth Ave., N. Y. 13, N. Y.

Pan Cinor Zoom-type lens with coupled viewfinder has standard "C" mount. Fits most 16mm movie cameras without modifications:

Budget size TV camera zooms in for a commercial close-up with the Pan Cinor Lens.

R.C.A. industrial TV camera with Pan Cinor.
manager of the station relations departments.

This group will be joined, for the radio meeting on Thursday, by Charles T. Ayres, vice president in charge of the radio network, and regional station executives of the radio network, and, for the tv meeting on Friday, by Alexander Stronach Jr., vice president in charge of the tv network; Charles M. Underhill, vice president in charge of tv programming; Charles Abry, national tv sales manager, and Oliver Treyz, director of research and sales development.

Members of the Radio Stations Advisory Committee expected to attend are Roger W. Clipp, WFIL Philadelphia, chairman of the committee; Verl Bratton, WKTY La Crosse, Wis.; Frank Carmen, KUTA Salt Lake City; James Connolly, KGO San Francisco, vice president in charge of ABC's San Francisco office; Harold V. Hough, WBAP Fort Worth; T. B. Lanford, KRMD Shreveport; A. D. Willard Jr., WGAC Augusta, Ga., and J. P. Williams, WING Dayton.

Television Stations Advisory Committee members slated to be on hand are Kenneth Berkeley, WMAL-TV Washington; Otto P. Brandt, KING-TV Seattle; Mr. Clipp of WFIL-TV; E. K. Hartenbower, KCNO-TV Kansas City, and Franklin Snyder, WXEL (TV) Cleveland.

**NBC 'Systems Cue' Change Points Up 'NBC Radio'**

NBC put into effect last Friday what it said was "the first major change" in its radio network's "system cue" since 1927, designed to give NBC Radio an identification separate from that of NBC-TV.

Hereafter, the basic announcement preceding the NBC chimes will be: "This is the NBC Radio Network," with emphasis on "radio." There are two variations for network origina-
tions. One says: "NBC—nation's best coverage; this is the NBC Radio Network." The other goes: "NBC covers America—This is the NBC Radio Network."

Following an origination from an affiliated station, the cue will be: "This program was brought to you by station—affiliated with the National Broadcasting Co. This is the NBC Radio Network."

Officials said the new announcements are the third set to be used since the start of NBC in 1926. The original cue, as near as can be determined, was: "This is the National Broadcasting Co." It was used until January 1946. Then the abbreviation "NBC" was added and the cue became: "This is NBC, the National Broadcasting Co."

**DuMont's Sheen Coverage**

WITH a lineup which DuMont Tv Network said totaled 121 stations last week and was still growing—"the largest network ever assembled for a regularly scheduled tv program"—Bishop Fulton J. Sheen's Life Is Worth Living series resumes on DuMont on Oct. 13 (Tues., 8-8:30), under Admiral Corp. sponsorship. Erwin, Wasey & Co., New York, is agency.

**NBC-TV to Air AMA Show**

AMERICAN MEDICAL Assn. will present its March of Medicine once again this year, this Thursday on NBC-TV in the 10-10:30 p.m. period normally occupied by the Martin Kane Show for United States Tobacco Co.
That’s Greek for charm—and Venus is the gal who’s loaded with ἔπαιζω—the kind that wowed the folks way back when. But that was before television! Today, folks prefer to be charmed by “live” talent—top performers like WLW-D’s Neal VanElls, Betty Ann Horstman and The Arvie Recore Duo. Consistent top ratings for 3½ years prove it. No wonder WLW-D has so much to do with guiding buying habits in Dayton’s rich, industrial market. So when you buy TV time in Dayton, be sure to get top talent plus by the exclusive client services of WLW-D!
Three Stations Sign
As CBS-TV Affiliates

SIGNING of three additional affiliates of
CBS-TV was announced last week by Herbert
V. Akerberg, vice president.

WPRO-TV Providence (ch. 12), owned by
Cherry & Webb Television Broadcasting Co.,
with Arnold F. Schoen Jr., the general manager,
joins as a basic interconnected affiliate
Oct. 1.

KATV (TV) Pine Bluff, Ark. (ch. 7), owned
by Central South Sales Co. with James C.
Leake as general manager, becomes a primary
non-interconnected affiliate Nov. 15.

KHOL-TV Kearney, Neb. (ch. 13), owned by Bi-States
Co. with Harold J. Hamilton the general
manager, will be added as a primary non-intercon-
nected affiliate, also Nov. 15.

KNOXVILLE, TENNESSEE

The
54th
METROPOLITAN MARKET

Now On The Air

WROL-TV
VHF Channel 6

NBC  •  ABC

Serving over 3/4 of a million people in the
prosperous Tennessee Valley.

Represented Nationally By
AVERY-KNODEL INC.

New York, Atlanta, Dallas, Los Angeles, San Francisco, Chicago

Page 74 • October 5, 1953

EMERSON EXHIBITS $700 COLOR TV SET

A compatible color tv set de-
signed for mass production at
$700, with 14-inch picture, is
shown by Emerson Radio &
Phonograph Co. in New York.

EMERSON Radio & Phonograph Corp., New
York, last week exhibited what it described as
the first commercial compatible color tele-
vision receiver styled for home use and de-
signed for mass production.

The set was displayed last Monday at a
meeting in New York of the New York So-
ciety of Security Analysts, at which Benjamin
Abrams, Emerson president, was the featured
speaker. Mr. Abrams said the console en-
ssemble set with a 16-inch picture tube will
retail for approximately $700 and will be de-
ivered to distributors and stores "within
weeks" after FCC approves compatible color
television. The 16-inch tube gives a 14-inch
picture.

In a talk centering around the impact of
color on tv, Mr. Abrams predicted FCC will
approve the compatible color system by the
end of the year. He pointed out, however,
that manufacturers would be able to place only
a limited number of color tv receivers on the
market by early 1954, and these would be at
"necessarily high prices," ranging from $700
to $1,000 for a picture size equivalent to that
of a 14-inch black-and-white receiver.

He expressed the belief that although the
prices of color sets will become lower gradu-
ally, they will not supplant black-and-white
receivers "for many years to come." He
stressed that, in his estimation, color sets will
not have universal acceptance until larger
picture sizes are available and until the price
is within the reach of the masses.

Mr. Abrams declared maximum size color
pictures will be possible with the develop-
ment of projection television, which he said
will result also in lower production costs. He
noted that Emerson was, at one time, the larg-
est producer of projection receivers, but dis-
continued the line because of the superiority
of the picture quality of the direct-view tube
for black-and-white.

Turning to Emerson's radio line, Mr.
Abrams said that company expansion in this
field has resulted in a substantial increase in
its radio sales. He mentioned plans by the
company eventually to market a radio receiver
no larger than a pack of cigarettes.

Mr. Abrams said profit for Emerson's fiscal
year ending Oct. 31 will be "substantially
ahead of last year." He pointed out that the
current conservative dividend policy of the
company takes into account the large capital
expenditures involving the purchases, build-
ning and equipping of approximately 25,000
square feet of additional facilities, as well as
its expansion into the air-conditioning field.

GE Extends 12-Kw Uhf
Tv Trans. Amplifier Offer

GENERAL Electric Co. announced last week
its 12-kw uhf tv transmitter amplifier, which
it says is the most powerful in the industry, is
being made available to stations now operating
with lower-power transmitters of other makes.

The amplifier is being made available be-
cause of the unit's success and because of GE's
extensive production program for the equip-
ment, according to Frank P. Barnes, GE broad-
cast sales manager.

He said 10 stations now are on the air with
12-kw transmitters, driven by 100-w GE ex-
citer units, and that the GE amplifier can be
driven by any low-power transmitter now in use.

Stations now using the GE unit are WHUM-
TV Reading, Pa.; WLP-TV Springfield,
Mass.; WHYN-TV Holyoke, Mass.; WKAB-TV
Mobile, Ala.; WGBH-TV Scranton, Pa.; WEEK-
TV Peoria, Ill.; WENS-TV Pittsburgh; WVEC-
TV Hampton, Va.; WEEU-TV Reading, Pa.,
and WILK-TV Wilkes-Barre, Pa.
IN SAN FRANCISCO TELEVISION

HIGH KRON-TV, since February 14, 1953 has operated at HIGHEST legal power on its favorable Channel 4.

HIGH KRON-TV telecasts from the HIGHEST antenna in the San Francisco-Oakland area.

HIGH KRON-TV reaches the HIGHEST share of the Bay Area and Northern California viewing audience—June Telepulse shows KRON-TV leads in 18 of the 21 morning, afternoon and evening segments of the week.

HIGH KRON-TV programs—NBC Network, Local and Syndicated are HIGHEST in total June Telepulse ratings. Nine of the “Top Fifteen” are KRON-TV features—50% more than the other two stations combined.

LOW KRON-TV, Channel 4, operates on the LOWEST frequency in the Bay Area—insuring a stronger signal over a greater area.

LOW It all adds up to the fact that KRON-TV gives the advertiser the LOWEST average cost per results.
NARCOM SYSTEM SHOWN IN CHICAGO

AN international relay system which would provide transmission facilities for a large number of telephone, teletype and other services, including television broadcasting, across the North Atlantic was forecast in a paper presented on the last day of the National Electronics Conference held Monday through Wednesday at Chicago's Hotel Sherman.

Titled the NARCOM project, the plan would seed several types of signals simultaneously by use of a "wide band," via 15 relay stations to join the Americas and Europe.

The NARCOM project and its significance were discussed by W. S. Halstead, Unitel Inc. president and planner of the system, and V. J. Naxon, Microwave Services Inc. vice president, both of New York.

This is the system which was detailed last May at a three-day hearing in New York held by the Senate Foreign Relations subcommittee on International Information Services (Hickenlooper subcommittee) [B&T, May 18].

On Tuesday, Dr. Henry N. Kozanowski, RCA Victor research engineer, told delegates of his firm's progress toward development of tv studio equipment which would make possible airing of filmed programs with quality equal to "live" pickups.

This would be made possible, he said, by RCA's development of a new type tv film camera which uses a newly-developed vidicon type tube and has three times more sensitivity for film operation than present iconoscope film cameras, he said. Dr. Kozanowski said the camera is expected to go into production early next year.

RCA also unveiled two developmental electronic power tubes which it said promises "greater efficiency and economy" in uhf-vhf and microwave-relay operations. These were a traveling-wave type amplifier, which RCA engineer W. W. Siekanowicz said he believed was the most compact ever developed, with a beam of electrons which interacts continuously with a guided electromagnetic wave to produce amplification at ultra-high frequencies, and a continuous-wave magnetron oscillator capable of efficient operation at high powers, described by RCA engineer D. E. Nelson.

Perry Succeeds Roemer As President of Federal

ELECTION of Raymond S. Perry as president of Federal Telephone & Radio Co., Cliffon, N. J., a division of IT&T, was announced last week. He succeeds Henry C. Roemer, who returns to IT&T headquarters in New York as vice president in charge of the administration of the domestic division of IT&T.

Mr. Perry joined Federal in 1949 as general sales manager, and since 1951 also has been vice president and director in charge of all domestic and government sales activities. He previously served as an executive and member of the board of directors of Olin Industries, East Alton, Ill., and as a vice president in charge of engineering and sales for the Ingersoll Machine Co., Rockford, Ill.

Mr. Roemer, who joined IT&T in 1927 as an accountant, was elected a director in 1943, a vice president in 1944 and comptroller in 1946. He was elected president of Federal in 1951.

Westinghouse Raises Prices

WESTINGHOUSE Television-Radio Division last week announced a suggested price hike of $10 on 11 tv receivers of its current line, effective immediately, according to J. F. Walsh, division sales manager. They all are 21-inch models.

Gates Gear Shipments

GATES RADIO Co. has shipped a 5-kw replacement transmitter to KGCS Sidney, Mont., and 1-kw transmitters to new stations WIWS South Hill, Va, and KDJS Alexandria, La., L. J. Cervone, general sales manager, said last week.

TOURING the mechanized tv receiver test line at CBS-Columbia Long Island City assembly plant are (1 to r): Dr. Frank Stanton, CBS Inc. president; David H. Cogan, CBS-Columbia president; William S. Paley, CBS Inc. board chairman; James Cokling, Columbia Records Inc. president, and I. L. Levy, director.
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.
Electronics to Pace U. S. Economy—Hoffman

BELLWETHER of the nation's economy in the future will be the electronics industry, replacing the automotive industry, H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles, recently told the National Security Traders Assn. convention in Sun Valley, Idaho. More than 11% of the 65 million employed persons in the U. S. now work in electronics, Mr. Hoffman stated, adding that this percentage should increase as the industry plays an ever-expanding role in the nation's economy.

Hoffman Radio Corp. sales have increased from $4 million in 1948 to $60 million this year, the firm's president said.

Chamberlain Heads Broadcast Unit of Divided GE Dept.

GENERAL Electric Co. Electronics Division's newly-formed commercial equipment department [B+T, Sept. 28] has been organized into three functional product units, William J. Morlock, department general manager, said last week.

Announcing appointment of general managers for the three product operations, Mr. Morlock said each general manager will be responsible for marketing, engineering and manufacturing functions in his respective product line.

The broadcast equipment unit which includes radio and tv transmitters, antennas and studio gear, will be headed by Paul L. Chamberlain, previously marketing manager for commercial products in the former commercial and government equipment department and a GE employee since 1942.

The germanium products unit, which will include germanium diodes, transistors, power rectifiers and quartz crystals, will be headed by H. Brainard Fancher, previously engineering manager for commercial products of the former commercial and government equipment department.

The third unit, communications equipment, which will handle two-way radio, microwave and carrier current equipment, will be managed by Harrison VanDesk, former manager of business planning controls for the radio and tv department.

RCA, GE Report Equipment Shipments

SHIPEMENT of a 25 kw vhf ch. 3 transmitter has been made to WTAR-TV Norfolk, Va., RCA Victor announced last week. The Norfolk station, now on ch. 4 but due to change to a lower wavelength in line with FCC order, plans to boost power to maximum 100 kw upon installation of the new transmitter. RCA 10 kw transmitters also were shipped during the week to KGMB-TV Honolulu (ch. 9), KSL-TV Salt Lake City (ch. 5) and KFOR-TV Lincoln, Neb. (ch. 10).

RCA also reported shipping 1 kw uhf transmitters to WRAY-TV Princeton, Ind. (ch. 52); KCEB (TV) Tulsa, Okla. (ch. 23), and WAYS-TV Charlotte, N. C. (ch. 36).

GE reported shipments during the week of 5 kw transmitters to KOMU-TV Columbia, Mo. (ch. 8), WSIX-TV Nashville, Tenn. (ch. 8) and WKAQ-TV San Juan, P. R. (ch. 2). The KOMU-TV order also included a GE 12-bay antenna. Two Oklahoma City stations were sent 100 w transmitters; they were KTVQ (TV) (ch. 25) and KLPD-TV (ch. 19). Both also have ordered 12 kw amplifiers for future delivery. GE also has shipped a three-bay antenna to KDSO-TV Sedalia, Mo. (ch. 5); a four-bay antenna to WRGB (TV) Schenectady, N. Y. (ch. 6), and a six-bay antenna to Radio Rio, Rio de Janeiro, Brazil (ch. 13). A contract was signed for December delivery of a 12 kw uhf ch. 31 transmitter to WMIL-TV Milwaukee.
First with Hooper ... First with Pulse ... First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market with a single schedule. Cost?? 10% LESS, per thousand listeners than in 1946! Radio wise time-buyers are placing orders now for choice fall and winter availabilities—Get YOURS in Today!
More than a million homes* now listen to KDKA in an average week—an increase of 55,000 over last year.

In the 15 counties surrounding Pittsburgh, more than 92% of the homes* listened to KDKA during a 4-week period this year—an increase of 39,000 homes over last year.

Homes in the Pittsburgh area spend more than five million hours* weekly listening to KDKA.

In the complete Pittsburgh trading area—an area of almost 2½ million radio homes—KDKA is listened to by more families* than any other station.

*Nielsen Radio Index
- Feb. - Mar. 1953
MIRACLES OF MASS COMMUNICATIONS

W. P. Hobby, who publishes the Houston Post and owns KPRC-AM-FM-TV there, did a stint as guest columnist in his own newspaper a while back. The comments which follow are excerpts from the column, and constitute his evaluation of mass communications media.

IT TOOK mass communications a long time to get around to the speed of gossip, but I believe we have finally arrived. We may not be as colorful as gossip yet, or take up the loose ends of town talk, but I believe we are as fast—and probably far more dependable. . . .

Today Americans are overwhelmed with news. They know everything of any importance within minutes, or hours at the most, of the time it happens. Thanks to the columnists and commentators, they sometimes know things long before they happen. They even learn, through these same sources, about some things that never happen.

The miracle of television has provided the crowning achievement in news coverage. It still has a long way to go, but it has certainly altered the thinking of the men in the city newsrooms across the nation.

First there was the newspaper which depended on its correspondents to provide it with the news. Only the richer papers could afford good coverage and then they had to depend largely on the reporters' view point. Telegraphy brought the wire services that spread simultaneous news coverage from around the world. Technical improvements in printing presses, typesetting and engraving accounted for additional remarkable advances.

The wire services almost eliminated the exclusive national and international stories, and the competitive spirit of the press invented the "scoop" and the "extra." With the coming of radio news and telecasts those two journalistic tools became virtually extinct.

The miracle of television tempts me to say we have reached the ultimate in disseminating news. When I think of the national party conventions, the World Series, the college football, and the presidential inauguration all being brought to our living rooms and dens at the very instant they are going on, I admit that I find it difficult to think of future progress right at the moment. Add to that the coronation in far more detail than anyone there, including the queen, could have seen it and you really have something.

The radio described all of these things masterfully in word pictures. And the newspapers carried thousands of lines of comprehensive and analytical copy on the subjects. And however great the other two media are, there is no substitute for reading it in black and white. That is, getting it in your newspaper. The other media do not minimize, rather intensify, reader interest.

Newspapers did a pretty good job of progressing. Most of the political bias and the yellow journals had disappeared by the early '20s and editors started to believe they had reached the point of perfection in journalism. Then came Dr. Marconi's little invention, the radio. The first thing it did was to make the "scoop" and the "extra," two standard journalistic tools, as obsolete as writing quills.

The editors and publishers, for the most part, decided to nip this upstart in the bud when radio began newcasts. They found they were resisting progress, something no man or group of men has ever been able to do. The Post didn't choose to resist. We acquired KPRC in 1925 and went with the tide.

Actually radio never did hurt the newspaper business. Only the newspapers that resisted radio hurt themselves. This new medium created a new interest in news and that proved to be a boon to the press. Radio became a partner of mass communications. It did almost put the phonograph out of business for a while. It was probably the real fatal blow to vaudeville. And, had not talking pictures come along, it might have doomed the motion picture business. But it actually helped the newspaper business.

Since World War II television has become a new and amazing member of the team of mass communications. Thanks to the lesson of radio, however, no one has tried to throw a roadblock in front of tv. As it happened the Post was the first newspaper in Houston by years, as in the case of radio, to add this remarkable medium to its family of mass media. Television will make radio better and it will make newspapers better. Both will have to improve—and they are doing it—to stay up with this newborn competition for the public's attention. The motion picture industry is again forced to make drastic improvements—this time in third dimensional pictures—to exist, but it will keep step with the march of progress.

This all gets down to the fact that Americans are the most and the best informed people in the history of the world. If they make mistakes in electing officials, or line up with the wrong allies, or eat the wrong foods, or take the wrong medicines, or get killed in traffic, or by holdup men, they can hardly blame the mass media which hourly inform them of the ills and evils of the day.

- Commercial broadcasting makes a hit in Japan. Page 82.
- Is television really radio's best friend? Some two-dozen broadcasters give their opinions. Page 86.
COMMERCIAL broadcasters in Japan are starting their third year of operations in a slumping business climate and braced for an inevitable loss of revenue at the inopportune moment when commercial television is about to be started.

But there is no pessimism in the ranks of the commercial broadcasters, for they believe that free enterprise radio has weathered growing pains since its birth Sept. 1, 1951, and they are certain it will withstand the new problems, too.

Going on the air posed what appeared to be almost insurmountable problems of financing, equipment importation, and hiring qualified administrators, producers, and engineers. Japan has yet to recover from its shattering defeat in World War II.

Despite the problems besetting the commercial broadcaster, non-governmental radio survived. Almost half of the 19 commercials are now operating in the black, thriving in a nation which for 26 years knew only the monopolistic broadcasting of the government's Japan Broadcasting Corporation (NHK).

Tops in Asia

Of the nations of Asia, Japan alone can claim radio as an instrument of "mass" communications. Seventy-one percent of Asia's receivers are located on Japan's four islands, as compared to, for example, India's 2% and Indonesia's 1%. There are more receivers in Japan than in all of South America.

Radio broadcasting was started in Japan five years after KDKA Pittsburgh's inaugural programs in the U. S. Rulers of the then autocratic monarchy established government control of the medium, to be broken only after the Allied Occupation-inspired constitution was framed, which served as an impetus for the introduction of private enterprise, competitive broadcasting.

Nevertheless, the firmly-entrenched government radio system had spread its facilities throughout the nation with 39 local stations and 36 relay stations. Favored frequencies were theirs, and 17,500 miles of broadcast relay lines spanned the island country. So it was natural that even with the advent of commercial broadcasting, NHK remained the "prestige" radio of Japan.

Patterned After BBC

NHK is dependent upon public subscription funds from set-owners for its ordinary operating expenditures. Patterned after the British Broadcasting Corp., NHK imposes a monthly fee of 184 on each set-owner. Latest available figures disclose that there are more than 10 million paying set-owners in Japan. That figure represents more than 60% of all households. NHK's annual budget of 18.5 million and staff of 8,200 (no misprint) provided the neophyte commercial broadcasters with a real test in the battle for listeners.

