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Mutual To Drop Affiliates Plan
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More Advertising Dollars in 1954
Page 30

RCA Unveils New Color TV Tape
Page 42

Budget Bureau Orders FCC License Fees
Page 48

FEATURE SECTION
Starts on Page 87

23rd year

STORER BROADCASTING COMPANY

...shines on all radio and TV stations, but for a successful campaign more and more advertisers are starting with a Storer station.
ATLANTIC REFINING CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS... WMBG WCOD WTVR

"Atlantic keeps your car on the go"—slogan for Atlantic Hi-Arc gasoline and Atlantic Aviation motor oil—expresses the happy result of the Atlantic Refining Company's "complete job" from oil wells to service stations.

Havens & Martin Inc. provide Virginians with another kind of "service stations"—complete entertainment and public service via WMBG—WCOD—WTVR. They comprise the first complete broadcasting institution of the South. Today advertisers are as enthusiastic as audiences—and vice-versa—about Havens & Martin Stations. That's your cue, Mr. Timebuyer.

WMBG AM WCOD FM WTVR

HAVENS & MARTIN INC. STATIONS ARE THE ONLY COMPLETE BROADCASTING INSTITUTION IN RICHMOND. PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET. WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC. WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
IN JUST 10-MONTHS WBRE-TV has the 2nd highest *verified set count of all UHF Stations in the country!

Here at WBRE we have the experience . . . 29 years of it . . . we have a full schedule of NBC shows, plus highly rated local shows . . . we have a superior quality picture which keeps the majority of this vast audience continually tuned to Channel 28. When an advertiser buys WBRE-TV, he buys audience . . . he doesn't spend his money trying to build one . . . it's there!

*110,000 UHF Sets as of September 30, 1953

DAVID M. BALTIMORE
LOUIS G. BALTIMORE

NBC Affiliate Wilkes-Barre, Pa. AM-FM-TV
KRLD does give a thorough, complete and practical coverage of its own primary market area, overlapping the primary coverage divisions of other major stations adequately north, south, east and west with the minimum of waste.

30.8% of all Texas radio homes are tuned regularly to KRLD... SAMS report Fall, 1952.

KRLD — the coverage of 68 secondary stations within its (0.5 Mv line or) primary coverage area.

It's the "MAKE SENSE BUY."

John W. Bunyon    Clyde W. Rembert
Chairman of the Board  President

EXCLUSIVE OUTLET FOR CBS NETWORK SHOWS IN DALLAS AND FT. WORTH

50,000 watts

KRLD Radio

Owners and Operators of KRLD-TV, Channel 4.

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE

Dallas

Broadcasting • Telecasting
CONVERSATIONS in final stages last week for purchase of 49% interest in KPIX (TV) San Francisco by Westinghouse Radio Stations Inc. for $2,450,000. Westinghouse would acquire stock of minority holders with Wesley I. Dummin holding 51% control. Transaction also would include right of first refusal for Mr. Dummin's stock. KSFO, radio affiliate, is not involved. Westinghouse now holds two tv station licenses, WBZ-TV Boston and WPTZ (TV) Philadelphia, and is applicant in Pittsburgh and Portland, Ore.

***
ABANDONMENT of Mutual free hour plan doesn't mean network will content itself with permanent return to old line operation. Tom O'Neil, MBS president, feels eventual economic salvation of network lies in providing press association type of service, for which affiliates would pay established fee and "sell" as they see fit. He had regarded this last co-op project as first step in that direction.

***
IF PRESENT trend in automotive field continues, there will be greatest deluge of co-op spot business in history out of Detroit beginning in January. Competition will be so stiff that most manufacturers will work with dealers on underwriting of "marathon" campaigns which involve buying all of available radio and tv spots in given market to blitz-sell new models as well as unload used cars.

***
WPX (TV) NEW YORK, most spectacular of major market money losers, has turned corner. It is in black ink now and is destined to continue that way, with credit given 20-year veteran Fred Thrower, who took over operation six months ago. Station had lost as high as $125,000 per month.

***
IN ADDITION to its purchase of Three Steps to Heaven on NBC-TV (see BUSINESS BRIEFLY), Procter & Gamble last week ordered CBS-TV 1:15-1:15 p.m. period across board to promote number of its products, bringing its total daytime tv sponsorships to approximately 28 quarter-hours per week not counting options, it was understood, for 7½ others. Agency in CBS-TV negotiations: Young & Rubicam, N. Y.

MULTIPLE ownership proposal studied full day Friday by FCC, as advertised, with chief views (1) limit am, fm and tv holdings as proposed: (2) lift lid entirely, handling cases on individual merit and public interest where concentration of control might ensue.

CASE of newspaper helping to sell television show developed last week when Jack Gould, New York Times radio-tv columnist, editorially resented DuMont's dropping Author Meets the Critics. As result, network received hundreds of protesting letters and major advertiser indicated interest in sponsorship. Additionally, local television station and another network came to fore with offers to carry show. Author, owned and packaged by Kagran Inc., N. Y., has been on television for seven years and on radio for 15. It was one of first sponsored tv shows (General Foods).

VAGARIES of uhf propagation take odd turns. Engineers checking uhf reception in southern pine country have discovered that good, strong signals fade to virtually nothing if pine forest intervenes between transmitter and receiving antenna. It's been found that signal attenuation drops 15-20 db. This can be overcome without too much trouble if servicemen reverse their normal thinking regarding positioning of receiving antennas: put 'em low down instead of high up. In that way, uhf signal coming in under boughs of pine trees can be received.

UNBEKNOWNST to their colleagues (or to RCA-NBC), FCC Chairman Rosel H. Hyde and Commr. George E. Sterling last fortnight viewed first color rendition of opera ("Carmen") on test receivers at FCC Laboratory at Laurel, Md., about 20 miles from Washington. Both were impressed with high definition of color and ease of tuning. Two sets, RCA and GE, were used with equally good quality. Flesh tones, however, varied somewhat between receivers.

COMPETITIVE applicants who file their McFarland letter responses after 30-day deadline may find themselves facing dismissal proceedings under provision of letter ("Carmen") on test receivers at FCC Laboratory at Laurel, Md., about 20 miles from Washington. Both were impressed with high definition of color and ease of tuning. Two sets, RCA and GE, were used with equally good quality. Flesh tones, however, varied somewhat between receivers.

COLOR TELEVISION
RCA announces tape recording system for color tv and demonstrates compatible color telecasts to West Coast. Page 42.

Appliance dealers ask FCC to delay color approval. Page 46.

GOVERNMENT
For first time in history broadcasters are faced with paying license fees to federal government. Page 48.

Eisenhower throws out military-type censorship. Page 58.

STATIONS
Ways of making spot radio and tv more profitable to advertisers explored at Free & Peters clinic. Page 64.

Los Angeles police arrest announcer and warn of future prosecution if tv stations continue to air bait and switch advertising. Page 68.

Two vhf and one uhf station begin operations during week. Page 70.

NETWORKS
ABC will show "good profit" in fourth quarter, meeting of security analysts is told. Page 78.

PROGRAM SERVICES
ASCAP requests renewal of blanket licenses; all-industry committee warns stations to go slow. Page 84.

FEATURES
Ten stages in the making of a tv film. Page 90.

How to tie in premium offers with spot film shows. Page 92.

A locally-produced station promotional film. Page 95.

EDUCATION
Michigan progress in planning noncommercial, educational tv station reported. Page 114.

FOR THE RECORD
Weekly Telestatus summary of tv stations on the air and their estimates of tv sets. Page 117.

Commencement target dates of all new tv grantees. Page 120.
HEADLINE YOUR SALES in a
Viewers throughout the large, rich WDEL-TV market—Delaware, parts of Pennsylvania, New Jersey and Maryland—look to CHANNEL 12 for up-to-the-minute local, regional and national news. In addition to NBC network news, this loyal, growing, buying audience sees local on-the-spot news stories filmed by WDEL-TV's camera crews and processed in the station's modern laboratories. Because they look, they buy. Every year this audience spends:

$1,054,410,000 on retail items
263,997,000 on food
54,272,000 on general merchandise
29,268,000 on drug items

Reach them, sell them—profitably, economically—on WDEL-TV, CHANNEL 12.
WHEN EUSTACE S. SMORCŞH
filed plea for divorce
His case got short-shrift from the judge...

"Expect no revision... this is my decision,
And from it I'll never budge;

"While the court finds it's true, and
definitely you
Get less time than KOWH with your wife...

That's no grounds for divorce—you're aware of course,
KOWH's part of the whole town's
home life!"

Moral
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

• Largest total audience of any
Omaha station, 8 A.M. to 6
P.M. Monday thru Saturday!
(Hooper, Oct., 1951, thru
August, 1953)

• Largest share of audience, of
any independent station in
America! (August, 1953.)

KOWH
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Stors; Represented Nationally By The BOLLING CO.

Page 8 • November 9, 1953
All-Media Group Urged Under New Security Policy

PRESIDENT Eisenhower has been urged by Radio-Television News Directors Assn. to form advisory committee of media spokesman to consult with Bernard M. Shanal, special counsel to President, in enforcement of new executive order abolishing government censorship (see story page 38).

Jim Boorman, WCCO Minneapolis, chairman of RTNDA's freedom of information committee, made request Friday in telegram to James C. Hagerty, whom he addressed as "news secretary" to President. On behalf of RTNDA he voiced appreciation of new order as reducing danger of secrecy in government and that government can tolerate freedom of information without endangering national welfare.

Mr. Boorman will recommend Tuesday at national convention of Sigma Delta Chi, to be held in St. Louis, that fraternity form all-media council to lead fight for freedom of information.

Counsel Objects to ASCAP Rates for TV Stations

RATES of ASCAP's present blanket licenses for TV stations, which ASCAP has offered to extend for another four years (see story, page 84), are said to "discriminate against tv and [to be] unreasonable" by Simon H. Rifkind and Stuart Sprague, counsel to the All-Industry Local TV Music License Committee, in letter to Dwight Martin, committee chairman. Letter concludes:

Finally, we would remind you that there is no need for hastiness on the part of a station which now has an ASCAP blanket license. Apparently ASCAP is moving in a proposal contemplative that a station will have at least until Dec. 31, 1955, to accept or reject it. Moreover, a station, which now holds an ASCAP blanket license does not face the choice of signing a renewal agreement by Dec. 31, 1955, or canceling its use of ASCAP music. Under the present decree, of course, the station may, before Dec. 31, reject ASCAP's proposal and ask the court to fix a reasonable rate for a renewal license. While such a rate-fixing proceeding is pending, as you know, the station has an automatic license to go on using ASCAP music.

Ohio Association Condemns High School Sports Fees

HIGH SCHOOL students in Ohio were warned Friday by Ohio Assn. of Radio & Television Broadcasters they will be treated "like any other advertiser" when they want station time unless they stop practice of assessing out-of-pocket fees for rights to cover sports events by radio and TV.

OAB adopted resolution condemning practice after discussing it with state scholastic officials. Action was taken on second day of meeting held in Columbus. Adna Karns, WING Dayton, president of OAB, preceded at sessions. Second OAB resolution called for admission of mikes and cameras into courtrooms.

Joseph Spada of Henry I. Christal Co. engaged in debate with Robert Bailey, vice president of McCann-Erickson, Cleveland, over merits of program ratings. Mr. Spada contended ratings are useful only to program department of agencies and of no value in purchase of station time. Mr. Bailey contended survey material is helpful to buyers.

Newton Cross, advertising manager of Wieland Brewing Co., major buyer of time, said firm had shifted advertising emphasis from radio to tv but credited radio with having built brewhery to present position. Carl Havelin, president of BMI, and Robert J. Burton, vice president, took part in sessions.

RADIO SET OUTPUT PASSES 10 MILLION

RADIO set output for first nine months of 1953 passed 10 million mark in September, highest figure since 1950, according to Radio-Electronics-Tv Mfrs. Assn.

Tv set output passed five million mark, all-time nine-month record. September produced similar records for both types of receivers.

Nine-Month Figures

In nine-month period (39 weeks) 10,149,163 radio sets were manufactured compared to 7,528,412 for same period last year. Tv set output reached 5,524,370 for nine months compared to 3,670,590 last year.

September output of 1,216,525 radios compared to 970,109 in 1952. Tv total for month was 770,058 sets compared to 755,665 in 1952.

P&G Buys • Procter & Gamble Co. (Dux) will sponsor three Steps to Heaven (NBC-TV, Monday, 11:15-11:30 a.m. EST), Tuesday, Wednesday and Friday basis one week and Tuesday and Friday following week, starting Dec. 1. Agency: Compton Adv., N. Y.

HEINEKEN'S TEST • Van Munching Co. (Heineken's beer), N. Y., through Hirschon, occupied by W. plant, Hellert Music License for television spot campaign in New York, Miami, and Los Angeles to start Dec. 15 and Jan. 1.

LUEDEN'S, BORDEN SPONSOR • Ludden's Inc., Reading, Pa. (cough drops), has started sponsorship of seven-and-one-half minutes of Thursday (5:15-5:30 p.m. EST) portion of Kate Smith Hour (NBC-TV, Mon.-Fri., 3-4 p.m. EST), and Borden Co., N. Y. (Borden instant coffee), will sponsor Wednesday, 3:30-3:45 p.m. portion of same show, starting Jan. 6. Agencies are J. Borden, N. Y., and Borden, N. Y. (Borden).

NEW TODAY SPONSOR • Textile div. of U. S. Rubber Co. effective Feb. 2 will sponsor participations on NBC-TV's Today for five weeks for its asbestos fabric type ironing board cover. Fletcher D. Richards, N. Y., is agency.

PARKER PEN SIGNS • Parker Pen Co., Janesville, Wis., has signed to sponsor two NBC-TV programs on one-time basis and another two times during December as part of holiday advertising. Company has bought time usually occupied by Hallmark-Henderson-Hallmark at (Mon., 5-6 p.m. EST) on Dec. 6 for presentation of Man of the Year show in cooperation with Time magazine; will sponsor Meet the Press (Sun., 8:30 p.m., EST) on Dec. 20 and 4:4-15 p.m. segment of Welcome Travelers (Mon.-Fri., 4:40 p.m. EST) on Dec. 7 and 17. Agency: J. Walter Thompson, N. Y.

SELL CAPTAIN VIDEO • Walter H. Johnson Candy Co., Chicago, has bought Thursday portion of Captain Video (DuMont, Mon.-Fri., 7:7-1:15 p.m. EST) for 26 weeks, starting Jan. 7, 1954. Agency: Franklin Bruck Adv., N. Y.

PIEL SPONSORS • Piel Bros., N. Y., is sponsoring Dangerous Assignment film program on WOR-TV New York on Saturday, 9-9:30 p.m. EST, and Wednesday, 9:30-10 p.m. EST, for 26 weeks, starting last Saturday. Agency: Young & Rubicam, N. Y.

Whitney Succeeds Chernoff

GEORGE WHITNEY last Friday was appointed general manager of KFMB-AM-TV San Diego succeeding Howard L. Chernoff, who had resigned. Mr. Chernoff, veteran West Virginia and West Coast broadcaster, has not announced plans. Whitney, 37, a son of James Whitney, who two years ago was sales manager of KFI Los Angeles.

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CBS-Columbia Set Sales

SALES of television receivers by CBS-Columbia advanced 46.5% for first nine months of 1953 compared to same period last year, according to announcement released yesterday (Sunday) by David H. Cogan, president. He noted average industry sales gain at 37%.
An Extra City
The Size Of Any Of These TV Markets
As A Bonus

THAT'S WHAT YOU NOW GET WITH
OUR TERRIFIC NEW POWER ON
WJBK-TV

270,000 additional TV sets now reached by WJBK-TV's
greater power, higher tower! That's the terrific coverage
bonus you get with our new 100,000 watts ERP ... our
new 1,057 foot tower. And this 270,000 set additional
coverage (which costs you not one penny extra) is the
equivalent of a whole extra city, with more sets than
in the average TV market throughout the country.

You buy at our present card rate, based on 1,000,000
set coverage. You get 1,270,000 set coverage! There's
further proof that Channel 2 is the spot for you ... that
WJBK-TV, Michigan's most powerful station, is your
most powerful sales tool in Michigan's richest market.

BIRMINGHAM, ALA.
SAN DIEGO, CALIF.
DENVER, COLO.
WILMINGTON, DEL.
JACKSONVILLE, FLA.
MIAMI, FLA.
ROCK ISLAND, ILL.
BLOOMINGTON, IND.
AMES, IOWA
DAVENPORT, IOWA
NEW ORLEANS, LA.
GRAND RAPIDS, MICH.
LANING, MICH.
OMAHA, Neb.
ROCHESTER, N. Y.
UTICA, N. Y.
SYRACUSE, N. Y.
GREENSBOROUGH, N. C.
TOLEDO, OHIO
OKLAHOMA CITY, OKLA.
TULSA, OKLA.
ERIE, PA.
LANCASTER, PA.
MEMPHIS, TENN.
NASHVILLE, TENN.
GALVESTON, TEXAS
HOUSTON, TEXAS
SAN ANTONIO, TEXAS
SALT LAKE CITY, UTAH
NORFOLK, VA.
RICHMOND, VA.
ROANOKE, VA.
HUNTINGTON, W. VA.

WJBK-TV
Detroit

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by
THE KATZ AGENCY

Page 10 • November 9, 1953

Broadcasting • Telecasting
New Topeka Ch. 42 Grant;
Other Actions of FCC

NEW TV station on uhf ch. 42 at Topeka, Kan.,
granted by FCC Friday in order making final
initial decision on Renewal bid of Alf M. Landon,
operator of WREN there.

Chicago Educational TV Assn. granted 25th
post-thaw noncommercial, educational permit
for city's Ch. 52 last week. Applicant is
WYRA Richmond, requires hearing on over-
lap question.

Commission announced further rule-making
plan to amend annual ownership report form
324 to include additional simplification
and delete summary estimates form
ch. 4.

WIP Airs Hearing

NOTWITHSTANDING threat of suit, WIP Philadelphia Friday night aired two
and three-quarter-hour tape recording of
court hearing involving Magistrate Joseph
Molinari, charged with subornation of
perjury. Hearing, held Nov. 5 before
Common Pleas Judge Edwin Lewis, was put on tape
by WIP with Judge Lewis' permission,
who overruled objection by Mr. Moli-

nari's attorney. Scheduled to be put on
the air at WIP's 6 p.m. newscast Thurs-
day, threat of legal action forced station
to postpone until clear-
ances were obtained from its own
attorneys. Go-ahead was approved by sta-
tion's counsel early Friday. WIP Presi-
dent Benedict P. Gimbil Jr. termed case
"no longer a local story, but a threat
to freedom of the press and radio."

WIP Takes License

Licenses were awarded to NBC by FCC
in Friday night's license hearing.

Increased TV Film Use

Noted by NBC's Kiever

USE of films for television increasing rapidly,
with many top rated shows in this category.
Kiever, NBC's national representative, said
NBC Film Division told Michigan Assn.
Broadcasters Friday (early story page 38).

Mr. Kiever said film shows are readily
merchandised, permit valuable re-runs and are
handled by growing list of distributors. As
many as 26 million people missed first run of
Dragnet, he said, providing re-run market.

He took part in tv program panel with Gayle
Grubb, WJKB-TV Detroit, as chairman. Dr.
Armand Hunter, general manager of WKAR
TV Lansing and general director of tv develop-
mental division for Michigan Mutual, discussed prob-
lem of informing large bodies of people and educa-
tional broadcaster. He said WKAR-TV has
commercial license but will add additional
commercially, W. A. Fomoro, WILS-TV Lansing,
president of MAB, reported on educational tv
activities in state.

John Wismer, WHLS Port Huron, reported on activities of the sports committee and
discussed privilege fees.

WMIN Names Clarke

WMIN-AM-FM Minneapolis has named George
Clarke as president and divisional representative of
WMIN Broadcasting Co. owns stations and also
WMIN-TV, which now reports to WIP Television Inc. its national representative.

UPCOMING

Nov. 9-10: New Jersey Broadcasters
Asn., Hildebrandt Hotel, Trenton.
Nov. 12: NARTB Convention
Committee, Palmer House, Chicago.
Nov. 13: NARTB Membership
Committee, Palmer House, Chicago.
Nov. 13: AAA Southeast Chapter,
Dinkler-Pleza Hotel, Atlanta.

(For other Upcomings see page 131)

PEOPLE

Appointment of GEORGE DIEFENDARGER
as manager of radio network sales for NBC
Central Division announced Friday by Fred
Horton, director of sales for NBC Radio Net-
work. Mr. Diefenderfer has been with NBC
Central Division sales since 1940.

BERT S. WEST, manager of CBS Radio Spot
Sales office in San Francisco, named general sales
manager of KNX Hollywood and Columbia
Pacific Radio Network. Replacing William D. Shaw,
general manager. He succeeds Edward W.
Buckler, who resigned to join Wayne Steffner
Productions, Hollywood.

Promotion of JOHN PEFFER, operations
manager of WTAR-AM-TV Norfolk, to as-
sistant general manager. Previously, he was
announced Friday by Campbell Arnox, president-general
manager. Previously, as chief engineer at
WTAR stations, Mr. Peffer had planned and
supervised construction of WTAR-TV center.

A. W. KEEN, manager of application coordina-
tion section at research center of Sylvana Elec-
tric Products Inc., Bayside, L. I., appointed
commercial manager of company's television
picture tube division in Seneca Falls, N. Y.

KARL LANDT, veteran of 25 years in broad-
casting both as performing artists and manager,
has been appointed sales representative of Global
Telefilms, N. Y., which films commercials in
Europe using free-moving puppets.

GEORGIA MCDONALD, formerly promotion
manager of WOZ Radio Orlando, has joined WVEG-
AM-TV Hampton, Va., as promotion manager.

EDWARD W. ALLEN Jr. named manager of
publicity and publications of Allen B. DuMont
Labs. In six years with company he has handled
employee relations, systems analysis and corpor-
ate public relations. At the time, responsible for
corporate and divisional publicity activities except
for DuMont TV Network.

CARL M. POST, former vice president with
Foote, Cone & Belding, Chicago, elected to
similar capacity at H. M. Hempstead Co.,
Chicago.