Tokyo's leading commercial station netted $27,500 from a monthly average gross of $250,000 for a six-month period, the latest figures available. This station is certainly an exception, though the stations situated in the larger metropolitan markets are generally eliminating the red ink from their ledgers. The two leading stations in Osaka (the second most populous area in Japan) found themselves in heated competition for the rich industrial region. One of the stations realized a net profit within six months after it went on the air; the other had to push its gross up to a monthly $110,000, 18 months after going on the air, before net earnings could be seen. But they were seen.

Japan's latest commercial station, Radio Nagasaki, started operations with an initial fund of only $35,000 and with small but adequate studios in the Chamber of Commerce building. Most of the stations, however, had original operating funds of around $150,000.

There is a strong relationship between newspapers and radio stations. Seventeen of the 19 commercials are directly affiliated with newspapers, most of them owned completely by newspapers. Radio Tokyo, currently the only commercial 50,000-watt station operating in Japan, is the result of joint financing by the "Big Three" of Japanese pressdom, the Yomiuri, Mainichi, and Asahi newspapers, ordinarily attacking each other with enough ferocity to make the Hatfield-McCoy feuds look like a parish picnic. Of the two stations not connected with newspapers, one is owned and operated by a Roman Catholic organization, the other by non-journalist businessmen.

The strong tie-ins between the press and the youthful commercial radio stations resulted in untrained personnel from the newspapers being called upon to staff the stations. Some experienced radio personnel were lured away from NHK, though these were comparatively few.

Potential Audience Large

Japan's potential radio audience is, as has been mentioned, large. It has been estimated that the actual number of people who have access to a radio receiver is 50 million plus, in a country with a total population of 85 million. The potential audience figure appears to be a realistic one when one considers the 10 million fee-paying radio households and an average of five persons in a household.

Radio Tokyo estimates its potential audience at 5,750,000 (a plausible figure, considering the population of the Tokyo-Yokohama area and the percentage of radio households in the area—78%). The smallest commercial station estimates its potential audience at 225,000.

Accurate listenership surveys are not easily obtainable in Japan. NHK is required to "conduct scientific listening polls at regular intervals and make the results thereof public." However, methods employed by the Japanese pollsters too often produce diff-

COMMERCIAL
advertisers are earmarking 10–15% of their advertising budget to Japanese radio. However, because of the lack of studio space and trained personnel among agencies, the stations inversely produce 70% of the sponsored programs.

Japan's gargantuan advertising agency, Dentsu, handles most of the radio timebuying and production executed outside the station's facilities. A half-hour dramatic program produced by Dentsu costs between $500 and $700, employing some of the best talent in Japan. Top-flight writers can be hired for shows at $75 a program, a figure which is unusually high considering that the average Japanese wage-earner's salary amounts to but $8 a week and high wages are not even paid to presidents of large corporations.

A half-hour show contracted for on a 13-week basis costs the advertiser about $330 at Radio Tokyo, and that's for Class "A" time. Class "B" time is about $215, based on the same arrangement. Radio Tokyo's rates are tops in Japan.

Production and time for a top-flight program over Radio Tokyo then cost the advertiser roughly $1,000. If that program plays to, say, 15% of the station's potential audience, each dollar reaches 862 listeners. It must be remembered that the Japanese yen can't be equated with the American dollar easily, for the per capita income in Japan is but a fraction of what it is in the U.S.

$75 Buys Half-Hour

Radio Nagasaki's rates are the lowest in Japan. Seventy-five dollars buys a half-hour Class "A" period, while the Class "C" time is exactly half that amount. The "golden hours" of Japanese radio, Class "A" time, are generally sold. Advertisers eager to cash in on the "family" hours usually find themselves on a waiting list.

Research shows that 35% of the time available on commercial outlets is sold. Five of the stations (Radio Tokyo, Shin Nippon Hosō [Osaka], Chubu Nippon Hosō [Nagoya], Radio Kyushu, Radio Shizuoka) have more than half their time sold. Radio Tokyo and Radio Shizuoka (which is "fed" most of its programs from Radio Tokyo) have 57% of their time sponsored.

One station's time-sold percentage is 49%; two are between 31% and 40%; nine are between 21% and 30%, while two have been able to sell only 18% and 11%.

A unique, though not too frequent, type of program in Japan is the "public service-commercial" show, a program paid for by an advertiser to espouse the cause of a charitable or civic organization. The advertiser receives full credit with a proportionate amount of the time devoted to his commercials. Many stations consider that this type of program fulfills their public service programming obligations (which are not clearly defined in the licensing regulations), and the fact that a profit is realized on the "public service-commercial" show makes it a popular one indeed with the broadcasters.

Despite the fact that a considerable amount of time is devoted to cultural and educational programs, (see below) the commercial broadcasters do it mostly because of the generally high cultural standards demanded by the people, not because of the governmental requirements. "We leave the worrying about the amount of educational programs to NHK... that's their business, not ours," said one commercial broadcaster.

Quiz and variety shows, man-on-the-street programs, and soap operas blossomed at NHK during the Occupation, under SCAP guidance, and both NHK and the commercial stations know that these innovations are still popular with the listeners.

Among the most popular programs on the air today are Twenty Gates, which not too

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*By ROBERT GORALSKI

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*Mr. Goralski is with the Committee for Free Asia and currently is on a four-month tour of duty producing radio programs on stations throughout the Orient. He has served in Japan and Korea as a naval radio combat correspondent and newsman-announcer for WDWS Champaign and WILL Urbana, Ill.

October 5, 1953 • Page 83
**WHAT IS TELEVISION?**

B&T received a letter from E. L. Deckinger, vice president and research director of The Biow Co., New York. Mr. Deckinger enclosed what he called “a thing on television,” and noted, “I don’t know what to do with it. Maybe you can think of something!” The editors of B&T thought it ought to be published. Here it is.

“What is television?”

Is it just 200 or so stations in 150 or so markets and 24 million or so homes with receivers?

No.

This is a land of people as well as things. Nothing is important to us just because it exists. What is important is what a thing does to the people, and what the people do with and to it.

So, what’s television, besides stations that send and sets that receive?

Television is millions of little boys riding with Hopalong Cassidy and bringing Dangerous Dan to his just reward. It’s the laughter and the tears, the questions and the answers, the songs and the speeches.

It’s a queen being crowned—and it’s Mrs. J. Houhahan, Oakridge housewife, explaining why she uses Pillsbury’s Cake Mixes.

It’s Milton Berle and Eddie Cantor. It’s Martin and Lewis, and Bob Hope. It’s Jerry Lester and Edgar Bergen.

What is tv? It’s Mickey Mantle hitting a 500-foot homer, and Mel Allen screaming “well, how about that?”

It’s Walter Winchell “beating the red hand around the blue,” and Johnny calling for Philip Morris. It’s the Snow Crop Teddy Bear, and it’s the “Bulova Watch Time” clock telling us the time.

What is television? It’s forty million persons, in twenty-four million homes watching Desi and Lucy clowning.

What is television? It’s Martin Kane and the cigar store, and John Cameron Swayze chronicling the day’s events.

What is tv? It is the miracle of the age—for $1 down and 50¢ a week.

It’s the everyday people in the everyday mix-ups—and the inevitable triumph of justice. Will Vanessa Dale be paid the $1,000? Tune in tomorrow!

It’s Captain Video lost in interstellar space—and, happily finding his way back again. It’s a girl and a doll—a crocodile doll, at that. It’s Art Linkletter asking a little boy, “Why aren’t you in school today?”, and his answering, “I couldn’t go—I’ve got the measles.”

So what is television? It’s America. It’s America on a screen, and America at a screen.

It’s the nearest thing to reality itself—right in your own living room, where you can enjoy it, share it, live it—or turn it off if it displeases you.

Television brings the thrill of living, however the viewer wants to live it, and he doesn’t have to get out of his chair to enjoy it—vicarious though the enjoyment be.

It brings him inspiration, it brings him enjoyment, or it brings him sadness.

It permits him to run a gamut of the things he wants to do, things he wants to know—and he can enjoy them all while they are happening.

It brings America just a little closer to Americans—and it does it at a cost that Americans can afford.

What is television? It’s the great miracle that brings us closer to each other, closer to ourselves. It makes possible for us things we could never have hoped for without it.

That is television—an answer to our unexpressed prayers—the means for bringing a higher standard of living, and more enjoyment, to more people.

That is television—it is the greatest thing that has ever happened to us, and we’re all glad, and grateful, that it happened.

E. L. Deckinger

More than 2,500 people are employed by Japan’s 19 commercial stations, with Radio Tokyo alone having 500 persons on its payroll.

20% Executive

In line with the Japanese organizational pattern, almost 20% of the employees of commercial stations are on the executive level. Japan’s propensity for establishing an over-weighted load in the upper echelons is common knowledge. The nation, too, with its benevolent, paternalistic employer-employee relationship, has far too many people working on each job, by American standards. Rather than lay a person off because of lack of work, two people will be assigned to a particular task. Thus, few people in Japan ever lose their jobs. The basic reason for this policy is the precarious economic position of Japan where 85 million people are existing on the four islands where 30 million lived in by no means spacious circumstances 100 years ago.

Most Japanese stations are equipped with
both high-quality imported American equipment (the cost of which is almost 100% more in the States because of shipping costs and heavy import levies) and smaller, less-predictable indigenous products.

The JNAB

The Japanese National Assn. of Broadcasters was established in April, 1935, patterned after the U.S. National Assn. of Radio and Television Broadcasters. Its aims are (1) to promote the ethics of broadcasting and broadcasting techniques; (2) encourage a level of ethics for management; (3) conduct research in radio listenership; (4) enlighten the public on broadcasting, and (5) establish harmony among the members. It is generally agreed that the Japanese NAB is doing a successful job in attempting to achieve its aims.

All the commercial stations belong to the association, paying monthly dues which vary according to wattage. A monthly magazine is published by the Japanese NAB, and it is starting publication of a series of pamphlets dealing with public service operations and the technical phases of broadcasting.

At this writing, the government is preparing a frequency reallocation bill. Hearings are being conducted to determine which frequencies shall be given to NHK and the commercial stations, which lead by the NAB, are demanding the better lower frequencies, presently occupied almost exclusively by NHK. Tokyo has already been granted four 50 kw stations, three of them to be commercial. The Tokyo central station of NHK's five network is now 50 kw, along with Radio Tokyo.

None Under 1,000 Kw

In no important city in Japan today does a commercial station enjoy a frequency under 1,000 kcs. Four of the commercial stations are below 1,000 kcs, but they are located in the comparatively smaller cities of Toyama, Kanazawa, Tokushima, and Fukui.

One television station is in operation in Japan today, and it is the NHK Tokyo station. Early this year, NHK completed a microwave relay circuit linking Tokyo with Nagoya and Osaka. Commercial television made its debut this fall when the Nippon Television network began operations. Sept. 28. Radio Tokyo is expected to venture into the tv field the first part of 1954. The biggest obstacles to a rapid growth of television in Japan are the high costs of production and television receivers.

Only 5,000 Tv Sets

A reliable source indicates that only 5,000 sets will be available to Japanese viewers this fall. The Ministry of Trade hopes to produce a set in several years which will sell for $140. It is an impossibility to buy an imported American set now for less than $500, which is above the average consumer's purchasing power.

Television is still a rare, precious novelty in Japan, though there is no doubt its appeal to the Japanese people will remain strong. The Japanese delight in visual matter, marking television a sure future firebrand success.

Japanese radio men are already planning a campaign to prove that "radio is better than ever."

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For the Finest Performance Money Can Buy

**REK-O-KUT**

Model B-16H 16-INCH 3-SPEED TURNTABLE

The name Rek-O-Kut has always been identified with specialized skill and experience in professional disc recording and transcription equipment. It is no wonder, therefore, that Rek-O-Kut should produce a turntable of such flawless design and performance as is revealed by the B-16H.

**HERE ARE THE DETAILS:** The turntable of the Rek-O-Kut B-16H is made of cast aluminum, and exerts no pull on magnetic cartridges. It is precision lathed-machined with an extra-heavy rim for dynamically balanced flywheel action, and it is driven by a hysteresis synchronous motor for accurate timing at all speeds. Rim driven through idlers, speed variation is well within NARTS requirements.

A simple speed-control knob permits instantaneous selection of any record speed: 33 1/3, 45, or 78 rpm. A permanently built-in 45-pm record bushing is flush-mounted around the standard spindle. A slight twist extends it above the table surface, ready for use. The B-16H reaches operating speed within 1/2 revolution at 33 1/3 and 45 rpm.

Record slippage is eliminated through the use of a new mat material. Rumble, wow, and flutter are practically non-existent. The operation of the Rek-O-Kut B-16H is so simple and consistently reliable, that it requires only routine maintenance.

In fact, the entire performance behavior of the B-16H leaves nothing to be desired. Economically, it is the finest investment you can make. It is without peer or equal among the leading quality turntables available today, although priced at only $250.00.

**Console Cabinet Model C-78 for B-16H**

Turntable base nests in fall ... no screws or bolts. Has two compartments with piano hinged and flush ring-latches. Includes built-in electrical outlets and levelling casters.

Dimensions: 33" h x 22"w x 20½"d

$109.95

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Write for complete specifications to Dept. B-16H

THE REK-O-KUT CO.


In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto 28

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October 5, 1953 • Page 85
TELEVISION IS RADIO'S BEST FRIEND

A LITTLE group of broadcasters sat around a Seattle hotel room the other morning. They were sipping coffee, munching butterhorns (that's Pacific Coast for breakfast buns) and swapping nasty tidbits about television's strange behavior, especially after dark.

"Television's the finest thing that ever happened to radio," said a voice from the corner.

A half-dozen cups tittered on uncrossing knees as all eyes turned toward a speaker whose deeply receded hairline indicated passage of more than one decade as skipper or first mate of a radio property.

The speaker was H Quenton Cox—"Q" to his army of electronic and advertising cohorts—president of KGW Portland, Ore.

"Yes, sir," he went on. "Advent of television was one of the greatest things that ever happened to radio because radio has had to go to work."

A non-stop forum was in the making, only to be halted by a gavel from the next room. The group broke up and its members left to resume their roles as delegates attending the first of NARTB's district meetings.

The point raised by "Q" Cox was provocative.

Is television really radio's best friend? Is it a blessing in disguise? What has been its impact on radio stations?

Those questions interest all aural broadcasters. They raise a corollary question:

What should a broadcaster do when television comes to town?

To get the answers to these questions, a B*T reporter buttonholed at random some two-dozen broadcasters at NARTB meetings on the Pacific Coast and in their offices in two Mountain states.

The button-holing produced a wealth of hard-hitting comments—brief but rich in dollar lore. (Lore—"The body of knowledge possessed by a people or class, or pertaining to a particular subject.")

These observations came not only with brevity but with speed. It's obviously a subject about which broadcasters have done a lot of constructive, and perhaps destructive, thinking.

They are best presented in the excerpted words of those who uttered them, but some generalizations can be listed before the interviews get under way.

First, broadcasters have just started to discover their own strength now that television has yanked them off their cushioned chairs. And are they surprised? Pleasantly, too.

Second, they are rediscovering the solid impact of good programming, particularly in the local field.

Third, they are learning that radio can do a lot of things well that television can't do at all, or not any better.

Fourth, they are really starting to cash in on radio's unequalled coverage, available at the lowest cost-per-person rate offered by any advertising medium.

Fifth, they are looking around and learning that radio stations aren't going broke because of television. A substantial share are doing better than ever.

Running through the comments is a new appreciation of radio's ability to live as an inherent part of the community and to take advantage of this factor by emphasizing local programs. Broadcasters are showing potential advertisers that people are still people, despite tv, and that they still devote more time—especially before dark—to radio than to all other media combined.

So radio is maintaining its continuous 33-year upward trend in time sales. It is prospering. It is serving. It is looking forward to a stronger future, through adjusting to meet tv's impact on the community.

This is how radio is doing the job, as described by individual broadcasters picked at random in the Pacific Northwest, California, and two Mountain states (not to be confused with any survey or poll):

RAY BAKER, KOMO Seattle—"Broadcasting's answer to television: Sell bigger contracts. Fill the schedule with programs having solid impact."

W. W. BOONE, KYAK Yakima, Wash.—"Radio should welcome television as a good competitor. When KIMA-TV went on the air, KYAK and KIT put on welcome programs. Television hasn't hurt us since it came to Yakima but we may program against it later. TV is a sales medium, not an advertising medium."

STANLEY G. Breyer, KJBS San Francisco—"When tv first broke into the market, local advertisers bought sets. They flirted with the idea of going into tv, providing real competition for radio. Time passed and many advertisers found after one experience that tv is not the answer to every dream. Many came back to radio exclusively. Others decided to use both. Some advertisers who hadn't been spending enough on radio came back with larger budgets. They are more than satisfied. Our share of audience is higher than ever, judging by the surveys, compensating for any loss in sets-in-use."

RICHARD M. BROWN, KPOJ Portland, Ore. (NARTB District 17 director)—"Portland radio felt television in its early months. By winter aural broadcasters were working harder and selling with more vigor. All this led to better management and broadcasters are doing well since adjusting themselves to the new competitive picture."

JOSEPH D. CARROLL, KMYC Marysville, Calif.—"We are offering our best news and program service. You simply build a better mousetrap. Really good news service is our best attraction."

H QUENTON COX, KGW Portland, Ore.—"Radio has to do a better job with the type of programming it does better than television. Stations must be aggressive, learning how to sell service as well as peddle time. Advent of television was one of the greatest things that ever happened to radio because radio has had to go to work. I came up on the program end of radio. The older medium must be an integral part of the community through program service."

ROBERT W. DUMM, KXOA Sacramento, Calif.—"Radio shouldn't wait till television comes. It must get ready in advance. Broadcasters must change their program thinking—more personality shows and disc jockeys whose real air salesmen."

H. E. FERNHEAD, KYA San Francisco—"Our billings have more than doubled in the last three years despite heavy television competition. We give completely personalized service, plus personalized selling by these personalities. Our sports calendar is completely sold out. This has been the most successful year in history."

CARROLL R. HAUSER, KHUM Eureka, Calif.—"We urge everyone to buy television time. We don't believe it produces the immediate results that radio gives."

LEE JACOBS, KBBR Baker, Ore. (NARTB director for small stations)—"Radio can meet any type of competition—television or otherwise. The answer is local, local,

(Continued on page 90)
United States Motors Corp. Announces...

MICRO POWER

Communications Standby Power That Operates With the Main Source. To Maintain Continuous . . . UN-INTERRUPTED POWER

Here’s NEW . . . Low-Cost . . . Automatic Standby Insurance . . . It’s MICRO-POWER, developed by United States Motors Corporation especially for the Communications Industry.

IT’S AUTOMATIC . . . because it operates in conjunction with the main source of power as a line voltage regulator and stabilizer. Dropping voltage is picked-up and maintained BEFORE LOSS OF POWER TO ESSENTIAL EQUIPMENT or complete power failure.

IT’S ECONOMICAL . . . because it replaces one or more units of costly, complicated equipment.

IT’S ESSENTIAL . . . to the communications industry. There are no time consuming load “transfers”. No momentary “drags” or dropping voltage. NO POWER OUTAGES, EVEN FOR PRECIOUS SECONDS.

MICRO-POWER PROVIDES COMPLETELY AUTOMATIC, UN-INTERRUPTED SERVICE FOR THE COMMUNICATIONS INDUSTRY.

3KW and 5KW Micro-Power Units available for immediate installation.

Write U. S. Motors Corporation, Oshkosh, Wisconsin for complete details and specification.

SEE MICRO-POWER UNITS at the U. S. I. T. A. Convention at the Conrad Hilton Hotel, October 12, 13 and 14.

United States Motors Corp.
Oshkosh, Wisconsin
So, whatever programs and program techniques provided telecasting and the addition of many levels in 1951, almost to a prize annoyance or even a 21% of Brunswick, N. J., of this New York advertising agency, has since 1948 charted the growth of TV in Videotown (last year identified as New Brunswick, N. J.). C & W studied the effect of TV on the lives of the residents of this city of 40,200 population, located 30 miles from New York, and within the good service area of that city's seven TV stations.

Source of Prestige

The early set-owning families (less than 2% of the total in 1948, 8% in 1949 and 21% in 1950) found their video sets a source of great prestige and also at times an annoyance or even a burden as their living rooms became the entertainment focal points of their neighborhoods, particularly on those evenings when a championship prize fight or other major sporting event was to be telecast. Those were the days when TV was a commercial asset amounting almost to a necessity for every bar and grill.

As TV set ownership passed the 50% level in 1951, the opening of new stations in New York, the extension of hours of telecasting and the addition of many new programs and program techniques provided greater opportunities for the set-owner to select programs rather than just to watch whatever happened to be on at the time. So, instead of declining as the novelty of viewing at home wore off, the time devoted to watching television remained at a high level in the morning, and in the Sudan—and even upped slightly in the last two years, when TV has entered a third stage—that of an established habit.

Nine of Ten Turned On

Today, in Videotown, nine out of every ten TV sets are tuned in on the average weekday evening and for an average of four hours and 15 minutes, Cunningham & Walsh researchers report. Nearly three-quarters of the individual members of the families look at some TV on an average evening, watching, when they look at all, an average of three hours and a quarter. As shown in Table I, the length of time the TV set has been in the home has little effect on the amount of time it is used.