Crosley Takes License

For Lawrence Color Tube

FIRST license for Lawrence tri-color tube has
been taken by Crosley, will be used for large-
screen, rectangular color receivers as soon as
FCC approves compatible color, it was an-
ounced Friday. Called "Chromatron," the tube
already is in pilot run at Crosley's Batavia, Ill.,
tube plant. License was secured from Chro-
matic Television Labs., half-owned by Para-
mount Pictures Inc., which has been instru-
mental in developing single-gun tri-color tube.
Crosley said, however, it will also use other
tubes in its color set production. Lawrence tube
heretofore has been manufactured in limited
quantities by Chromatic. Only other tri-color
tube in advanced commercial state is RCA's
12¼-in. model. Last month, CBS-Columbia
showed 15-in. tri-color tube.

Zenith to Make Limited
Quantity of Color Sets

ZENITH Radio Corp. plans to produce "limited
quantity of color tv receivers" and continue re-
search with subsidiary Rauland Corp., Zenith
President E. F. McDonald Jr. announced Fri-
day. He reported radio-tv set sales for third
quarter ending Sept. 30 up substantially from
same quarter a year ago. Zenith reported esti-
mated net consolidated profits for parent cor-
poration and subsidiaries for first nine months
of 1953 as $4,098,074 after $5,716,689 for
income taxes. Profits were up 59% over 1952.

November 9, 1953 • Page 11
A multi-million daily cigar production is maintained at the King Edward cigar plants in Jacksonville, Florida and nearby Waycross, Georgia, which together employ over 3000 persons.

... WMBR is Jacksonville's most-listened-to radio station ... and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

THIS IS JACKSONVILLE FLORIDA...
cigar box of the southeast!

WMBR
AM · FM · TV

Represented by CBS Radio and Television Spot Sales
Prior to improving existing equipment at WCBS-TV in New York City, network officials examined the best record book in the world... experience with General Electric transmitters! The records show operation for nearly two years utilizing dual 5 KW units with only a few seconds off the air! This performance testimony was more than enough support of a decision to answer the demands for increased power with G-E! Today, their leading flagship station boasts a 35 KW amplifier that increases all program signals in the complete market area.

Get all the facts on this and other new equipment developments from your local G-E broadcast representative today! Or write to General Electric Co., Sec. 2113-9, Electronics Park, Syracuse, New York.

Ray Milland, Phyllis Avery and Gordon Jones—stars of G-E Comedy Theatre’s “Meet Mr. McNutley” — TV and Radio—CBS networks—weekly.
TO BLANKET WORLD'S LARGEST TV MARKET

Reliability... Power


Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
CATHY & ELLIOT LEWIS
ON STAGE

Network: CBS Radio
Time: Wed., 9:00-9:30 p.m. EST
Producer and Director: Elliot Lewis
Writers (11/4): Ross Murray and Tony Harrel
Play (11/4): "A Woman With a Vengeance"
Music: Fred Steiner
Start: Cathy and Elliot Lewis

CATHY LEWIS, who is best known for her Jane Stacy characterization in My Friend Irma on CBS, radio and tv, has a new radio show stressing capabilities different from those which made her a radio-tv star. She is currently upholding the distaff side of a new drama series on CBS Radio, Cathy & Elliot Lewis On Stage, sharing equal billing with her husband, Elliot. She is a young lady with a versatile talent, as convincing a straight actress as she is a comedienne.

Mr. and Mrs. Lewis are turning out some credible radio drama. Different writers are used each week. Mr. Lewis is permanent producer-director and co-star. The Nov. 4 radio play, "A Woman With a Vengeance," one with a psychological twist, was concerned with a spoiled, pampered young woman bent on destroying her husband because she had been the second choice. It could have been dreadful but it was played for mood rather than content, thereby saving the day.

These two performers seem to be experts at underplay. Both Mr. and Mrs. Lewis have been blessed with appealing speaking voices and Elliot Lewis, in the director's chair, has demonstrated that he knows how to use them before a microphone.

THE TV HOUR

Network: ABC-TV
Time: Alternate Tues., 9:30-10:30 p.m. EST
Play (premiere): "Outlaw's Reckoning"
Writer (premiere): Adapted by Halsted Welles, from an original story by Ernest Haycox
Executive Producer: Herbert H. Brodkin
Assistant Producer: Phil Stein
Director (premiere): Ralph Nelson
Music (premiere): Composed and conducted by Ralph Norman
Scene Designer (premiere): Fred Stover
Origination: New York

APPARENTLY intent on firmly establishing a glowing reputation for itself in the field of video drama, ABC-TV last Tuesday introduced The Tv Hour, an hour-long live production scheduled to alternate with the new United States Steel Hour, reviewed last week in this column. The debut telecast of The Tv Hour was sustaining. On Dec. 1 and alternate Tuesdays thereafter, Motorola Inc. will pick up the tab for the new drama series. Generally speaking, the first show, "Outlaw's Reckoning," indicated that Motorola will be making a fairly secure investment. The play was a compact, absorbing production if not altogether dramatically sound or startlingly original.

The story was in the tradition of the American West during the era when a man with his pistol was as safe as a pilot when his motor conks out. "Outlaw's Reckoning" was realistically flavored with a fine set, correct costuming, a few horses and a stage coach. A "live" Western must prompt tv production men to drink more than their share of black coffee but the challenge of moving bronzos on and off camera in a television studio not quite as roomy as the wide open spaces was capably met on this telecast.

Exception must be taken with the score composed and conducted by Ralph Norman especially for the telecast. It was intended as background music. But somewhere along the line it got out of hand. There were certain scenes without it. The action dominated the action.

Eddie Albert turned up in the lead cowboy role. He gave a convincing performance. If it comes as a surprise it may help to explain that his role was a variation on the standard cowboy type. Mr. Albert portrayed a sensitive cowboy, the champion of peace and quiet in a not-so-peaceful Western locale. He didn't even carry a gun. The supporting cast played well together. One role, entrusted to Vicki Cummings, should have been written out of the script. Miss Cummings arrived on the scene as a stage coach passenger. She took an immediate but ultimately futile interest in Mr. Albert. The part had no bearing on the main story line. It was not strong enough to constitute a subplot.

THRU THE CURTAIN

Network: ABC-TV
Time: Wed., 8:15-9:30 p.m. EST
Produced by: ABC-TV Public Affairs Department
Producer: Francis Littlejohn
Director: Shirley Holt
Origination: New York City

AN AUTHORITATIVE, timely discussion series called Through The Curtain has been added to ABC-TV's Wednesday evening schedule. It shows off tv to its very best advantage as a powerful medium for the transmission of ideas. The network's public affairs staff has done a masterful job in bringing viewers, in layman's language, a concise summary of one facet of the Soviet plan to dominate the thinking of people behind the Iron Curtain—the operation of the Russian press.

George Hamilton, ABC-TV news commentator, and Leo Gruilow, editor of The Current Digest of the Soviet Press, are the sole participants on the program, presented in straight interview fashion. On the Nov. 4 telecast, Mr. Hamilton was equipped with several pertinent, well-thought-out and well-phrased questions on the coverage Soviet newspapers and magazines have given the discovery of atomic energy and the use of the atom bomb in the final phase of World War II.

Mr. Gruilow, whose publication is devoted to the study and analysis of all Soviet-controlled periodicals and their treatment of news stories of international importance, stated, for example, that when the first atomic bomb was used on Japanese people would hardly have guessed the so-called Atomic Age had been born. The story merited only a few lines on the back page of all Russian papers. The program's director had wisely chosen to illustrate Mr. Gruilow's comments. As he spoke, the camera frequently focused on marked copies of papers to which he referred, pointing up and strengthening his statements.

Through The Curtain is effective for one particular reason. The man around whose opinions it revolves has something to say. Mr. Gruilow is intelligent and well informed. It's to the viewers' advantage that he is also capable of passing on his information in a brief but interesting way. His only handicap seems to be a time limitation. Through The Curtain merits more than a quarter-hour of ABC-TV's sustaining time.
**Completely Matched TV Systems**

from one dependable source—**RCA**!

To get peak performance from your TV system, every unit from transmitter to antenna must match precisely!

RCA can supply Completely Matched TV Systems, and the hundreds of individual components required in any carefully planned television plant—VHF or UHF.

Save the time it takes to shop around. Save the money it costs to make extensive and critical adjustments with mismatched components. Go RCA all the way... and start RIGHT! Your RCA Broadcast Sales Representative is ready to help you plan.

NEW comprehensive 28-page brochure on RCA UHF Transmission Lines and Fittings. Includes detailed charts, drawings, curves, installations, etc. Ask your RCA Broadcast Sales Representative for a copy.

**USE THIS HANDY CHECK LIST OF MAJOR COMPONENTS**

1. 1 KW UHF Transmitter (Type T1U-1B)
2. 3 1/2° 90° Mitre Elbow (Special Single Bullet Type)
3. Solder Type Flange Adapter
4. 3 1/2° Transmission Line (Special Section Less Anchor Insulator)
5. 3 1/2° 90° Mitre Elbow
6. UHF Filterplexer
7. Directional Coupler and Housing
8. Filterplexor Gassing Equipment
9. Line Gassing Equipment
10. Gas Stop
11. Reducer Transformer—6 1/2° to 3 1/2°
12. Horizontal Anchor Assembly
13. 6 1/2° Transmission Line
14. Roller Assembly Support
15. 6 1/2° Transmission Line (Special Section Less Anchor Insulator)
16. Lateral Braces
17. Two 6 1/2° 90° Mitre Elbows in Series (Combined as One Unit)
18. Spring Expansion Hanger
19. Fixed Hanger—6 1/2° Line
20. Two 3 1/2° 90° Mitre Elbows in Series (Combined as One Unit)
21. Fixed Hanger—3 1/2° Line
22. UHF Pylon Antenna
23. Beacon Assembly
24. Lightning Protector

**RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.
Algy writes to:
Mr. W. B. Kroske
Ketchum, MacLeod & Grove
Pittsburgh, Pa.

Dere Bill:
Sure is a fine thing to have th' finest beer in town on what I figger is th' finest station in town. Duquesne, thts th' name; and WCHS thts th' station. Just overheard th' fellers here talkin' about us havin' th' biggest gross in th' stations history last month which sure is a great record. Guess we're kinda breakin' sales records just like Duquesne.

Yrs.,

Algy

---

**OPEN MIKE**

Indispensable
EDITOR:
As an old reader of Broadcasting • Telecasting, I can assure you I find it indispensable in my work:

John H. Boyle
Reynolds Metals Co.
Louisville

Dig That Cool Man
EDITOR:
One of our accounts, a music store, owed us some money and couldn't pay. As partial settlement we took in a set of drums. Knowing that Glenn Snyder [general manager of WLS Chicago and part owner of KTUC Tucson] had for years cherished and desired to own a set of drums, we packed them up and sent them to him. Just today I received the enclosed picture of Snyder rehearsing. I thought you might have a little fun with it.

Lee Little
Pres. & Gen. Mgr.
KTUC Tucson, Ariz.

[EDITOR'S NOTE: Not as much fun as Mr. Snyder obviously was having when the picture was made.]

Hi-Fi
EDITOR:
The fine article on good music and hi-fi [B•T, Oct. 26]... will be most helpful in our sales work locally. ... I think your article is pointed too much on the eastern good music operations. You have virtually nothing to say about KFAC, KSON, KISW-FM or KEAR on the West Coast; KIXL Dallas; WFMT Chicago; and others who are doing a job. You should have given some of the information on the audio shows being held around the country, and how radio stations 99% of the time ignore them, being most stupid about our own assets... I think you might well make a sequel to this very fine start.

Stephen A. Cisler
President
KEAR San Mateo, Calif.
KXXX (FM) San Francisco

EDITOR:
Congratulations on your fine high fidelity story!
We gratefully appreciate the consideration which you gave to our Good Music stations in this story and we'd very much like to have about 100 additional reprints if possible.

J. E. Arens, Sales Manager
Good Music Broadcasters
New York
North Carolina’s

FIRST Post-Freeze VHF!

Winston-Salem

plus

Greensboro & High Point

“The Tar Heel Golden Triangle”

National Representative: The Headley-Reed Company
in Sportscasts...it's
Local sports programs have rabidly loyal audiences. Fans would rather miss a meal than a regular session with their local sportscaster. They not only get national sports news...they get news about the boy they saw at the Arena last week...about the team that pal of Charley's plays on.

And don't forget it's not an exclusively male audience. There's a steadily growing number of women who regularly listen to sportscasts.

A local sportscast costs little, pays much in increased sales.

Edward Petry & Co., Inc.

NEW YORK - CHICAGO - LOS ANGELES - DETROIT - ST. LOUIS - SAN FRANCISCO - DALLAS

WSB-TV .......... Atlanta
WBAL-TV .......... Baltimore
WFAA-TV .......... Dallas
*KOA-TV .......... Denver
WICU .......... Erie
KPRC-TV .......... Houston
KECA-TV .......... Los Angeles
KSTP-TV .......... Mp'l's.—St. Paul
WSM-TV .......... Nashville
WABC-TV .......... New York

WTAR-TV .......... Norfolk
KMTV .......... Omaha
WTVH-TV .......... Peoria
WENS .......... Pittsburgh
WOAI-TV .......... San Antonio
KFMB-TV .......... San Diego
KGO-TV .......... San Francisco
KOTV .......... Tulsa
KEDD .......... Wichita

*In operation on or about December 24th
our respects

to ALEXANDER STRONACH JR.

THERE probably are more vice presidents in the broadcasting-telecasting field than there are people in the Samoa Islands of the Pacific, but there probably isn't one in the industry, other than Alexander (Sandy) Stronach Jr., vice president in charge of the ABC Television Network, who has ever spent time in those far-away islands. And there are few in the business with the wealth of his experience.

Mr. Stronach's first impressions and touch with the theatrical world came in Pago Pago in those Pacific islands, when as a boy not yet in his teens, he saw the great Harry Lauder and Madam Melba, the famed Australian nightingale, perform. His father had moved the family from North Carolina when he was assigned by the American government to codify the islands' native laws into English.

Both Lauder and Melba, although leaving an impression upon the youthful Alexander, did not leave such an indelible imprint that he was "taken" with show business. Even had he been there was little he could do to further this desire in Pago Pago.

So young Mr. Stronach attended a native school, and was educated in the ways of State-side life; experienced "normal" island living dodging hurricanes, earthquakes, a tidal wave and even a visit by the distinguished German sea-raider—Count Felix von Luckner—who made a night foray into the island's harbor. This was hardly show business, but it proved exciting, Mr. Stronach recounts.

Back to States

After six years of South Pacific living (and Mr. Stronach claims he had a longer run in Pago Pago than the show of the same name did on Broadway), the Stronach family returned to the States and settled in Great Neck, Long Island—then the "Hollywood of the East."

He vividly remembers the impression that show personalities made upon him, through his meetings with them as a youthful golfer on the fairways of a local country club. There were Eddie Cantor, David Torrence, Raymond Hitchcock, Groucho Marx, Oscar Hammerstein, the Talmadge Sisters—Norma and Constance—as well as many others. Young Mr. Stronach saw them, talked with them, got to know them and liked them. They, in turn, liked this lad with a ready smile and easy-to-meet manner.

So it happened that when the Famous Players first opened studios in Long Island, Mr. Stronach secured bit parts in motion pictures through the friends he had made on the golf course. When Paramount closed its Long Island doors and moved its studios to the West Coast, he took a crack at publicity writing, promotion and even as a serious writer.

In 1938 he decided to try the agency field and secured a position with Young & Rubicam in New York as a researcher. It wasn't long before he was made a full-time writer with the agency and about a year later was appointed assistant director.

Subsequently he produced and directed such shows as The March of Time, Mystery Theatre, Mrs. America and many of the top-rated shows in radio at that time.

Thereafter he became production supervisor and head of the agency's talent department. In 1947 he left the agency field to join William Morris as one of the first tv salesmen. He remained there a year, and then moved to the American Broadcasting Co. in 1948 as the network's eastern television program manager.

At that time ABC had just started its television activity and Mr. Stronach rapidly met the challenge as a program innovator via new techniques for television programming.

His abilities to surmount the new and challenging business of telecasting were recognized by the network with a promotion to director of tv operations for ABC and, in 1951, to the position of vice president in charge of television programs. In May 1951 he was named vice president in charge of the ABC-TV network, the position he now holds.

As head of ABC-TV, Mr. Stronach's sphere of responsibilities encompasses all network operations. However, he says, "I find myself constantly returning, whenever I can, to my real love—programming—the life's blood of tv entertainment."

Alexander Stronach Jr.—he has no middle name—was born July 22, 1905, in New York City, the son of Alexander and Margaret Kenney Stronach. When young Sandy was 2½, the family moved to Raleigh, N. C., remaining there until the move to Samoa.

Mr. Stronach is now married to the former Mrs. Adams Garthwaite (whom he met while at Young & Rubicam). They and Bettina, 8, and Judith Lee, 11, live in mid-Manhattan.

When he has the time, he putters assiduously in the pocket-handkerchief backyard plot he refers to as "the garden." When he has more time, he likes underwater swimming along Long Island's south shore, where he has a summer home at Quogue, or even more rarely trying the merits of a Royal Coachman or a Parma-cheene Belle in the trout streams of North Carolina, the scene of his early boyhood years.

Page 22 • November 9, 1953
WAIT NO MORE. Now you can hit the rich, able-to-buy Northwest market with the increased coverage and assured picture quality you should expect. KOIN-TV'S 56,000 watts ERP (100,000 soon) and 1114-foot antenna height above average terrain (1536 feet soon), is reaching thousands of homes in Oregon and Southern Washington which cannot receive good service from any other station.

COVERAGE IS TERRIFIC
Letters by the hundreds keep pouring in telling of KOIN-TV's strong, clear signal from as far as 200 miles away. Countless shadow areas now get a sharp picture. This viewer enthusiasm again reaffirms the fact that VHF delivers a solid and complete coverage.

150,000 SETS—INCREASING RAPIDLY
All TV sets in the area are VHF receivers with UHF devices added or built-in. KOIN-TV's top CBS Television Network shows plus selected ABC Network and local programs are capturing audiences everywhere. Set sales are sky-rocketing. It's a bustling, ready-to-tap market!

*208%—Based on 1952-53 Consumer Markets.

FOLKS KNOW KOIN
For 28 years radio station KOIN has offered the people of this region the tops in local, national, and public service programs. KOIN is known and respected as a fellow citizen. This reputation is reflecting itself in a tremendous popularity and public acceptance.

Write, phone, or wire for complete information and availabilities.

Avery Knodel, Inc., National Representatives
New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas
CLARK WERNER DAVIS is a rare combination of producer, director, writer and account executive in Chicago radio-tv agency circles, with a background reading like a station's program log.

In his new capacity as radio and television director of Phil Gordon Agency there, he brings a wealth of creative talents to an agency that has specialized more in direct sales than other media. He was appointed to that post in mid-August.

Mr. Davis has been in virtually all facets of the industry and even today finds time to free lance his own programs and program ideas.

Born in Krefeld, Germany, May 5, 1926, young Davis and his family moved to the U.S. on Thanksgiving Day, 1933. He soon became a naturalized citizen. His education was received at Ogden-Oak schools in La Grange, Ill.; Senn (in 1939) and Lane (in 1940) high schools and the Central "Y." He also attended the Goodman School of Theatre.

Mr. Davis was writing scripts for Chicago radio at the early age of 14. He opened a stock company in Woodstock, Ill., in 1947 and returned to Chicago to write and produce a nightly two-hour radio show for Marty Hogan (now general manager of WCFL) and restaurateur Ernie Byfield. He also free lanced in Chicago and New York, returning to the windy City in April 1949.

Early in 1948, Mr. Davis entered the agency field, joining Sherwin Rodgers where he spent 19 months. He helped develop commercial pitches and handled film features for Masser Furniture, Jene' Home Permanent, Sandra Motors, Rosen's Rye and others. Late in 1951, he went with Ross Roy Inc., heading up the agency's radio-tv department and serving as account executive.

Through 1952 and 1953 Mr. Davis maintained ownership-partnership in Sperling-Davis Production, continuing to handle radio-tv production for the agency.

Later he joined Martin A. Rothbardt agency, after working for CBS Chicago for about four weeks on a special assignment. At one time he also wrote and produced programs for WBKB (TV). At Phil Gordon he is responsible for Stewart Greeting Cards, Southern Greeting Cards, World's Products Co., Artistic Card Co. and other accounts.

Mr. Davis married the former Ellen Bloch. They have two children, Larry Scott, 5, and Virginia Lynn, 2½. He still likes to write (he prefers comedy material) and play golf.
Spinning prosperously in this textile center of the South are 1¼ million spindles—more than in any other county in the world. Gaston County's 130 textile mills pay an annual wage of more than 65 million dollars.

**spinning satellite**
**in the Charlotte market**

GASTONIA, N.C. — as close to Charlotte as Long Beach to Los Angeles

More than 200 manufacturing plants evidence the industrial strength of Gastonia, a scant 18 miles west of Charlotte. Gastonia is one of half a hundred industrial communities circling in the orbit of the Charlotte market—encompassing more than 1½ million people within a 50 mile radius of Charlotte. For coverage to match the Charlotte market, draw on Charlotte’s **big 2**, WBT and WBTV.

---

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

**CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET**
Paul Bunyan was so strong, it's said, that when it came time to move his logging camp to a new location, he simply picked up the whole camp at one swoop. Quite a feat, that. Brings to mind the real-life exploits of WCCO RADIO, the Northwest's 50,000-watt giant—which is so powerful it can move merchandise en masse for you throughout 109 primary counties in four Northwest states (an area of some 86,700 square miles)! Fact is, WCCO RADIO delivers a bigger weekly audience of potential customers in 82 of these counties than any of the more than 200 other radio stations heard throughout the entire area.* And does all this at an astonishingly low cost per thousand circulation—6¢ per thousand families daytime, 11¢ nighttime!

If you want to move a mighty lot of your product in the Northwest, call CBS Radio Spot Sales or Phil Lewis, sales manager of... WCCO RADIO

Minneapolis—St. Paul
The Northwest's 50,000-watt Giant
MBS SHELVES AFFILIATE PLAN EFFECTIVE DEC. 31

New compensation concept goes by the board after a three-month tryout. Plan is chucked by Mutual because of heavy affiliate opposition to idea of payments in form of free programs for local sale (rather than in dollars). If revived, as indicated, plan probably will bear little resemblance to current one.

MUTUAL's "revolutionary" and widely disputed new affiliation concept fell last week because the weight of affiliate opposition.