Videotown wives spend more time watching TV during the evening hours than any other member of the family, a total of nearly 14 hours for the five (Monday-Friday) evenings covered by the survey. Husbands rank second, with just over 13 hours of viewing, and the producers of TV programs should probably feel flattered to know that both husbands and wives are spending an hour more at their sets than in 1952. Young men over 18 spend the least time viewing, a sociological fact that may provide food for thought for both advertisers and TV broadcasters. Again (Table II), the age of the set seems to have little bearing on the extent of TV watching.

Daytime viewing has grown tremendously percentage-wise—from 1% in 1951 to 8% this year in the morning, and in the afternoon from 7% in 1951 to 14% in 1953 (a slight drop from the 15% recorded in 1952) —but it still lags far behind viewing at night.

With so much of the family leisure time devoted to watching television, obviously other activities had to be readjusted. To study the effect of television on other spare-time interests, C & W in 1950 interviewed a number of non-tv set owners and from those who purchased sets before the next spring were able to establish a panel which showed what happens when a TV set comes into the home.

What effect does TV have on radio listening, for instance? Not very much in the daytime, apparently, for morning listeners in TV homes rose from 10% in 1951 to 15% in 1952 (while in non-TV homes it went from 11% to 21%) and afternoon listening rose from 6% in 1951 to 9% in 1952 among TV families (and from 13% to 14% among non-TV families). In 1953, average daytime radio listening in TV homes was slightly below the 1952 level—standing at 12% in the morning and 8% in the afternoon, but TV housewives' morning listening rose from 33% in 1952 to 42% this spring. See Table III. Non-TV families were not asked this question this year.

Full Impact in Evening

Evening is when the full impact of TV watching on radio listening was felt in Videotown. In 1950, 59% of the families without TV sets listened to the radio during the weekday evening hours; a year later, with TV ensconced in the home, radio listening during those evenings dropped to a low of 5%. The next year it rose to 8% and the third year (1953) to 9%. Meanwhile, among non-TV families, evening radio listening went on in 43% of the homes in 1951 and 38% in 1952.

The advent of TV also seriously affected movie attendance in Videotown, the percentage of people attending movies on a weekday evening dropping 77% when they acquired TV sets. The second year, they went to the movies even less frequently, the average dropping another 30% to about 16% of their pre-TV movie going. This year, however, these TV families have increased their movie attendance 17% over last year's low, or to nearly 20% of what it was before they had TV.

The number of adults reading magazines during the evening dropped 53% during the first year of TV ownership, but rose about...
### TABLE I

**SET USAGE AND AVERAGE VIEWING BY AGE OF SET**

<table>
<thead>
<tr>
<th></th>
<th>1953 (5 mos.)</th>
<th>ALL SETS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre 1951</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1951</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1952</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1953</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Average Weekday Evening

- **% Sets Tuned**
  - 1951: 87%
  - 1952: 87%
  - 1953: 91%

- **Average Hours Used When Set is On**
  - 1951: 4.23 hrs
  - 1952: 4.64 hrs
  - 1953: 4.25 hrs

- **Average Hours All Sets (Incl. Those Not in Use)**
  - 1951: 3.66 hrs
  - 1952: 4.04 hrs
  - 1953: 3.87 hrs

- **% People Viewing**
  - 1951: 67.4%
  - 1952: 70.2%
  - 1953: 73.0%

#### Average Hours Viewing Per Person Watching

- 1951: 3.16 hrs
- 1952: 3.41 hrs
- 1953: 3.25 hrs

#### Average Hours Viewing All People (Incl. Those Not Watching)

- 1951: 2.13 hrs
- 1952: 2.39 hrs
- 1953: 2.37 hrs

#### Average Hours Viewing Per Week (All People, in Evening)

- 1951: 10.65 hrs
- 1952: 11.95 hrs
- 1953: 11.85 hrs

### TABLE II

**VIEWING HABITS BY SEX AND AGE**

<table>
<thead>
<tr>
<th></th>
<th>1951 Owners</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>% Viewing at all During Evenings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Husbands</strong></td>
<td>67.1%</td>
<td>67.3%</td>
</tr>
<tr>
<td><strong>Wives</strong></td>
<td>70.1%</td>
<td>73.2%</td>
</tr>
<tr>
<td><strong>Other male adults</strong></td>
<td>49.5%</td>
<td>49.2%</td>
</tr>
<tr>
<td><strong>Other female adults</strong></td>
<td>57.3%</td>
<td>57.9%</td>
</tr>
<tr>
<td><strong>Children 10-18</strong></td>
<td>73.8%</td>
<td>80.6%</td>
</tr>
<tr>
<td><strong>Children under 10</strong></td>
<td>72.8%</td>
<td>71.4%</td>
</tr>
</tbody>
</table>

### TABLE III

**TV VIEWING AND RADIO LISTENING**

#### TV OWNERS

<table>
<thead>
<tr>
<th></th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wives</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>2%</td>
<td>10%</td>
<td>12%</td>
<td>25%</td>
<td>33%</td>
<td>42%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>10%</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Evening</td>
<td>71%</td>
<td>73%</td>
<td>78%</td>
<td>7%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>All Day</td>
<td>72%</td>
<td>76%</td>
<td>80%</td>
<td>34%</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>All People—Average</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>1%</td>
<td>5%</td>
<td>8%</td>
<td>10%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>7%</td>
<td>15%</td>
<td>14%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Evening</td>
<td>68%</td>
<td>70%</td>
<td>73%</td>
<td>5%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>All Day</td>
<td>70%</td>
<td>72%</td>
<td>76%</td>
<td>16%</td>
<td>22%</td>
<td>28%</td>
</tr>
</tbody>
</table>

#### NON-OWNERS

<table>
<thead>
<tr>
<th></th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wives</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>21%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon</td>
<td>24%</td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>41%</td>
<td>45%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>59%</td>
<td>60%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>All People—Average</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>11%</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon</td>
<td>13%</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>43%</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>54%</td>
<td>48%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TABLE IV

**PERCENTAGE OF TV OWNERS BY SOCIO-ECONOMIC GROUPS**

<table>
<thead>
<tr>
<th></th>
<th>1/48</th>
<th>1/49</th>
<th>1/50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper</td>
<td>28%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Middle</td>
<td>63%</td>
<td>64%</td>
<td>68%</td>
</tr>
<tr>
<td>Lower</td>
<td>9%</td>
<td>14%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Notes

- Figures show percent of people watching or listening to their home sets at some time during the period indicated.
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5% this year from that figure or to not quite 50% of its pre-tv level. For wives, magazine reading during the evening is up 18% over what it was when the tv set was new, and for all day is up 60% from that low. Average magazine reading for all tv families is below those figures, because of those with sets less than two years old.

Newspapers Not Affected

Newspaper reading in Videotown has not been affected by tv at all, so far as this survey shows, the upward trend in the city as a whole being matched by that in the panel. Newspaper reading by adult panel members rose 9% from 1950 to 1951 (first year of tv), another 20% the second year and another 12% the third. The increase came more from women than men, C & W reports.

Contrary to what happened in the late '40s, when tv was very new, the panel members (who acquired their tv sets between the 1950 and 1951 surveys) during their first year of tv ownership showed a 87% drop in entertaining (tv having lost its novelty with more than half of the families now owning sets) and a 74% drop in visiting. Subsequently, visiting went up, whether or not to other tv homes not being reported.

The few effects of tv covered above are enough to make one wonder about many others not mentioned. With less visiting and less entertaining and more hours of tv viewing, television presumably could have an adverse effect on other forms of home amusement, but reports from some makers of family games say sales are up, indicating that perhaps in keeping the members of the family at home tv has stimulated them to turn to other forms of home entertainment after they have watched their favorite video programs.

It would also be interesting to know what effect this tv-induced staying at home of evenings has on sales of gasoline and on attendance at billiard and bowling establishments, dance halls, night clubs and restaurants. Distribution of tv sets, at first disproportionately heavy in the upper income brackets and light at the other end, has spread out until it now approaches the normal distribution of the whole population. (Table IV.)

More Research Needed

To provide answers to these and many other questions about the effect of tv on life in America, more research is needed. There is little doubt, however, that in Videotown and all such well established tv cities leisure hours of tv families have been radically rescheduled to make room for this new habit of tv watching along with the many other people enjoy doing.

And there is no doubt at all that what has happened in Videotown is happening and will happen in all the new tv markets that are developing throughout the land.
Good Look...

Here's a sample—a tiny sample, actually, of the country as a whole... beautiful scenery, lots of it... people, homes, TV receivers... buyers, buying points... with a television tower or two somewhere in the distance, radiating entertainment and commercial messages—"live" and film.

Right now... television is perhaps advertising's richest medium... people look, see, go out and buy.

No wonder television experts work constantly to improve programming techniques—to reach more people better.

Take a good look at your own operation—specifically in reference to film. Are you using it—wisely—well? Rightly, film means greater production and distribution flexibility—lower costs for studio and advertiser... an end to the limitations of studio walls and time zones.

For complete information concerning film, its selection and processing, together with details of special Eastman services, equipment, and materials, address:

Motion Picture Film Department
Eastman Kodak Company, Rochester 4, N. Y.

East Coast Division  Midwest Division  West Coast Division
342 Madison Ave.  137 North Wabash Ave.  6706 Santa Monica Blvd.
New York 17, N. Y.  Chicago 2, Illinois  Hollywood 38, California

Agents for the distribution and sale of
Eastman Professional Motion Picture Films

W. J. German, Inc.,
Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.
medium has its place. I've seen radio stations outsell newspapers and I've seen newspapers outsell radio."

WILLIAM D. PABST, KFRC San Francisco (NARTB District 15 director)—"We have been operating normally since television came to San Francisco. Radio is one thing, television another. We recognize that nighttime audiences are not what they were before television and have adjusted our rates accordingly. Business is fine."

JACK PAIGE, Intermountain Network, Salt Lake City—"We were getting fat in radio and didn't really sell the medium because it wasn't necessary to show how good it really is. TV came. At first broadcasters were scared. Then they began to sell radio, the greatest medium ever invented. When you really sell hard you discover how good it really is. Radio had become a part of New York, Chicago and Los Angeles, losing its identity as the mouthpiece of the community. Radio had to go back to its role as an essential part of community life. Broadcasters must sell their medium."

ROBERT E. PRIEBE, KING-AM-TV Seattle—"Radio is doing better than ever in Seattle. We've developed radio programming, with special attention to music. Our music policy is this, 'If you can't sing it, hum it or dance to it, don't play it.' That's our basic radio philosophy though we carry other types of music. Good radio can compete successfully with TV."

JOE ROHRER, KRDO-AM-TV Colorado Springs—"We emphasize local-interest programming—news, music and sports, including baseball, football, basketball and hockey. Our radio gross is 42% above the figure when television first came to Colorado Springs. Of the 42%, 8% was from tv set advertisers. More promotion and harder selling have proved effective. We developed good disc jockeys and leave the commentators to the networks. We always are broadcasting something that two out of three people want to hear. Recently we have built up our morning programming and have raised the rate." (KRDO-TV went on the air with the World Series.)

HUGH A. SMITH, KXA Seattle—"Radio's answer to tv? That's easy. Work harder. Expend more energy. Accurately appraise the market and the competitive situation. Look at your own shortcomings. As a daytime station we feel tv competition less than fulltime operators."

HARRY R. SPENCE, KXRO Aberdeen, Wash.—"The 900 community tv sets in our area don't have any effect on radio. The answer to television is better nighttime shows to compete with video programs."

LOYAL H. VICKERS, KRLU Corvallis, Ore.—"There's some fringe television reception in Corvallis. We stick to radio. If you do a good job selling radio, why should you be concerned about television. I doubt if our area can support tv."

**NOW SERVING OVER 225,698 TV HOMES IN OKLAHOMA!**

*Sept. 1, 1953*
Nielsens, Hoopers and Pulses notwithstanding, your "cash register rating" is the only truly acceptable measurement of the effectiveness of your advertising. WCOS-TV fairly bursts its buttons with pride—here's proof positive of its SELL-EVISION rating in the Columbia market.

Mr. Stewart Speaker
WCOS-TV
Columbia, South Carolina

Dear Stewart:

I am writing this letter so that you will have directly from us the good results we have so far obtained from our ARTISTS AND MODELS show as well as our original FALL FASHIONS PREVIEW.

Our original show was purely an experiment on our part. From previous information received from our New York offices, we had not planned to participate in TV advertising. But this unique presentation gave us an opportunity to run a one-time test. It may sound as gross exaggeration but frankly it is an understatement when we say we were flash-gasted by the results of this first show. Six weeks after the show had been presented, we were still getting many comments each day. Viewers were asking about the fashions presented and remembered in detail the things that they saw. The length of time of impact and the remembrance of detail really startled us.

We have had only two ARTISTS AND MODELS weekly shows but we are feeling positive and direct results of these two shows. By actual inquiry, the day after our last show, we had over one hundred customers asking about the plated onion slip advertising on the show. Each person that asked for the slip was asked how she knew about it and ninety told us they had seen it on TV.

We urgently request that you and your staff continue to give us your full cooperation in producing these shows. We desperately need your help and we have found your suggestions for improvement to be good ones.

Kindest personal regards.

Sincerely yours,

JOHN & COMPANY

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PROGRAMS & PROMOTIONS

NBC USES BUBBLE GUM

NBC apparently has confidence in the promotional prowess of bubble gum. In cooperation with the Bowman Gum Division of the Haelan Labs, Inc., Philadelphia, five picture cards containing the faces of top NBC personalities have been placed in each package of bubble gum distributed by Bowman. Last year, according to a network spokesman, some two million packages of gum containing ten million cards were sold in eight days. This year, he added, NBC has planned on national circulation and expects a total distribution of some 50 million bubble gum cards.

GERMANY GETS BASEBALL BOOKS

YOUNGSTERS in 22 German cities will receive complete rules and other details of America's "national pastime" under an arrangement worked out by KFIF Wichita, Kan., and the U.S. Information Agency. Originally ordered by KFIF as station promotion, 500 copies of the 1953 Official Baseball Rule Book have been made available to the agency for distribution by the State Department's America Houses on a giveaway basis rather than the usual library loan.

'NAME THE PLANET' CONTEST

VIA Space Patrol on ABC,Ralston Purina Co. and International Shoe Co., both St. Louis, are sponsoring a "Name the Planet" contest, with reference to Planet X, discovered by Buzz Corry on the futuristic radio-tv show. There will be 1,750 winners and a first prize of a 35-ft. replica of Buzz Corry's interplanetary rocket ship, "Terra IV." Procedure for entering the contest involves the collection of space coins which may be obtained from Weather Bird Shoe Stores and boxes of Ralston. Each contestant receives an Interplanetary Space Patrol Coin Collector's Album for collecting coins. In various other areas dealers are joining Weather Bird Shoes in distributing entry kits. Gardner Advertising Co., St. Louis is the agency.

'ELEMENTARY, MY DEAR WATSON'

"Mr. Holmes, how can we reach the great Ranch & Farm Market?" is the question put forth by Dr. Watson on a novel promotion piece distributed by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Sherlock's answer: "Elementary, my dear Dr. Watson, with Ranch & Farm Radio!" The piece continues with a series of questions and answers by the astute Mr. Holmes in typical Holmesian dialogue. Besides pictures of the two sleuths, there is a map of the stations' coverage area.

CIRCUS ARRIVAL TELECAST

UNLOADING of a mile-long circus train—elephants, acrobats and all—was telecast early Sept. 26 from the Los Angeles grounds of Ringling Bros-Barnum & Bailey Circus by KTTV (TV) Hollywood. Station televised arrival operations for four hours, starting at 6 a.m. General Petroleum Corp., Los Angeles, sponsored the program through West-Marquis Inc., that city.

Those Popular Barbours

SOME 255,238 copies of "This I Give" booklet, containing memorabilia of the Barbour family, were requested by listeners of One Man's Family (NBC Radio, Mon.-Fri., 7:45-8 p.m. EST), NBC reported last week. The network said that although the premium offer by the program's sponsor, Miles Labs Inc., was made during a 30-day period, starting March 23, and required listeners to send in a Baeline box top and 25 cents in coin, requests continued to come in through the summer months. The program and premium promotions are handled through Geoffrey Wade Adv., Chicago.

WAVY SENDS CIGARS

A CIGAR tied with a blue bow to a pink card has been distributed by WAVY Portsmouth, Va., proudly announcing "the birth of our new call letters and our affiliation as the 5000-watt voice of NBC in Virginia's first market, Norfolk, Portsmouth, Newport News." Carl Burland is executive vice president and general manager.

TELECAST FROM PLANE

IN WHAT is termed as a history-making aerial telecast, KRON-TV San Francisco's Exclusive-ly Yours program was originated from a giant Douglas C-124 Globemaster as it circled the Bay Area at about 3,000 feet. The event was accomplished by loading the station's entire mobile unit into the cargo compartment of the plane, thus providing complete control room facilities while in flight. Contact with the ground was made by means of a special microwave link and two am radio frequencies, one of which was solely for ground-to-air communication. During the program Mar- jorie Trumbull interviewed Lt. Col. Henry R. Johnston, commanding officer of the 85th Air Transport Squadron, who described some of the unusual features of the Globemaster.

AUTOGRAPHED BASEBALLS

ALTHOUGH Salt Lake City may be a long way from Yankee Stadium, that city's baseball fans stand a good chance of winning baseballs signed by World Series players. When the Dodgers and the Yankees clinched their respective pennants, KDYL-TV Salt Lake City made arrangements with both clubs for several dozen autographed baseballs which will be given away as prizes on a pre-Series show titled Home Run. The program will feature quizzes covering questions based on the records of World Series players and predictions on scores.

FIFTH ANNIVERSARY

AS A MEANS of celebrating its fifth anniversary of broadcasting, WJBS De Land, Fla., held two contests and a station open house. The first event in the week-long celebration was a contest in which listeners were invited to write in why they like to listen to WJBS. The second was a telephone quiz involving a local "mystery voice." The open house was a huge success, the station reports, with the

YOU CAN DO A BIG JOB FOR PEANUTS

Advertising dollars do a BIG JOB when you use WBNS to reach the billion-dollar Central Ohio market.

WBNS has more listeners than any other station in this BIG market . . . has all 20 top-rated (Pulse) programs . . . has helped merchandisers zoom to new sales highs in this buying market . . . and . . . gives you a low-cost-per-thousand listeners. Yes . . . sponsors do a big job on peanuts with WBNS Radio.

THEME SONG

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It couldn't be done?

The books said it couldn't be done—but Andrew engineers went ahead and designed an antenna that gives excellent coverage mounted inside the tower! This ingenious development enabled station WTOP in Washington, DC to use their television tower for FM too—and so save thousands of dollars.

Whatever your problem in antennas Andrew ingenuity will find the answer. Be sure to consult us.

Andrew Corporation
363 East 75th Street, Chicago, Ill.
station's staff realizing "more than ever that we hold in our area an audience more faithful than ever—100,000 watts of tv nearby, or not." station's staff realizing "more than ever that we hold in our area an audience more faithful than ever—100,000 watts of tv nearby, or not." KIDS TAKE OVER IN COOPERATION with the local Kiwanis Club in celebrating National Kid's Day, Sept. 26, KSVP Artesia, N. M., was taken over by the younger generation with announcers and newscasters for the day ranging all the way down to eight years old. The youngsters handled all newscasts, commercials, announce- ments, and disc jockey programs from 7 a.m. until 9 p.m.

COLORFUL PROMOTION KNXT (TV) Los Angeles has released an attractive three-color promotion piece with three painters painting signs saying, "KNXT is the No. 1 station in the No. 2 tv market." Copy gives supporting figures and closes with the slogan, "all signs point to KNXT." SERIES ON COMMUNISM HOW to escape domination of Communist Party is the topic of weekly 25-minute Last Man Out on NBC Radio, Hollywood, which started yesterday (Saturday). Richard English, producer-narrator, aims program at "the most important man in America today—"the last man out of the communist party." Richard Pedecini writes the series, which dramatizes case histories of leading party members who have broken with communism.

WALE TURNS BACK A PAGE OF NEW ENGLAND'S HISTORY WITH a boat excursion into nostalgia a radio station pasted a page from New England's his- tory part into its own promotional scrapbook. The idea was born when Fall River, Mass., began planning its celebration of the city's 150th anniversary. George L. Sisson Jr., general manager of WALE Fall River approached the executive committee set up for the Sesqui- centennial. He reminded the group of the lore and sentiment connected with the now-extinct Fall River Line which plied between the Mas- sachusetts city and New York. The line had been discontinued in 1937, after more than 100 years of service as a principal link with New York. In its day, it had become a New England byword for travel, even attain- ing countrywide fame through a popular song, "The Fall River Line." Mr. Sisson's idea: Revive the Fall River Line for a day. The Sesquicentennial committee's immediate enthusiasm was tempered, however, by knowl- edge that funds for such a project were lacking. But the potentiality of the idea persisted with WALE executives. Finally the station deter- mined to see the idea through to completion. WALE decided to revive the line for one day, running the boat trip in New York for interested New Englanders. Hotel accommodations, tours and other activities of interest were planned for the revival excursionists. The New Haven railroad arranged a special 15-car deluxe train to return the travelers to Fall River. The two-day junket was offered on a cost basis, $22.50. Immediately, a three-week campaign was laid out. Paid spots featuring "The Fall River Line" song were scheduled on WNBH and WBMS New Bedford, Mass., WPEP Taunton, Mass., and WRJM Newport, R. I. WALE dotted its own program log with special programs in the nostalgic vein. Old retired captains and others familiar with the boat line were featured. Newspaper space was bought in Newport, Fall River and New Bedford. Tent cards with space for Fall River Line specials were placed on Fall River and Newport restaurant tables. Window cards and banners were distributed throughout southeastern Massachusetts and parts of Rhode Island. Tour sheets were made available to tourist bureaus and agents of the New Haven Railroad in seventeen communities including Boston. Systematically newseleases were issued to radio, tv and the newspapers. WALE carried the theme even further, placing recordings of "The Old Fall River Line" in restaurant and tavern juke boxes. Band leaders cooperated by playing the tune.
We didn’t stop at telling you about our power increase... we told Northern California via

NEWSPAPERS

To the best of my knowledge, your 336-line space in 93 newspapers in 86 northern California cities and towns is the largest schedule ever placed in this area by any radio or television station.

It has always been a KPIX policy to build audience through consistent promotion. Newspaper, local magazine and outdoor advertising are in constant use to develop and hold audience. Let your Katz man tell you more about Northern California’s most on-its-toes TV station...

...affiliated with CBS and DuMont Television Networks... represented nationally by the Katz Agency
Advertisers

Ernest J. Gallmeyer, formerly vice president and director of Dime Trust & Savings Bank, elected president of Berghoff Brewing Corp., Fort Wayne, Ind.


Mrs. Katherine Banta Bowley, assistant advertising manager, W. & J. Sloane, Beverly Hills (home furnishings), named advertising manager of firm.

Arnold McClay appointed advertising manager, Gantner of California, S.F. (swim and sports-wear), replacing Edith Skemp, promoted to special assistant to president John O. Gantner.


Agencies

John S. Kirk, account executive with Hilton & Riggio, N.Y., elected vice president.

S. J. (Sy) Frolick, supervisor of tv-radio commercials, Fletcher D. Richards Inc., N.Y., named director of newly formed tv-radio commercial department.


Lee Gaynor of Doherty, Cliford, Steers & Shenfield, N. Y., named timebuyer to succeed Hal Davis, who resigned to Join Erwin, Wasey & Co. in same capacity [BHT, Sept. 28]. Mr. Gaynor’s name was misspelled as Gainer in AT Deadline, Sept. 28, report of his appointment.

Ada Yenk, account executive, David S. Hillman Agency Inc., L.A., and Patricia Hoover, advertising and promotion coordinator, Milltron’s Department Store, L.A., to Jere Bayard Advertising Agency, same city, as account executive and executive assistant to Mr. Bayard, respectively.

Russell Ford and Ed Gray to television department of New York office of McManus, John & Adams, as television producer-director and television art director, respectively.


Dewey Moore, advertising manager, Sports Cars Ltd., Hollywood, and Roy Drushall to Phil D. McHugh Co., L.A., as account executive-art director, and account executive, respectively.


Jane Harrington, Rome Daily American, to tv staff of Mike Fadel Agency, Minneapolis.

Robert F. Ochs, to public relations department of Lewis & Gilman, Philadelphia advertising agency. Mr. Ochs formerly was employed by Johnson & Johnson, surgical supplies firm, as recreational manager, in New Brunswick, N. J.

Stations

Barton K. Forrester named station manager of WDEL-TV Wilmington, Del., replacing Gorman Walsh. Station announces opening of new offices at 10th and West Streets, that city.

Charles Theodore elected vice president and director of operations, KJEO-TV Fresno, Calif. Joe Drilling is vice president and business manager, and directors are: G. L. Engstrom, George D. Helvey and John E. O’Neill Jr.

Fred Harm, manager of WJID Chicago, elected vice president and director of Plough Bsectg. Co., which owns and operates station, and vice president of station, in addition to duties as general manager.

Tom Hicks, program manager for WDSU-AM-TV New Orleans, promoted to vice president in charge of programming.

Wayne J. Hatchett named manager of KIMO Independence, Mo.

R. Lee Black has resigned as vice president and general manager of KIMA-TV Yakima, Wash., due to his purchase of controlling interest in KWAL Wallace, Idaho. Replacing Mr. Black is Thomas C. Bostic with additional duties as
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write

...Because it Does More for the Sponsor!

Every week, WLBJ at Bowling Green, Ky., carries 50 sponsored Associated Press news and feature programs. The station's experience with AP is typical: AP is easier to sell because it accomplishes more for the sponsor.

A good example is WLBJ's use of "Stars Over the Horizon," a popular AP report on motion picture doings and personalities.

Local sponsor of "Stars Over the Horizon" is a drive-in movie. WLBJ merely ties in the movie stars mentioned in the feature, (which the station files for use and re-use) with the current movie being shown by the drive-in. The result is a tailor-made program for the man who foots the bill . . . a program of outstanding interest to the drive-in's customers.

Notice two interesting aspects of this particular AP sale:

1. WLBJ sold the sponsor an easy-to-air format—no tricky program building, no production headaches.

2. WLBJ attracted a sponsor from a field all too accustomed to get free advertising.

And this is what WLBJ's Commercial Manager Bob Proctor says:

"AP gives us varied and solid coverage. We find it easy and profitable to inject a little ingenuity so that we are able to offer our local businessmen a large assortment of hard-selling programs that make money for them—and for us. Our merchants—like merchants everywhere—are brand conscious. When we offer them AP, they know they're getting the best brand in news."

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Eugene general Howard McCarthy, house Tv-Radio Division, replacing promotion manager for WBZ-TV Boston.

Todd Williams appointed assistant station manager of WEAN Providence, R.I. Noel C. Brandt, sales staff, WEAN Providence, promoted to local sales manager.

Allen N. White Jr., advertising manager of Bendix Tv & Radio Division, Baltimore, appointed sales promotion manager of Westinghouse Tv-Radio Division, replacing Fred McCarthy who has resigned.

Howard W. Maschmeier appointed assistant general sales manager for WFIL Philadelphia. He was formerly general manager of WPTR Albany, N.Y.

Eugene L. Galhaas, formerly with WMAQ Chicago, named program director of KVWO Cheyenne, Wyo. Dick Long, previously news director for KGHF Pueblo, Colo., to KVWO as producer-news director.

Howard Gordon, formerly TV director with Diamond Advertising Agency, S.F., appointed production manager of WPFA-TV Pensacola, Fla.

Charles J. Carey, WJAR-TV Providence and Brown U. there, appointed program director of KCRF-TV Cedar Rapids, Iowa.

Morton B. Miller appointed production director at KUSD Vermillion, S. D.

Rod Serling, free-lance writer, to WLM Cincinnati as editor of dramatic scripts.

Mr. Farnham

Broadcast Receiver Division, Baltimore, appointed sales promotion manager of Westinghouse Tv-Radio Division, replacing Fred McCarthy who has resigned.


Robert A. Dwyer, account executive on sales staff of Vogue magazine, and Maxine Cooper, eastern sales manager for Sponsor magazine, to sales staff of Du Mont’s WARD (TV) New York as account executives.

Bill Lytle, KTKO Oklahoma City, to radio sales staff of KOA Denver as account executive.


William G. Walker, former production manager at KOA Denver, to sales staff of KBTV (TV) that city.

Charles W. Curtis, sales representative at WCOP Boston, Irvin G. Boudreau, Associates Discount Corp., and Charles Parker named account executives at WDRC Hartford, Conn.

Irvin H. Miller, formerly on sales staff and merchandising director of KTCX Tacoma, Wash., to KOMO Seattle as merchandising and account executive.


Ernest Lee, personnel manager, KTTV (TV) Hollywood, adds duties as director of services.

SPECIAL NOTICE! STATIONS and AGENCIES with local and regional accounts

The first 39 "CAPSULE MYSTERIES," a new 5-minute TV film mystery series, produced in the Hollywood manner for local and regional accounts, will be ready January 1. Here is your chance to give your accounts a BIG EXTRA.

How?... Filming of these programs starts November 2. For sponsors contracting for this series before November 2, we will film and incorporate their commercials into the show at actual cost, with the star himself announcing their sales message... a BIG EXTRA service made possible only while we have the sets, stars and staff on the job.

To get this EXTRA, get your orders in NOW—before November 2.

Available on 13 weeks, 3 per week basis. All markets currently open.

For Particulars

CHARLES MICHELSON, INC.
15 West 47th St., New York 36–Plaza 7-0695

KNOR Surprise Party

KNOR Norman, Okla., found that Airman Apprentice Harold O. Weston, son of Mr. and Mrs. William D. Weston of Alexandria Va., for the first time was spending his birthday away from home at the Naval Air Technical Training Center in Norman. The station arranged with naval officers to stage a real celebration. At a surprise party, the station gave a cake big enough for Apprentice Weston and 65 barracks-mates. The party received publicity in the local papers and the naval paper, and a tape-recording was played over KNOR. Mrs. Weston is the assistant auditor for BWT.

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Warren Walden, sports director for WIAR-TV Providence, named news director.
Brice Tolle, announcer at KGVO Missoula, Mont., to WMAL-AM-TV Washington in same capacity.
Jean Melnes to KMOX St. Louis' Housewives' Protective League.
Phil Christie, announcer at WHDH Boston, and Chuck Ogren, WHUC Hudson Falls, N. Y., to WCAX Burlington, Vt.
Ed McMahon, recently released from U. S. Marine Corps, returns to WCAU-TV Philadelphia as m. c. of Fun and Fortune program.
Howard L. Chernoff, general manager of KFMB-AM-TV San Diego, appointed president of San Diego County Branch of American Cancer Society.
E. M. Roberts, president of XXOK St. Louis, elected second vice president of Advertising Club of St. Louis.

He's Sure It Works

KWTX Waco, Tex., Manager M. N. (Buddy) Bostick, "testing" the Conelrad last a fortnight ago [B*T, Sept. 21] flew in the station's Beechcraft with a portable tape recorder, trying to get the plane's direction finder to pick up the station's signal. He did not get a directional after flying for an hour and a half but he did receive a good idea of just how effective Conelrad is.

Dickens J. Wright, general manager of WPAT Paterson, N. J., awarded certificate on behalf of station from American Legion Auxiliary for station's contribution to education, entertainment and inspiration of its community and for courtesies extended to Legion.
Henry W. Slavick, general manager of WMCT (FM) WMCT (TV) Memphis, Tenn., honored by Memphis TV distributors for pioneering efforts in radio and TV.
George Comte, station manager of WTMJ-AM-TV Milwaukee, commissioned Lt. Col. in U. S. Army Reserve.
Mrs. Hazel Markel, women's commentator for WWDC Washington and MBS, named to Civil Defense National Advisory Committee on Women's Participation.
Freeman Lusk, moderator on KLAC-AM Hollywood Freedom Forum, received National Certificate of Service from American Veterans of World War II (Amvets) at Sept. 27 telecast.
Bill Tuyen, WNAX Yankton, S. D., father of boy, Sept. 16.
Jack Pyle, disc jockey at KYW Philadelphia, father of boy, Randy.
Donald Richards, 34, radio and stage actor who formerly had singing lead in Finian's

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!
Rainbow" Broadway production, was killed on Sept. 26 when his car struck a telephone pole in Ridgewood, N. J.

Networks
Bruce Bryant to New York office of CBS Television Spot Sales and Raymond M. Peritz Jr. and Robert M. Williams to Chicago office of organization. Mr. Bryant moves to New York from Chicago office of CBS-TV Spot Sales. Mr. Peritz formerly was associated with Chicago NBC Spot Sales office and Mr. Williams with Harrington, Righter & Parsons in Chicago.
Richard Lynch, teletype department, CBS Radio, Hollywood, transfers to sales promotion department, CPRN.
Eric Sevareid, CBS Radio's chief Washington correspondent, received Quartermaster Asso.'s first annual award of distinction in news Friday at organization's national convention in Baltimore.
Francis Conrad, director of radio, ABC Western Division, awarded certificate of appreciation by U. S. Marine Corps for 2½-year network programming of weekly Marines in Review from Camp Pendleton (Calif.) Marine Base.
Hal Gold, broadcast news editor of Mutual's press information department, named chairman of public relations committee for Knights of Pythias of New Jersey, and in this capacity will direct public relations activities for upcoming

GUEST speaker on industrial development in a talk to the Moorhead, Minn., Chamber of Commerce was Victor C. Diehm (l), president-general manager, WAFL-AM-FM Hazelton, Pa., who was brought to the city by E. J. McKellar (r), president, KVOX Moorhead.

state-wide "Knights Crusade Against Juvenile Delinquency."

Michael Franklin, legal department, CBS Hollywood, father of girl, Barbara Diane, Sept. 25.
Harold T. Lindquist, 47, CBS Radio, Hollywood, engineering department, died Sept. 21 of heart attack.

Film
Bill Martin, executive assistant on former CBS-TV Ken Murray Show, to Murray-Bergan Productions, Hollywood, as general manager on upcoming tv film series, Where Were You. Film was formed recently by Ken Murray and Edgar Bergen [B&T, Sept. 28].
Casper J. Chouinard, motion picture sales manager for Warner Bros. Pictures Corp., to Television Programs of America as account executive for northwest region of U. S. James E. Rennie, account executive for KTYL-TV Phoenix, to TPA as account executive for southwest.
Ted Post signed by Screen Gems, Hollywood, to direct new series of six half-hour films for NBC-TV Ford Theatre.
Samuel Posner, program manager of KTVH (TV) Hutchinson, Kan., and previously assistant program administrator for DuMont Television Network, to United Television Programs Inc. as salesman in New York office. Don McDougal, script supervisor for Roy Rogers Productions on NBC-TV's Roy Rogers, named director on upcoming series of 10 half-hour films.
Dick Sheppard, formerly of Crawley Films Ltd., Ottawa, to S. W. Caldwell Ltd., Toronto, as tv film sales representative.
Michael Brown, production manager of Walter Schwimmer Film Co., Chicago, to Reela Films Inc., film subsidiary of WTVJ (TV) Miami, as production manager.
Jane B. Faichney, chief of production branch of Motion Picture Service of U. S. Information Agency's N. Y. office, resigns due to current curtailment of motion picture production within agency.

Manufacturers
Martin L. Scher appointed general manager of CBS-Distributors Inc., factory distributing branch for CBS-Columbia Inc.
Marshall T. McGuiness, manager of Hallicrafters Co.'s sales development for Allied Van Lines, Chicago, named advertising manager for Hallicrafters Co.'s branches in Chicago, Kansas City and Milwaukee. Robert T. Cotton, Army

The gist of your story at the buyer's elbow

SERVICE-ADS in SRDS help sell time by reminding people—at the time they're picking stations—of the things they have heard from your representatives and seen in your promotion.

Here's how William Foy, vice president of WHAM Rochester, New York, feels about service-ads in SRDS—

"We know from more than 30 years in broadcasting that STANDARD RATE & DATA is a basic working tool of time-buyers. We, therefore, consider it a basic must on our trade-paper advertising list, both in radio and in TV. It's a logical and relatively inexpensive medium in which to present basic information that supplements data available in the listings."

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides a ready source for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations right then.
8. It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Agency people tell us they like to file program information like this when they are using SRDS.

SRDS
Standard Rate & Data Service, Inc.
The National Authority Serving the Media-Buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles
Exchange Service, appointed export sales manager for Hallicrafters.


Hank Gropper, United Transformer Co., N. Y. to Tech-Master Products Co. (custom built tv receivers, tv kits, audio amplifier and pre-amplifier kits), N. Y., as assistant sales manager.

J. H. Seider appointed general attorney and assistant secretary of CBS-Columbia Inc., radio and tv set manufacturing subsidiary of CBS.


Robert A. Powell, Harmon V. Jones and George B. Caples promoted to sales supervisors, commercial trades of Minnesota Mining & Mfg. Co.'s reflective products division, with headquarters in St. Paul, Chicago and Atlanta, respectively.

Jack Geartner named Florida sales representative for General Instrument & Appliance Corp.'s uhf-vhf converter.

Peter Rogers, assistant general manager of K. R. Smith-Allied Record Mfg. Co., N. Y., to RCA Victor Custom Record Division as New York sales representative.

Louis W. Seltser, formerly sales manager for National Video Corp., Chicago, is now handling distributor sales for Jensen Mfg. Co., that city.

Representatives

Walter C. Newton Jr., sales staff of WOR-TV New York, and William Dengel, Hearst Magazines, N. Y., to Weed Television Corp., that city. Broadus (Speed) Johnson, Young & Rubicam, and James I. McKeeney to firm's sales staff in N. Y. and Detroit, respectively.

Program Services

Dr. Arthur I. Holleib appointed medical producer-director of color television for American Cancer Society, in which capacity he will supervise series of 30 color tv programs on latest developments in cancer research for CBS.

Arthur Clark, formerly free-lance radio-tv artist, appointed program-production manager with Community TV Systems Inc. (community antenna service), Florence, S. C. E. A. Bigham, formerly with Southern Radio Corp., Charlotte, N. C., named supervisor of engineering and Jerry Mieldazis, Trans-Video, Pottsville, Pa., to Community TV as foreman of line installation crew.

Services


Walter Russell Barry, 53, member of Coudert Bros., N. Y., law firm, and specialist in radio and television law, died Sept. 27.

Robert Saudek, director, Radio-Tv Workshop, Ford Foundation, will speak on "Television—1963," Oct. 21 at twelfth annual luncheon of Pulse Inc., audience measurement company, at Biltmore Hotel, N. Y.

From where I sit
by Joe Marsh

One for the Books!

Noticed that the Missus had a big red ribbon tied around her finger at breakfast one morning last week. "What's that for?" I asked. "Is your memory slipping?"

"It's not for me," she answers, "it's to remind you, and everybody else who asks what it's for, to contribute to the Woman's Club Library Fund. We need $200 and we figured we'd get more help if we could get people to ask us about it."

Well, as it turned out, the red ribbon worked just fine. The ladies are having the library all fixed up—and there's enough money for some new books, too.

From where I sit, it would be a fine thing if we had some sort of private reminder when we forget the rights of our neighbors. Like when we start telling them what we think is best. I may like a travel book and a temperate glass of beer while you prefer a cup of tea with your historical novel. Let's both remember not to "put the finger" on the other!

Joe Marsh

Copyright, 1953, United States Brewers Foundation
"FLEA-CIRCUS CONTINGENT" making the rounds of NARTB meetings included this District 11 troupe (seated, 1 to r): W. G. Eberhart, RCA; Hugh Grabel, RCA Thesaurus; Jerry Gill, AP; Keith Miller, Sesac. Standing, Dick Lawrence, World Broadcasting System; Bill Wilson, UP; Herb Miller, United Television Programs; Bill Reilly, RCA Thesaurus; Cliff Varnum, RCA; William Young, Unity Television.

At The NARTB District Meetings
(For last week's district meetings, see TRADE ASSN.)

CEDAR RAPIDS conventioneers at NARTB District 10 meeting included (seated, 1 to r): Frank Fogarty, WOW-AM-TV Omaha; Herb Obrt, KGLO Mason City; Ed Breim, KVFD Fort Dodge; Robert Dillon, KRNT Des Moines. Standing, Woody Woods, WHO Des Moines; Bill Shaw, KMAO Hannibal; Mahlon Aldridge, KFRA Columbia; Ernest Sanders, WOC-AM-TV Davenport; Paul Fry, KBON Omaha.

DISTRICT 11 NARTB group (seated, 1 to r): Dave Gentling, KROC Rochester; Morton Honkin, KSOO Sioux Falls; M. McElligott, KSDN Aberdeen; Gregory Reeser, NARTB. Standing, Gar Packard, Paul Raymer Co.; Dalt Le-Maurier, KDAL Duluth; Eimer Hanson, KNOX Grand Forks; Roy Pederson, WDAY Fargo; Harry Linder, KWLM Willmar; Orville Burda, KDIX Dickinson.

WGRD "The People's Station"
All we have time to think about are—R-E-S-U-L-T-S
Ask—Gill-Perna, Inc.
WBZ Boston, which claims to be the second oldest radio station in the world, celebrated its 32d anniversary during the week of Sept. 20-26. Today WBZ, licensed to Westinghouse Radio Stations Inc., is on 1030 kc with 50 kw directional antennas, is an NBC affiliate and has a tv and an fm outlet, WBZ-FM-TV. All three outlets are housed in a modern radio-tv center completed in 1948.

HILDA WOEHRMeyer, sales service director of WOWO Fort Wayne, Ind., has been honored with a 20-year-service pin for her 23 years with WOWO including 20 years with Westinghouse Radio Stations Inc., licensee.

TWENTY-five years' service with Westinghouse Radio Stations Inc. was marked for W. H. Hauser (1), assistant station manager for WBZ-TV Boston and chief engineer for WBZ-AM-TV, with a luncheon and pin award. He is congratulated by W. C. Swartley, WBZ-TV manager. Mr. Hauser's service has been at KYW Philadelphia, KDKA Pittsburgh, WBZA Springfield and the Boston stations.

KTTV (TV) Hollywood's Calo Pet Exchange, weekly half-hour program which finds homes for unwanted pets, last month started its fifth year on tv. Packager-m.c. Frank Wright received a plaque from L.t. Gov. Goodwin J. Knight on behalf of California for "his many years of service in animal welfare." The program recently was renewed for the fourth consecutive year by Calo Dog Food Co., Oakland, Calif.


**MILESTONES**

**IDECO TOWERS**

You provide the Tower Site... Let IDECO do All the rest

Select the location for your tower... then, under only one contract, turn over all your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes everything... planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way... let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day... year after year.

**NO UNDUE STRESS OR STRAIN IN IDECO TOWERS**

 Ideco tower parts are shop-fabricated to a minimum predetermined tolerance... it's a "true" structure all the way up. Jig-drilled and jig-drilled... each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.

**SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION**

 Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion... has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized... rust is stopped before it can possibly start.