The network announced that the plan, in which the affiliates would get instead of payoffs from the network in the form of free programs for local sale rather than in dollars, would be shelved Dec. 31 after a three-month trial which did not find sufficient acceptance among the stations.

The announcement followed an all-day meeting of the Mutual Affiliates Advisory Committee, which recommended that after the close of business Dec. 30 all affiliation agreements revert to the terms in effect before the new plan was launched Oct. 1.

In a statement incorporated in the network announcement, Victor C. Diehm of WAZL, Hazleton, Pa., newly elected chairman of MAAC, said a majority of stations considered the new concept sound in principle but that, since its "common denominator" did not win "solid acceptance," it was considered advisable to return to the old style of operation, authorities asserted.

Aside from its disposition of the new affiliation plan, the 14-man MAAC in its meeting held Wednesday in New York with MBS Mutual has a right to revert to its old form at any time, authorities asserted.

Little Resemblance

While Mr. Diehm's statement indicated that the plan may be revived in another form at some later date, general speculation was that if a new attempt is made the formula will bear little resemblance to the one now being put aside.

Mr. Diehm and network sources pointed out that the plan had brought to Mutual a "program upgrade" with many new stars and programs, and expressed confidence that the best of these programs would be retained.

If they are, affiliates who fought the plan may be said to have cast substantial doubt on the adage that one cannot "have his cake and eat it too," since the program upgrading—through the acquisition of new and better shows (out of money formerly paid to the affiliates for carrying network commercial programs)—was one of the chief objectives of the plan.

First reaction of anti-plan affiliates, when the decision to table the move was disclosed, reflected little inclination to boast, however. Stations in such hotbeds of opposition as Oklahoma, Iowa and Missouri, for example, indicated they intend to cooperate fully with the network and prove that their thinking was correct all along.

Neither mutual authorities nor opponents of the new concept appeared to hold much doubt that stations which did sign the new contracts will be willing to return to the terms of the old ones. Any who may insist upon continuing under the new formula presumably will continue to be served in accordance with the provisions of the new contract at least until next Oct. 1, when, under the terms of the contract itself, Mutual has a right to revert to its old style of operation, authorities asserted.

What Might Have Been

Under the new contract, Mutual reduced the number of network option hours from nine a day to an average of five (of which approximately 3/4 are said to be sold). Participating stations are not paid in money for carrying network commercial programs if such programs fall outside of network option time. Instead of being reimbursed in money for carrying network commercial shows, they receive from Mutual a weekly total of 14 free hours of programming which they can offer for local sale, full receipts of which they retain for themselves.

Opposition to the plan mounted gradually. A survey by Missouri Broadcasters Assn., a few weeks ago indicated that 152 reporting stations had signed the new contracts, 210 had not, and 28 others were not involved in the poll, being members of the Mutual ownership family [Brow, Oct. 26]. This survey did not, however, distinguish between "pay" and "bonus" affiliates of the network, which has approximately 560 stations of which about 200 are "bonus." Mutual authorities, meanwhile, had reported that they had signed up stations representing approximately 75% of the MBS rate card.

Why They're Waiting

The decision to await the end of the year before reverting to the old affiliation contract was attributed primarily to two reasons: (1) other contractual commitments extending to that time, and (2) a desire on the part of Mutual to work out arrangements that will permit the continuation of new star-name shows already added under the plan.

Frank Schreiber, general manager of WGN Chicago, expressed surprise at the report MBS was dropping its controversial affiliation plan and said, "It's news to me." He declined further comment pending official notification from MBS President O'Neill in New York.

Sid Bliss, president of WGRZ-BC and WCLO Janesville, Wis., both MBS affiliates, said the problem was one of meeting the wishes of sponsors and their agencies and that affiliates as a whole probably would have gone along with the proposed plan, "one way or another." He said it was not a question of whether the proposed plan was "right or wrong" but
MUTUAL DROPS PLAN

whether it would have commanded the support of the stations at the local level.

A station manager told BTV there was evidence that not enough Mutual stations felt the programming was satisfactory for better local programming. He said his station would be able to program better under the old MBS rate plan.

Ben Stoupe, WWDC Washington—The affiliates won a victory over the network. This isn’t the first time in recent years that affiliates have objected to a plan to the point it couldn’t be put into effect. In the end it should work out to the satisfaction of both network and stations.

‘Good News’

Ben Sanders, KICD Spencer, Iowa, president of the Iowa Broadcasters Assn. which had vigorously opposed the plan—“This is good news to all of us. Although it’s a victory for the affiliates, opposition was strong. I think all of you would work together with Mutual more than ever before. The least we can do is prove that our thinking is right. We can help by cooperating in every way possible to make Mutual stronger and better now that MBS has entered into the market.”

Cy Casper, WBBZ Pontiac, Ill., president of the Illinois Broadcasters Assn. another station in opposition was strong. I think they’re all very happy under the new setup since we prefer working under the old contract. The consensus of OBA stations at our Sept. 27 meeting was opposed to the new plan. We feel our affiliate positions have spoken for us and that Mutual has listened. It has recognized the feelings and needs of the smaller stations.

W. Earl Dougherty, KXEO Mexico, Mo., chairman of the MBS affiliates committee of Missouri Broadcasters Assn.—“Cooperation of affiliates brought about this result. Our association conducted a nationwide survey showing over 200 MBS affiliates had not signed contracts [BTV, Oct. 26]. Only one side of the story had been told up to that time. Station men knew the whole story. We’re not mad at MBS but merely wanted information we weren’t getting. Missouri affiliates are anxious to cooperate.” Mr. Dougherty formally offered this in a letter to President O’Neil and Mr. Johnston.

Welcome in Michigan

The Mutual decision was welcomed by practically all of the network’s affiliates informally contacted during the meeting of Michigan Assn. of Broadcasters (see story page 38).

The 14-hours-a-week group supplied free by the network to the stations for local sales, included Spotlight Parade, consisting of six programs a day and having various formats; Bulldog Drummond, CounterSpy, Mr. District Attorney, Starlight Theatre, Nightmare, The Three Sons and Betty Clooney, Welcome Ranch, and a three-hour news strips.

MAAC members attending Wednesday’s meeting in addition to newly elected Chairman Dineh, Vice Chairman Howell, and Secretary Thompson were Howard Altona, Pa.; Carter C. Peterson, WCCP Savannah; Odell Clipper, WBYE Richmond; Don Mitchell, WILW Birmingham; John M. Walter, WSPG Grand Rapids; Hewitt Kelly, WLMW Kalamazoo; Earl Swallow, Falls, Tex., and Collin Lowder, KLO Ogden, Utah, all attending in person at all representing metropolitan markets.

The new officers are James T. Tubbs, WYPR Southern Pines, N. C.; Hugh Potter, WOAI Shreveport, Ky.; E. J. McCullar, KVOX Moorhead, Minn., and Wendell Mayes, KBWD Brownwood, Tex., representing non-metropolitan markets. The three officers also represent non-metropolitan markets.

ADVERTISERS & AGENCIES

M&M, LEVER, L-M EXPAND COVERAGE

Candy firm points to high ratings and sales as motivating factor. Lincoln - Mercury increase put ‘Toast of The Town’ on over 100 stations.

A FLURRY of network and regional program expansions developed in television last week with at least three major advertisers indicating a boost in their present station lists.

At the same time four additional sponsors figured in other sales activities.

Advertisers involved in the expansions were Hawley & Hoops (M & M candy), Lever Bros., and Lincoln-Mercury dealers. Other sponsors in the week’s business developments included Revlon Products, Swift & Co., G. A. Swanson & Sons and Standard Oil Co.

Hawley & Hoops, Newark, through Roy S. Durstine Inc., New York, went on the air about nine months ago with a half-hour package show entitled Johnny Jupiter, owned and packaged by Mr. Johnston, and sponsored the show on nearly 50 stations on a regional basis. The rating of the program has been so high and candy sales have shown so formidable an increase that the advertiser has directed the agency to shop for new network and regional new stations to be added to the present list.

Similarly, Lever Bros. effective Jan. 1 will increase the station list on each of four network shows by 10 to 50 stations. Programs to receive increased coverage will be Arthur Godfrey, Lux Video Theatre, Big Town, and Art Linkletter’s House Party, all on CBS-TV. Agencies handling Lever shows are J. Walter Thompson, McCann-Erickson, and BBDO, all New York.

Lincoln Mercury Dealers Assn., effective Dec. 8, will expand its tv station lineup on the Ed Sullivan Toast of The Town show with a view to carrying the list to 70 over the 100-station mark. The program, seen on CBS-TV on Sundays, is in its sixth year. Kenyon & Eckhardt, New York, is the agency.

Revlon Switches

Meanwhile, Revlon Products, which had sponsored Revlon Mirror Theatre on CBS-TV (Sat, 10:30-11 p.m.), is switching to the Bert Whitehouse Broadcasting Co., same city.

On NBC-TV (Tues., 10:30-11 p.m.) effective Jan. 3, William H. Weintraub Co., New York, is the agency.

Swift & Co., Chicago, a current sponsor, is adding another quarter-hour period of the Garry Moore Show, seen five times weekly on CBS-TV, effective Dec. 2. The new segment to be underwritten by Swift is the Wednesday 1:30-1:45 p.m. period. The other Swift portion is Thursday, 1:30-45 p.m. period. J. Walter Thompson Co., Chicago, is agency for Swift. Other sponsors on the program are C. H. Mabuland & Sons, the Hoover Co., Cat’s Paw Rubber Co., Best Foods, Norge Division of Borg-Warner Corp., Ballard Division of Pillsbury Mills, Converted Rice, and Kellogg Co.

C. A. Swanson & Sons of Omaha has renewed effective Dec. 8. The name’s the same for an additional 26 telecasts on ABC-TV (Tues., 10:30-11 p.m.). The advertiser sponsors the show on alternate weeks through the PATHAM-LARD Inc., Chicago. American Chiclo Co. is the alternate-week sponsor.

Sheaffer Pen Co. effective Dec. 19 will renew co-sponsorship of the Jackie Gleason Show, on CBS-TV (Sat, 8-9 p.m.) for 26 weeks, through its agency, Russel M. Seeds, Chicago.

Don A. Reed, advertising manager of Sheaf-fer, said the “sales success we have enjoyed since going into television heavier last spring has convinced us that television is one of our best media for demonstration and selling our new messproof Snorkel pen.”

He pointed out that reports from dealers and salesmen indicated that the Gleason show helped increase sales approximately 8% during the first half of the fiscal year.

PREMIERE of CBS-TV’s new anti-crime series, The Man Behind the Gun, sponsored by Bristol-Myers for Ipana toothpaste and other products, was attended by (l to r): Bernard Prockter, president, TV Enterprises; Will C. Turnbull, executive director, National Probation & Parole Assn., and Joel Jacobs, vice president, Doherty, Clifford, Steers & Shenfield Inc., agency.

Dealers Urged To Push One Appliance Line

DISTRIBUTORS should strengthen their dealer organizations and encourage them to promote a single outstanding major appliance line, with support from television and radio tie-ins, a Hotpoint Co. executive told 900 distributors and salesmen last week.

A dealer who promotes a single line will realize greater profits and margins because he’ll identify his store as a headquarters for one line, and in that way, a dealer can take advantage of local tie-ins with national advertising, television and radio,” John F. McDaniel, vice president in charge of marketing, said.

“Greater advertising impact will result in single-line merchandising,” Mr. McDaniel added, noting that many lines cause a split in the dealer’s advertising dollar.

NEW BUSINESS

Swift & Co., Chicago (Pard dog food), buys Kukla, Fran & Ollie on NBC-TV, Sundays, 2:30-3 p.m. CST starting Nov. 29 or Dec. 20. Program changed time Nov. 8 from 3:30-3:30 p.m. Contract for 52 weeks placed through J. Walter Thompson Co., same city.

RCA and RCA Victor are sponsoring half-hour evening musical program weekly on 14 stations of Good Music Broadcasters, coast-to-coast for eight weeks, starting last week. Recording of each program is made in New York and sent in advance to member GMB stations for broadcast at time scheduled in their cities. Agency: J. Walter Thompson Co., N. Y.

Rhodes Pharmaceutical Co., Cleveland, Ohio (Em- dirn), started co-sponsorship of Carroll Alcott’s World Today on 23 CPRN stations, Mon., Wed., Fri., 5:30-5:45 p.m. PST, for 52 weeks from Nov. 2. Firm also starts 6-6:10 newcast, Broadcasting • Telecasting
KNX Hollywood, for 52 weeks from Nov. 10. Agency: O'Neill, Larson & McMahon, Chicago.


George Weston Biscuit Co. (cookies) will sponsor Tower of London Package The Queen's Men, half-hour story of Royal Canadian Mounted Police, on Canadian Broadcasting Co. network effective Jan. 1.

SPOT
Griesdiek Bros. Brewery Co., St. Louis (Griesdiek Beer), starts Mon.-Fri., quarter-hour programs starring western entertainer Tennessee Ernie on 64 Midwest stations for 52 weeks from Nov. 9. Programs will be recorded in Hollywood and shipped to stations. Agency is RadiOzark Enterprises, St. Louis.

California Central Airlines, Burbank, started in George Weston Biscuit Co. Agency: KNX Hollywood, for BBDO L.

Everyone" theme. Executive.

Gildart, and David Venable, and Kaufman Enter-

prise, that will be used. Agency used

AGENCY APPOINTMENTS
Advertising Asst. of the West, S. F., appoints BBDO that city, for 1954 Advertising Recognition Week, Feb. 14-20. Radio and TV will be used in publicizing "Advertising Helps Everyone" theme. Harry Burton is account executive for the voluntary undertaking.

Delaware Lackawanna & Western Coal Co., Blue Coal) appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle its advertising. Media plans as yet undetermined.


David Bogen Co., N. Y. (high fidelity amplifiers and tuners), tv boosters and uhf converters), James Friend-Reich-McClone, N. Y., as its advertising agency. Harold Reifs, agency president, will supervise account.

The Stanley Works, New Britain, Conn., appoints Wilson, Haight, Welch & Grover Inc., Hartford, Conn., and N. Y., as agency for Stanley hardware, Stanley and "Yankee" tools and Stanley electric tools, effective Jan. 1.


AGENCY SHORTS

'andy Adv. Agency Ltd., Toronto, has moved to new quarters at 20 Carlton St., where it 'occupies two floors.

Joylhart-O'Connor, L. A., has moved to 601 S. Tampat Blvd.

MPTV SIGNS PEARSON FOR SERIES
Jan. 8 target date is set for the series, which will be titled 'Washington Merry-Go-Round' after Mr. Pearson's newspaper column.

SIGNING of Drew Pearson to an agreement under which he will appear in a 26-week series of 15-minute teletelms to be produced and distributed by Motion Pictures for Television was announced Friday by Edward D. Madden, vice president and general manager of MPTV's film syndication division.

The series, to be called Drew Pearson's Washington Merry-Go-Round, will be produced in Washington under the supervision of Charles Curran. According to Mr. Madden, the series will be available for a Jan. 8 starting date. He said Mr. Pearson will go before the cameras every week, and MPTV will rush the finished footage to tv stations via air express on Friday mornings for weekend viewing.

Mr. Madden said the series will be sold to national spot, regional and local advertisers on a "26-week, firm non-cancellable basis." The format, according to Mr. Madden, will feature Washington "exclusives" and "predictions," in addition to a weekly feature story. Mr. Pearson currently is on 230 radio stations weekly.

'Firestone' Goes Abroad
KINESCOPES of NBC-TV's Voice of Firestone program will be distributed by the U. S. Information Service throughout Europe, the Far East and Latin America, according to a State Dept. announcement circulated last week by the NBC Film Division. Kinescope prints will be supplied by the Division. The Voice of Firestone will be part of a new U. S. Information program called Your TV Concert Hall, and, according to an NBC Film Division spokesman, plans are being formulated to release other outstanding NBC-TV musical shows through the program.

FILM SALES
King Studios Inc., Chicago, announces sale of its Boxing From Rainbow show to KOOL-TV Phoenix, Ariz., WRAY-TV Princeton, Ind., KACY-TV Festus-St. Louis, WLIB-TV Lebanon, Pa., KTVA-TV Anchorage, and KATV (TV) Ketchikan, Alaska; Bert and Elmer to WOC-TV Davenport, and Paradok to KMMT-TV Austin, Minn.

Morton Television Productions announces sale of 15-minute This Is the Story to stations in St. Louis, Miami, Minneapolis, Pittsburgh and Lebanon, Pa.

United Television Programs Inc., despite the fact that Fulton Lewis jr. quarter-hour tv film version won't be available for distribution until Jan. 8, announces that six tv stations have purchased the series. Tv stations affiliated with MBS stations, under terms of Mr. Lewis' contract with Mutual, have first refusal of the commentary series which will be filmed in Washington every Friday morning, developed and shipped to subscribers that same

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day. Initial stations are KFEL-TV Denver, KSL-TV Salt Lake City, KOY-TV Phoenix, WMT-TV Cedar Rapids, KFDA-TV Amarillo and KCKO-TV Tulare, Calif. With the radio version syndicated on more than 500 MBS stations, Wynn Nathan, UTP national sales manager, expects a minimum of 100 tv stations to acquire the video series.

● SALE of Badge 14 (formerly Dragnet) to Pure Oil Co. for 26 markets was announced last week by John B. Cron, national sales manager for the NBC Film Division, who noted that the filmed series currently is syndicated in 106 markets. He added that the series is the fourth Division property sold in more than 100 markets. Others are Dangerous Assignment (137), hour-long Hopalong Cassidy, and Douglas Fairbanks Presents (106).

● KOPO-TV Tucson, KKLX-TV Spokane and KSL-TV Salt Lake City have concluded negotiations with Interstate Television Corp., Hollywood, to telescast Ethel Barrymore Theatre, series of 13 half-hour films starring Hollywood name talent.

PRODUCTION

Soberina Productions Inc., Hollywood, is shooting 3 half-hour films this month for CBS-TV GE Theatre series at Eagle-Lion Studios, sanford. In production are "Wild Luke's Boy," starring Cassidy, and Doug

● S. L. Kaufman & Co., which has opened offices in New York at 9 E. 75th St., announces production of four new tv shows: Gloria DeHaven Show and Lisa Ferraday's Friday Show both sponsored by Kirsch Beverage Co. through Grey Ad.; Time For Fun sponsored by Ward Baking Co. through J. Walter Thompson Co., and Noontime Showboat.

● Signet Productions, Culver City, headed by Norman Cerf, has completed six half-hour films in A Day in the Life of a Famous Person, new series promoting human interest angles. With Eva Gabor as hostess, film clips of each subject's special talents as displayed in the past are combined with an interview with the subject personality as he is and works today. Personalities handled up to date.

● Jack Denove Productions Inc. moves from General Service Studios into larger quarters at the Studio City district of Hollywood. Film has signed contract with du Post Co. for series of Cavalcade of America half-hour programs. Jack Denove will produce the shows.

MORE ADVERTISING DOLLARS FOR 1954, SAYS ANA SURVEY

Study shows 80% of companies polled now are buying tv time and 34% of radio time users will increase their respective budgets. Ten of 12 media listed show an increase for 1954.

MORE advertisers now using the broadcast media intend to increase their time purchases in 1954 above the 1953 level than to decrease them, according to results of the 1953 annual survey of the Assn. of National Advertisers, made public this week.

In its report, which covered data from 170 companies on trends in their advertising expenditures, ANA cautioned that the figures are not projectable, but the association also stated that these companies "do represent the best available cross-section of substantial advertisers in a broad range of industries."

The list of 12 media, analyzed by ANA in accordance with the expectations of reporting companies as to their use of each medium next year as compared with this, is headed by television, with 80% of the 75 companies now buying time on tv stations or networks stating their intention to buy more time in 1954; 15% stating that their video time purchases will remain about the same next year as this, and only 5% anticipating a decreased use of tv in the year ahead.

Radio, too, will be used more in 1954 by a greater percentage of companies who answered the ANA questionnaires to the number which expect to decrease their expenditures for radio station and network time. Of the 85 companies reporting present use of radio to advertise their merchandise or services, 34% said they expect to increase their use of radio next year, 39% expect their 1954 radio time purchases to be about the same as in 1953 and 27% expect to spend less for radio next year than they did this year.

Ad Outlook Good

Overall, the 1954 advertising picture looks good, with ten of the 12 media shown as going to more advertising dollars next year than they did in 1953—at least so far as the companies cooperating in the ANA survey are concerned. Consumer magazines, Sunday supplements, newspapers, point-of-purchase, outdoor, direct mail, business papers, and farm magazines next year will receive increased appropriations from more of the reporting companies than the number planning to spend less for these media.

That situation is reversed for only two media—Sunday comics and car cards—for which more present advertisers anticipate decreased expenditures than the number planning on increased use of these media for the next year (see table). In line with the ANA caution, it should be pointed out that the number of companies raising or reducing their use of a budget is not necessarily an indication that the medium's overall dollar income will move accordingly, since not all advertisers spend the same amount of money in that medium.

When questioned about this year's overall advertising expenditures as compared to last year's, 115 companies said they spent more in 1953 than in 1952, with 19 reporting decreased expenditures. In estimates of 1954 advertising sales as compared to 1952, the anticipated increases exceeded the decreases by 123 to 7. When, however, advertising expenditures are expressed as a percentage of net sales, the median for all industry classes of advertising dropped from 2.75% in 1952 to 2.6% this year. Too few advertisers provided this information for 1954 to permit calculation of the 1954 advertising-to-sales ratio, ANA stated.

Tabulating the respondent companies by industry groups, ANA reported on the anticipated increases or declines in the use of each medium by the members of each group for 1954 as compared to 1953. In the majority of classes, the number of reporting advertisers using radio or tv were too small to be significant but the data of those groups from which the broadcast media derive most of their revenue represented worthwhile results. This is in each case an estimate of the number of reporting companies and covers both network and station time purchases.

FACTS & FIGURES

Nielsens Marks 30

A. C. NiELSEN CO., celebrating its 30th anniversary in the market research field with a 60% space addition to its home building in Chicago, has issued a special anniversay issue of its house organ, The Researcher. The issue relates the first Nielsens surveys were conducted in 1923, the Drug Index launched in 1933 and the Food index a year later, the Radio Index in 1942 after six years research, and the TV Index in 1950.