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**IDECO DIVISION, Dresser-Stacey Company**
Dept. T, Columbus 8, Ohio

BROADCASTING * TELECASTING
WINN's Tips

POLICE bulletins to furnish information on robberies, stolen checks and similar items are being broadcast twice-daily by WINN Louisville, Ky. Station President-General Manager Harry McGigue describes the programs, at 10 a.m. and 4 p.m., as a service "particularly to the business houses which are being booked daily with bad checks and counterfeit money."

CKOM Awards Scholarships

CKOM Saskatoon is awarding two scholarships to high school students with the highest marks during the year. The scholarships will be used to pay tuition fees at the U. of Saskatchewan there.

CKWX News Bulletin

CKWX Vancouver daily sends a printed news bulletin to the Vancouver General Hospital for distribution with every patient's breakfast tray. The news is prepared each morning by CKWX and is distributed within an hour of the time the news is received. Station officials said when patients cannot dial the station for newscasts, they still will receive late CKWX news.

Foundation Unit Named

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres; Edward J. Noble, chairman of the AB-PT Finance Committee, and Harrison K. McCann, board chairman of McCann-Erickson, are among those named to the campaign committee for 1954 Greater New York Campaign of the National Foundation for Infantile Paralysis.

WJAG History Course

WJAG Norfolk, Neb., has announced scheduling, from Sept. 23 through Dec. 16, of a series of quarter-hour historical programs, The Nebraska Story, designed for "in-school" listening each Wednesday. The programs, requested by the Nebraska Historical Society, supplement classroom history instruction. Some 145 school instructors and education officials have been notified of the WJAG programs and some 50 of them have replied that they are using the radio programs as a supplement.

'Operation Kids Day'

WPIN St. Petersburg, Fla., donated two hours of air time to "Operation Kids Day" in a drive sponsored by the local Kiwanis Club to assist underprivileged children. More than $500 was raised through sale of spot announcements and newscasts to local businessmen and additional funds were collected by telephone requests to the station, accompanied by donations.
CBC GRANTS TV TO FIVE; DOMINION TOTAL NOW 20

Calgary, Edmonton, Kingston, Kitchener and Saskatoon get the new facilities as the CBC expressed preference for those applications which show local interests among the principals.

LOCAL INTERESTS were given preference in granting of new TV stations in Canada by the recommendations of the Board of Governors of the Canadian Broadcasting Corp. at its meeting at Winnipeg Sept. 24. Announcement of five new TV station license recommendations and four new AM stations were made at Ottawa on Sept. 28.

Calgary Television Ltd., consisting of CPAC, CFBC and CKXL, all of Calgary, Alta., has been licensed to operate on Ch. 2 with 10.9 kw video and 5.45 kw audio.

CBRN Edmonton, Alta., was successful applicant for TV at Edmonton, on Ch. 3 with 23.9 kw video and 14.3 kw audio. The CBC Board ruled that CFRN be granted because two other applicants had tv interests outside Edmonton or with no local interest. Multiple ownership of TV stations was specifically mentioned in denial of Edmonton Television Ltd., owned by CICA Edmonton, whose directors also had interests in TV stations at Calgary and at Hamilton.

CKWS Kingston, Ont., was granted a TV on Ch. 11 with 90 kw video and 54 kw audio. Directors of CKWS were turned down on an application for a TV station at Kitchener, again because of the multiple ownership ruling. Central Ontario Television Ltd., Kitchener, in which CKCR Kitchener has a quarter interest, was recommended for Ch. 13 with 17.9 kw video and 10.7 kw audio. Half owners of this company is Famous Players Canadian Corp., which has a share in CFOM-TV Quebec. This multiple ownership was ruled allowable as CFOM-TV would operate primarily in French language.

CFQC Saskatoon, Sask., was recommended for TV on Ch. 5 with 33.9 kw video and 17.9 kw audio. The Saskatchewan Star-Phoenix (daily) application was denied on grounds of multiple ownership with CKCK-TV Regina, and that of CKOM Saskatoon was denied because of that of CFQC CFCM at Regina.

CKLW-TV Windsor-Detroit application for increase in power from 103 kw video to 250 kw video on Ch. 9 was approved, subject to FCC approval under terms of the Canada-U.S. Television Agreement, on grounds that such added power would give station wider Canadian coverage.

Deferred were applications of CHEX Peterborough, Ont., and CFYQ Charlottetown, P. E. I., for TV stations.

This brings to a total of 20 the number of TV stations licensed in Canada, only three of which are on the air at present, while another four are expected to be on the air by the end of the year.

New AM stations were recommended for E. F. Job at Brampton, Ont., for 250 w on 1090 kc daytime only; for Radio Alleghany Inc., for station at Montmagny, Que., 250 w on 1490 kc; for F. Ruffange and C. Couture for a station at Three Rivers, Que., 1 kw on 1330 kc; for J. O. Masse for station at Chicoutimi, 250 w on 1450 kc; and an FM license to CKLW-TV at Montreal, 250 w on 88.9 mc, to act as studio-transmitter link as well as FM station.

CIAD Montreal was recommended for a power increase from 5 kw to 10 kw on 800 kc. WOWR St. John's, Newfoundland, was recommended for increase from 500 w on 600 kc to 1 kw on 800 kc. CKOM Saskatchewan received approval for increase from 250 w on 1340 kc, to 5 kw on 1420 kc.

A number of share transfers were approved and CKCV Quebec was recommended for a 1 kw emergency transmitter.

Radio Engineer Wanted

TURKEY has contacted the State Dept. through the International Telecommunication Union that it wishes to acquire services of an engineer specializing in broadcasting under the Point 4 technical assistance program. Duration of employment would be four months. Salary was not given, but the State Dept. pointed out that the Point 4 positions go to engineers and are considered to be of which $900-$1,000 a month for international experts. Contact: Helen G. Kelley, Telecommunications Policy Staff, Dept of State, Washington 25, D. C.

More Advertisers Buy As Canadian TV Grows

With about 60% saturation of TV receivers in the Toronto area, more international advertisers are buying time on Canadian TV stations. Latest addition is RCA-Victor Ltd., Montreal, through Spitzer & Mills, Toronto, which is sponsoring the Denis Day Show Sunday evening, starting Oct. 18, on CBLT (TV) Toronto, CBOT (TV) Ottawa and CBFT (TV) Montreal. The show will be microwaved from New York via Buffalo.

Imperial Tobacco Co., Montreal, through Cockfield, Brown & Co., in addition to televising the major Canadian football games on the CBC-TV network, Saturday afternoon, will relay top U. S. football games by microwave on Sunday afternoon. Singer Sewing Machine Co. of Canada, Toronto, through Young & Rubicam Ltd., Toronto, is importing Four Star Theatre via film Satur-
Washington State Groups Work for Educational TV

Educational tv leaders expect to produce programs for use on commercial tv outlets until they get noncommercial channels.

WITH the U. of Washington and other Seattle educational institutions already on file with FCC for noncommercial vhf ch. 9, civic leaders in Tacoma and Spokane are working toward development of educational television in their communities, B&T learned last week.

First financing for noncommercial educational tv channels outside Seattle must come from the Washington State Legislature, in the thinking of the Washington State Citizens' Committee for Educational Television, according to Mrs. Arthur Skelton of Seattle, chairwoman of the group and vice chairman of the Washington Congress of Parents & Teachers. The Legislature does not meet until January 1955, however, so leaders are moving to develop programs for existing commercial outlets.

The pattern to be followed, Mrs. Skelton said, will be similar to the half-hour daily Community Workshop on KING-TV Seattle. Mrs. Edward L. Lehan, treasurer of the state committee, is heading the Spokane effort, and in Tacoma the group is working under H. M. Myhrman.

A meeting of the state group Sept. 26 in Seattle agreed on three principal objectives:

1. Establishment by the state legislature of a permanent educational tv commission.
2. Protection of the existing channel reservations, until it can be determined how many will be needed to provide "adequate statewide coverage."
3. Urging of formation of groups in local communities to study the potentialities of educational video, and to develop programs the educational programs on all available outlets.

KETC (TV) St. Louis Drive Hits $221,500 Funds Total

FUND drive for KETC (TV) St. Louis, noncommercial educational vhf ch. 9 station, has hit the $221,500 mark, according to Arthur H. Compton, chairman, St. Louis Educational Television Commission. Mr. Compton said engineering studies now would be speeded up to enable the commission to announce a prospective "on-the-air" date soon.

Sufficient funds are available now to build and equip the station and to operate KETC for more than a year, Mr. Compton said. The fund total may go higher, it was indicated, because some outlying districts were slow in reporting area totals. Special gifts contributed $153,000 of the total and $68,500 was collected in a house-to-house drive.

The educational outlet also has capital assets of $480,000 which will be used for building the studio and for telecasting equipment. Schools in the area have pledged $138,000 toward the cost of the first year's operation.

Mr. Compton, who said the funds gathering was a step in a drive for an "adequate three-year operating budget," added that he hoped campaign committees and teams will continue to operate after the current money drive is completed.

D. C. Educ. TV Fund Push

FUND RAISERS from the Ford Foundation are ready to organize a drive to secure funds for a noncommercial educational tv station in the District of Columbia, Dean Martin Mason of George Washington U.'s Engineering School, told representatives of citizens' groups meeting last Wednesday in Washington to organize an Educational tv Advisory Council.

Dean Mason is chairman of the Greater Washington Educational Tv Assn.'s board of trustees. He told the advisory group that the Ford Foundation will donate $150,000 for the proposed tv station if another $300,000 is raised. Louise Walker of Montgomery County (Md.) public schools, was named temporary chairman of the advisory group.

GWETA estimates $700,000 will be needed to build the station and operate it for a year and said of 98 organizations who have been asked to join the Advisory Council, 54 have accepted. GWETA is applicant for uhf ch. 26.

NBC-Columbia U. Courses

NBC personnel who will teach 17 courses presented by Columbia U. in cooperation with NBC during the 1953-54 academic year, starting last week, are as follows:

Robert A. Button, account executive, NBC-TV network sales; James H. Corneli, manager, audience research and planning department; Sydney H. Eiges, vice president in charge of programming for NBC; A. Glenn, manager, staging services and special effects department; NBC-TV; William C. Hotopp, executive producer of America's Inventory program, NBC-TV; Arch Rob, manager of program services, NBC; Ferdinand A. Winkel, union relations coordinator in NBC's labor relations department, and William R. Weinstein, NBC morning news desk supervisor.
with a $800,000 already committed commercial educational vision Committee to study the possibilities creation of GOV. Sigurd communities are planning educational television to interest more people week, raise DRIVE to Augustana College president; Harold A. M. Eberle, South Dakota State superintendent of public instruction, Anderson TV Group held by the U. of South Dakota Educational Laboratories' (TV) KUSD Vermillion, Dr. Stavig, Sioux Falls; Merton Reynolds, Augustana College, been made noncommercial, educational channels have been made by the U. of South Dakota (KUSD Vermillion), Augustana College at Sioux Falls and the public schools of Pierre and Brookings.

Committee members: Chairman Keith Nighbert, manager, KUSD Vermillion; Dr. Lawrence Stavig, Sioux Falls; Merton Reynolds, Augustana College president; Harold S. Freeman, state superintendent of public instruction, and A. M. Eberle, South Dakota State College.

S. D. Educational TV Group

GOV. Sigurd Anderson last week announced creation of a South Dakota Educational Television Committee to study the possibilities of educational TV in his state.

Applications for the state's four FCC-allotted noncommercial, educational channels have been made by the U. of South Dakota (KUSD Vermillion), Augustana College at Sioux Falls and the public schools of Pierre and Brookings.

Committee members: Chairman Keith Nighbert, manager, KUSD Vermillion; Dr. Lawrence Stavig, Sioux Falls; Merton Reynolds, Augustana College president; Harold S. Freeman, state superintendent of public instruction, and A. M. Eberle, South Dakota State College.

Chicago Drive Renewed For Educational TV Outlet

DRIVE to raise funds for an educational, non-commercial TV outlet in Chicago was renewed fortieth time ago, with $460,000 of the necessary $800,000 already committed for the vhf ch. 11 operation.

The campaign received fresh impetus at a luncheon of some 150 Chicago businessmen, with Dr. W. R. G. Baker, vice president and general manager of General Electric's Electronics Division, as key speaker. Efforts to raise more funds were apparent throughout the week, among various groups.

Dr. Baker told the group the country needs educational television to interest more people in higher education, and that the New York educational TV system failed, largely because "people were not told what they could get, but about the need for seven stations." He noted progress in educational video the past six months, however, and reported that 30 communities are planning TV outlets.

Edward L. Ryerson, president of the Chicago Educational Television Assn., which proposes to operate the station, said later that his group was handicapped in its fund drive. He hopes to get enough money to hire a director and prepare program samples, looking toward commencement of operation sometime next year.

WTRI's Quaker City Bow As Educational Fm Outlet

NEW EDUCATIONAL FM station, WTRI (FM) Philadelphia, makes its bow today (Monday). Station is operated by Temple U. and will program principally classical music and educational shows. Via the National Assn. of Educational Broadcasters, WTRI will air programs from many of the nation's colleges, Professor John B. Roberts, Temple's director of radio and TV and supervisor of the operation, announced last week. Outstanding students in communications at the university will handle the facility. Studios were constructed by WPIL Philadelphia engineers with aid of a grant from the Philadelphia Inquirer (owner of WPIL).

U. of Michigan TV Series To Start on WPAG-TV

SERIES of live non-commercial TV shows to give students on-the-air TV experience will be inaugurated Oct. 5 on WPAG-TV Ann Arbor by the U. of Michigan's television office and speech department in cooperation with Ted Baughin, station general manager. Arranged by Prof. Garnet R. Garrison, the shows will originate in the university's own three-camera chain studio and will exploit such subjects as news and sports, children's narrations and dramas, interviews, original plays and music recitals.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television... advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family... write today to:

MR. ROBERT E. McQUISTON, Manager
Specialized Employment Division, Dept. H-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RADIO CORPORATION of AMERICA

October 5, 1953 • Page 109
More Radio Majors

U. OF SOUTH DAKOTA says the number of students majoring in radio there has tripled in the last two years. According to Director Keith Nighbert one of the main factors contributing to the increase, in addition to expanded facilities and tv work, are the scholarships offered to radio majors by the South Dakota Broadcasters Assn. Of 46 radio majors at the university this year, 21 are freshmen, Mr. Nighbert notes.

RCA Fellowship to Miller

THE RCA Fellowship at Columbia U., made available to pre-doctoral graduate students who have shown "marked ability and promise in the general field of electronics," has been awarded to Robert C. Miller of New York for the 1953-54 season, it was announced last week. The award carries a stipend of $2,700. Mr. Miller will study further "The dimerization of certain diatomic molecules, first noted by Stefan Ochs, a former graduate student and now at the RCA Labs in Princeton."

Radio-Tv Law Symposium

SYMPOSIUM on radio-tv, motion picture and recording legal problems will be conducted by the U. of California Law School, Berkeley, Nov. 12-14.

UP READIES FAX NEWSPICURE PLAN

Mid-October is starting date planned for the new service for television stations, according to Hugh Baillie, UP president.

UNITED PRESS will begin its facsimile News-picture service for television stations "within a month," Hugh Baillie, UP president, announced last week.

Mr. Baillie said the new UP service will bring ready-to-broadcast pictures directly to tv stations from all of the more than 100 transmitting points on the nationwide UP Telephoto network. The UP facsimile machine, Mr. Baillie added, will operate completely unattended, and will be connected directly to the Telephoto network to receive from all transmitting points without relay.

The new service, according to Mr. Baillie, incorporates recently perfected processes which he described as "exclusive to UP." He declared that these processes will eliminate the delay and loss of picture quality inherent in systems which can be used only from a single point.

The work of developing an automatic facsimile machine attuned to the Telephoto network, Mr. Baillie continued, was assigned to Jerome J. Callahan, UP's chief telephoto engineer, and John H. Long, a facsimile expert of the Long Laboratory. Working with a Hogan Facsimile recorder, Mr. Long, in conjunction with Mr. Callahan, devised several units that permitted the adaptation of the Hogan recorders to Telephoto operation.

Starting date for UP facsimile service probably will be mid-October, according to Mims Thomason, vice president and general news manager. He said the exact date depends on how soon the first equipment will roll off the assembly line. He noted that the first 15 machines already have been allocated, and he expects additional installations as rapidly as machines become available.

Mr. Thomason estimated that 60 or more pictures in the standard seven-by-nine inch size will be the average daily number of UP facsimiles. From 24 to 30 of the most important of these same pictures, he said, will be duplicated during the day in three-by-four inch sizes. The different dimensions are designed to fit the differing broadcasting techniques of stations.

Other services provided by UP to television stations are motion picture news through UP Movietone, spot news photographs by Telephoto and on prints, slides and strip film, the UP tv news wire, the weather forecast and baseball scoreboard shows.

Towers of London Shows Scheduled by NBC, ABC

TWO RADIO network shows, owned and packaged by Towers of London, are starting on NBC Radio and ABC radio in October, Harry Allan Towers, head of the firm, announced last week.

The half-hour Theatre Royale stars Sir Laurence Olivier, and each week introduces new stars such as Orson Welles and Michael Redgrave in a format similar to the Robert Montgomery Presents on NBC-tv. It was to be launched on NBC Radio yesterday (Sunday). Horatio Hornblower, with Michael Redgrave, returns for the second year to ABC radio.

Both programs are prepared and transcribed in London, headquarters of Towers of London.

Study Ascap Fee Plans

INDIVIDUAL program fee schedule, governing use of music licensed by American Society of Composers, Authors & Publishers on tv stations, probably will be discussed at semi-annual Ascap meeting of West Coast members at Beverly-Wiltshire (Beverly Hills) Hotel Wednesday, the group's Coast executives said.

Under present blanket fee system stations may pay percentage of revenue for unlimited use of Ascap-licensed music. The alternative, individual program fee plan would have stations pay higher rate only for specific programs using Ascap music.

New Pay-See Tv System

NEW subscription tv system was announced last week by Boxoffice Television, 255 W. 84th St., New York. It will be distributed by Wells Television Inc., 52 Vanderbilt Ave., New York, distributor of leased hotel antenna systems and tv receivers. Pictures are scrambled at the station transmitter or at the input to the master antenna system and are unscrambled at the tv set by a special decoding key or by inserting the correct fee in a coin box, the company said.
Live Programs Planned By Community TV Firm

PLANS for daily live closed-circuit programs for the more than 2,000 subscribers of Television Cable Co., Oil City, Pa., are underway after the first studio pickup by the community TV system Sept. 15.

Regular local programming, with time to be sold, is expected within 30 days, according to B. A. Drelich, president and manager. The plan is to operate local studio and remotes two to three hours a day, using one of the three channels now fed to Oil City subscribers. Television Cable Co. picks up WDTV (TV) Pittsburgh, WJAC-TV Johnstown, and WFBG-TV Altoona, Pa.

The local origination will mark a departure in community television operations, which heretofore have picked up and relayed existing TV signals from metropolitan stations. Only plans to originate local programming were revealed last June by Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; Trans Video Corp., Pottsville, Pa.; Potomac Valley Television Co., Cincinnati, Ohio.

Meanwhile, the FCC received no response last week from J. E. Belknap & Assoc., which had asked FCC permission to establish an inter-city microwave relay link to feed St. Louis and Memphis TV signals to community TV systems in Kennett, Mo., and Osceola, Ark. The FCC had raised a number of questions, and specified Sept. 24 as the deadline, following a 60-day extension at the request of the Belknap principals.

Also reported last week was the beginning of construction by the Blue Mountains Television Cable Co. of a community TV system costing up to $150,000 for Walla Walla, Wash., 120 miles from Spokane. Blue Mountains company is backed by J. H. Whitney Co., New York private investment firm.

Copyright Suit Filed By A-Men Productions

COPYRIGHT infringement suit for $125,000 has been filed in Los Angeles Federal Court against Lewis Food Co. (Dr. Ross dog and cat food); ABC; Helen Law Moser, executrix of the will of J. M. Moser estate which controls Space Patrol, and program writer Richard Morgan. Plaintiff, A-Man Productions Inc., Hollywood, charges that a group of episodes telecast on KCET-TV that city last March closely resembled portion of the feature film, The Magnetic Monster, which was theatrically released at the beginning of the year. Space Patrol then was sponsored locally by Lewis Food on a five-time-weekly, quarter-hour basis.

Plaintiff, also charging unfair competition, seeks to enjoin further showing of the video program insofar as it infringes upon the feature film and requests a financial accounting of the episode in question.

BMI Backs Concert

BROADCAST Music Ltd. of Canada and BMI are co-sponsors of the first major concert of contemporary Canadian music in the U. S., to take place Oct. 16 at New York’s Carnegie Hall, with Leopold Stokowski the conductor. Canadian Broadcasting Corp., Canadian Assn. of Broadcasters, and Canada Foundation are cooperating in the concert, which is the first of a planned annual series.

Social Security Series

SERIES of 14 dramatized recordings is being offered by Social Security Administration district offices to radio stations for public service programs to emphasize points SSA describes as worth knowing about social security. Each of the And for Tomorrow series is 14½ minutes. Scripts are by Dee Spatz, and John Mc Kercher is producer-director.

Catholic Paper Media Column

THE Catholic weekly newspaper, Our Sunday Visitor, Huntington, Ind., is beginning a column by Dale Francis which it describes as “A Guide for Family Entertainment” and “Radio...Movies...Television...” Mr. Francis, according to F. A. Fink, managing editor, currently is making a broadcast on WBT Charlotte, N. C. The newspaper claims a circulation of 800,000.

More Than $50 Million In Free TV Films Noted

AN estimated $50 million is invested in educational and public relations film made available to television stations, according to Judy Dupuy, editor of the Broadcast Information Bureau’s Directory of “Free” TV Film.