In a foreword Mr. Nielsens urged advertisers to exercise intelligence and caution in the selection of research techniques best suited to their needs.
Nielsen Again Nods
To 'Lucy' Supremacy

CBS-TV's front-running I Love Lucy Tuesday program is back in its first place slot in the A. C. Nielsen Co. ratings of the top 10 tv network programs. First Nielsen listing for the post-summer hiatus period placed Lucy at the top for both the number of tv homes and the percentage of tv homes reached. The complete listing for the two weeks ending Oct. 10: Nielsen-Rating

RANK PROGRAM HOMES
1 I Love Lucy (CBS) 15,112,000
2 Dragnet (NBC) 13,617,000
3 Colgate Comedy Hour (NBC) 10,584,000
4 Rockford Files (CBS) 10,519,000
5 Bulleit-Fast & the Furious (NBC) 9,707,000
6 You Bet Your Life (NBC) 9,511,000
7 Arthur Godfrey's Talent Scouts (CBS) 9,507,000
8 Arthur Godfrey (CBS) 10,097,000
9 Arthur Godfrey (Pittsburgh) (CBS) 10,267,000
10 Philco TV Playhouse (NBC) 10,176,000

NEARLY HALF OF U. S. FAMILIES OWN TV SETS AS OF JULY, MRCA REPORTS

Market Research Corp. of America reports the percentage at 49 of all U. S. families in this country. It represents an increase of 11% since Jan. 1, 1953, of homes which are furnished with television sets.

SOME 49% of all U. S. families owned at least one television set as of July 1, 1953, according to a report last week by Market Research Corp. of America. This figure, based on the company's continuous National Consumer Panel, was said to represent an increase of 11% in the number of U. S. television homes since Jan. 1, 1953.

The report showed that the Northeast still includes a higher percentage of television families (69%), followed by the North Central (50%), Pacific (47%), Mountain and Southwest (31%) and South (30%). It was pointed out that the South, which had recorded a 71% gain in tv penetration in 1952, showed an additional increase of 5% in the first six months of 1953, and the Southwest followed up an increase in television homes of 145% in 1952 with a gain of only 15% in the six-month period.

The trend toward increased television penetration is rural areas continued in the first six months of 1953, according to the report. The number of farm families with tv was said to have increased from 18% in January to slightly more than 23% as of July.

Biggest percentage gains in television penetration (averaging about 20%) were reported in towns and cities with less than 50,000 population. Smallest percentage gain (4%) occurred in the large cities and metropolitan areas, where 77% of families now have television.

Though all income groups in the population were said to have shown increases in tv ownership, the highest percentage gain (11%) was listed in the lower-middle income group. The richest fourth of the population, the report pointed out, currently has 58% ownership but increased only 5% from January to July of this year.

In the study of occupational groups, the report revealed that in recent months television has gained most significantly in families headed by unskilled workers and farmers. Highest tv penetration (61%), it was said, was among U. S. families headed by craftsmen and skilled laborers. Smallest percentage gain of all occupational groups was made in the first half of this year among families headed by professionals and executives with the percentage of tv set ownership rising from 53% in January to 55% in July.

The report indicated that the tv market continues to absorb large families and families with small children. It showed that as of July, 53% of America's largest families (six or more members) had television; 38% of all families with four or five members, and only 38% of all families with one or two members.

All educational groups in the population were reported to have gained equally in tv penetration during the first six months of the year. Highest percentage (57%) was in households where the head of a family had completed high school, but the most significant gains in the period were made in households where the family heads did not go beyond grammar school (from 38% to 43%).

The table (at top of column at right) shows the penetration of television by major market characteristics as of January and July 1953.

Nielsen, Lever Bros. Agree
On Additional Services

NEW long-term agreement covering Nielsen Radio and Television Index services for all its network programs and Food and Drug Index services has been signed by Lever Bros. A. C. Nielsen & Co. said previous services will be continued, others extended and a new service added in reporting national consumer sales, retailer purchases and retail inventories on a monthly basis.

A. C. Nielsen, president of the research firm, said 217 users of the Nielsen Food and Drug Index services will receive full information "as promptly as possible." New techniques will be applied to additional subjects "as rapidly as our production facilities can be expanded to handle the load," he added. Standard food and drug indices have been issued every two months.

Factory Tube Sales Up

FACTORY sales of receiving and cathode tubes are higher for September and for the first nine months of the year, in comparison with 1952 figures, according to a Radio-Electronics-Tv Mfrs. Assn. Cathode tube sales follow: September 1953, 875,712 units; September 1952, 788,107 units; nine months 1953, 7,522,862 units; nine months 1952, 3,908,745 units. Re- gistered sales followed: September 1953, 38,929,539 units; September 1952, 34,196,286 units; nine months 1953, 347,152,450 units; nine months 1952, 245,689,629 units.

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SUBSCRIPTION TV THREAT MULLED AT TOA'S CONVENTION IN CHICAGO

Also raised is question of blacking out sports radio broadcasts where theatre tv rights have been sold exclusively. At Tuesday luncheon AB-PT's Goldenson termed television as 'potentially motion pictures' greatest ally.'

HOME television is no longer the No. 1 arch rival of the nation's motion picture exhibitors, but just another competitor. The new villain is subscription or home-metered television.

That conviction emerged among delegates at the annual Theatre Owners of America convention in Chicago last week.

The prospect of subscription or home box office video is a "serious threat," exhibitors were warned.

At the same time, Theatre Network Television, through its spokesman, Nathan Halpern, resurrected the question of blanking out radio broadcast of fights sold exclusively to theatre video. TNT aired its fears in the TOA virtually admitting it would be treading on soft ground in attempting to "stop radio broadcasting."

The three-day TOA convention and trade show with equipment displays of the major motion picture companies was held at the Conrad Hilton Hotel. Among developments:

Theatre Tv Rights

• A committee of exhibitors will be organized, headed by Mr. Halpern and TNT on the propriety of obtaining exclusive theatre tv rights to the disadvantage of radio stations.

• Exhibitors were told of a plan for obtaining non-theatre equipment and blanketing the U.S. with putting the medium on a profitable basis.

• Claim that the public will demand and pay for championship fights, operas and other entertainments in their theatres was heavily stressed.

• TOA's board of directors endorsed the "purposes and principles" of the National Exhibitors Theatre Television Committee, which helped win the FCC fight.

• It was urged that FCC's decision, under which applications will be entertained for certain frequencies for theatre tv, is a "victory—providing we translate our plans into concrete action," and that common carrier services will continue to face this coveted spectrum space.

• Prospect was raised that colour theatre tv will provide a heavy impetus for progress of that medium.

Highlight of the TOA convention was a session on theatre tv vs. subscription tv last Wednesday morning, with S. H. Fabian, chairman of TOA's Theatre Tv Committee, and Mitchell Wolfson, WTVJ (TV) Miami, Fla., presenting.

Mr. Halpern, head of TNT, described the growth of his organization in five years, and said TNT carried about 50 events last year. He said people will pay to see outstanding attractions in theatres and it would prove profitable for exhibitors. But, he said, while theatres have shown profits already, the cost has been high because of the limited number of houses. He urged caution in selecting equipment.

Mr. Halpern cited the recent New York State Supreme Court decision in connection with a suit filed by International Boxing Club against WOV New York. Broadcasters were deprived of the right to retransmit or give blow-by-blow descriptions of the Mariano-LaStarza bout but permitted to air post-round summaries [B&T, Oct. 19, Sept. 28].

The exclusivity feature "proved very advantageous to every theatre in the country, whether it had theatre tv equipment or not," Mr. Halpern said. But he warned that it created a "fury" in the broadcast industry and was "a very difficult thing to cope with."

"Some independent stations still carried the fights. There is evidence that the big trade association in the field (apparently referring to NARTB) gave its blessings and promised support to stations in their wildcating of the fight broadcasts in any litigation that may ensue," Mr. Halpern asserted.

Mr. Halpern said he would welcome views of exhibitors "because it has an effect on your box office." In response to questioning from the floor, he said personally felt it would be a "mistake to try and stop radio broadcasting." He cited these three reasons: (1) the same court argument might be used in the tv field, (2) permitting radio to carry direct broadcasts would relieve "a great deal of public pressure on us and (3) there is the factor of motion picture rights that are given."

Mr. Halpern said attorneys—presumably for TNT—are studying the matter. Mr. Fabian described it as a very "serious matter" and suggested it be pursued behind closed doors by a committee in future weeks.

Mr. Fabian earlier had given a report by TOA's Theatre Tv Committee tracing the history of the FCC decision to entertain bids for frequencies in the common carrier band. The report admonished:

"We are faced with a serious threat of home metered tv. This is now an actuality in that pictures, programming and tv facilities are available and ready for use to test a selected distribution system of entertainment brought directly into your own living room. Unless we meet this challenge of home tv by utilizing the grant given us by the FCC, we shall have no one but ourselves to blame if our business withers and dies up, as many of us, to our deep sorrow, have seen many phases of our industry drop out."

Mr. Fabian reported NETTC had adopted resolutions to work for continued progress of theatre tv to encourage manufacturers to work toward better receivers through research and to obtain color equipment; and to apply to the FCC for channels on an inter- and intra-city basis, or both.

Mr. Wolfson told delegates the public is entitled to "the best service possible in electronics and it's a question whether the opportunity is accepted by theatres or box office tv." He wondered whether there "would continue to be any place for theatres, "if first-run movies are made available to subscription tv and if FCC changes the present system of broadcasting."

He thought it conceivable theatre tv could be deprived of all events.

Marcus Cohn, Cohn & Marks, Washington, and TOA counsel, reviewed the history of the theatre tv fight. He said TOA applied for space because AT&T had not provided quality facilities and the cost was too high for inter- and intra-city facilities was suspect. He noted FCC looked on theatre as a "recognized service in the public interest." But he warned: "No one can be sure that the allocation of theatre tv frequencies will be available one or two or more years from now."

Greetings

Tuesday's luncheon gathering heard Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., wipe away the specter of television on the motion picture horizon. He agreed television is a competitor for man's leisure time but felt it is "potentially motion pictures' greatest ally." He said tv will not no more put pictures of business than home cooking has put restaurants out of business. He said:

"I have said this many times before, but now I am glad to be able to tell you what statistics are beginning to prove—that in the most heavily saturated television areas, where television has been in existence long enough for the novelty to have worn off and the sets to be paid for, people are returning to the theatres in increasing numbers.

"Commercial television in the U. S. is primarily a merchandising and selling medium. I fear we have neglected this potential while all other industries embraced it. . . ."

Mr. Goldenson said he felt tv is particularly suitable to advertise motion pictures for it provides a method of bringing a sample of the product into the potential user's home." But he thought that motion pictures have "not yet found the right medium of use for these sentiments was retiring TOA President Alfred Starr, who said he is more convinced than ever that "there is no conflict between two great media of entertainment" and that "the motion picture lion and the television lamb can lie down together and neither will devour the other." He spoke at the industry's banquet Thursday evening.

Walter Reade, president of Walter Reade Theatres, was elected new TOA president. Other officers include: Mr. Goldenson, president of Martin Theatres, Columbus, Ga., as a vice president, and SI Fabian, president of Stanley-Warner Theatres, New York, as treasurer. Mitchell Wolfson, WTVJ (TV) Miami, Fla., was named a co-chairman of the Finance Committee.

NEW OFFICERS OF THE ASTM. OF NATIONAL ADVERTISERS ARE (1 TO 2): E. G. Grubis, vice president of Johnson & Johnson, who was named ANA treasurer by his fellow directors in New York a fortnight ago; R. Donaldson, Ford Motor Co. director of advertising and sales promotion, ANA chairman, and Guy Berghoff, Pittsburgh Plate Glass Co. director of public relations and advertising, ANA vice chairman, both elected at ANA's recent annual meeting.

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

**TAKE GENERAL MERCHANDISE SALES, FOR INSTANCE!**

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Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

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. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
Is Your Representation Made-to-Order?

There is no question that mass production plays an important role in our economic way of life. Yet everyone will agree that some things are still produced best by the individual skills of specialized craftsmen. Take a fine suit of clothes, for instance. The hard-to-fit as well as the easy-to-fit gentleman will unquestionably derive better results from custom tailoring.

The same made-to-order service holds true of national sales representation. Maximum sales potential is achieved only if sales activity is specifically tailored to fit the individual station requirements.

Only deep, careful analysis can unearth the special features, the specific advantages, one station has over all others. Only carefully administrated time and effort can develop a sales story patterned particularly for that station alone.

The custom service is one of the most significant aspects of Raymer Personalized Representation. It is rendered impartially to all Raymer stations, so that each receives his proper share of attention and business.

There is no better evidence of the results achieved by this made-to-fit service than the substantial percentage of sales it is producing for Raymer stations. You, too, may have qualities which could be developed and sold with our kind of made-to-order representation.

PAUL H. RAYMER COMPANY, INC.
RADIO AND TELEVISION STATION REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD
17 DISTRICT MEETS TOTAL 1,400 AS NARTB SERIES ENDS IN BOSTON

District 1 (New England) holds final meeting of this year's NARTB series at Boston, where President Harold Fellows tells the Yankee broadcasters that radio has survived the so-called 'television crisis.'

NARTB's annual series of 17 district meetings closed Thursday in Boston with a total attendance of 1,400, exceeding that of the 1953 regional conventions.

President Harold E. Fellows and staff executives who took part in the cross-country schedule concluded the meetings with the belief that radio has nicely survived the so-called "television crisis." All through the nation they found audio-visual broadcasters exuding confidence and reporting in a majority of cases they had settled down to as good or better business than ever, once the opening impact of television had passed. [See "Television Is Radio's Best Friend," BWT, Oct. 5.]

The Wednesday-Thursday District 1 meeting was held in Mr. Fellows' old stamping ground, Boston. The six New England states joined other districts in demanding full rights for radio and television in covering public events. They commended the association's headquarters staff and paid special tribute to Mr. Fellows.

District 1 delegates asked the NARTB board to give the problem of amending Sec. 315 of the Communications Act high priority. They pointed to the difficulty experienced by stations in living under the impractical libel provisions covering statements by political candidates. NARTB has long sought a change in this section. Another resolution condemned bait copy and called for integrity in advertising.

Official attendance at the 17 meetings follows, by districts:

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Total 1,491 1,474

Starting with the District 17 meeting at Seattle Sept. 14-15, interest ran well above that of last year. All West Coast districts had record attendance. The Mountain and Southwestern areas showed a falling off from last year as did the Eastern Seaboard. District 1 set a new record for the year with 120 delegates at the recent session.

District 2 went farther than most of the districts that had met previously in calling for an industrywide effort to combat discrimination against radio and television and to obtain more protection in political campaigns.

Delegates asked that government agencies and officials be asked to grant equal access to public proceedings for all media, with a nationwide campaign advocated to secure recognition of this principle.

Pointing to ambiguities in liability of radio and television licensees during political campaigns, the district asked the NARTB board to give high priority to efforts to secure equity for candidates, broadcasters and the public.

Discrimination must be stopped in coverage of sports events, District 2 decided, commending WOV New York for its fight to obtain equality in reporting the recent heavyweight boxing match. Other resolutions praised service of E. R. Vadebonecouer, WSYR Syracuse, District 2 director, and NARTB President Harold E. Fellows as well as his staff, thanked two speakers, Gaines Kelley, WFMY-TV Greensboro, N. C., and Herbert E. Evans, People's Broadcasting Corp., Columbus, Ohio.

Members of the Resolutions Committee were Craig Lawrence, WCBS-TV New York, chairman; Simon Goldman, WJTN Jamestown, and G. T. O'Connor, WINK Binghamton.

Mr. Kelley led the District 2 panel discussion on building and operating a tv station. On the panel were Richard P. Doherty, NARTB; Gary L. Cohen, WBUF-TV Buffalo; Thad Brown, NARTB, and Mr. Vadebonecouer.

MORE NARTB District 2 delegates (1 to r): seated, Dave Williams, INS-TV; Al Anscombe, WKBW Buffalo; Robert B. Hanna Jr., WGY Schenectady; standing, George Bingham, WKIP Poughkeepsie; Michael R. Hanna, WHCU Ithaca; Ken Sparnum, BMI; Harold E. Fellows, NARTB; and W. W. Carter Jr., WTRY-AM-TV Troy.

Streibert to Address Sigma Delta Chi Meet

THEODORE C. STREIBERT, director of the U. S. Information Agency, will be among the key speakers at the 34th annual convention of Sigma Delta Chi in St. Louis' Jefferson Hotel this week. Plans for the four-day meeting, which officially gets underway Nov. 12, were announced last week by general chairman Al Doppling, AP. He said that over 400 members would attend the professional journalistic fraternity's "greatest convention."

Radio and newspaper personalities will address the meeting with a number of panel discussions tabbed for the agenda. Lee Hills, Detroit Free Press and SDX President, will open the convention Thursday morning. Irving Dillard, St. Louis Post-Dispatch, will deliver the keynote speech.

Thursday's sessions include public relations, small newspapers and "Freedom of Information—What Does It Mean." Missouri Atty. Gen. John M. Dalton will join Jim Bormann, news director, WCCO Minneapolis; Breister Campbell, Detroit Free Press, and V. M. Newton Jr., Tampa, Fla., Morning Tribune, on the information panel. James C. Hagerit, Presidential press secretary will address a dinner meeting Thursday sponsored by the St. Louis Globe-Democrat. Bill Stern, sportscaster, will appear at a Friday luncheon. A panel of five syndicated columnists will feature the Friday evening dinner sponsored by the St. Louis Post-Dispatch. Business will be completed by Saturday morning.


Page 36 • November 9, 1953
This $66,000,000 steam-electric generating station, the Philip Sporn Plant at Graham Station, W. Va., is among the world's largest and most modern. Its output capacity of 600,000 kilowatts supplies power for major industries and industrial communities throughout WSAZ-TV's 114-county area.

FULL STEAM AHEAD!

Where industry thrives, so does business. For industry (among its other multiple products) also creates big payrolls.

Here, within the industrial center of the United States, hundreds of giant plants work at full steam to supply enough goods for consumers all over the world. The resultant pressure of buying power today tops four billion dollars in 114 industrial counties served daily by WSAZ-TV! As the only television station covering this enormously busy area, WSAZ-TV's influence upon buying decisions of high-income families has proven a potent force.

To put a full head of steam behind your sales in America's industrial heart, WSAZ-TV is a uniquely profitable investment.
THE broadcast medium, solidly entrenched as the result of the industry's pioneers, is moving into its second generation, Robert K. Richards, NARTB administrative vice president, told the North Carolina Assn. of Broadcasters Thursday at a meeting in Asheville.

The "certainties" of radio make it the medium "that is most wanted and in so very many ways, most needed," he said.

Mr. Richards listed the "virtues and special trademarks of radio" as follows: "Radio is close to the people . . . it is imaginative . . . it is constant medium . . . it is companionable medium . . . it is trusted . . . it is omnipresent medium . . . it is personal."

Referring to NARTB's study into management experience of 20 radio stations in five markets, he cited three principles practiced by successful stations: scheduling of public interest programs, being a source of information and news, and being a leader in the community. He also said that stations need a "sense of responsibility" to the public, and that they should be "practitioners of high ethical standards and a source of pride to their community."

Mr. Richards said that the industry should be "endeavoring to be the leader in the social and cultural life of their communities."
Whether it’s Hooper, Pulse or Standard Audit & Measurement Survey, in the Memphis Market they ALL give the biggest slice to WREC-600. Advertisers on WREC get the “better half” of both the rural and metropolitan listeners in this $2 billion market with a single schedule. Consult your Katz man today about choice fall and winter availabilities. You’ll be pleasantly surprised at the cost, 10% LESS, per thousand listeners, than in 1946!
NARTB’s president tells the assembled radio farm directors that farmers have amassed savings of more than $20 billion.

ROLE that broadcasters play in catering to the needs of the millions of people who live on American farms and who have “amassed total savings of over $20 billion” was discussed last week by Harold E. Fellows, NARTB president, in one of the principal speeches at a radio symposium held in New York by the National Assn. of Radio Farm Directors.

In a luncheon talk Monday titled “32 Million Can’t Be Wronged,” Mr. Fellows asserted any broadcaster who is “so shortsighted that he will overlook this vast market and sacrifice it to the expendability of what might be at the moment ‘easier programming’ is a poor businessman indeed . . . and needs to reflect upon the requirement implicit in the license he holds that he serve the public interest.”

He paid tribute to members of NARFD for providing information to farmers of latest scientific advancements and of weather reports and market reports. He declared they are bringing to the farm population “a sense of business acumen that was not known before the introduction of commercial broadcasting in the U.S.”

Mr. Fellows said farm programming fitted well in a pattern of specialization in radio broadcasting that has emerged because of competition from television. He said radio can perform a “magnificent” selling job but requires “greater skill and imagination on the part of the advertiser, since it is a medium of highly specialized techniques.”

He recommended that broadcasters consider that the farmer of today is “an essential citizen to our society, in some ways the most essential citizen.”

Public Service Can Be Commercial

R. B. Hanna Jr., manager of WGY Schenectady, said public service broadcasting can be commercial, maintaining this type of program is justified by its content and not by the presence or absence of commercial sponsorship. He said some groups are under the impression the FCC requires operators of radio and television stations to contribute a certain percentage of their broadcast time to sustaining public service programming, and added:

“This false conclusion, of course, is drawn from an incorrect premise. FCC has not required the assignment of time on a sustaining basis. Harold Fellows pointed out in a recent speech that the Communications Act requires that stations ‘operate in the public interest, convenience and necessity.’ Of course, this means that the public is to be served, but it is a far cry from the assignment of time to various public interests.”

Mr. Hanna asserted the “solution to the problem of misconception” by certain educational groups lays in “good taste and in good programming” and said these concepts also can be extended to the commercials. He said a commercial which contributes to the well-being of individuals also is serving the public interest.

In a speech titled “How Are You Going to Reach Them Down on the Farm?” Kevin Sweeney, BAB vice president, emphasized that radio reaches a double target in serving both the farmer as a producer and a consumer and that radio’s coverage far outdistances that of other media.

He cited studies made among farm groups showing magazines reached a relatively small number of farmers; weekly and daily newspapers, 60% to 70%; television, about 15%; and radio, 99.4%.

Bill Brown of Gardner Adv., St. Louis, outlined steps taken by the Ralston-Purina Co. to “get the most” from money spent on farm radio.

The achievement of this objective, he said, entails a “marriage” of the product and radio. He described a series of meetings between company representatives and radio stations in 1953 at which all phases of the advertising campaign were discussed.