Underwriters of these films, Miss Dupuy said, include large industrial firms such as U. S. Steel and opinion-influencing groups such as the National Assn. of Mfgs. She said print costs for these films run in excess of $5 million.

The Directory of “Free” TV Film is one of the seven TV film directories published regularly by the Broadcast Information Bureau, New York.

PROGRAM SERVICES

SHORTS

Filmusic Co., N. Y., music-on-film library TV producers, locates West Coast quarters at Film-service Laboratories, 6272 Santa Monica Blvd., Hollywood, with Roberta Adye as West Coast representative.

Wilson-Gay Corp., N. Y. (magnetic tape recorders), announces two additional one-story buildings have been constructed adjacent to its plants in Charlotte, Mich., adding 25,000 square feet to present Charlotte facilities.

TV-Unlimited Inc. (package producer of radio and TV programs) moves to larger quarters at 17 East 45th St., N. Y. 17. New telephone number is Oxford 7-0225.

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PERSONNEL RELATIONS

WOR STRIKE ENDS, AM EMPLOYES BACK

SIX-WEEK-OLD strike against WOR-AM-TV New York by 163 engineers and technicians ended last week when General Teleradio Inc., owner of the station, and Local 1217, International Brotherhood of Electrical Workers (AFL) agreed on a new 21-month contract.

Some 96 employees of the radio station returned to work Monday morning, but the full complement of WOR-TV engineers and technicians will not be on the job until regular programming is resumed on the TV station from a new transmitter and antenna site atop the Empire State Bldg.

One sideline effect of the settlement was a decision by WOR-TV to return to the air temporarily to carry coverage of the World Series, starting last Wednesday. A small group of WOR-TV employees was pressed into service for this emergency coverage, which was carried as a public service, but it was stressed by the station that there is no intention to resume regular programming until the move to the Empire State Bldg. is accomplished.

Announcement of settlement of the strike, which began Aug. 18, came from Thomas F. O'Neill, president of General Teleradio, and Charles Calame, business manager of the union. The brief statement said that "all differences had been "resolved to mutual satisfaction," but no details were given.

The dispute did not center around wages but around a work assignment clause for engineers and technicians, which the union asserted could lead to a reduction in force.

WOR continued to operate during the strike by using supervisory personnel but WOR-TV closed Sept. 13. At that time Mr. O'Neill indicated the television station would be back on the air about a month after the strike ended.

TWA Votes on Anti-Red Oath

MAIL VOTE on a constitutional amendment requiring an anti-communist oath for the executive board of Television Writers of America is underway among TWA membership, with votes to be counted at an Oct. 8 membership meeting in Hollywood, TWA recently rejected a proposal that its entire membership take anti-communist oaths and the present referendum measure was substituted.

AWARDS

Sylvania TV Awards Dinner Set Dec. 1 in New York

SYLVANIA Television Awards for outstanding programs in the visual broadcast medium will be presented for the third consecutive year, Don G. Mitchell, board chairman for Sylvania Electric Products Inc., announced Wednesday.

Awards will be made to TV programs on the air from Nov. 1, 1952 to Oct. 31, 1953. Presentations will be made at the Awards Dinner at Hotel Pierre in New York Dec. 1. Networks, stations, sponsors and their advertising agencies will receive duplicate awards or certificates for their participation in the shows.

Deems Taylor, chairman of the committee of judges in 1951 and 1952, will serve in the same capacity again this year. Other judges on the committee are:

Charles Brackett, president of the Academy of Motion Picture Arts and Sciences; G. D. Crain Jr., publisher of Advertising Age; Frank Leahy, head football coach at U. of Notre Dame; Judge Samuel S. Liebowits of New York; Raymond Loewy, industrial designer; Herschel D. Newsom, master of the National Grange; Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs; Joseph P. Anderson, executive secretary of the American Asm. of Social Workers; Dean Kenneth Bartlett, director of the radio and television center of Syracuse U.; Dorothy Draper, decorator, designer and stylist; James A. Farley; Ford Frick, commissioner of baseball; Mrs. John E. Hayes, past president of the National Congress of Parents and Teachers; Dr. Robert L. Johnson, president of Temple U. and Oscar Serlin, theatrical producer.

Direct Mail Radio-Television Awards

NBC Western Network and KJR Seattle were announced as winners of the Direct Mail Adv. Assn. awards for outstanding direct mail campaigns for radio and TV network and stations, respectively, Wednesday in Detroit, at the opening session of the DMAA 36th Annual Conference, held at the Hotel Statler there, Wednesday through Friday. Helen Murray Hall, NBC western manager of advertising and promotion, and J. A. Morton, KJR vice president and general manager, were named as the individuals responsible for the winning campaigns.

NBC-TV Names Winners Of 'Trade-Ad' Contest

PATRICIA MINKNER, a secretary with Dan B. Miner Co., Los Angeles agency, was first-prize winner of NBC-TV's "Trade-Ad" contest, it was announced last week by Jacob A. Evans, NBC director of advertising and promotion.

Mr. Evans said more than 6,000 entries were received for the contest, held in conjunction with a series of trade advertisements covering major NBC-claimed points of TV network leadership. Mrs. Minkner, who was credited with listing correctly nine basic points of "leadership of NBC-TV network," will receive $1,000 in RCA products.

Four runners-up, each of whom listed eight points of "NBC-TV leadership," will receive 21-inch RCA Victor television sets. They are: George E. Morgan of the advertising department of Swift & Co., Chicago; Mrs. Florene C. Dragon, secretary to J. M. Cleary, vice president of Roche, Williams & Cleary, Chicago; Stewart Henderson Britt, executive vice president, Needham, Louis & Bocoby, Chicago; and John L. McGuigg, executive vice president, Lennes & Newell, Detroit.

Mack Gets Award

TED MACK, host of NBC-TV's Original Amazer Hour, was presented on Sept. 26 with the first annual Robert L. Van Memorial Award, which will be made each year to an "outstanding show-business personality in recognition of his activity in behalf of Americanism and humanitarianism." The award is made by the Negro newspaper, Pittsburgh Courier, in the name of its founder.
New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA
Birmingham, WJIN-TV (48), 12/10/52—Unknown.
Birmingham, WSHN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.

ARIZONA
(Please see KOOL-TV (3), 1/29/53-2/1/54.
Phoenix, KROY-TV (10), 5/27/53-10/11/53, Blair TV (share time with KOOL-TV)

ARKANSAS
Little Rock, KETV (TV) (23), 10/30/53—Unknown.

CALIFORNIA
Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-10/1/53.
Corona, KOWI-Bstg. Co. (52), 9/16/53—Unknown.
Fresno, John Poole (53), 8/12/53—Unknown.
Los Angeles, KFI (TV) (22), 12/10/53-10/28/53.
Merced, Merced TV Corp. (34), 9/14/53—Unknown.
Sacramento, KBIC (TV) (40), 6/26/53-Fall '53.
Selma, KICU (TV) (28), 1/15/53-Fall '53.
Son Bernardino, KEO-TV (18), 11/6/53-Fall '53, Hollingbery.
Son Bernardino, Orange Belt Telecasters (30), Initial decision 9/16/52.
Son Francisco, KSAN-TV (22), 4/29/53-Jan. 54, McCullough.
Son Jose, KJVE (TV) (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/5/53-Fall '53, Hollingbery.
Tulare-Fresno, KCKD-TV (27), 4/2/53-10/10/53—DuM, Forpe (N. Y.), Cali-Central Network.
Yuba City, KAGR-TV (32), 3/11/53—Unknown.

COLORADO
Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KOA-TV (4), 9/9/53-11/30/53, NBC, Petry.
Denver, KRMA-TV (16), 7/1/53—Unknown.

CONNECTICUT
Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.

For the purchase and sale of radio and television stations

Barr Building • Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

October 5, 1953 • Page 113
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

INDIANA
Elkhart, WSIV (TV) (52), 6/3/53—Unknown.
Fort Wayne, WKAQ-TV (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, WJRE (TV) (96), 3/26/53—Unknown.
Waterloo, WINT (TV) (15), 4/6/53-12/15/53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

FREDDIE
Frederick, WMDI-TV (62), 10/24/53—Winter ’53.

MICHIGAN
Boston, WBOY-TV (50), 3/26/53—Unknown.
Boston, WBGH-TV (21), 7/16/53-10/1/54.
Boston, J. D. Weather Jr. (44), 8/12/53—Unknown.
Brookton, Trans-American Enterprises Inc. (62), 7/30/53—Unknown.
Fall River, WSBE-TV (46), 9/14/53—Oct. ’53.
Lowrence, WGMU (TV) (72), 6/10/53—Unknown.
North Adams, WMGT (TV) (74), 2/18/53-10/15/53—Walker.

"MODERN, light and airy" describes the new building for KDKO-TV Sedalia, Mo., due to begin operating early next year. A glass block, 20 ft. high, is located at entrance of 93.37-ft. structure, adjacent to present KDKO studio (r). Construction for new tv building begun fortnight ago.

JOHN HUGHES
Worcester, WAAAB-TV (20), 8/12/53—Unknown, Hollinger.

WASHINGTON
DC
Midway between the White House and the Capitol

WASHINGTON, D.C.

400 Air-Cooled Rooms from $6 single $9 double

FOR THE RECORD

WASHINGTON, D.C.
Midway between the White House and the Capitol

WASHINGTON, D.C.

400 Air-Cooled

Rooms from

$6 single

$9 double

WORL-TV Knoxville are given once over by Fred Andrews, vice president in charge of engineering for the Tennessee station.

Champaign, WCIA (TV) (3), 2/24/53-11/1/53, Hollinger.
Champaign, WCUI (TV) (21), 7/22/53—Unknown.
Chicago, WHFC-TV (36), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Dayton, WDAN-TV (24), 12/10/53—Unknown, Everett-McKinney.

Joliet, Joliet TV Inc. (48), 8/21/53—Unknown.

WORL-TV

TENNESSEE

400 Air-Cooled

Rooms from

$6 single

$9 double

ROOMS

HOTEL

Raleigh

on Famous Pennsylvania Avenue

Headquarters for tourists and business people. Fall Mall Room renowned for fine cuisine.

SPECIAL COURTESIES TO HONEYMOONERS.

Consult Your Travel Agent or Write to C. C. SCHIFFER, President

Page 114 • October 5, 1953

COUNTY chairman and city manager due up for ground breaking for WEAU-AM-FM-TV Eau Claire, Wis. Participants are (left to right) Harry Graf, Eau Claire County chairman; Harry Hyett, general manager of stations; T. O. Jorenson, chief engineer; George Anderson, FCC field engineer, and Dan Rowlands, Eau Claire city manager. WEAU-TV, western Wisconsin's first tv station, plans a mid-November opening.

WORL-TV

TENNESSEE

400 Air-Cooled

Rooms from

$6 single

$9 double

COUNTY chairman and city manager due up for ground breaking for WEAU-AM-FM-TV Eau Claire, Wis. Participants are (left to right) Harry Graf, Eau Claire County chairman; Harry Hyett, general manager of stations; T. O. Jorenson, chief engineer; George Anderson, FCC field engineer, and Dan Rowlands, Eau Claire city manager. WEAU-TV, western Wisconsin's first tv station, plans a mid-November opening.
OPENING DAY celebration Sept. 19 for KTVH (TV) Hutchinson, Kan., brought these three together: (l to r) Frank Headley, president, H-R Television Inc., station representative; KTVH President W. D. P. Carey, and Dwight Reed, H-R vice president.

DEDICATION of building and facilities for KCSI-TV Pueblo, Colo., is accomplished as Alan Courtney, NBC Western Division representative, puts the finishing touches to the cornerstone. Overseeing the operation is Doug Kohle, station manager. KCSI-TV programs on VHF ch. 5, and expects to be interconnected with NBC-TV by May 1954. Paul Gale, Western Division traffic manager, accompanied Mr. Courtney to Pueblo for the dedication ceremonies.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA
St. Cloud, WJON-TV (7), 1/23/53-to Late Oct. '53, Rom.

MISISSIPPI
Columbus, WGBU-TV (3), 3/2/53-to Unknown.
Gulfport, WSGM-TV (56), 2/1/53-to Unknown.
Jackson, WJSI-TV (12), 7/22/53-Jan. '54, ABC, Weed TV.
Jackson, WNOX-TV (3), 9/27/53-to Early '54, NBC, Hollering.

MISSOURI
Cape Girardeau, KGMO-TV (18), 4/16/53-to Unknown.
Clayton, KPLU-TV (30), 2/5/53-to Unknown.
Columbia, KOMU-TV (8), 1/14/53-to 11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, KACT-TV (17), 7/22/53-to 10/20/53.
St. Louis, KETC-TV (5), 5/7/53-to Unknown.
St. Louis, KSTL-TV (56), 1/13/53-to 10/15/53, ABC, H-R Television.
St. Louis, WGST-TV (2), 7/12/53-to Late '53.
Sedalia, KOMO-TV (6), 7/12/53-1/1/54.

MONTANA
Billings, KBMT (TV) (8), 1/15/53-to Late '53.
Great Falls, KPBB-TV (8), 1/15/53-Nov. '53, CBS, Weed TV.
Great Falls, KMON-TV (4), 4/9/52-to Unknown, Hollering.

NEBRASKA
Keene, WKNX-TV (45), 4/22/52-to Unknown.
Manhattan, WMUR-TV (9), 8/26/53-to Unknown.
Mt. Washington, WMTV (TV) (8), 7/6/53-4/1/54.

NEW JERSEY
Asbury Park, WRTV (TV) (50), 10/2/52-to Dec. '53.
Atlantic City, WOCN (TV) (52), 1/8/53-to Unknown.
New Brunswick, WOON (TV) (57), 4/7/53-to Unknown.
New Brunswick, WTLY (TV) (199), 12/4/52-to Unknown.
Trenton, WITV (TV) (41), 7/16/53-to Unknown.

NEW MEXICO
Santa Fe, KTRV (TV) (2), 1/25/53-to Unknown.

NEW YORK
Albany, WPTV (TV) (22), 6/10/53-to Unknown.
Albany, WROW-TV (41), 4/16/53/10/15/53, ABC, DuM, Belling (Sept. 7, Oct. 8).
Albany, WTVV (TV) (179), 7/24/52-to Unknown.
Binghamton, WSVG (TV) (46), 8/14/52-to Unknown.
Buffalo, WBTY (TV) (132), 7/24/52-to Unknown.
Ithaca, WCUW (TV) (20), 1/13/53/11/13/53.
Ithaca, WIEF (TV) (144), 1/13/53-to Unknown.
Jamestown, WJTV (TV) (58), 1/25/53-to Unknown.
Kingsport, WNVT (TV) (66), 1/21/53-to Unknown.
New York, WOTV (TV) (35), 8/24/52-to Unknown.
Poughkeepsie, WCFC (TV) (21), 11/26/52-to Jan. '54.
Rochester, WHEC-TV (10), 3/1/13/11/1/22, CBS, ABC, Eyetelevision (shared with WHEC-TV).
Rochester, WNYT (TV) (27), 4/2/52-to Unknown.
Rochester, WROH (TV) (51), 7/24/52-to Unknown.
Rochester, WVEV (TV) (10), 3/11/53/10/15/53, ABC, CBS, DuM.

OHIO
Cincinnati, WCIN-TV (54), 5/14/53-to Unknown.
Cleveland, WBRP (TV) (46), 6/18/53-to Fall '53.
Columbus, WOSU-TV (54), 4/22/53-to Unknown.
Dayton, WIFE (TV) (22), 11/26/52-to Fall '53, Headley.
Dayton, WSQV (TV) (22), 11/26/52-to 10/15/53, Weed TV.
Lima, WUAM (TV) (25), 11/14/52-to 10/15/53.
Kasltown, WCAA (TV) (20), 7/4/52/10/15/53.
Perry, WMPN (TV) (10), 11/26/52-to 12/15/53, CBS (granted STA Sept. 10).
Youngstown, WTVU (TV) (21), 9/25/52-to Fall '53.

OKLAHOMA
Alton, KMUV (TV) (58), 4/22/53-to Unknown.
Oklahoma City, KTVW (TV) (9), 7/27/53-to 12/15/53, CBS, Avery-Kniedel.

OREGON
Portland, KOIN-TV (6), 7/16/53-to 10/15/53, CBS, Avery-Kniedel.
Portland (Or.), Vancouver (Wash.), KUAN-TV (21), Initial Date, 6/18/53.
Salem, KPIC (TV) (24), 7/9/53-to Oct. '53.
Salem, Oregon Radio Inc. (5), 9/30/53-to Unknown.

WASHINGTON STATE'S CASH FARM INCOME

Here's 55.4% of your money!

The SUNNY SIDE of Life.

The TIME of your life on the

YOUNG TV STATION

AM & FM

WJAS

Robert Market, Murer, Inc.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Springfield-Eugene, KTVF (TV) (20), 2/1/53—Unknown.

PENNSYLVANIA
Allentown, WFMZ-TV (57), 7/16/53—Unknown.
Allentown, WOCD (TV) (50), 6/15/53—Unknown.
Erie, Great Lakes TV Co. (35), Initial Decision 9/8/53.
Harrisburg, WCBM-TV (27), 7/24/53—11/15/53—Cook.
Holliston, WAZI-TV (63), 12/15/53—Unknown, Meeker.
Lancaster, WNLV (TV) (12), 7/7/53—Late '53, Taylor.
Lebanon, WLBV-TV (31), 6/26/53—Nov. '53.
Lewisburg, WMBZ-TV (38), 4/15/53—Unknown.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall ’53, Headley-Read.
Scranton, WARV (TV) (16), 2/26/53—Fall ’53, Hollingsby.
Williamsport, WRAK-TV (30), 11/12/53—Unknown.

FOR THE RECORD
Shelton, KNLM (TV) (46), 5/15/53—Late Summer ’53.
Sweatwater, KFAR-TV (12), 8/26/53—Unknown, CBS.
Asheville, KTVI (41), 7/20/53—Unknown.
Tucumcari, KCEF (TV), 6/1/53—11/11/53, NBC.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.

UTAH
Salt Lake City, KUTV (TV) (2), 3/26/53—Spring ’54, ABC, Hollingsby.

VIRGINIA
Charlottesville, WCHV-TV (64), 1/29/53—Winter ’53.

RE Reeves SOUNDCRAFT CORP.
Dept. N-102
10 East 52nd Street
New York 22, N.Y.
*FAT. APPLIED FOR

WHEN IT COMES TO TELEVISION ADVERTISING, ALWAYS REMEMBER . . .

YOU CAN DO BETTER WITH SPOT MUCH BETTER

THE KATZ AGENCY, INC.
NATIONAL ADVERTISING REPRESENTATIVES

Page 116 • October 5, 1953
**New TV Stations . . .**

**APPLICATIONS BY FCC**

Chapel Hill, N. C.—U. of North Carolina (WUNC-FM), noncommercial educational vhf ch. 4 (68-72 mc); antenna height above average terrain 420 ft.; estimated cost $100,000. First year operating cost $26,000. Post office address Chapel Hill, North Carolina. Consulting engineer A. D. King & Assoc., Washington, D. C.

Salem, Ore.—Oregon Radio Inc. (KULM), vhf ch. 3 (60-66 mc); ERP 850 kw visual; antenna height above average terrain 520 ft.; estimated cost $105,000. First year operating cost $24,500. Post office address KULM, P. O. Box 786, Salem, Oregon. Consulting engineer W. A. Scott, Battle Ground, Wash.

Anderson, S. C.—Witten E. Hall (WAIM and WCAC-FM), uhf ch. 46 (562-568 mc); ERP 125 kw visual, 716 kw aud; antenna height above average terrain 330 ft.; estimated cost $135,000. First year operating cost $31,000. Post office address 906 W. Main St., Anderson, S. C.

Vancouver, Wash. — Vancouver Radio Corp. (KVAR) uhf ch. 31 (312-318 mc); ERP 107 kw visual, 62 kw audio; antenna height above average terrain 1,014 ft.; estimated cost $225,000. First year operating cost $500,000 revenue $600,000. Post office address 905 Main St., Vancouver, Wash.

Broadcasting • Telecasting

**FCC Commercial Station Authorizations As of Aug. 31, 1953**

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>300</td>
<td>607</td>
<td>123</td>
</tr>
<tr>
<td>311</td>
<td>613</td>
<td>124</td>
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**Television Station Grants and Applications Since April 14, 1952**

**Grants since July 11, 1952:**

<table>
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<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>99.5</td>
<td>13</td>
<td>21</td>
<td></td>
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</tbody>
</table>

**Total Operating Stations in U. S.:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>169</td>
<td>61</td>
<td>230</td>
<td></td>
</tr>
</tbody>
</table>

**Applications filed since April 14, 1952:**

<table>
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<tr>
<th>Commercial</th>
<th>Educational</th>
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<tbody>
<tr>
<td>2</td>
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</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>332</td>
<td>656</td>
<td>988</td>
</tr>
</tbody>
</table>

**Note:** Amended processing procedures and revisedency list now containing only those requests with completed applications went into effect Aug. 24 (B-T, Aug. 31).

**APPLIANCES**

Adas, Okla.—Eastern Oklahoma TV Co., vhf ch. 31 (60-66 mc); ERP 250 kw visual; antenna height above average terrain 750 ft.; estimated cost $100,000. First year operating cost $23,000. Post office address 111 W. 14th St., Ada, Okla. Consulting engineer A. D. King & Assoc., Washington, D. C.

Durham, N. C.—Public Information Corp. (WNSR), vhf ch. 73 (324-330 mc); ERP 94.5 kw visual, 47.3 kw audio; antenna height above average terrain 450 ft.; estimated cost $121,000. First year operating cost $250,000. Post office address 211 Riverside Ave., Durham, N. C.