“It paid off in sales results,” he continued. “In 1953 and also in 1954, farm radio receives the biggest percentage of Purina’s advertising budget. In fact, Purina will spend more on farm radio than on all other media combined.”

Presenting the viewpoint of an advertising agency toward farm radio was Rodney Erickson, manager of account planning for the radio and television department of Young & Rubicam. He said farm directors to supply agencies with all types of information that will persuade an advertiser on the effectiveness of farm radio. Mr. Erickson said he felt widespread actual listenerhip, not coverage, is an important consideration, and in this connection discounted the significance attached to out-of-the-home listening on farms, such as in milk sheds and in tractors.

Mr. Erickson’s view was sharply challenged at a question-and-answer period following the meeting. Several radio farm directors presented information indicating out-of-the-home listening by farm audiences is a vital factor.

Other speakers included Mal Hansen, WOW Omaha and president of NARFD; Ed Slusarczyk, WIBX Utica; Bill Givens, KYW Philadelphia; Chuck Calkins, Conklin Mana & Son Adv., New York; and Phil Alampi, WABC New York, director of the NARFD.

The meeting, attended by about 175 persons, was arranged by a committee consisting of Mr. Alampi, Mr. Slusarczyk, George Haefner, WHAM Rochester, and Homer Martz, KDKA Pittsburgh.

IRE Sets Fall Symposium

At Philadelphia Nov. 16

THIRD annual fall broadcast symposium sponsored by the Institute of Radio Engineers professional group on broadcast transmission systems will be held Nov. 16 at Franklin Institute in Philadelphia, it was announced by Lewis Winner, chairman of the group.

Six technical papers, dealing with problems of tv broadcasting, will be presented at the day-long session, which will open at 10:15 a.m. Bernard Elchwald, B. Elchwald & Co., will speak on “Tv Station Construction Problems”; G. Edward Hamilton, ABC, “High-Power Amplifiers for TV”; Owen E. Fett, RCA Victor Division, “Uhf Directional Antennas.”


Usefulness vs. Results

MAJOR point made in a BAB booklet being distributed to members is that a newspaper may be more useful to the housewife, but radio has proved to be more productive for the advertiser by helping to sell. The four-page booklet, titled "Which Is More Useful?" was written in answer to a survey conducted by Northwestern U.’s Medill School of Journalism, which claimed that a majority of Chicago area housewives found newspaper advertising more useful to them. BAB’s booklet replies that a more important question is to find how housewives learned about merchandise they purchased, and adds: “Overwhelmingly, the housewives name the radio as the way they learned about the merchandise.”

NARTB Recounts Radio-Tv’s History in ‘Radio USA’

THE basic facts of radio and television broadcasting are condensed for public consumption in a new booklet, Radio USA, published last week by NARTB. It is a revision and updating of the 1941 "Amateur Radio" published by the old NAB. Fran Riley, NARTB information manager, prepared the booklet.

NARTB has published 10,000 copies. They are available to stations, schools and organizations. Space is left on the back cover for printing of station call letters for local distribution.

AWRT Board Sketches ‘54 Convention Plans

PROGRAM schedule for the third annual convention of American Women in Radio & Television, to be held April 23-25 at the Hotel Muehlebach, Kansas City, was drafted at Oct. 11, Nov. 1 meeting of the AWRT board.

The three-day program will include committee sessions as well as caucuses and business meetings. A series of workshops will take up practical broadcast problems of women in radio including ways to improve sponsor service and attract business.

BAB’s ‘Radio Gets Results’ Contest Announced for 1953

BAB last week announced details of its 1953: "Radio Gets Results" contest designed to high light effective use of radio by advertisers in 11 classifications.

BAB President William B. Ryan said station must submit their entries by midnight Dec. 1, 1953. He said that winners of first, second, and third place in each of the 11 classifications will be announced on Jan. 1, 1954. Bronze on mahogany plaques will be presented to the winning stations, with a duplicate plaque going to the advertiser in each case and honorable-mention scrolls to stations and advertisers placing near the top. The 11 classifications of advertisers in the contest are: apparel, automotives, department stores, drug stores, drug products, financial, food and grocery products, food and grocery stores, house furnishing stores, specialized services and miscellaneous.

Page 40 • November 9, 1953
THE FIRST STEP toward providing the greatest TV Coverage in Oklahoma will be when KWTV—CHANNEL 9—OKLAHOMA CITY GOES ON THE AIR NEXT MONTH (DECEMBER) as a BASIC AFFILIATE. Interim coverage area—40 mile radius. 10,000 Watts. RCA equipment.

Need we say more to time buyers?

EDGAR T. BELL
Executive Vice-President
FRED L. VANCE
Sales Manager
OKLAHOMA TELEVISION CORPORATION
OKLAHOMA CITY 14, OKLAHOMA

And in Just a Few Months...

...ON THE AIR WITH FULL POWER AND WORLD'S TALLEST MAN-MADE STRUCTURE TOWER

REPRESENTED BY AVERY-KNODEL, INC.

- 316,000 WATTS, ERP
- 12 BAY SUPER GAIN ANTENNA
- RCA EQUIPMENT
RCA TAPES VIDEO COLOR:
EARLY UTILIZATION SEEN

Brig. Gen. David Sarnoff tells how RCA scientists have come through with one of the three developments he wants most, to mark his 50th anniversary in electronics in 1956. Commercial tape record-
ing of black-and-white and color tv seen in two to three years.

TAPE recording of tv signals—in black-and-white and in color—will be commercially feasible in two to three years. This is an estimate by those who have been close to this newest giant step in electronics. Yesterday considered a likely laboratory development, today the tape recording of tv stands on the threshold of production design.

Latest step in this almost fantastic development—certain to revolutionize motion picture production and exhibition as well as tv—was the announcement last week by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that RCA has "taaped" successfully both black-and-white and color tv pictures.

First public demonstration will be held Dec. 1 in RCA's Princeton, N. J., laboratories. Not details were released by Gen. Sarnoff or other RCA executives.

Imminence of color tv was understood to be the reason for RCA's stepped up activity in the tape recording field. Key to the impetus, it was understood, was the complicated method of film-recording color tv pictures—requiring three prints, and involved and time-consuming processing for each print.

A subsidiary reason for RCA's push, it was understood, was the same complicated and involved method of making color films. According to the best information, RCA will show an "adequate" representation of a tv picture—both monochrome and color—at its Dec. 1 public demonstration. Its development has been along orthodox lines, it is understood. It uses a half-inch tape, magnetic means for recording, and a direct electronic signal from a tv camera.

Only other development of tv tape recording which has been announced publicly is that by Bell and Howell. A public demonstra-
tion of its VTR (Video Tape Recorder) was held in Los Angeles early this year [BT, Jan. 5].

"In my lifetime I have witnessed many advances in television and electronics," said Gen. Sarnoff in telling of the RCA develop-
ment, "but few have stirred my imagination more in recent years than color television and video tape recording."

Wide Horizon

Gen. Sarnoff's announcement was made during the RCA color tv demonstration in Holly-
wood last week. (See story at right.)

"Electronic motion pictures—in black and white and in color—for television, for the theatre and for the home will stem from this remarkable development," Gen. Sarnoff said. "Today we are only on the threshold. But the electronic door has been opened wide and gives us a fascinating vista of the future."

"Here is an electronic development endowed with a far wider horizon than its immediate purpose of recording. It is a method that records and reproduces pictures in motion in black and white and in color with no inter-
mediate steps such as film processing. It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the rushes."

Gen. Sarnoff said the RCA development was an outgrowth of a request he made in 1951 at the anniversary of his 45th year in electronics that RCA scientists give him three presents for his birthday. The other two requests were for an inexpensive elec-
tronic air conditioner without moving parts and a true amplifier of light. He said:

"When I watched a demonstration a week or two ago in our laboratories I was amazed at the results. The process is electronic for the camera, for the making of the tape record, and for playing the tape. And there is the added advantage that the tape may be wiped off and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribu-
tion to television stations throughout the coun-
try and eventually to the world."

"I believe that further technical progress, which is certain to continue, will make the magnetic tape-recording process inexpensive and economical. This new development ob-
viously holds great promise for the motion-
picture industry as well as for the television industry."

"Magnetic tape recording of video signals should make possible simple means by which a tv set owner can make recordings of tele-
vision pictures in the home. And they can then be 'performed' over and over through the tele-
vision receiver just as a phonograph record is played at will. It may also be possible to make video tape home movies with no need to send the tape away for processing."

"We consider it vital for the future of the television art to move rapidly toward perfec-
tion of video tape recording in order to provide low-cost solution of program recording, im-
mediate playback, and rapid distribution. Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital."

Recording pictures on tape has been a dream of electronic engineers for years. Development has been underway in virtually every large research organization in the country.

Key to the successful recording of video pic-
tures is the ability to compress on half-inch or one-inch tape the myriad information contained in one six-mv channel. Present audio tapes carry intelligence ranging from near zero to as high as 20,000 cycles. A tv picture has a bandwith of 4.5 million cycles. Coupled to this is the sound portion of the picture, running 50,000 cycles in bandwidth. Color tv adds infinitely more complex complications.

Most engineers believe successful video tape recording will come with multiple track record-
ning and higher speeds for moving the tape past the recording styurs.

Cost of making a tv or feature "film" will be reduced between one-fifth and one-tenth of today's optical expense, it has been predicted.

RCA SHOWS ITS COLOR TO WEST COAST

Color film makes its first ap-
ppearance in the Burbank dem-
onstration — and comes off second best to the 'live' pro-
duction. NBC sketches its plans for color's introductory year.

RCA brought compatible color tv to the West Coast last week at the NBC network's annual New York for the first time Nov. 3 with advertisers, exec-
utives of advertising agencies, networks, motion picture studios and television personalities, and newsman rubbing shoulders in NBC-TV's Burbank studios to watch the first public demonstration on matched pairs of color and black-and-white tv receivers.

The demonstration, carried over the Bell System's 4,000-mile radio relay circuit, also fea-
tured the first use of color film. The last seg-
ment of the half-hour program was devoted to the telecast of a 16mm Technicolor film.

Some observers felt that the reproduction of the color and black-and-white tv receivers was somewhat soft and subdued and lacking in definition, though not to an objection-
able degree. However, scenes shot in the Eng-
lish countryside and in a textile mill tended toward delicate rather than vivid colors.

Brig. Gen. Sarnoff, chairman of the RCA and NBC boards, explained that the original 35mm color film had been reduced to 16mm with no special care, but that room existed for improvement of film processing. "After all," Gen. Sarnoff said, "we at RCA are constantly obsoleting today what we developed yesterday in this swiftly moving business."

Reception in Burbank was generally very clear and sharp in renditions of both color and compatible black and white, especially of the brilliantly-costumed performers in the live part of the program.

Viewers remarked on the life-like quality of the RCA color, particularly brighter colors. Only once during the demonstration did color lapse, when skin tones of an announcer turned deep red for several seconds.

Commercial in color made a striking impres-
sion, with bright products sharply contrasted against lively backgrounds used to carry primary advertising messages.

No Engineers

The eight pairs of tv sets showed the live telecast, direct from New York's Colonial Theatre and featured Nanette Fabray, Ben Grauer, George Burton's Love Birds, the Hit Parade dancers and the color film, without engineers or technicians in evidence.

Sybil Burton (Pat) Weaver, vice chairman of the NBC board, announced NBC's plans for an introductory year of color television. Pending FCC approval, NBC is planning to convert its Burbank and Brooklyn studios to color broadcasting. Presently, in addition to the Colonial Theatre, the network has another color studio in New York, a color studio film and a remote color unit for outside pickups. Additionally, 20 color cameras, 20 camera chains, remote gear and associated equipment is on order with RCA Victor, he said.

Also pending FCC approval, "we are planning, for the remainder of this year, to colorcast Mr. Peepers, Bob Hope, Donald O'Connor, Dinah Shore, Your Hit Parade, Your Show of Shows, Kraft Theatre, This Is Your Life and Amahl and the Night Visitors, (the last sometime around Christmas). We will telecast the Tournament..."
Wherever people go in the South, there's WLAC

with its great roster of Stars who receive from these people nearly a million letters a year.

and wherever people go, there's ... ... ... CBS RADIO

the network with America's greatest shows, featuring the world's most popular Stars:

It's a combination that adds up to the Greatest Sales Power in the South!

50,000 WATTS WLAC REPRESENTED BY THE KATZ AGENCY

THE BROADCASTING SERVICE OF LIFE & CASUALTY INSURANCE COMPANY OF TENNESSEE
LOCAL RADIO IS HE

MORE THAN

1000

STATIONS

NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

M-M-M-M-M MORE AND MORE FOR '54!
The pot's boiling now with World's biggest, brightest sales-booming ideas.
Stronger...sturdier...this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits the hardest and produces the best is booming...setting new business records in market after market!

**RADIO DAILY REPORTS:**

**WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS**

"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its services."

**BROADCASTING REPORTS:**

"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."

**WORLD-AFFILIATES REPORT:**

- Record-breaking sales with "YOU WIN"—½ hour telephone quiz series...stars, excitement, prizes. "FOOTBALL TIME"—½ hour shows with scores, predictions, songs, thrills.
- Sales-making jingles series gives advertisers the effectiveness of commercials on network shows.
- Booming sales with World's annual package of Christmas programming including ½-hour, open-end drama starring Charles Coburn.

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**Clip and Mail NOW!**

WORLD BROADCASTING SYSTEM, INC.

488 Madison Avenue

New York 22, N. Y.

Please rush all the facts on your money-making program and sales service.

No obligation.

**STATION MANAGER**

**RADIO STATION**

**STREET ADDRESS**

**CITY**

**ZONE**

**STATE**
AN EDITORIAL
from
The New York Times
September 28, 1953

MEAT AND THE MIDDLEMAN
Few things concern so many Americans every day—and hence are so politically explosive—as the price of meat. Not so long ago the emphasis of this concern lay with the housewife, appalled by the skyrocketing cost of bacon, lamb chops and steaks. Today the emphasis is more at the other extreme, with cattle growers aroused by the more than one-third decline during the past year in the price of choice beef at the farm. It is obviously in response to the pressure from the livestock raisers that Secretary of Agriculture Benson has ordered an investigation to determine whether middlemen’s profits are excessive. This newspaper’s farm specialist, William M. Blair, reported yesterday that Republican Congressional leaders are hoping that the new investigation will soothe farmers and consumers, though skeptical that any really important results will emerge.

The middlemen—the meat packers in this case—are, of course, the traditionally appointed scapegoats in every period of farm unrest or consumer dissatisfaction. Politicians seeking to divert the wrath of large voting blocs find it convenient to spread the stereotype of the middleman as an unconscionable ogre reaping vast profits at the expense of producers and consumers alike. Farmers, highly conscious of the hard work and great risks they have to take struggling with nature, are sometimes particularly susceptible to the notion that the “heartless corporations” who buy their crops or livestock are oppressing them by artificially lowering prices.

This devil theory of economics completely ignores the reality that between the time a Texas steer is sent to market and the time some of that animal reaches the consumer a great deal of effort has been expended and much risk has been taken. Few industries work with a more perishable product than the meat packers; few have to provide the community with a more varied group of end products from the initial raw material; few have to contend with more complex patterns of changing consumer taste and seasonal fluctuations of supply. And the reward at the end, as measured by the ratio of profits to sales, is often less than one cent out of every dollar taken in.

If an investigation of the meat packers is fairly conducted, it may well have a useful educational effect. The danger is that political pressures will aim at converting such an investigation into a hunt for scapegoats. Fortunately, Secretary Benson’s personal record is such as to inspire confidence that he is interested more in facts than in politically useful fictions.

We reprint this editorial because we feel it is in the public interest for the people to have a clear understanding of factors that influence the price of meat. We feel that The New York Times has reported on many of these factors, in the editorial above, in a manner that merits the consideration of every thinking person.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
Yes, a host of important, forward-looking national and regional advertisers like those shown on the dock above are ticketed FIRM for passage aboard "Big Mo." Many other well-known merchandisers are negotiating for choice spots on KSTM-TV, St. Louis' new ABC-TV outlet. You'll be missing a choice bet for reaching a large segment of this rich, Mississippi valley market, if you don't reserve space aboard "Big Mo" . . . today. Yes, to put your product in good company . . . phone, wire or write.

H-R TELEVISION INC.  NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
Dealers Assn. in a letter to FCC Chairman Rosel H. Hyde.

Although there was some expectation that the FCC preliminary discussions on the compatible color tv subject, none were held last week. A meeting this week to fix a chronology for consideration of color tv is expected, it is understood. All indications still point to a final color decision by Christmas.

NARD's request for postponement of a color decision until shortly before Christmas was predicated on the harm that would befall black and white set sales during the bright of the selling season.

Signed by Mort Farr, Upper Darby, Pa., radio-tv dealer, as chairman of NARD's Government Relations Committee, the letter refers to the National Television System Committee's standards as "the right one." Manufacturers have already started pilot runs of color receivers, Mr. Farr said. He predicted that manufacturers would produce no more than 105,000 color sets in 1954.

What concerns him most, Mr. Farr said, was that "the day your decision is made and published . . . we can expect a marked decline in demand for all white sets in many areas, if not most, of our principal markets. . . ."

Traditionally, radio-tv dealers sell 36% of the year's volume in the fourth quarter, Mr. Farr pointed out.

Release of the color decision "as close to Christmas 1953 as circumstances permit" was urged by Mr. Farr. The start of color would in no way be delayed by such a move, he said.

As of the end of the first nine months of 1953, there were close to 2,4 million tv receivers in the industry's "pipelines" it has been estimated. This takes into account those receivers in manufacturers, distributors and retailers. Mr. Farr compared this to the approximate 1.5 million inventory for the same period in 1952.

October Sees 6.1 Million

A more realistic appraisal of business conditions, however, is believed to be the figures on production. For the first nine months of 1953, 5,524,370 tv sets were produced. This compares to 3,670,590 for the same 1952 period. By the third week in October, it is understood, has passed the 6.1 million mark—the highest first nine month total ever reported.

Meanwhile, the first account of a layman's experience with a color tv receiver was related by radio-tv critic Jack Gould in the Nov. 1 New York Times.

Describing his reception of NBC's Oct. 31 colorcast of Carmen, Mr. Gould first paid high tribute to "a breathtaking experience" in having color in his own home.

Using a color set with a 12-in. picture at Old Greenwich, Conn., 25 miles from the Empire State Bldg., Mr. Gould said tuning was "surprisingly easy." Familiar controls (station selection, fine tuning, brightness and contrast) in the special set in the conventional manner, he said. New chrome control was used last and can be adjusted to run the color gamut from faint tints to brilliant hues, he explained. He also favored control (to determine the correct positioning of primary red, green and blue colors) may require adjustments.

Although adjustments on a color set are more critical than on a black and white receiver, the light that the combination will act much like a "tuning eye" and make it simpler for the viewer to determine whether his adjustments are correct.

Room lighting must be turned down to watch color sets. But, he said, with color there is no sense of glare as there is in watching monochrome tv in a darkened room.

FOR the first time in the history of radio regulation, broadcast stations and others holding authorizations from FCC will be required to pay fees for their "public convenience and necessity" privileges.

FCC and other Federal licensing agencies were directed by the Bureau of the Budget Thursday to draw up proposed schedules of fees and make them public by Feb. 1, 1954, thereafter to afford opportunity to affected parties to make comments.

After the announcement by Joseph N. Dodge, Budget Bureau director, these speculations were in evidence:

- Because broadcast licensees enjoy proportionately greater revenue from their FCC authorizations than do radio licensees, radio and tv station owners probably will pay the greater share of license fees to the Commission when it puts into effect the new government policy.
- Not only a station owner be required to pay a fee when he files his station application, according to the new government directive, but he may also be required to pay for his construction permit, again for his license and yet again annually—based upon his gross revenue or class of station.
- Radio and tv station authorizations total less than 5,000 while FCC has more than a million licensees and licensees, but the vast majority represent amateur and commercial operator licenses and authorizations for innumerable, small nonbroadcast units such as mobile and fixed stations in some 60 radio services.
- Before the proposed fees and policies are made effective, the Budget Bureau announcement stated, "each agency is to provide a suitable administrative office for affected parties to present comments and suggestions as to the level and form of the proposed charges."

Pay-as-You-Go Basis

The fee schedules would be reviewed by each agency "at least once every two years," the Budget Bureau said.

The Budget Bureau directive was issued pursuant to executive order of the President. It has passed the 6.1 million mark—the highest first nine month total ever reported.

The Budget Bureau directive specifically cited FCC as the type of licensing agency which will be concerned with the new order. The notice also picked out "radio operators licenses and radio station licenses" as the kind of privileges for which fees may be levied.

FCC Chairman Rosel H. Hyde commented that the Commission would begin immediately to consider the Budget Bureau circular which outlines the proposed charges.

"The fellow who has to go into hearing certainly won't like to pay a higher fee," a Commission representative said. "He will point out it wasn't his idea that a competitive bid would be held for the spectrum."

"What fee will we charge on applications to transfer or assign a station license to another interest?" it was asked. "Could the fee be a percentage of the sale price?"

"There are housekeeping headaches involved for FCC in the plan. Officials are asking just how the fees would be collected and records kept. How receipt of such fees would affect the annual budget procedure before Congress is another point. FCC will have to report changes in its income to the Budget Bureau when the fee system gets underway.

In the Budget Bureau's circular, Mr. Dodge stated that Federal agencies engaged in licensing activities "are to provide a system of fair and equitable fees which, taking account of the value to the recipient and the public policy or interest served, shall recover, to the extent possible, the aggregate cost incurred in the conduct of these activities."

The circular is part of the "continuing effort of the government to reduce the cost to the general taxpayer of those services which provide a special benefit to limited group of individuals, businesses, or organizations," the Bureau explained.

"While government licenses are generally for the welfare and protection of all the people, they usually give some benefit as well to limited groups," the announcement said.

"By establishing uniform principles to be used by all agencies in determining and revising charges for government licenses, the circular aims at correcting the present hodgepodge system under which some fees have not been revised for over 20 years despite substantial increases in costs."

The Budget Bureau estimated that the government presently is spending some $50 million annually on licensing activities, of which about
Leaning Over Backwards Department

It appears to us that, all things considered, there are probably fewer tv viewers in our audience at a given time than there are in, say, WCBS-TV's. But we'll match 'em, audience for audience and no holds barred and throw in the New Yorker's too, for ferocity.