**BROADCASTING**

Covers 27 counties in the Nation's Largest Trade Territory

**THE NATIONAL'S**

Largest

**Trade Territory on**

**CBS Radio in the PLS**

**BROADCASTING**

Covers 27 counties in the Nation's Largest Trade Territory

**EL PASO—The Perfect Test Market is more than 400 miles from any city of equal size or larger. It is the center of distribution for the Fabulous Southwest. Write us for complete details on our amazing low-cost testing plan.**

Affiliated with KRD-7 TV Channel 4 and the El Paso Times.

**D. L. TAYLOR COMPANY**

National Representative

THE BRANHAM COMPANY

Western Representative

**TEST...**

Your Radio Commercial in The Nation's Largest Trade Territory on

**CBS Radio in the PLS**

**500 KC, 5,000 WATS**

Covers 27 countries in the Nation's Largest Trade Territory

**EL PASO—The Perfect Test Market is more than 400 miles from any city of equal size or larger. It is the center of distribution for the Fabulous Southwest. Write us for complete details on our amazing low-cost testing plan.**

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Affiliated with KRD-7 TV Channel 4 and the El Paso Times.

**D. L. TAYLOR COMPANY**

National Representative

THE BRANHAM COMPANY

Western Representative

**Small TUNER**

“MANY TIMES”

RECORDED BY

PERCY FAITH . . . Columbia

EDDIE FISHER . . . RCA Victor

October 5, 1953 • Page 117
APPLICANTS AMENDED

Los Angeles, Calif.—Lawrence A. Harvey, Jr., applicant for uhf ch. 10 to specify antenna height above average terrain to 250 ft. Filed Sept. 14.

Northfield, Conn.—The Hartford Times, Inc. (WHTF) amends application for uhf ch. 18 to specify C. Edward Daniel, vice president and secretary; change ERP to 102.2 kw visual and 86.1 kw audio; change description of transmission tower to Tallcott NW, of Hartford, Simsbury, Conn.; change studio location to 535 Asylum St., Hartford. Filed Sept. 14.

Springfield, Ill.—Sangamon Valley TV Corp. (WEXA) amends application for uhf ch. 1 to specify antenna height above average terrain to 923 ft. Filed Sept. 23.

Kent, Ohio—William A. Taylor, Inc., applicant for uhf ch. 19 to change antenna height above average terrain to 690 ft. Filed Sept. 19.

Portland, Me.—Guy Gannett Bestg. Service (WGAN) amends application for uhf ch. 10 to specify antenna height above average terrain to 800 ft. Filed Sept. 11.

Cleveland, Ohio—WJW Inc. (WJW) amends application for uhf ch. 26 to change studio location to 198 Federal Rd., Cleveland. Filed Sept. 18.

Green Bay, Wis.— civilized to WGBA-AM & WGBA-TV, Inc., applicant for uhf ch. 10 to specify antenna height above average terrain to 795 ft. Filed Sept. 24.

Waco, Tex.—KWXT Bestg. Co. (WDEF) amends application for new tv station on uhf ch. 11 to specify antenna height above average terrain to 944 ft. Filed Sept. 13.

New Am Stations


WKTW-AM, Studio, 9101 Metropolitan Pittsburgh Educational TV Station, and WKTW-TV, Studio, 9101 Metropolitan Pittsburgh Educational TV Station, are granted to operate commercially on vhf ch. 6 for the period ending March 31, 1955. Grantings Sept. 23, announced Sept. 24.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School Dist., seeks modification of CP for vhf ch. 8 to change ERP to 26.5 kw visual and 13.25 kw audio; studio location to 45375 Oak Ave., Pittsburgh; antenna height above average terrain 616 ft. Filed Sept. 24.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School Dist., seeks modification of CP for vhf ch. 8 to change ERP to 26.5 kw visual and 13.25 kw audio; studio location to 45375 Oak Ave., Pittsburgh; antenna height above average terrain 616 ft. Filed Sept. 24.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School Dist., seeks modification of CP for vhf ch. 8 to change ERP to 26.5 kw visual and 13.25 kw audio; studio location to 45375 Oak Ave., Pittsburgh; antenna height above average terrain 616 ft. Filed Sept. 24.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School Dist., seeks modification of CP for vhf ch. 8 to change ERP to 26.5 kw visual and 13.25 kw audio; studio location to 45375 Oak Ave., Pittsburgh; antenna height above average terrain 616 ft. Filed Sept. 24.
APPLICATIONS

Milton, Fla.—Clayton W. Mapoles t/a Milton
Bctg. Co., 1390 kc. 1 kw daytime. Estimated construc-
tion cost $18,000. First year operating cost $20,000. Revenue $24,000. Mr. Mapoles is Division
Director of Florida Game and Fresh Fish Fish
Commission and former owner, Milton Gazette, Milton, and Tri-County Gazette, Jazz, Fla., weekly
newspapers. Post office address Milton, Fla. Filed
Sept. 17.

Daltton, Ga.—James Q. Honey and Kenneth H.
Flynn, t/a Whitefield Bctg. Co., 1380 kc. 1 kw
daytime. Estimated construction cost $12,573.67,
First year operating cost $15,000, revenue $15,000.
Principals include James Q. Honey (66.6%), gen-
eral manager WGA Northwest, Ga., WPPM St.
Val-
ley, Ga., and WPTS Tuskegee, Ala., and K. H.
Flynn (33.3%), commercial manager WPDM. Post
office address 4 James Q. Honey, Cairo, Ga. City
was incorrectly identified as Danton in B-T, Sept. 28. Filed Sept. 14.

Las Vegas, Nev.—B. Floyd Farr, George Sella, 
Robert J. Blum d/b/a Radio Nevada, 1250 kc. 
250 w unlimited. Estimated construction cost 
$9,000, first year operating cost $14,000, revenue 
$14,000. Principals in general partnership are B. 
Floyd Farr, general manager and 20% owner 
KEEN San Jose, Calif.; George Sella, program 
manager and 30% owner KEEN and Robert J. 
Blum, sales and sports director KEEN. Post office 
address 1 Floyd Farr, Hotel De Anza, San Jose, 
Calif. Filed Sept. 23.

Lawton, Okla.—Phil Bird, 1650 kc. 1 kw un-
limited. Estimated construction cost $34,423.75, 
first year operating cost $34,423.75, revenue 
$4,423.75. Mr. Bird is household appliance distributor 
and insurance agent. Post office address P. O. Box 
1516, Oklahoma City, Okla. Filed Sept. 23.
Help Wanted

Several attractive openings in Florida for qualified announcers, salesmen, newsmen, writers. Applicants invited to fill details with Secretary, Florida Association of Broadcasters, Box 150, Quincy, Florida.

Manager

Manager—sales manager. 250 watt independent station, metropolitan midwest market, with television affiliation. Must be proven manager and salesman who can keep hitting up to or in excess of present high level. Give complete background and emolument, including photographs, in first letter. Box 38A, B-T.

Need complete experienced staff for new 5 kw daytimer. Must be able to make sales. Write confidentially to J. E. Fuqua, KNCM, Mobile, Alabama.

Shifting sales manager to TV creates one of best opportunities in radio for local radio sales manager. If you can pump up personality and can provide intelligent leadership to good sales staff you can expect to become the top salesman with solidly entrenched NBC station in 255,000 market. Write confidentially to J. E. Fuqua, KNCM, Mobile, Alabama.

Excellent opportunity for ambitious, mature man or woman to become a top radio time sales manager in high-powered network station in big market. Must know radio will train for sales, Box 897X, B-T.

Good, experienced announcer who can sell and prefers large, non-networked, West Coast work. Southwest, network. Box 93TX, B-T.

Near Chicago. 1000 watt independent wants experienced and aggressive announcer to handle full duties of transmitter work. Good pay for right man. Personal interview preferred. State age, experience. Box 95RX, B-T.

Combination announcer-operator with first class license. Prefer married man. Car, Announcing and technical ability must be above average. Send tape or disc, recent photograph and technical background. $70.00 to $90.00 weekly depending on ability. Eastern location. Box 969X, B-T.

Play-by-play play. First phone. $300.00 to start. Midwest. Send tape and letter to Box 916X, B-T.

Announcer, DJ, for network station Florida resort area. Permanent. Must have fine voice and good knowledge of music. Salary $75.00 start. Complete details and snapshot. Box 22A, B-T.

New station not yet on the air needs two experienced men for competitive southern market. Successful candidate will be given one-month tryout period. One and one-half hour announces to be done by good voice. Assistant announcer and news reader. Write confidentially to J. E. Fuqua, KNCM, Mobile, Alabama.

Opportunity is knocking! Strong independent word woman or newsmen. Send audition to Box 60A, B-T.


CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering small stations. Would like to find talent currently doing top hillbilly radio. Box 25A, B-T.

Opportunity to work with top radio station in one of nation's top advertising areas. Good salary and financial plus. Box 470X, B-T.

Advertisement

CBs is an opportunity to help form one of nation's strongest television affiliations. Excellent position for ambitious and dedicated New York salesman. Salary and commission. Send complete background, references, and photograph to Box 29A, B-T.

We need two aggressive hard-hitting salesmen. Our top radio time salesman will help sell. Good rate. Send complete background, references, and photograph to Box 31A, B-T.

Salesmen; 2 of our salesmen have switched to our TV operation. Right decision. Aggressive salesman to take over parts of their territory sales at 15%. One of top-rated stations in the nation. Our top salesmen are now making $9,000. Wire or write Box 46A, B-T.

Saleman—excellent opportunity. One of fastest growing and southern tier television stations is seeking a full time TV sales associate. ABC affiliate. Salary plus commissions. Write Gordon Jenkins, WCLI, Corning, New York.

Announcers

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good radio man will be able to help. Nearby towns are expanding and they need new announcer who should be diversified in abilities. Post box above. Please only one week. Pay weekly. Car necessary. Send resume, salary and past experience, Box 655X, B-T.

Combo man with first class ticket for central Pennsylvania ABC. AM-FM. You don't have to be a whiz at engineering, but a good radio man will be able to help. Nearby towns are expanding and they need new announcer who should be diversified in abilities. Post box above. Please only one week. Pay weekly. Car necessary. Send resume, salary $70.00. Box 878X, B-T.

Help Wanted—Continued

Good, experienced announcer who can sell and prefers large, non-networked, West Coast work. Southwest, network. Box 93TX, B-T.

Near Chicago. 1000 watt independent wants experienced and aggressive announcer to handle full duties of transmitter work. Good pay for right man. Personal interview preferred. State age, experience. Box 95RX, B-T.

Combination announcer-operator with first class license. Prefer married man. Car, Announcing and technical ability must be above average. Send tape or disc, recent photograph and technical background. $70.00 to $90.00 weekly depending on ability. Eastern location. Box 969X, B-T.

Play-by-play play. First phone. $300.00 to start. Midwest. Send tape and letter to Box 916X, B-T.

Announcer, DJ, for network station Florida resort area. Permanent. Must have fine voice and good knowledge of music. Salary $75.00 start. Complete details and snapshot. Box 22A, B-T.

New station not yet on the air needs two experienced men for competitive southern market. Successful candidate will be given one-month tryout period. One and one-half hour announces to be done by good voice. Assistant announcer and news reader. Write confidentially to J. E. Fuqua, KNCM, Mobile, Alabama.

Opportunity is knocking! Strong independent word woman or newsmen. Send audition to Box 60A, B-T.


CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering small stations. Would like to find talent currently doing top hillbilly radio. Box 25A, B-T.

Opportunity to work with top radio station in one of nation's top advertising areas. Good salary and financial plus. Box 470X, B-T.

Television

Salesmen

New television station desires salesman immediately. Personal interview required. Contact WECT-TV, Elmira, New York.

Experienced local TV salesman. VHF. Metro-South. Must be aggressive and dependable. Salary and commiss. Send full details, photo. Write confidentially to J. H. Manning, Vice President, WUTF-TV, Augusta, Georgia.

Announcer

Producer-anouncer. TV experience necessary. Must be good on-camera-delivery man. Good basic plus talent at four-year-old TV station in excellent market. Good salaries, commission, and opportunities. Applicants invited to fill details with Secretary, WCED, Quincy, Ill., or phone 8980 for interview.

Production-Programming, Others

Promotion manager, with broad experience, fresh ideas, outstanding ability destined by WECT-TV. Good, established station needs a man who can plan and guide promotion, supervise overall promotion of programs, station and market on local and national levels. Salary plus commission. Write confidentially to Chief Engineer, WCED, Quincy, Ill., for full details about training and experience, and a small photo.

Established station in excellent medium sized market seeks production manager with judgment and knowhow. This is a top salary position for a man who wants to settle and grow. Give full details and salary expected in application. Apply Box 57A, B-T.

Situations Wanted

Manager

General manager. 18 years experience, ober family man, can live, top record, references. South only. Box 922X, B-T.

General manager. Highly successful southern station seeks executive manager or mid-Atlantic move of family consideration. Excellent management and sales record. Top industry, business and personal references. Box 1A, B-T.
Situated Wanted—(Cont'd)

Manager who will sell. Knows radio. Outstanding sales record in small, medium, large markets. Knows programming, promotion, service-minded. I know radio sales. Increase bills. Has knowledge of program ideas. Top announcer, can sell self. Will consider your market. Prefer south central locations. Married, sober, community worker. 8 years experience. Excellent references. Box 11A, B-T.

General manager — thoroughly experienced. Proven successful background, outstanding reputation. Want good preposition from good station. AM-General manager, presently employed this capacity. Box 41A, B-T.

Deal wanted: stock or equivalent. 15 years experience in network management, New York network sales, programming, licensed engineer. Minimum 25% of TV operating immediately, can relocate. Box 44A, B-T.

Schools

Salesmen

Advising salesman, energetic, hard-working, personable, eager for television sales. Relocate, Florida. Formerlyassociate in four years selling background. Box 51A, B-T.

Announcers

Presently employed. Desire change. Thoroughly experienced AM-TV announcer—newscaster, also produces copy. Network caliber. Audition tape, picture and background upon request. Box 55X, B-T.

Announcer, continuity editor, program director, salesman, with over five years experience in radio and television. Desires permanent position in radio or television in Florida. Box 56X, B-T.

Good, experienced all phases, ambitious announcer desires position in midwest market. Currently employed. Box 57X, B-T.

Announcer, some experience. Draft exempt, single, conscientious, ambitious, excellent reference. Tape and resume upon request. Box 58X, B-T.

Announcer. Six months experience, all phases, Excellent knowledge of news and commercial delivery. References, tape, resume. Box 59X, B-T.

Topgantl staff announcer, relocate, veteran, married, good voice, personality. Box 60X, B-T.

Newscaster: deep voice, sincere delivery. Thoroughly experienced for new TV station and/or help radio station battle TV competition on music-news basis. Know music, sports, public relations. Top rated newscaster, competitive metropolitan market, $2,500 yearly regional affiliate. Box 61X, B-T.

Producer-engineer, first phone. Recent graduate with air experience. Prefer California. Contact first. Box 62X, B-T.

Top morning man, can do the best. Have worked in large markets. Have top sales record for selling myself. Box 63X, B-T.

Announcer, mature, experienced news. Straight or funny DJ. Remotes, boardman, copy. Available immediately. Good voice quality. Box 64A, B-T.

Announcer. Capable, mature, married man, having metropolitan market. Effective air salesmanship; strong news delivery. Box 65A, B-T.


Announcer—voice,ith good background, disc available. Top reference, available two weeks. Box 30A, B-T.

Announcer—continuity writer. Thorough knowledge of program ideas. Has worked with two network age 28. Strong ad-lib, versatile, dependable. Best price. Box 31A, B-T.


Announcer—sports, news, newswriter, control board operator, veteran, draft exempt. Married with children. Resume and tape on request. Box 33A, B-T.

Young staff announcer desires position in northeast. Tape, resume, references available. Box 54A, B-T.

Five years experience network; independent announce. Traffic control board: specializing Hilibrill—popular DJ; single veteran BF; restricted ticket. Box 60A, B-T.

Exceptional all-round staff announcer. News, DJ, program director, feature, weather, etc. Third ticket. Robert Dunn, 42 West 56th St., New York, N. Y. Telephone 5641.

Announcer—air salesmen. Six years experience as announcer and program director, Southeastern states. John Vroman, 120 West 2nd, Franklin, Ky.


Announcer, all phases, excellent commercials, sports. Genial personality, tape, resume. Fred or Georgia in exchange for stock. All consulting measurements included. Box 55A, B-T.

Engineer will build your AM station in Carolinas, Virginia. Two men, $250 per week, experienced. Box 36A, B-T.

Five years plus on the air with emphasis on news. Now editor 90,000 watt CBS station southwest. Married, two children. Desires permanent location with TV. Write 996X, B-T.

Newswriter, now employed. 17 months radio, television. Newspaper experience. College graduate, veteran. 28 years salary. Box 16A, B-T.

Newscasting, announcing, administrative experience, first license; married; college degree. Box 27A, B-T.

Newman, top qualifications, of best references, ability to drive and keep up following. Experienced at writing own material. Desires to join progressive, news-minded station. Box 31A, B-T.

Attorney with broad radio communications background, above average newsmanship, desists position in radio or TV. Box 45A, B-T.

Local news men more listeners. Let me organize and build TV department. New England preferred. Box 47A, B-T.

20 years experience in promotion, publicity, merchandising, public relations, research available immediately. Has experience for station and client relations. Traveled. Market research in radio and television. Write Box 36A, B-T.

Experience radio, 28, interested radio or television, New York. Mike Bliss, 4954 Pinecrest Circle, Marietta, Georgia.

Situated Wanted—(Cont’d)

Single, mature woman with A. B. Degree, experience in news and feature writing, training in production of commercial and time sales; ability to write and air children’s stories; excellent work; prefers to work in prominent chain in introduction to television and program planning and presentation of television, wishes to project training and talents with radio or television station. Able to go where opportunity awaits. Ability to prove work more important than starting salary. Mrs. C. Meier, 2441 Book Blvd., Detroit 26, Mich. Phone Woodward 1-1533.

Television

Managerial

General or commercial manager experienced all phases of operation. Experienced. Presently employed. Will accept position on percentage basis. Box 2A, B-T.

Availability—experienced. Write for prepared resume on man for early twenties, with over four years television sales and sales managerial experience. Major network station in a top twenty-five market, midwest. Please call Mr. R. J. Vranish, 119-59 Pinecrest Circle, Marietta, Georgia. Box 46A, B-T.

Technical

First phone, AM experience, desire position in television, single. Veteran. Box 21A, B-T.

Production-Programming, Others


Program director, TV, etc. Local "sell" shows. Experienced TV DJ. Salesman. Available immediately. Box 60X, B-T.

Program director, TV director, plus all-round capabilities, desires connection with new TV station in radio station with TV possibilities. Box 17A, B-T.

Film director—experienced TV, commercial films and radio. Currently employed as film director. Resume, photo and tape available. Veteran. Married. Box 29A, B-T.

For Sale

Stations

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get job done and a good promotional build up. Box 80X, B-T.


West Coast: 1,000 watt large metropolitan area. Dills $1500 man. Early thirties, with over four years TV sales and sales managerial experience. Major network station in a top twenty-five market, midwest. Please call Mr. R. J. Vranish, 119-59 Pinecrest Circle, Marietta, Georgia. Box 46A, B-T.

Equipment, etc.


Composited studio console, two turntables and two power outputs, can be extended to three. Paid $695.00, selling price $295.00. KENA, Mena, Arkansas.

10 kw AM transmitter, RCA type BTA-16F, with tower, up-lead, condenser tubes and some spares $17,500.00. FOB Duluth. Also approved AM free, andmond ant. terminating and phasing components available. Inquire John M. Sherman, WCCO-TV, Minneapolis, Minn.

2 Creese Hinds beacon flashers; 14 Andrew support brackets, non-insulated, for 1½ transmission lines; Johnson 209090 capacitor, Faradon UG-6, 900 ufd; Sangamo FFD mike capacitor, 400 ufd. Used above but serviceable. Box 32A, B-T.

Shil-\nWMS, Michigan City, Indiana.

(Continued on next page)
LOW BAND VHF TELEVISION EQUIPMENT

WNHC-TV is moving from channel 6 to 8 in November and will have channel 6 equipment for sale.

ALL YOU NEED TO GO ON THE AIR!
See the equipment in operation covering Connecticut, Western Massachusetts and Eastern Long Island.

Inquire Chief Engineer, P.O. Box 1859, New Haven, Conn.
Existing Am Stations . . .

**ACTIONS BY FCC**

**KSYL Alexandria, La.--KSYL Inc., granted modification of license to change studio location from Alexandria, to outside city limits on Hwy. 11, near Bolton Ave., Alexandria. Granted Sept. 24.**

**STATION DELATED**

WWXK Alban, N.Y. --Chalmplain Valley Bstg. Corp., granted extension of date to submit program tests effective midnight July 31/2, and for dismissal of petitions of intervention and denial of petition to grant reconsideration on grounds of insufficient time to prepare formal written arguments. Effective date (Sept. 24) for applications for vhf channel assignments. Granted Sept. 20.

**APPLICATONS**

WPNX Phenix City, Ala. --Community Bstg. Co., seeks modification of license to change mail studio location from Phenix City, to Columbus, Ga. Contingent on grant of assignment of license. Filed Sept. 24.

**KICK Junction City, Kan. --Ralph L. Weir tr/a Harry L. Nace, Jr., executor of estate of Harry L. Nace, deceased. Granted Sept. 24.**

**WRNY Narrows, Va. --H. J. Romanus tr/a Giles Reynolds, Sr., granted petition for cancellation of license expiring Oct. 15, granted petition for voluntary removal of station from the air, granted petition to change call letters. Incorrectly identified as WXXV Albany in B-T Sept. 21. Denied Sept. 10.**

**New Fm Stations**

**ACTIONS BY FCC**

**Olney, Ill. --Olney Bstg. Co., granted application for new fm station WJRS at Olney, for 200 kw, with ERP of 18.5 kw and antenna height above average terrain 290 ft. Granted Sept. 30.**

**APPLICATION DISMSSSED**

Harford, Mich. --New Fm application of Central High School Alumni Assn, Inc., FCC dismissed application for failure to meet Sec. 3.503(a) requirements. Action Sept. 30.

**Existing Fm Stations**

**ACTIONS BY FCC**

**KSBK (FM) Mt. Diablo, Calif.--Radio Diablo Inc., granted modification of license to change ERP from 200 kw to 63 kw; antenna height above average terrain from 2,471 ft. to 3,130 ft. Granted Sept. 30.**

**WERS (FM) Boston, Mass. --Emerson College, granted motion for discontinuation and relocation of station, granted petition to change ERP from 900 kw to 1.2 kw; antenna height above average terrain from 55 ft.Granted Sept. 23.**

**KDYY-FM Salt Lake City, Utah--Intermountain Bstg. Co., granted motion for discontinuation and relocation of station, granted petition to change ERP from 200 kw to 63 kw; antenna height above average terrain from 2,100 ft. to 2,570 ft. Granted Sept. 30.**

**Ownership Changes**

**ACTIONS BY FCC**

**KCLP Clifton, Ariz. --Baguio Bstg. Co. granted petition for involuntary transfer of control from L. E. Lucas, to E. C. Smith, granted petition to change ERP from 10 kw to 75 kw; antenna height above average terrain from 2,100 ft. to 2,800 ft. Granted Sept. 24.**

**KYTL-AM-FM-TV Mesa, Ariz. --Harkins Bstg. Inc., granted involuntary transfer of control from L. E. Lucas, to E. C. Smith, granted petition to change ERP from 12 kw to 2 kw; antenna height above average terrain from 1,100 ft. to 1,200 ft. Granted Sept. 24.**

**KSRB (FM) San Bruno, Calif.--Radio Diablo Inc. granted voluntary transfer of control of permit to Mr. and Mrs. Woodrow W. Cobb, granted petition to change ERP from 10 kw to 75 kw; antenna height above average terrain from 2,100 ft. to 2,800 ft. Granted Sept. 24.**

**KSBK (FM) Mt. Diablo, Calif.--Radio Diablo Inc. granted voluntary transfer of control of permit to Mr. and Mrs. Woodrow W. Cobb, granted petition to change ERP from 10 kw to 75 kw; antenna height above average terrain from 2,100 ft. to 2,800 ft. Granted Sept. 24.**

**APPLICATIONS**

WPXQ Phenix City, Ala. --Community Bstg. Co., seeks voluntary assignment of license to Mr. and Mrs. Raymond J. Boff and Charles T. Garrett & McClure for $30,000. Granted Sept. 24.**

**GRANTED**

Hartford, Conn. --Lincoln Deller, granted voluntary assignment of license to F. Robert Buhtz, Jr., granted petition to change ERP from 200 kw to 63 kw; antenna height above average terrain from 2,471 ft. to 3,130 ft. Granted Sept. 24.**

**WHRQ-AM-FM Niles, Ohio. --Harrison County Bstg. Corp., granted voluntary transfer of control to Peabody Broadcasting Corp., granted petition to change ERP from 59,500 kw to 55,500 kw; antenna height above average terrain from 2,471 ft. to 3,130 ft. Granted Sept. 24.**

**KATF Reno, Nev. --Sierra Bstg. Co., granted voluntary transfer of control to Robert L. Stoddard through a grant to Nevada Bstg. Inc., Granted Sept. 24.**

**WHNC-AM-FM Henderson, N. C. --Henderson Radio Group, Inc., granted petition for assignment of control by Nathan Frank through purchase of 80% of the stock of this Bstg. Co. Frank is the general manager of WHNC, will now own 25% of the stock of this Bstg. Co. Frank general manager, will now own the company. Granted Sept. 24.**

**KBWJ Wabunton, N. D. -- Interstate Bstg. Corp., granted voluntary transfer of control to Ralph L. Weir tr/a Harry L. Nace, Jr., executor of estate of Harry L. Nace, deceased. Granted Sept. 24.**

**APPLICATIONS**

WPXQ Phenix City, Ala. --Community Bstg. Co., seeks voluntary assignment of license to Mr. and Mrs. Raymond J. Boff and Charles T. Garrett & McClure for $30,000. Granted Sept. 24.**

**REJECTED**

Hartford, Conn. --Lincoln Deller, granted voluntary assignment of license to F. Robert Buhtz, Jr., granted petition to change ERP from 200 kw to 63 kw; antenna height above average terrain from 2,471 ft. to 3,130 ft. Granted Sept. 24.
Routine Roundup...

September 24 Applications

ACCEPTED FOR FILING

<table>
<thead>
<tr>
<th>Modification of CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDIA Memphis, Tenn., Bluff City Bestg. Co., Inc. - Mod. CP (BP-84-101) which authorized change in frequency, in power, in channels, and for extension of operation.</td>
</tr>
<tr>
<td>KFKG-TV St. Joseph, Mo., KFKG Inc. - Mod. CP (BP-84-102) which authorized new station, for extension of completion to date of 4/15/54.</td>
</tr>
<tr>
<td>WTVT (TV) Chattanooga, Tenn., Tom Potter - Mod. CP (BP-84-103) as mod. which authorized new station, for extension of completion to date of 1/15/54.</td>
</tr>
<tr>
<td>WOCC (TV) Chattanooga, Tenn., Chattanooga T-V Inc. - Mod. CP (BP-84-104) as mod. which authorized new station, for extension of completion to date of 9/15/54.</td>
</tr>
</tbody>
</table>

License to Cover CP

WKTV (TV) Decatur, Ala., N. L. C. C., Cypress Co. Inc., Bestg. Corp. - License to cover CP (BP-84-105) which authorized new station, for extension of completion to date of 9/15/54.

Renewal of License

WBWA (TV) Washington, D. C., NBC - Mod. CP to change frequency, in power, in channels, and for extension of operation to September 15, 1954.

License to Cover CP

WTAD-FM Quincy, Ill., Lee Bestg. Inc. - License to cover CP (BP-84-106) which authorized change in licensed station to (BRH-92-23). WICA-TV Nr. Amsterdam, Ohio, WICA Inc. - License to cover CP (BP-84-107) which authorized new station (MLCT-34).

September 29 Decisions

BY THE BROADCAST BUREAU

Action of September 23

Renewal of License


Transfer of Control

Voice of Talladega Inc., Talladega, Ala., Voluntary transfer of control of licensee corp. from R. A. Davidson through sale of 80% of stock to Talladega News Publishing Co.

Transfer of Control

KBLF Red Bluff, Calif., Hal K. Shade - CP to change frequency, in power, in channels, and for extension of completion to date of 9/15/54.

License to Cover CP

BU Welbott, Wis., Welbott Bestg. Inc. (BR-264) - Renewal of license (BR-8318).

Applications Rejected

REJCTED FOR FILING

Remote Control

Followings stations request to operate transmitters by remote control:


Renewal of License


Modification of CP

WBWA (TV) Washington, D. C., NBC - Mod. CP to change frequency, in power, in channels, and for extension of operation to September 15, 1954.

License to Cover CP

WDTC-GM-TV Gulfport, Miss., WGM-TV Corp. - Mod. CP (BP-84-108) which authorized new station, for extension of completion to date of 4/15/54.

September 28 Applications

ACCEPTED FOR FILING

Remote Control

Followings stations request to operate transmitters by remote control:


West Coast $55,000.00

Fulltime 250 watt independent in an attractive single station market of more than $20,000.00 in annual retail sales. Ideal for two partners to own and manage. Very liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN • HAMILTON COMPANY

WICHITA • KANSAS • STERLING 3-4411

CHICAGO
Ray V. Hamilton
Resident Agent
115 S. LaSalle St.
Chicago 2, III.

PHILADELPHIA
Delaware 2-7154

S AN FRANCISCO
Levi L. Smith
225 Sutter Bldg.
San Francisco 4, Calif.
tion (BALH-138) for assignment of license of WSIX.

Granted CP

WDAN Danville, Ill., Northwestern Publishing Co.—Granted CP to extend CP of broadcast station 800 kc, 500 w, D (HL-5582)

Modification of CP

The following were granted CPs for extensions of license periods as shown:

KSHS Sedalia, Mo., to 10/26/54, KPAL, Palm Desert, Calif., to 1/1/54, to 11/10/53, condition: WATT-WNAT, New York, N. Y., to 12/10/53.

Action of September 21

Granted License

WFWT Fairfield, Ill., Wayne County Bestco, Co.—Granted extension of CP of broadcast station 1260 kc, 200 w, D (HL-5577)

WNEA Warren, Pa., Northern Allegheny Bestco, Co., to 10/26/54; Granted CP to extend CP of broadcast station 388 mc, 10 w, D (HL-1383). WSNX New Castle, Ind., New Castle-Henry Township Schools—Granted license to cover CP of broadcast station 150,000 kc, 50 kw, D (HL-1383). WSYW York, Pa., The Rail Coal Co.—Granted license to cover CP of broadcast station 910 kc, 5 kw, D, and 10 kw, N (HL-1383).

September 29 Applications

Accepted for Filing

Remote Control

Following stations request to operate transmitter at remote control site:

WWMJ Marguerite, Mich., The Lake Superior Bestco, Inc., Counties: Michigan, Indiana, Miss. Granted CP to Delta Bestco, Inc. (BR-152) to operate transmitter at remote control site.

KAOL-TV Lincoln, Neb., to 4/25/54; WKSB Milford, Del., to 4/25/54; KSKL Honolulu, Hawaii, to 11/4/54; WTNN Tampa, Fla., to 10/15/53 (BMPDR-58); KLVL Pasadenas, Tex., to 11/10/53 (BMPDR-58).

Modification of CP

The following were granted mod. CPs for extensions of license periods as shown:

KOLN-TV Lincoln, Neb., to 4/25/54; WKSB Milford, Del., to 4/25/54; KSKL Honolulu, Hawaii, to 11/4/54; WTNN Tampa, Fla., to 10/15/53 (BMPDR-58); KLVL Pasadena, Tex., to 11/10/53 (BMPDR-58)

September 30 Decisions

By COMMISSION EN BANC

By COMMISSION EN BANC

Extensions of SSA

The following extensions were granted extensions of special service authorizations for period ending Nov. 30, 1953, as indicated (Comr. Sterling not participating):

WNYC New York, N.Y., for use of 630 kc, 1 kw to operate additional hours from 6 a.m. (EST) to 1 a.m. (EST) on Sunday, and from New York City to towns on Long Island, subject to 10 kw (EST).

KFAI Fairbanks, Alaska, for use of 600 kc, 10 kw, D

KWWJ Corpus Christi, Tex., for use of 1000 kc, 5 kw, from local service Boston, Mass., to local service Corpus Christi, Tex., for use of 1000 kc, 1 kw, from 6 a.m. to local service (CST).

Renewal of License

The following renewals of CPs for extensions of renewals of licenses for the regular period:

KPDF Cheyenne, Wyo., for use of 30 kw, 10 mc wave; KPTC Santa Ana, Calif., to KCVC Winlock, Ariz., to 11/10/53, to 11/10/53 (BMPDR-58).

The following were granted renewals of CPs for extensions of renewals of licenses for the regular period: the auxiliary stations were granted subject to final determination of the Hearing Examiner. Docket 10543 with respect to changes in frequency assigned.


By COMMISSION EN BANC

Renewal of License

The application for renewal of license of WFTL-TV Danville, Ill., on ch. 7, was returned since station is operating on that channel under special license which is to cover outstanding CP would be in order upon completion of construction.

The following applications for renewal of TV station licenses were returned because for channels changed by TV proceedings and the stations are now operating on new channels not subject to temporary authority for which a coverage license may be filed upon completion of construction.

WLDW Dayton, Ohio, and WCPO-TV WVLCT Cincinnati, Ohio, and WLWC Columbus, Ohio.

ACTIONS ON MOTIONS

By Hearing Examiner H. Gilford Irion


By Hearing Examiner Thomas H. Dunham

Montgomery Bestco, Co., Montgomery, Ala.—Ordered that 100 kc, assignee of temporary license specifying slight increase in height be accepted (Docket 10571).

By Hearing Examiner Annie N. Hunting

The Lorain Journal Co., Lorain Ohio; Elyria Bestco Co., Elyria, Ohio; Upon order after first hearing conference recited on condition 200. Hearing conference on Sept. 15 which shall control subsequent course of hearing in proceeding. (Docket 10510; 1110; 11024; 11023; 11024) (Action 11/24/53).

By Hearing Examiner Herbert P. Cooper

Perkins Brothers Co., KOMC Bestco Co., Sioux City, Iowa.—Upon agreement of parties, date for commencement of hearing in this proceeding was changed from Nov. 10, 1953, to Oct. 12, 1953, to Oct. 12, 1953, to Washington (Docket 10607; DPP-1124, et al).

By Hearing Examiner Elizabeth C. Smith

WIBL Television Co.—Ordered that 100 kc, assignee of temporary license specifying slight increase in height be accepted (Docket 10541; DPP-1124, et al).

By Hearing Examiner Betty N. Libin

WNRD-WNRD-FM Syracuse, N. Y., Syracuse Bestco, Co.—Granted petition requesting late acceptance of information in proceeding re applications for renewal of licenses (Docket 10668; HL-551, HL-551).

Arkansas Telecasters Inc., North Little Rock, Ark.—By motion to order granted petition for leave to amend its TV application insofar as it relates to the station’s radio location and costs involved thereto and denied insofar as it relates to change in trans. location and costs relating thereto (Docket 10610; BPC-100 et al) (Action 9/28).

UPCOMING EVENTS

OCT. 5: Unveiling of Ernie Pyle memorial by Sigma Delta Chi, Indiana U., Bloomington.


OCT. 5-9: Society of Motion Picture & Television Engineers, convention, Hotel Statler, New York.

OCT. 5: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

OCT. 7-8: Technical Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

OCT. 9-10: Alabans Broadcasters Assn., annual meeting, Universal, Atlanta.

OCT. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.


OCT. 14-17: Audio Engineering Society, convention and audio fair, New York.

OCT. 18: Color demonstration by NTSC for FCC, New York.

SPECIAL LISTING

(NARTS District Meetings)

OCT. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

OCT. 14-15: Dist. 12, Adolphus Hotel, Dallas.

OCT. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

OCT. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

OCT. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.


OCT. 25-26: Dist. 10, Ten Eyck Hotel, Albany, N. Y.

NOV. 4-5: Dist. 1, Somerset Hotel, Boston.

Give Your RADIO PERSONNEL Professional TV TRAINING

The transition from radio to television is a great deal simpler and smoother if your personnel problems are solved. One method is to train your present radio staff now for future television duty.

To meet the growing need for television manpower, Southeastern has devised a professional TV PRODUCTION course of only six weeks’ duration. It is taught by television career men in a fully-equipped, modern TV Studio, and involves practical working experience on a regular telecasting schedule. Upon graduation, the student is thoroughly qualified to handle TV production.

Southeastern also offers a professional six-week course in TV Engineering, which includes complete maintenance instruction and practice. Write for the full story today . . . and solve your personnel problems of tomorrow.

Howare E. Stark

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 55th St.

New York 22, N. Y.

ELorado 5-0601

Broadcasting • Telecasting

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THE ATMOSPHERE that prevailed at the Assn. of National Advertisers' annual meeting a fortnight ago reflected a maturity of thinking that has not always characterized such events in the past. There was an absence of the emotionalism that turned other conventions of recent years into almost irresponsible attacks on radio and television costs.

The ANA Chicago convention, as reported in detail in last week's B*T, solicited information from experts on questions that are of importance in today's radio and television worlds. That was a significant departure from the approach of former years when such spokesmen from radio-tv as were invited to the meetings were put on the receiving end of, not questions, but indictments.

The new mood of the ANA assures happier results. As long as the ANA was in an attacking position, radio and television had no choice but to go on the defensive. In that kind of situation no settlements of mutual advantage were possible.

There are reasons, of course, for the change in the ANA's attitude. The big one is that television has been around long enough now to be understood. It is no longer a big, powerful and somehow mysterious stranger. Its size and power can be respected without being feared, for the mystery has to a large extent been eliminated.

Similarly, the position of radio vis-a-vis tv has been clarified. Advertisers have rediscovered radio and found that it offers a sound advertising service at low cost and is destined to co-exist with tv.

This is not to say that rigid stability has come about in radio and television. Both enterprises are changing. Of necessity radio must adjust itself to find its place in a field that will soon contain a nationwide competitive television service. The important thing is that the adjustment is now being made as a consequence of planning instead of defensive reaction to crisis.

It is now easier to believe that radio and television and their biggest customers can establish a new harmony in their association. Both radio and television offer to the advertiser what he needs to move his goods. As long as the costs are equitable for the advertiser and compensatory for the media, there should be no insoluble problems.

Hoover Commission II and the FCC

LAST WEEK President Eisenhower activated the second "Hoover Commission" on organization of the executive branch of the federal government. The question logically arises: What effect, if any, will it have upon the future functioning of the FCC?

There is no answer at the moment. There probably won't be until the "task forces" are set up in November. That the FCC won't be overlooked should be obvious, since it is one of the most important independent agencies of government, and independent agencies appear to be the primary area in which the Hoover Commission will operate.

We can glean from the past what might be expected. Five years ago, Hoover Commission I submitted its report to President Truman. Without going into the infinite detail of the task force report, which became known as the "Golub Report," suffice it to say that President Truman saw fit to recommend to Congress a sweeping change wherein the chairman of the FCC (and of other administrative agencies) would have almost limitless powers on appointment of personnel and assignment of duties.

This was vigorously opposed because it would make of the FCC a one-man Commission, a sort of Snow White and Six Dwarfs. Under a good chairman this plan might have worked, but under an unscrupulous one, dire things could happen. It would have destroyed the bi-partisan composition of the Commission, since the chairman would control purse-strings and personnel. Thus, he also would control policy.

Happily, the plan was whipped in the Senate, which made it clear that it wanted seven commissioners to vote their independent views and not be an administration rubber-stamp. The FCC itself was divided on the Truman proposal. The then Chairman, Wayne Coy, and Comr. E. M. Webster (still serving) supported it on the ground that the FCC itself would be relieved of detail. But Comr. Rosel Hyde (the incumbent chairman) and Comr. George Sterling (still serving) thought it was unnecessary.

One thing the first Hoover Commission did not recommend was a "Department of Transportation and Communication," into which might be lumped the FCC, the Interstate Commerce Commission, the Civil Aeronautics Board and assorted other agencies. This had been proposed many times in the past, but invariably was rejected as unsound and dangerous, since it would mix opposing regulatory philosophies and also would create a new political subdivision headed by a cabinet member. The precept of a free, competitive radio (and now television) would have been threatened.

We have no doubt that the setting up of a new department again will be explored, since a prime objective of the new Hoover Commission is to reduce the Presidential workload by relieving him of as many responsibilities as possible. But we trust it again will be knocked down as unworkable and contrary to the principles governing free, competitive broadcasting.

There are things the Hoover Commission can do to improve the status of communications regulation. There is criticism of the calibre of men available for appointment because of the low pay scale. The first report was instrumental in raising the FCC stipend from $10,000 to $15,000 per year. We think the pay should be increased throughout government in appointive policy positions. FCC commissioners, in our view, should draw at least $20,000, with the chairman, who carries the heaviest burden, pegged in excess of that figure.

Another move that would benefit the prestige of the FCC would be new quarters. It is now in space borrowed from the Post Office Dept. and the Interstate Commerce Commission. Its hearing rooms are inadequate. It is the only permanent major independent agency without its own building. Yet its functions are as important as those delegated to any independent agency.

End of an Ugly Era

HANS FRITSCHIE, radio chief of Hitler's infamous propaganda ministry, died last week. With him ended an ugly era in which radio was used to the utmost as a diabolical force for evil.

When Hitler and Mussolini were ravaging Europe, their first move always was to commande the radio. To listen to other than "Government" radio was high treason, punishable by death. The Communists have made it a crime to listen to the Voice of America.

Fritsche didn't establish policy. He was the oily-voiced spokesman, working in cahoots with Propaganda Minister Paul Joseph Goebels, the master of the big lie technique.

Wherever dictatorship strikes, the radio is gagged. That is Item No. 1 on the totalitarian agenda.

Hitler and his henchmen, in their day, and the Communists in that day and this, taught the free world a harsh, but never-to-be-forgotten lesson. To control the radio is to control the minds of the masses. Stated another way, there can be no true freedom without a free radio.
To sell Home Permanents to inland Californians (AND WESTERN NEVADANS)

Be on the Beeline

Beauty aids, beer—or whatever your product—to be a permanent sales leader in inland California...be on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations...more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA  PAUL H. RAYMER, National Representative
313,062* television homes! That's the ripe and ready Kansas City market that you can line up for concentrated selling when you swing your spot schedule to WHB-TV! Interim transmission is from mast atop Missouri's tallest office building. New tower (jointly owned with KMBC-TV) to be 1,079 feet above average terrain. Maximum allowable power — 316 kw visual, 158 kw aural.

A full schedule of CBS Network TV programming ... plus a variety of bright, talent-packed locally produced shows put your selling message in the right place at the right time for maximum audience action.

For availabilities, contact your nearest Blair-TV representative.

*According to Aug. 31st figures of the Kansas City Electric Association.