WMT-TV
Channel 2 - CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps:
The Katz Agency, which see for bared fangs
She's making up her shopping list
She's one of 26 million television housewives who—before the stores close today—will spend $204,000,000.

And every day she also spends 26 million hours with television in the daytime—an ideal time to get her attention and get on her shopping list.

You can do this best through the 10 stations represented by CBS Television Spot Sales. During the past two years, these stations have—

...doubled in daytime audiences—
with 13,500,000 different viewers

...doubled in daytime economy—
with costs-per-M as low as 34 cents

...tripled in sponsor participation—
with 2,000 messages weekly.

So if you'd like to get to housewives while they are deciding what to buy, the best time and place is daytime and...

CBS Television Spot Sales.

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WJXT-TV, Jacksonville; WABT, Birmingham; WBBM-TV, Chicago; KMOUL-TV, Galveston-Houston; KSL-TV, Salt Lake City; KTEN, Los Angeles and CPPN, CBS Television Pacific Network.
$20 million is recovered by current fees. "Hence, the general taxpayer is now providing about $30 million a year to defray the uncompensated costs of government licenses," it was asserted.

Since provisions of the act vary, and provisions of the directive will affect different licenses in different ways, the Budget Bureau explained. The agencies also will have to make "their own evaluations of some of the factors to be considered in establishing these schedules, and in some cases new legislation may be required."

Budget Bureau said it could not "tell at this time precisely how much of the $30 million in costs will be recovered ... but it is expected to be substantial."

The Bureau of the Budget circular covers "the processing of applications for and the issuance, registration, exemption, or termination of any license, permit, certificate, charter, registration, exemption, or similar form of authorization granted or otherwise provided by Federal agencies."

The types of activities covered include, "but are not limited to, the following:"

- Certificates of public convenience and necessity issued by the Interstate Commerce Commission, the FCC and the Federal Maritime Commission.
- Patents granted and trademarks registered by the Patent Office.
- Licenses issued by the Internal Revenue Service for the furnishing of any service without charge is an appropriate courtesy.
- Local governments, in which case comparable fees are set on a reciprocal basis.
- The Dealing in Non-Com膜t Prohibitions.
- Airman certificates issued by the FAA.
- Certificates issued under the Pure Food and Drug Act.
- Licenses to classify, grade, or weigh agricultural products, issued by the Dept. of Agriculture.

The circular stated it does not cover either personal or property taxes, such as grazing permits or timber cutting permits, "or any activities of the legislative branch, the Judiciary, the municipal government of the District of Columbia or the Canal Zone government."

*Base for Fees*

The circular set forth in some detail the criteria to be used to "provide a system of fair and equitable fees."

1. **To the extent possible, each agency shall classify and schedule types of licensing proceedings into groups involving substantially comparative cost factors so as to obtain the basis for a general schedule.**

2. **In the absence of relatively little variation in the cost of individual proceedings of a given type, the fees shall be set at a uniform level so as to recover, modification, transfer, or termination of any license, permit, certificate, charter, registration, exemption, or similar form of authorization granted or otherwise provided by Federal agencies.**

3. **Where there is considerable variation in the cost of individual proceedings of a given type, the following principles shall apply:** (1) If it is possible to classify applications in advance on the basis of probable cost of the processing, especially by using suitable units of measurement, the agency shall establish a graduated fee scale based upon such classification. If it is not possible to classify the applications in advance, the agency shall establish a uniform fee design to recover as much as possible of the cost to the agency of processing such types, with minimal burdening to applicants in low-cost proceedings.

4. **Or in those in which fees, if established in accordance with subparagraphs a, b and c above, would not fully meet the policy set forth at the opening of this paragraph, or in which it appears to the agency that fees, if so established, would be less likely to be fair and equitable, the agency shall supplement these fees with a system of miscellaneous general fees to be paid annually by all parties holding such licenses.** These general fees might, for example, take the form of annual registration fees graduated in relation to volume of business, revenue, or other appropriate characteristics, with payment of such fees subject to such regulation in cases where annual fees are appropriate, the agency should seek such statutory authorization as may be necessary to impose such fees.

Among the costs of licensing to be considered, the Budget Bureau stated, are "direct labor costs of personnel assigned to carrying out the licensing activities full, part-time, or on a contractual basis. These include the costs of personnel assigned to processing applications, conducting hearings, publishing decisions, conducting staff analyses and making inspections or examinations directly related to the agency with jurisdiction, renewal, transfer or termination of a license."

Not to be included as costs, however, "are enforcement activities, rate regulation, denial proceedings instituted by the agency when inquiring, charges of misconduct, or revocation proceedings."

The Budget Bureau explained there may be cases in which the agency does not wish to recover fully or in part, the licensing costs. Specifically cited were the following.

- State or local governments or their agents when payments would be in the interest of the program or would conflict with the public interest.
- Foreign countries or international organizations.

- Offices, such as the acting chairman, the assistant chairman, and the solicitor, and the interest of the public in the full-cost recovery.

- The Budget Bureau explained that the agency does not wish to recover costs needed for these activities unless those costs are also perfunctory arrangements have been made to recover such costs. Additional costs shall be imposed when the agency, in its discretion, feels that full-cost recovery would, in fact, conflict with the public interest.

- Where the cost of the services to be rendered appears to be analogous to the cost of services provided by other similar public agencies or by private individuals.

- To be included in the cost of licensing are not limited to, the following: The types of activities covered include, "but are not limited to, the following:"

- Certificates of public convenience and necessity issued by the Interstate Commerce Commission, the FCC and the Federal Maritime Commission.
- Patents granted and trademarks registered by the Patent Office.
- Licenses issued by the Internal Revenue Service for the furnishing of any service without charge is an appropriate courtesy.
- Local governments, in which case comparable fees are set on a reciprocal basis.
- The Dealing in Non-Com膜t Prohibitions.
- Airman certificates issued by the FAA.
- Certificates issued under the Pure Food and Drug Act.
- Licenses to classify, grade, or weigh agricultural products, issued by the Dept. of Agriculture.

The circular stated it does not cover either personal or property taxes, such as grazing permits or timber cutting permits, "or any activities of the legislative branch, the Judiciary, the municipal government of the District of Columbia or the Canal Zone government."

**Hill Coverage Activity Expected by Radio, TV**

TELEVISION will be permitted to cover a Senate Judiciary subcommittee hearing on juvenile delinquency.

Sen. Robert C. Hendrickson (R-N. J.), subcommittee chairman, said he expected the hearing to be televised nationally. He said Sen. Thomas C. Hennings (D-Mo.), a subcommittee member, agreed with him that tv be permitted. "The problem is one on which the public should be informed," he said. Hendrickson added that the public hearing will open in Washington, D. C., Nov. 18. Hendrickson said no arrangements have been made yet for tv but he assumed the pickup would be carried by national network. FBI Director J. Edgar Hoover and other Federal officials are expected to testify but Sen. Hendrickson said no juveniles would be "exposed to the public scrutiny of our young people to public hearings," he said.

Meanwhile, radio and television coverage of a Senate hearing on Korean war atrocities is being planned for early December. Details have not been worked out. Sen. Charles E. Potter (R-Mich), acting chairman of a Senate Permanent Investigations subcommittee group is looking into charges of atrocities committed against U. S. war prisoners.
20th Post-Freeze TV Permit Returned to FCC by WHKP-TV

TWENTIETH post-freeze television permit was returned to FCC last week by uhf ch. 27 WHKP-TV Hendersonville, N.C., because of difficulty in obtaining network programs and change of interest on the part of national and regional advertisers. The station cited availability of uhf service as responsible.

B. M. Middleton, president and 25% owner, wrote the Commission that “this forces us, reluctantly, to conclude that a uhf station built here at the present time would not only show a financial loss from the start but would have little hope of breaking even in the foreseeable future.”

Summary of the 19 other post-thaw stations deleted follows:

Contending STA

KSTM-TV AGAIN BIDS FOR ST. LOUIS VHF

CONTENDING experience shows that the FCC policy to allocate uhf channels to established vhf markets tends to create a monopoly for vhf, KSTM-TV St. Louis, now operating on uhf ch. 36, re-filed its application last week for St. Louis uhf ch. 11, but this time seeks to establish the station in East St. Louis, III.

FCC dismissed the station's earlier ch. 11 bid because its rules preclude an existing outlet from filing another application in the same community, contending the KSTM-TV request amounted to abandonment of uhf [BT, Nov. 2].

KSTM-TV also has pending a rule-making petition seeking the substitution of four uhf channels at St. Louis for the two unassigned vhf chs. 4 and 11, alleging this will give competitive relief to uhf [BT, Oct. 19]. Now pending for ch. 11 are KMOX, WEW, 220 Television Inc. and St. Louis Amusement Co. KWK and KXOK seek ch. 4.

KSTM-TV explained that its East St. Louis ch. 11 bid is entitled to hearing under both FCC's rules and the Communications Act since it is not for the “same community” where it now operates. The station said its proposal meets the requirement of Sec. 307(b) of the Act calling for fair distribution of services.

WITH-TV Now Seeks Ch. 72

WITH-TV Baltimore petitioned FCC last week to allocate uhf ch. 72 there, contending it can make more effective and economic use of that facility than it can its authorized uhf ch. 60 because a channel spacing problem limits the locations where ch. 60 can be used in the Baltimore area. WITH-TV wants to use its present fm tower and transmitter facilities for tv. The station earlier asked FCC for change to uhf ch. 18, but this has been opposed by United Broadcasting Co. of Eastern Maryland, affiliated in ownership with WSID Baltimore, new ch. 18 applicant.

Broadcasting • Telecasting

November 9, 1953 • Page 53
"No, we don't recommend it for CITY driving!"

When you advertise in Kentucky, you don't have to hit the road and cover the wide open spaces. Most of the State's business is done within a gentle drive from WAVE's tower!

The Louisville Trading Area accounts for 51.3% of Kentucky's food sales...59.8% of its drug sales. WAVE covers this concentrated area thoroughly, and also tosses in a quarter-billion-dollar slice of Southern Indiana—all without waste, at budget-wise cost!

How about it—want to get going, now?

5000 WATTS

NBC AFFILIATE • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives

Page 54 • November 9, 1953
The world's most honored Television Station!

THE NATION'S TOP TELEVISION NEWS AWARD HAS Again BEEN WON BY MIAMI'S WTVJ

For the 2nd consecutive year the World-wide Radio-Television News Director's Association has recognized WTVJ's news coverage as the "outstanding Television news operation" in the nation.

Florida's First Television Station

Channel 4 WTVJ MIAMI
Have you noticed our clientele lately?

There's a distinctive, well-groomed air about the whole, handsome lot—and we're serving more of them all the time. (Mutual is the only shop in town doing more business than last year, for every month to date in '53.)

The cup rack over on the left reveals that 17 of the top 25 U.S. advertisers are regular patrons of this shop this year, compared to 11 a year ago.

But these top 17 comprise barely a fourth of our total customers: we're busy catering to folks in all sizes... including yours.

You'll like our special tonic of radio-flavored programming ($1,000,000 in new shows just added to a long-run lineup for listeners). You'll also benefit from our special home-town treatment (560 local experts, no waiting).

And the Master Barber himself, Mister PLUS, tends the cash register—where all our matchless facilities add up to the lowest costs anywhere.

Next!
GOVERNMENT

GOVERNMENT CENSORSHIP OF MEDIA EASED BY NEW EISENHOWER ORDER

More than two years of military-type censorship will come to an end on Dec. 15. Broadcast groups were in the forefront of the successful fight for greater freedom.

THE blanket censorship put into effect within the government two years ago has been wiped off the books by President Eisenhower.

Heeding loud protests by broadcasters, telecasters and allied organizations, the President signed a new order (EO 10290) Thursday afternoon. His action was taken following a lengthy study of the whole problem of required government sensitivity in information from enemy hands [BT, Nov. 2].

In signing the order President Eisenhower, a life-long military career man, threw out a military-type federal censorship imposed Sept. 24, 1951, in an order by former President Truman.

The new order, effective Dec. 15:

- Sharply limits the right to classify information so that the media will be rendered "Restricted" and a blanket device loosely applied to vast quantities of routine matter.
- Provides a continuing review of classified matter so citizens may know more about what their government is doing.
- Gives only the chairman of the FCC authority to classify FCC information, with no power to delegate this authority.
- Removes classification power from 28 federal agencies, including Federal Trade Commission, Interstate Commerce Commission and Securities & Exchange Commission.

NARTB, American Society of Newspaper Editors, Sigma Delta Chi, Radio-Television News Directors Assn. and many other organizations took an active part in the long battle to defeat the order. Basic research and spearheading of the campaign were in the hands of J. Russell Wiggins, managing editor of The Washington Post and chairman of the ASNE's Committee on Freedom of Information.

Details of the order were explained at the White House Thursday by Attorney General Herbert Brownell Jr., who had promised the RTNDA convention the previous week that the relief order would soon appear.

The Attorney General described the order as "clear recognition that our form of government requires that the public obtain a maximum amount of information, a free flow of facts about what the government is doing."

He credited radio, television and the press with helping cooperation in wiping out a form of censorship generally regarded by media as anti-democratic.

The "Restricted" label, he said, "covered just about anything that had to do with national security." He added that the old order contained "precise definitions," with the result that classification orders were affixed with great abandon and with little consideration for the public.

The system of continuing independent review provides for downgrading and declassification. It was explained at the White House this way:

"By more clearly defining the official information which will be classified, and by making the requirements of the defense interests of the United States the test as to whether, and how, information may be classified under the order, the danger of misuse of the order to hamper freedom of information, so vital to preservation of our form of government, is minimized."

A comparison of the order with an earlier draft published on June 17, 1953 [BT, June 22], will disclose a number of revisions. These have been adopted at the suggestion of various departments and agencies in the executive branch on the grounds of existing requirements for the safeguarding of defense information.

LICENSE PLAN

All interested parties had ample opportunity to file written comments and nothing could be brought out at a public hearing that could not have been better said in writing.

The Commission received only two protests to the three-year license proposal. These were from the American Veterans Committee and the San Francisco branch of the American Assn. of University Women. Comments in support were filed by ABC, CBS, DuMont, NBC, NARTB, Storer Broadcasting Co., WGN Chicago, WDEL, Wilmington, Del., WGAL Lancaster, Pa., WTOP Washington, the Washington Post Co. (WMBR Jacksonville, Fla.) and Associated Broadcasters Inc. (KSFO San Francisco).

Sec. 3.630 is amended to read as follows: § 3.630 Normal license period.—(a) All television broadcast stations will be issued for a normal license period of three years. Licenses will be for the full periods of license renewal beginning at Eastern Standard Time, in accordance with the following schedule and three-year intervals thereafter.

1Renewals of licenses will be granted for the period specified in the rule; Provided, however, that if, subsequent to the previous schedule to the above schedule the license for which a license is renewed is 6 months or less, the licensee may within the period 60 days to 30 days before the expiration date of such

renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next term which shall consist of (1) a request that its license be renewed forever, or (2) that a substantial change has been made in its operations or in its purpose for future its last renewal application; or if changes have been made which are not substantial, a statement of such changes;

(1) For stations located in Delaware and Pennsylvania, August 1, 1954.
(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
(3) For stations located in North Carolina, South Carolina, December 1, 1954.
(4) For stations located in Puerto Rico and Virgin Islands, February 1, 1955.
(5) For stations located in Tennessee, Kentucky, and Indiana, August 1, 1955, and a statement that the applicant waives any claim to the use of the frequency or the right to use of the same, whether by license or otherwise. Upon receipt of such statements, the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information, it may require the filing of renewal application (FCC Form 303).
(6) For stations located in Ohio and Michigan, October 1, 1955.
(7) For stations located in Illinois and Wisconsin, December 1, 1955.
(8) For stations located in Iowa and Missouri, August 1, 1955.
(9) For stations located in Indiana, Michigan, Ohio, Florida, Alabama, Tennessee, North Dakota, South Dakota, Montana, and Colorado, April 1, 1956.
(10) For stations located in Kansas, Oklahoma, North Carolina, and Texas, August 1, 1956.
(11) For stations located in Wyoming, Nebraska, Idaho, Utah, Arizona, New Mexico and Idaho, October 1, 1956.
(12) For stations located in California, December 1, 1955.
(14) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, Rhode Island, Vermont, April 1, 1957.
(15) For stations located in New York and New Jersey, December 1, 1954.

11 New Am Grants Announced by FCC

TOTAL of 11 new standard stations were authorized by FCC last week in what was the largest group of am grants for several months.

Two new stations were granted for Vero Beach, Fla., while other construction permits went to grantees in Madison, Ind.; Concordia, Mo.; Laramie, Wyo.; Philadelphia, Pa.; Milwaukee, Wis.; Loveland, Colo.; and Geor- gia. These stations were granted for Vero Beach, Fla., and Laramie, Wyo. These have been adopted at the suggestion of various departments and agencies in the executive branch on the grounds of existing requirements for the safeguarding of defense information.

FCC FINALIZES 3-YEAR

OVER renewed protest of Comr. Frieda B. Henancock, FCC last week made final its proposal to extend television license renewal periods to three years, eliminating the present requirement for annual filing of the renewal applications [BT, July 27].

The move is designed to ease administrative and economic burdens for both the Commission and tv licensees. To become effective 30 days after publication in the Federal Register, the change involves amendment of Sec. 3.630 of the Commission's rules.

Henceforth, television licenses will run for three years concurrent with existing am and fm licenses under the same ownership in a given area, as would associated auxiliary tv stations such as studio-transmitter links, remote pickups and intercity relays.

Comr. Henancock registered her initial dissent when the three-year license plan for tv was proposed. Interest in a factual study of television programming with the calling of a government-industry conference and ultimate "open public hearings."

In the event of a three-year renewal, the Commission majority found that a "formal hearing" would serve "no useful purpose at this time" since

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Broadcasting • Teletasking

Md. Channel Unopposed

UHF CH. 17 became unopposed for WTBO Cumberland, Md., last week as a competitive application by WTVI, which was dismissed by FCC at the request of Western Maryland Broadcasting Co., WDYK operator. The Commission deferred action on the WTVI bid pending submission of an amendment, which was filed later in the week.

Comr. Webster to Speak

FCC Comr. E. M. Webster is scheduled as a feature speaker in Boston Thursday at the fourth annual meeting of the Professional Group on Vehicular Communications of the Institute of Radio Engineers. Comr. Webster will speak on "A Commissioner's Reflections on the Mobile Radio Services."
DU MONT DELIVERS 25 KW TELEVISION TRANSMITTER TO THE NUMBER ONE POST-FREEZE STATION FOR GREATER COVERAGE...

for power PLUS performance!
for power PLUS economy!
for power PLUS dependability!

The greatest high power transmitter ever offered to television broadcasters. The new Du Mont 25 KW transmitter (low band) is designed for better television broadcasting. It incorporates more of everything the broadcaster wants. It's the PLUS 25 KW transmitter.
DU MONT TRANSMITTER PRODUCTION AT ALL-TIME HIGH

Accelerated production schedule to meet delivery commitments

"PRODUCTION of Du Mont television transmitters is running at an all-time high," quotes Herbert E. Taylor, Jr., Manager of the Du Mont Television Transmitter Division. "Both VHF and UHF models are being built to fill orders on schedule. Increased production rates are possible due to finalized designs in high power UHF and VHF models."

Mr. Taylor goes on to say, "Our policy has always been to be sure of the product before we produce it. This policy has necessitated long periods of engineering and development in the case of high power VHF and UHF transmitters. We know that our transmitters will provide the dependability, performance and operating economies that are required by the television broadcaster. Our equipment lives up to specifications and expectations when it is installed."

In reviewing the tremendous strides made in television station equipment during the past few years, Taylor pointed out, "The spirit of pioneering and integrity of workmanship and engineering is reflected in the new Du Mont 25 KW transmitter recently delivered to KFEL-TV. We at Du Mont are continually pioneering in all phases of television. This fact is witnessed by the revolutionary film scanner introduced over a year ago, and now available to broadcasters in a practical, commercial form. The dramatically new Du Mont 5 KW UHF transmitter design employing the Eimac Klystron is still another example of practical pioneering here at Du Mont."

The Du Mont Television Transmitter Division manufactures a complete line of television broadcasting equipment. Triple-duty image-orthicon camera chains, film systems, complete studio monitoring and control equipment, VHF and UHF transmitters are among the many items offered by Du Mont.

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Full-Power Factor in Time Sales-O’Fallon

GENE O’FALLON of KFEL-TV, AM, FM, Denver, Colo., reports that power is an important factor in time sales in television as well as AM and FM.

"Our experience in radio—both AM and FM, showed us that power played a very important part in selling time. We now know that power in television broadcasting plays as great a part, if not more, in selling time than it does in radio. The television audience is more critical than the radio audience.

"With the installation of our new Du Mont 25 KW transmitter and 6 bay antenna, we are servicing our area with the best possible signal. We enjoy loyalty among our viewers because they get a better picture. This loyalty is important to the time buyer. His sales message is seen and heard—because the people of the Denver area like the reception they get on channel 2, KFEL-TV."

---

Engineering Specs Available

COMPLETE engineering specifications on the new Du Mont 25 KW VHF transmitter are available upon request from the Television Transmitter Division, Allen B. Du Mont Laboratories, Inc., 1500 Main Avenue, Clifton, N. J. Specifications are furnished in book form and are arranged according to the FCC requirements of such information.
TOP PRODUCTION FACILITIES FOR KFEL-TV

Amazing growth of nation's first post-freeze station in 16 months of operation reported.

WHEN America's first post-freeze station KFEL-TV went on the air July 18, 1952 (seven days after the FCC granted a construction permit) the complete staff consisted of eight persons. In 16 months, operating space has been more than tripled.

Three Studios

KFEL-TV has two studios in use at all times. Studio "A" with 1,500 square feet of floor space and Studio "B" containing 1,000 square feet. Both studios are lighted with pantographs mounted to rails by rolling trolleys. Facilities for large sets, props and auto-mobile displays are available. The third studio at the Rainbow Ballroom is equipped for audience participation shows. The Rainbow Studio which is located one-half block from KFEL-TV's other studios has a seating capacity of over 2,000 persons. Two camera platforms are suspended from the ceiling to provide coverage of the entire 75 x 125 foot floor.

Live Facilities

KFEL-TV employs two complete field camera chains with dual cameras plus two permanently mounted cameras at the Rainbow Studio. In addition to the Television Zoomar Lens, primarily for sporting events and other outdoor functions, KFEL-TV has installed two Elettra-Zoom lenses for greater flexibility in staging studio programs. The ability to change the focal length or "zoom" permits the field of view to be continuously adjusted to fit varying and unexpected conditions of live action programming. A fifteen-inch telephoto lens is also put into use when needed.

Film Facilities

In the film projection room we find two film camera chains mounted on trolley tracks with pedestals modified for wheels for fast changeover in case of emergency. Two film projectors and one turret slide projector (2 x 2 feed) feed into one film camera while a Time and Weather multiscope employing 3 x 4 cards and ticker tape is utilized with the other film camera. For on-the-spot news and public interest coverage, KFEL-TV has available a Bell and Howell and a Bolex 16 mm silent camera and a 16 mm Auricon sound on film camera. Two Polaroid cameras and a 4 x 5 Speed Graflex are used for still pictures.

Du Mont-Equipped Station Roster Grows

"THE number of television stations utilizing Du Mont equipment is growing larger all the time," according to James B. Thrup, national sales manager of the Television Transmitter Division of the Allen B. Du Mont Laboratories, Inc. "More and more stations are realizing the inherent economies and fine performance of Du Mont transmitters, control equipment, cameras and antennas. We feel that the acceptance of Du Mont equipment is due to this exceptional dollar-for-dollar value represented in all Du Mont Broadcasting gear."

WITH the installation of the 25 KW Du Mont transmitter on August 20th, KFEL-TV reached the maximum power allowed by law of 100,000 watts on Channel 2. Definite improvement in the picture was noted locally while the fringe area was extended considerably. Performance of the transmitter, which will transmit color without modification, has lived up to every expectation. KFEL-TV covers Cheyenne, Wyoming (100 miles to the north), and viewers report good reception in Kansas, Nebraska and New Mexico.

Watching KFEL-TV's top power signal are left to right: Gene O'Fallon Jr., M. J. O'Fallon, Frank Bishop (standing), Brad Robinson, Bill Conklin, Gene O'Fallon (standing), Bob Hart and Harry Mack.

Denver Potential Great—Market Analysis Shows Heavy Sales

KFEL-TV, Channel 2, Denver, Colo., represented by Blair TV, Inc., offers the time buyer a very valuable circulation. Now operating at television's top power of 100,000 watts on Channel 2, KFEL-TV offers a blanket coverage of the Denver area, including all outlying districts.

According to Standard Rate and Data Service, Inc.'s CONSUMERS MARKETS, metropolitan Denver offers the advertiser the following:

Population .......................... 575,800
Households .......................... 175,630
Total Retail Sales ..................... $762,003,000
Food Group .......................... 153,003,000
General Merchandise ................. 197,015,000
Furniture-Appliances .................. 35,566,000
Automotive ......................... 135,116,000
Gasoline Service ..................... 37,718,000
Lumber-Hardware .................... 45,530,000
Drug & Proprietary .................... 35,245,000

Acclaims Trouble Shooting System

RHEAN CUNNINGHAM, Chief Engineer of KFEL-TV, acclaims the trouble-shooting system of the new Du Mont 25 KW television transmitter. "A breakdown is a serious occurrence—the audience is not patient. They switch to another channel very quickly, and we are out of the running for the duration of the program."

"With the efficient trouble-shooting system in our new Du Mont transmitter, we can locate and analyze any failure within a matter of seconds. We can get back on the air with little or no 'audience switch.'"

The trouble-shooting system in KFEL-TV's new transmitter is incorporated in all Du Mont VHF and UHF television transmitters.

Eimac's 4W20,000A, with indirectly heated thoriated tungsten cathode, final amplifier in the Du Mont 25 KW VHF-TV transmitter, is the highest-power member of the famous Eimac radial-beam power tetrode family. The tetrodes feature high power gain and low driving power requirements.

Eimac In Full Production

"TO MEET the demands of VHF-TV and other electronic applications, Eimac 4W20,000A radial-beam power tetrodes are in full production at our San Bruno plant," states Gordon Howes, Director of Factory Engineering of Eitel-McCullough, Inc.

Highest power member of the famous Eimac radial-beam power tetrode line, the 4W20,000A combines the latest developments in electron-power tube research and production techniques.

In VHF-TV operation through channel 13 the 4W20,000A easily delivers a peak sync power output of 25 KW with only 500 watts driving power. This high power gain and low driving power requirement are inherent features of Eimac tetrodes.

"Through Eimac research is applying rugged ceramics to electron-power tube construction we have been able to incorporate a ceramic envelope in the 4W20,000A which minimizes RF losses and increases operational life," explains Howes.
Eimac 4W20,000A gives 25 kw peak sync power output through channel 13 with only 500 watts driving power.

TYPICAL OPERATION
Class-B Linear Amplifier—Television Visual Service
(Per tube, 5 mc bandwidth, 216 mc.)

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</tbody>
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FOR THREE YEARS THE EIMAC 4W20,000A has been proving itself an outstanding power tube in a variety of electronic applications. In VHF-TV operation it gives an easy 25 kw peak sync power output with only 500 watts driving power. This high power output with low driving power requirements is typical of Eimac radial-beam power tetrodes. Rugged 4W20,000A construction includes a ceramic envelope that minimizes losses and increases operational life. In pulse service, FM and TV operation the 4W20,000A is the only time proved tetrode in its power class.

Information about the 4W20,000A or any of Eimac's complete line of electron power tubes can be obtained by writing our Application Engineering department.
KAKE PROPOSED FOR WICHITA TV

Initial decision would deny rival Mid-Continent Television.

INITIAL decision proposing to grant KAKE Wichita, Kan., a new tv station on vhf ch. 10, was issued last week by FCC Hearing Examiner Hugh B. Hutchison.

The proposal found each of the applicants, Mid-Continent Television Inc. and KAKE legally, financially and technically qualified. The initial decision concluded that Mid-Continent proposals were superior with respect to training and experience of key staff members, the size of such staff, studio facilities, equipment and its more careful, detailed and advanced planning with respect to props, sets and production schedules.

Notwithstanding the above advantages, the initial decision concluded that preference must be given to KAKE on grounds of better integration of local ownership and management and greater participation in public service and community affairs.

Principal in KAKE are President Mark H. Adams (12.5%), local attorney; Vice President H. E. Zoller (24%), independent oil operator; Secretary Richard B. Doodam (15%), retail drug stores; Treasurer Charles E. Jones (12.5%), local attorney; Dwight Mercer Rounds (10%), lumber, and Owen McCleven (10%), dairy products.

Mid-Continent is composed of President Theodore Gore (19%), oil production; Vice President George H. Bruce (4%), oil; Vice President and Assistant Secretary Lloyd R. Pedrelli (4%), oil and retail electrical appliances; Vice President Sam Bloomfield (4%), aircraft manufacturing; Secretary H. R. Word (17%), oil production; Treasurer A. M. Smith, oil; and Sherrill C. Corwin (24%), California theaters owner.

Amarillo, Portland
Tv Grants in Sight

PROSPECTS for the granting of new tv stations on vhf ch. 13 at Portland, Me., and vhf ch. 7 at Amarillo, Tex., became evident last week as petitions were presented for dismissal of competing applications in both cities.

At Portland, Murray Carpenter & Assoc. asked dismissal of its bid for ch. 13 there, which would leave uncontented the ch. 13 application of Guy Gannett Broadcasting Services' WGAN Portland. Action is expected this week on the petition which explains that "applicant's efforts to secure financial assistance for the Portland project were unsuccessful."

Mr. Carpenter meanwhile has reported his intention to purchase WGYU Bangor, Me., from the Gannett interests and to file an application for vhf ch. 2 in Bangor, his home town. It is understood the WGYU purchase price is $45,000.

At Amarillo, Motions Comr. Robert T. Bartley on Tuesday granted dismissal pleas by Texas Telecasting Co. and Panhandle Television Co., leaving Plains Empire Broadcasting Co., licensee of KLYN Amarillo, as sole survivor for ch. 7.

Both the WGAN and KLYN applications will remain in hearing status before the same examiner, Claire W. Hardy, who will prepare initial decisions in the two cases.

FCC to Deny Bids If Rules Conflict

IN A MOVE to cut down on excess television and other applications, FCC last week amended Sec. 1.361 of its rules so as to preclude the filing of applications which are in conflict with the Commission's rules even though they might be accompanied by petitions for changes in such rules.

Bids which are affected include those by existing uhf stations seeking a local vhf channel while still retaining their uhf franchise, applications in excess of the maximum limits for stations under common ownership and requests involving minimum mileage separation requirements for tv.

The change is to become effective Nov. 13 after publication in the Federal Register. FCC believes it "will promote more orderly procedure and particularly, will eliminate the pendency before the Commission of applications which cannot be acted upon for extended periods because of their interrelation with complex, unresolved rule making proceedings."

In specific application, the Commission will be able to refuse acceptance of a new television bid from a firm which has four stations plus an application for a fifth outlet already on file. However, the provision is not retroactive to applications now pending if they are accompanied by the proper petition for rule making.

Subsection (c) of rule 1.361 is amended as follows:

(c) Applications which, because of the nature of the particular rule, regulation, or requirement involved, are patently not in accordance with the Commission's rules, regulations, or other requirements will be considered defective and will be dismissed unless accompanied by a request of applicant for review of, or exception to, any rule, regulation, or requirement with which the application is in conflict. Such requests shall show the nature of the waiver or exception desired and set forth the reasons in support thereof."

Bell Granted Microwave Relay
For Community Tv Service

FIRST grant to a Bell System company to set up a microwave relay system to bring tv signals to a community television operator was granted last week by the FCC.

Grant authorized Mountain States Telephone & Telegraph Co. to establish a common carrier microwave link between Laramie and Casper, Wyo., 118 miles apart. At Laramie, Community Television Systems of Wyoming Inc. will establish a high-gain, directional receiving antenna to pick up Denver tv signals, 118 miles away. At Casper, CTX plans to distribute them to subscribers.

Conditions imposed on the Mountain States grant were concerned with certain tariff provisions, it was understood.

WJNO GETS GRANT; TWO EDUC. AWARDED

FOLLOWING a merger with competitive applicant WJNO West Palm Beach, Fla., Palm Beach Television Inc. was granted vhf ch. 5 by FCC last week. Noncommercial educational grants went to the U. of Michigan for vhf ch. 26 at Ann Arbor and the U. of Illinois for vhf ch. 12 at Champaign, Ill.

Palm Beach Television, owned 20% by President William H. Cooke and 20% by Washington attorney Theodore Granik, has given 50% interest to WJNO Inc. Secretary-treasurer of the grantee is Jeanne F. Cooke, wife of the firm's president and daughter of RCA President Frank M. Folsom. Mr. Granik produces American Forum of the Air on NBC, radio and tv.

In the merger transaction, the subscription rights of James Robert Meachem for a 9% holding were purchased by the grantee for $20,000. This also covered cancellation of an employment contract. Mr. Meachem owns WEAT Lake Worth, Fla., and WELM Elmira, N. Y.

Comrs. Frieda B. Hennock and Robert T. Bartley dissented from the 5 merger grant on the grounds that the consideration paid to Mr. Meachem was excessive.

Only a combination of stations can cover Georgia's major markets.

WAGA ATLANTA
5000 w 590 kc CBS Radio
WMAZ MACON
10,000 w 940 kc CBS Radio
WTGC SAVANNAH
3000 w 1290 kc CBS Radio

The Georgia Trio
represented individually
and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

November 9, 1953 • Page 63
MEMO TO: All ad agency television and radio people . . . all advertising personnel of companies using television or radio.

FROM: KSBW-TV - KMBY-TV . . . . . . . . . . CHANNEL 8, Salinas-Monterey, California.

SUBJECT: "NAME THIS MARKET" CONTEST

You name it - and win a prize! $1,000 hard, cold cash if you come up with the name selected! We've racked (wrecked?) our brains for the all-inclusive name to most aptly describe this metropolitan market.

Seven basic towns, clustered in the Salinas Valley and Monterey Bay area, shut off by mountains (you know what that means in TV!) depend on CHANNEL 8 for television. It's separate and apart from any other California region . . . . a strong market by itself. It cannot be served from without. It must be served from within.

Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville, Santa Cruz - with a population of over 250,000; retail sales, $269,000,000; spendable income, $356,000,000 . . . . plus the others served . . . make a "MUST BUY" for sales in California.

Name it, and win:
1st Prize . . . . $1,000
2nd Prize . . . . $500
3rd Prize . . . . $250
4th Prize . . . . $100
5th Prize . . . . $50
6th Prize . . . . $50
7th Prize . . . . $50

Send to CHANNEL 8. Entries must be in by December 31, 1953, accompanied by 50 words or less as to why you selected the name. All entries become the property of Channel 8. Prizes will be awarded in January (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

$2,000 IN PRIZES

F&P CLINIC COVERS SPOT RADIO, VIDEO

Three-day Chicago clinic studies a multitude of broadcasters' problems. Participants: 108 station personnel, 36 representative executives.

WAYS and means of making spot radio and TV more profitable for advertisers and their agencies, as well as broadcasters, were thoroughly canvassed at a three-day sales clinic held by Free & Peters, national station representative firm, at Chicago's Edgewater Beach Hotel last week.

The clinic was hailed by station executives and F & P representatives alike as very gratifying, with an enlightening exchange of views on rates, audience promotion, surveys, sales promotion, programming, traffic and sales service and merchandising. The meetings were abundant with case histories.

The closed-door clinic was similar to one held by Free & Peters three years ago, but more representative of station operation, with program and promotion managers participating. About 108 broadcast station personnel joined with 36 station representative executives. There were separate sessions for radio and television.

It was emphasized that participants did not reach any definitive conclusions on various phases of station operation but merely "let down their hair" on problems of mutual concern among non-competitive stations.

Free & Peters representatives from New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco met with station policy-makers on the common ground of seeking more profitable enterprise, with the F & P men serving as moderators on all panels.

H. Preston Peters, Free & Peters president, opened the clinic Tuesday morning, outlining objectives, with the day's sessions devoted solely to radio. Viewpoints of the advertiser, his agency and the broadcast industry dominated the opening meeting. Participants included Alfred C. Waack, advertising director, Household Finance Corp., Dick Grahl, William Esty Co., New York, and Kevin Sweeney, BAB. Mr. Sweeney stressed the importance of an aggressive station sales policy and effective
WITV

High Power
(430,000 Watts ERP authorized)

High Tower
(762 Feet overall)
Television's first long oval pattern directional antenna... beam-ed to-population along Florida's Billion-Dollar-A-Year GOLD COAST MARKET.

Top Programs from
ABC and DuMont NETWORKS
Out-of-door Live Shows daily from Florida's first outdoor TV Studio. Complete indoor studio facilities in Florida's first studio-transmitter building designed exclusively for TV. Outstanding films including Unity "1001" and "plus 80", first run for Miami-Fort Lauderdale area.

Studio-Transmitter location—
Hallandale Beach Blvd. & N. E. 4th Ave., Hollywood, Florida

National Sales Representatives
O. L. TAYLOR CO.
WITV Sales Offices:
Professional Bldg.,
Miami 32, Florida

Grade A—Nov. 1953
Grade A—Feb. 1954
Grade B—1954

Population in area shown — over 800,000 Year 'Round. Plus Miami area's 2½ million visitors spending $50 million dollars in 7 months season.

National Rank—Miami (Dade County) 27th in population! 26th in retail sales! 12th in drug store sales.

Source: Sales Management

November 9, 1953 • Page 65
management. He explained that what's good for the station is usually good for the advertiser and his agency alike. Mr. Waack traced the history of his firm's use of radio. He said Household has found spot broadcasting very important because of marketing factors. Mr. Grahl talked on cost-per-thousand factors from the viewpoint of the agency timebuyer.

A rate panel reviewed the 1950 clinic discussions on rate card formats, cash discount, annual rebates, P.I. deals, rate-cutting and the continuing discount policy rate protection. Special packages also were discussed along with quantity discounts based on frequency of spots.

A departure from the 1950 clinic—and attesting to the importance of the subject—was a split of promotion into audience and sales. Merchandising, a controversial subject in its own right, also arose. It was brought out that advertisers are generally suspicious of some merchandising plans using performance rather than claims as the criterion.

Theme of the audience panel was "Convincing More People More Often to Listen to More Programs on My Station," with Frank Woodruff and Jack Thompson serving as moderators. Methods of building a station into a community institution and creating and holding a loyal audience were canvassed.

The confused survey picture in radio also was explored at another session. Discussions centered on the "decreasing acceptance" of Hooper ratings and the emergence of Pulse studies. Some stations are using mail maps to good advantage and some have become so confused about the current survey picture that they are conducting surveys in quest of reliable audience coverage data for today's selling, it was brought out. John A. Cory and Hal Hoag led the panel.

Means of promoting stations to advertisers at the local and national levels were reviewed during a sales promotion panel under Mr. Woodruff and Dan Moseley. Tom Barnes, WDAY Fargo, N. D., recounted how aggressive audience promotion had pulled up his station's Hooper ratings. Fred Nahas, general manager, KXYZ Houston, stressed personalities as a means of establishing a station in the hearts of its community.

The radio clinic continued Wednesday with procedures used in selling and servicing a national spot schedule. Merchandising commanded a separate session Wednesday in terms of what it means to F & P stations in selling more national spot radio. Stations gave case histories on various forms of merchandising.
services, showing how they (1) increased new business; (2) increased present schedules, and (3) aided in obtaining renewals. Art Bagge and Ray Neihengen moderated.

Jones Scovern and Bill Bryan presided over a Wednesday panel designed to point out how local programming gets more national spot dollars directly and indirectly through its influence on station audience share. Examples of local shows which have licked competition and brought in substantial revenue were offered.

The tv session brought together Bob Anderson, BBDO, Arthur Porter, Leo Burnett Co., and John Crandall, Sherman & Marquette, for a discussion on the agency's place in the media. Mr. Anderson discussed cooperative auto funds; Mr. Porter, traffic system views, and Mr. Crandall, budgets and markets.

Sales Service
Sales service was emphasized throughout the sessions. Selection of media, cost estimating and cost of spot television to an agency were broached.

Other topics at the tv clinic were programming, sales and audience promotion and merchandising.

Programming unit took up feature films, library deals, packages, local news, women's shows and other subjects, with considerations for both live and film programming.

Likewise various phases of promotion—national sales, trade journal space, station presentations, audience promotion, merchandising—were thoroughly explored and embellished with case histories.

Clinic closed Wednesday with a cocktail party and informal dinner given by Free & Peters.

Newark's WVNJ, WNJR
Switch Ownership

WVNJ and WNJR Newark were to begin broadcasting yesterday (Sunday) under their new ownerships, following FCC approval of the sale of WNJR by the Newark News to Rollins Broadcasting Co. and of the News purchase of WVNJ from Newark Broadcasting Corp. Both stations operate fulltime with 5 kw, WVNJ on 620 kc and WNJR on 1430 kc.

WVNJ will operate from studios and offices formerly occupied by WNJR. Harry D. Goodman, former general manager of WNJR, will serve in the same capacity at WVNJ. Ivon B. Newman, vice president of WVNJ under its former owner, will be director of sales. Peter Testan, chief engineer of WNJR, assumes that title at WVNJ. A complete integration of other members of the staffs of these two Newark studios has been accomplished, they report.

Albert R. Lanthear, former vice president of United Broadcasting Co., owner of stations in Baltimore, Cleveland, Richmond, Hagerstown, Md., Rockville, Md., and Washington, has joined WNJR as general manager. Station is inaugurating a new programming policy, directed exclusively at the Negro population of the New York-New Jersey metropolitan area, said to be the first station in this locality to go to complete Negro-audience programming.

WNJR is establishing studios and offices at its transmitter site on Route 22. Both stations, to avoid confusion among clients and agencies, are retaining the telephone numbers associated with their call letters—WNJR at Market 3-2700; WVNJ at Mitchell 3-7600, both Newark numbers.
POLICE ARREST IN L. A. ‘BAIT’ AD

AFTRA defends announcer, contending responsibility for commercials' content does not belong to him.

LOS ANGELES city officials last week issued a warning that prosecution will follow if that city's television stations continue deceptive advertising after the arrest earlier of a KTTV (TV) Hollywood announcer who is charged with fraud in delivering commercials for a vacuum cleaner company.

The announcer, William Griffith, and three men connected with the vacuum cleaner firm were arrested by a city police bunco squad after complaints of "switches" were received. Dan J. Whiteside, chief deputy city attorney, warned that stations should check advertisers' claims, declaring that violators will be prosecuted under a state law prohibiting false advertising if misleading commercials aren't eliminated.

Bernard H. Linden, FCC engineer in charge of the Southern California area, who said his office also has received complaints, indicated federal action may be taken if stations do not correct the situation.

Meanwhile, AFTRA's Hollywood board of directors last week voted unanimous support to Mr. Griffith, terming the police charges as "rank injustice," and contending Mr. Griffith was employed by an advertising agency to deliver commercials the agency wrote and that an announcer is not responsible for the content of copy given him to read.

The union maintained Mr. Griffith received no complaints that the sponsor had failed to fulfill promises made in the commercials and that the agency had hired other announcers to read the same messages on other TV stations.

Complaints to FTC

The Federal Trade Commission has acted on a number of complaints involving "baht" advertising of "reconditioned" and new vacuum cleaners and sewing machines on radio, TV and newspapers, and FCC spokesmen have indicated complaints the Commission has received about misleading radio-TV advertising are considered sufficient to warrant license renewal hearings for the stations involved [B&T, May 4, et seq.]. The FTC actions have been directed against bait advertising on radio-TV making phony offers of vacuum cleaners and sewing machines at ridiculous prices to gain entrance into the home for salesmen who high pressure the prospect into buying an overpriced or inferior product. The FTC charged other firms with failing to disclose the origin of foreign-made sewing machines.

The statements by Mr. Whiteside and Mr. Linden followed a meeting Wednesday at the Los Angeles City Hall at which representatives of the police bunco detail, the city attorney's office and the FCC met with station executives to discuss numerous complaints received and how to correct them.

The U. S. Attorney's Office for the District of Columbia indicated several weeks ago that radio and TV stations and newspapers may be prosecuted under a D. C. criminal law against false advertising if bait advertising continues in that area [CLOSED CIRCUIT, Sept. 28]. Consternation was expressed over the number of out-of-court settlements made before prosecution could be begun against bait advertisers.
THE PUGET SOUND AREA CANNOT BE PURCHASED BY BUYING ONE CITY ALONE

The Grade A Contour of KTNT-TV completely encompasses the entire city limits of:

SEATTLE
TACOMA
BREMERTON
OLYMPIA

KTNT-TV
CHANNEL 11
125,000 WATTS
Affiliated with CBS & Dumont Television Networks
Represented Nationally by Weed Television

KTNT-TV AREA
QUICK FACTS AND FIGURES

Population Distribution

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Seattle</td>
<td>37.65%</td>
</tr>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td>TOTAL (1,250,000)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contour covers over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people
TWO VHF, ONE UHF DEBUT DURING WEEK

THREE more tv stations, two vhf and a uhf, went on the air last week, bringing home video outlets to Bloomington and Champaign, Ill., Columbia, S. C., got its third station but first vhf signal in an area already covered by two uhfs.

The stations that went on the air last week were:

WBLN (TV) Bloomington, Ill., uhf ch. 15, represented by Joseph McIlvira Inc.
WCIA (TV) Champaign, Ill., uhf ch. 3, represented by George P. Hollingbery Co.
WIS-TV Columbia, S. C., vhf ch. 10 (NBC), represented by Free & Peters Inc.

Serving the twin cities of Bloomington-
Normal, Ill. (combined population 50,000), WBLN Bloomington has sold enough time to begin operations "in the black" on uhf ch. 15, the station reported.

KFYR-TV Bismarck, N. D. (vhf ch. 5) has received approval from the North Dakota State Board of Administration for installation of a temporary antenna atop the 19-story State Capitol Bldg., enabling the station to start telecasts early in December, the station announced.

A delay in the arrival of its 12 kw amplifier has forced KFVU (TV) Stockton, Calif., to postpone its starting date on uhf ch. 36, Knox LaRue, general manager, reported. The station was due to begin operation Nov. 7.

KQTV (TV) Fort Dodge, Iowa (vhf ch. 21) is now on test pattern. This is the first uhf station in Iowa and expects to begin commercial programming Nov. 30, Ed Breen, president-general manager, reported.

Scheduled to begin programming Dec. 15, WWTV (TV) Cadillac, Mich. (vhf ch. 13) is sending six local "queens" to New York for a week to tell the "Northern Michigan Story" to advertising agencies there, the station announced. WWTV is a primary CBS station but is also affiliated with DuMont and ABC.

KTVQ (TV) Oklahoma City made its official commercial debut Nov. 1 on uhf ch. 25. The first uhf station in the Plains country is receiving reports of a clear signal 100 miles away, John Esau, president, reported.

Making its target date of Nov. 1, KLZ-TV Denver (vhf ch. 7) reported that strong signals, both audio and video, were received 125 miles north and 80 miles south of the station, Lewis Thomas, promotion manager, said.

Stations due on the air in the next 30 days are:

CALIFORNIA
KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).
KTVU (TV) Oakland, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 30.
KCCO-TY Tucson, uhf ch. 7 (DuMont), represented by Forjoe TV Inc., Nov. 9.

FLORIDA
WITV (TVI) Fort Lauderdale, uhf ch. 17 (Du-
Mont), represented by O. L. Taylor Co., Nov. 30.
KCHI (TVI) Panama City, ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 15.

GEORGIA
WBIC-TV Augusta, vhf ch. 6 (ABC, NBC), re-
presented by George P. Hollingbery Co., Nov. 28.
WHLB-TV Columbus, uhf ch. 4, represented by George P. Hollingbery Co., Nov. 15.
WOOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO
KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

ILLINOIS
WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA
WFIE (TV) Evansville, uhf ch. 6, represented by O. L. Taylor Co., Nov. 15 (granted STA Aug. 6).
WKRC-TV Fort Wayne, uhf ch. 33 (NBC), re-
presented by Paul H. Raymer Co., Nov. 15.

IOWA
KQTV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co., Nov. 11.
KQTV (TV) Fort Dodge, uhf ch. 21, represented by Walker Representation Co., Nov. 15.

BROADCASTING • TELECASTING
MARY HAS ROOM FOR ONE MORE ADVERTISER!

Sell Your Product on "Mary McAdoo At Home" —Highest-Rated Local-Live Women's Show in Los Angeles!

For 3 years the Security-First National Bank of Los Angeles has achieved remarkable tested results from the "Mary McAdoo at Home" TV program. And the Pfaff Sewing Machine Distributor in the Southwest is now in its third 26-week cycle of sponsorship. A third segment of this program is now available! Mary McAdoo, gracious hostess, welcomes famous people from the fields of Art, Science, Literature, Education, Fashion, Medicine, etc. She demonstrates the art of happy home life to a loyal, receptive audience...so loyal that this is the highest-rated, local-live women's show in Los Angeles!

CO-SPONSOR 1 SAYS—
"Bank customers of 15 and 25-years' standing have requested 8,500 I.D. cards offered exclusively on 'Mary McAdoo at Home.' We are consistently pleased with the fine response obtained from this show."

Security-First National Bank of Los Angeles

CO-SPONSOR 2 SAYS—
"Almost all of the 100 Pfaff Sewing Machine distributors in Southern California report that 'Mary McAdoo at Home' has created more floor traffic and home demonstrations than any other single form of advertising we have used."

A. C. Weber & Co.
Pfaff Distributor

LET MARY SELL YOUR PRODUCT HERE

"Mary McAdoo at Home" is televised over KNBH on Monday, Wednesday and Friday, 1:00 - 1:30 p.m. Here is your opportunity to televise your sales story in top company, on a top-rated quality program. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.
maximum TOWER HEIGHT
maximum POWER
maximum RESULTS
coming to WTAR-TV JANUARY FIRST

Our new 1049-foot tower and 100,000 watts power will give advertisers the only total primary coverage of America's Miracle Market—Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous area of Tidewater Virginia and North Carolina.

<table>
<thead>
<tr>
<th></th>
<th>Within Grade A</th>
<th>Within Grade A and Grade B</th>
<th>Within Grade A, Grade B and 100 mv Line</th>
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<tbody>
<tr>
<td>Population...</td>
<td>784,880</td>
<td>1,154,000</td>
<td>1,600,400</td>
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<tr>
<td>Effective Buying Income</td>
<td>$1,073,371,850</td>
<td>$1,416,188,000</td>
<td>$2,040,385,800</td>
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<tr>
<td>Retail Sales...</td>
<td>$702,270,950</td>
<td>$916,855,950</td>
<td>$1,498,713,055</td>
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<tr>
<td>Families in Area</td>
<td>207,025</td>
<td>285,855</td>
<td>418,335</td>
</tr>
</tbody>
</table>

Data from SALES MANAGEMENT'S Survey of Buying Power, May 10, 1953.

WTAR-TV
Norfolk

by John E. Pearson TV Inc., Nov. 30.
KWWL-TV Waterloo, uhf ch. 7 (NBC, DuMont), represented by Headley & Reed, Nov. 26.
KANSAS
KOAM-TV Pittsburg, uhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 17.
WBW-TV Topeka, uhf ch. 13 (CBS), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).
LOUISIANA
KTQG (TV) Lake Charles, uhf ch. 7 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Nov. 15.
MASSACHUSETTS
WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymond Co., Nov. 15.
MISSISSIPPI
WCOC-TV Meridian, uhf ch. 30, Nov. 15.
MISOURI
KACY (TV) Festus, uhf ch. 14, November '53.
MONTANA
KOOK-TV Billings, uhf ch. 2 (CBS, DuMont), Nov. 9 (granted STA Aug. 11).
XFSH-TV Great Falls, uhf ch. 8 (CBS), represented by Weed TV Inc., November '53.
NEBRASKA
KJOL-TV Kearney, uhf ch. 13 (CBS, DuMont), represented by Meekker TV Inc., Nov. 13 (granted STA Oct. 29).
NORTH CAROLINA
WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Nov. 15.
WNCT (TV) Greenville, uhf ch. 9 (CBS, DuMont), represented by John E. Pearson TV Inc., Nov. 15.
OKLAHOMA
KCET (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Nov. 14.
PENNSYLVANIA
WROW-TV York, uhf ch. 46 (DuMont), represented by George P. Hollingbery Co., Nov. 5.
TENNESSEE
WBIX-TV Nashville, uhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. 15 (granted STA Sept. 9).
TEXAS
KMD (TV) Midland, uhf ch. 2, Nov. 15.
KRCV-TV Westaco, uhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 29.
VIRGINIA
WTOP-TV Norfolk, uhf ch. 37 (ABC, DuMont), represented by Forhouse TV Inc., Nov. 23 (granted STA Oct. 16).
WISCONSIN
WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., November '53.
ALASKA
KFTP (TV) Anchorage, uhf ch. 2 (ABC, CBS), Nov. 13 (granted STA Sept. 29).

WLW SALES POST-GOES TO FRANCO

THE APPOINTMENT of Carlos A. Franco, veteran advertising executive, as general sales manager for WLW Cincinnati was announced last week by Robert E. Dunville, president of Crosley Broadcasting Corp. Mr. Franco's wide experience in the agency and allied fields will permit "additional service to be rendered WLW clients," Mr. Dunville said.

The new sales manager was with Young & Rubicam as executive and stockholder from 1935 to 1949 when that firm was one of the major buyers of time, the announcement said. He also served with the Kudner Agency and William H. Weintraub Co., prior to joining Crosley earlier this year as general consultant.

To assist clients, Mr. Franco's principal office will be moved from Cincinnati to New York.

His service to the advertising industry earned for him the chairmanship of the Radio-TV Committee of the American Association of Advertising Agencies and appointment as consultant for the Inter-American Committee, headed by Nelson Rockefeller.
which one
will make
the sale?

We can't tell you his name. But you can be sure he's the salesman best equipped to understand the problem—and best able to give the buyer a profitable answer.

Specialization is today's key to successful selling. That's why we maintain that quality TV station representation demands exclusive attention, uncompromised by demands of other media. Television is that important.

(... don't try to guess which hat above belongs to the Harrington, Righter and Parsons man. He made his call ahead of the pack, and probably added to the spot billing of the distinguished TV 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
WDIF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
LOCAL STATIONS AIR ELECTION RETURNS

Results of elections in New York, New Jersey and Pennsylvania were given comprehensive coverage by local stations.

ELECTION DAY last Tuesday proved mostly to be a local affair, with stations on the scene providing comprehensive coverage while across the country radio-tv emphasis was put on polling results which seemed to mark a trend.

New York metropolitan area activities that day were covered by stations in New York, New Jersey and Connecticut, starting about 7:30 p.m. EST with bulletins interrupting regular programs. Recapitulations were given later, stations cancelled programs and carried analyses and commentary from headquarters' points of the various candidates.

Among stations reporting continuous coverage to B*T were WNYC-AM-FM, WNEW and WOR, all New York. City-owned WNYC operated 7-10 p.m. with its fm station carrying on 10-10:55 p.m. because of FCC limitations on the am operating hours. WNEW carried election information 8-11 p.m. and election inserts through the night. WOR was on the air with results and comment from 8 p.m. until shortly after midnight.

Advertisers of election night programming included Hebrew National Kosher Meat Products on WCBS, WABC and WOR, all New York; Premiere Anti-Freeze on WNET (TV) New York and WNBC-AM-TV New Haven; Cheek Full O' Nuts on WNBC New York; Beacon Co. on WAND (TV) New York; and the National Carbon Co. on WPIX (TV) New York.

In Pennsylvania, Rube Werling, WBIG Philadelphia production manager, was elected a member of the Council of Shalfont. Among Quaker City stations active in election coverage were KYW with recorded interviews of leading political figures, results of the New York mayoralty race and a live pickup of the New Jersey governorship battle; WPTZ (TV) with a 15-minute show carried 11:20 p.m., Dick McCutchen on camera; WCAU-TV with an 11 p.m. show conducted by John Facenda; WCAU with returns every 15 minutes and direct hook-up to party headquarters; WIBG with latest returns interrupting normal programming and WPEN cutting in to programs from 8 p.m. to 2 a.m. John Franklin and John Raleigh shared broadcast in KYW's coverage while at WPEN Jules Rind and Sam Elber handled returns for announcer J. V. Boller.

WFIL-AM-TV coverage in Philadelphia was featured by a special Election Party from 8 to 11 p.m. with newscaster John Roberts assisting Charles H. Harrison, director of news and special events. On radio, Shelly Gross gave the returns while Mr. Harrison handled tv. Election data of regional races were compiled at the Philadelphia Inquirer and relayed to the stations' audiences.

Paul Sullivan did the commentating and analyses at WIP where returns were compiled under direction of Program Director Murray Arnold and Station Director of Special Events Sam Serota.

In New Jersey, WTTM Trenton claimed an exclusive victory statement from Democratic Governor-designate Robert B. Meyner at 11:36 p.m. by direct wire from his home in Phillipsburg, N.J. Later, NBC received the statement. At 12:10 a.m., the station aired the conceding of election by the defeated Republican Paul L. Trousdale.

WSRS Sets Up Interurban Network on Local Affairs

AN "Interurban Radio Network" taking in the key suburbs of Greater Cleveland has been set up by WSRS Cleveland, Ohio, to provide direct broadcasts from city council halls and council chambers. WSRS permanently installed amplifiers, microphones and broadcast lines. Communities may broadcast simply by dialing WSRS, the station explains.

Initial broadcast took place a week ago Sunday with several hours devoted to reports by dignitaries of the various municipalities taking

**WORTH WAITING FOR!**

On the air Christmas Eve...

...NBC FULL 100kw POWER CHOICE CHANNEL 4

The Denver Picture

CALL PETRY

Page 74 • November 9, 1953
Hayes Denies CBS Control of WTOP in Letter to SRA

CBS has no control, "actual or imaginary," over WTOP-AM-TV Washington nor does it have any say in the management of the station, John S. Hayes, president of WTOP Inc. and radio-tv vice president of Washington Post Co., operating the station, wrote T. F. Flanagan, managing director of Station Representatives Assn., Thursday in reply to charges the latter made to the Radio & Television Executives Society.

Mr. Hayes outlined the WTOP-CBS relationship this way:

The Washington Post Co. owns, and votes, 55% of the stock of WTOP Inc. In addition, through a voting trust agreement, Philip L. Graham, president of The Washington Post Co., votes the stock which is owned by CBS. CBS exercises no control, actual or imaginary, over WTOP Inc., nor over the management of WTOP Radio and WTOP-TV.

WTOP Inc. chose CBS Radio Spot Sales and CBS Television Spot Sales to represent its stations nationally because, and only because, WTOP Inc. determined independently that it desired such representation. WTOP Inc. continues this representation because, in its judgment, CBS Radio and Television Spot Sales continue to offer a most successful national representation.

In Jacksonville, Fla., The Washington Post Co. is itself the licensee of WMBR radio and WMBR-TV. CBS has no interest, direct or indirect, in their management. They were purchased by The Washington Post Co. alone and CBS had nothing to do, officially or otherwise, with its decision to buy them. Both were already basic CBS affiliates upon their purchase.

When The Washington Post Co. assumed control of them, it decided entirely on its own initiative to cancel their then-current representation agreements and to approach CBS Spot Sales divisions with a request that they undertake national representation of these stations. CBS acceded to this request. At no time did CBS either solicit or request such national representation. The decision of The Washington Post Co. was based solely upon its own knowledge of the record of performance of CBS Radio Spot Sales for WTOP in Washington and of CBS Television Spot Sales for WTOP-TV.
Walker Quits WBT WBTV, Becomes WSOC Executive

LARRY WALKER, vice president and secretary-treasurer of the Jefferson Standard Broadcasting Co. and assistant general manager of WBT WBTV (TV) Charlotte, has re-signed to take over as executive vice president and general manager of television operations for WSOC Inc. (WSOC-AM-FM) that city.

The change was announced jointly last week by Earle Gluck, president-general manager of WSOC Inc., and Charles H. Cruothfield, executive vice president-general manager of Jefferson Standard. Mr. Walker will prepare for WSOC's hearing on its application for Charlotte, as of ch. 9, and will be in charge of the TV operation if granted by the FCC. He also will acquire a stock interest and serve on the WSOC Inc. board, Mr. Gluck said. The amount of Mr. Walker's interest in WSOC Inc. will be 10%, it was understood.

WSOC's application for ch. 9 is mutually exclusive with those of WIST that city, Piedmont Electronics & Fixture Corp., and Dan Nicholas, real estate operator. Mr. Cruothfield, who temporarily will assume Mr. Walker's duties at WBT WBTV, said Mr. Walker's successor will not be named before the first of the year.

KHMO Adopts Single Rate

WILLIAM SHAW, general manager of KHMO Hannibal, Mo., has announced that effective Nov. 1 the station is operating with a single daytime and nighttime rate. New rate cards are being issued to advertisers.

RTPS Formed in New York As Representation Firm

ESTABLISHMENT of Radio-TV Promotion Syndicate as a radio and television station representation company was announced last week by Alvin H. Perlmutter and Irwin J. Breslauer, founders and co-directors of the firm. Headquarters are in Suite 2600, 245 Fifth Ave., New York 16.

A secondary aim of the company, according to Mr. Perlmutter, is to provide a promotional service for local outlets throughout the country.

Until recently, Mr. Perlmutter was radio-TV officer for Headquarters, First Army, in New York, and previously was promotion director and account executive for WEOK Poughkeepsie. Mr. Breslauer resigned recently as midwest field sales representative for King Features Syndicate and previously was associated with General Features Corp. as sales representative and with WEOK as news director.

Plains Names Katz

PLAINS Radio Broadcasting Co. has named The Katz Agency as national representative for its KGNC-AM-TV Amarillo and KFYU Lubbock effective Dec. 1, Tom Kritzer, general manager of KGNC-AM-TV and secretary-treasurer of the licensee, said last week.

ABC Slates Meetings For Radio-Tv Affiliates

THIRTY-EIGHT executives from 29 ABC affiliates in the New England and North Atlantic states convened in New York Friday for the first of seven regional meetings arranged by ABC to assist its radio and TV affiliates in local advertising, promotion and publicity.

John W. Pacey, ABC director of public relations, and Mitchell De Groot, director of advertising and promotion, are conducting the meetings, in each case holding separate radio and television sessions. Both radio and tv affiliates may attend either one or both of the sessions, however.

Second meeting in the series will be held today (Monday) in Cleveland, followed by Atlanta on Wednesday, Fort Worth Friday, Denver on Nov. 16, San Francisco Nov. 18, and Minneapolis Nov. 23.

Lawrence to Stock Exchange

RUDDICK C. LAWRENCE, former director of promotion, planning, and development for the radio and television networks of NBC, has been appointed a vice president of the New York Stock Exchange, it was announced last week by Keith Funston, president of the exchange. In his new post, Mr. Lawrence will be in charge of coordinating and developing the efforts of the exchange with its member firms in mutual research, planning, advertising and public relations.

COLUMBIA BROADCASTING SYSTEM, INC. AND DOMESTIC SUBSIDIARIES

Consolidated Income Statements

<table>
<thead>
<tr>
<th>Gross Income (Note 1)</th>
<th>Less-Discounts, commissions and returns</th>
<th>Deduct: Operating expenses and cost of goods sold (Note 1)</th>
<th>Selling, general and administrative expenses</th>
<th>Provision for depreciation and amortization of leasehold improvements</th>
<th>Income before federal taxes on income</th>
<th>Provision for federal taxes on income</th>
<th>Income: Income &amp; miscellaneous deductions</th>
<th>Income for the period</th>
<th>Net income for the period</th>
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<td>$5,661,343</td>
<td>$14,160,649</td>
<td>$124,208,463</td>
<td>$26,776,734</td>
<td>$2,744,553</td>
<td>$139,819,750</td>
<td>$14,160,649</td>
<td>$14,884,092</td>
<td>$5,661,343</td>
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Notes:
1. In 1952 the Company discontinued the practice of netting related operating expenses against certain income revenues. Accordingly, the amounts of "income expenses" and "operating expenses and cost of goods sold" have been increased $10,462,265 over the amounts previously reported for the nine months ended October 4, 1953. In order to reflect these amounts on the new basis, this change in accounting treatment does not affect net income.
2. The above results are subject to year end adjustments and to audits by Lybrand, Ross Bros. & Montgomery.
One Two New Gates Branch Houses

To better serve Our Industry

Los Angeles, Calif.

A brand new building that will soon be brimming full of apparatus and parts for broadcasters. Plenty of room to park on one of Atlanta's main thoroughfares. Here is the southeast's only exclusive supply house for the broadcasting and television industry.

The Address: 13th & Spring Sts.
Telephone: Elgin 0369
Store Manager: Howard Decker
Ready: Open Now

Located on easy to reach, Los Angeles famous Sunset Blvd., Gates brings to the west the only exclusive supply house for broadcasters. Like all Gates offices, this new branch in Los Angeles is staffed with fine people as well as being stocked with quality materials.

The Address: 7501 Sunset Blvd.
Telephone: Hollywood 2-6351
Store Manager: Robert Kuhl
Ready: Open Now

Houston, Texas, 2700 Polk Avenue, Telephone Atwood 8536, is another popular Gates branch house with a big stock — exclusive for broadcasters. — Other Gates offices: 51 East 42nd Street, New York City and the Warner Bldg., Washington, D. C.

Buy GATES - Conveniently

Gates Radio Company

Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.
GOLDENSON AGAIN PREDICTS ABC 'PROFIT'  

AB-PT president assures security analysts group that radio is here to stay after predicting the last quarter of 1953. Acknowledging the drain by ABC-TV so far, he is optimistic about current 'blue chip sponsors.'

BELIEF that the ABC Division of AB-PT will show "a good profit for the fourth quarter" was reiterated by Leonard H. Goldenson, president of AB-PT, in a talk last Thursday before the New York Society of Security Analysts.

Drawing heavily upon information provided to stockholders in a report several weeks ago [BTN, Oct. 26], Mr. Goldenson traced the development and progress in rebuilding the division, concentrating on the television phase of operations, but also pointing out:

"In these days many people still tend to discount the future of radio. Let me reiterate here my firm conviction that radio is here to stay. The figures on the number of radio sets in circulation belies the stories on the medium's demise. With multiple set homes, with portable and car radios on the increase, with radios in business and public places all swelling the number of sets in circulation, radio is still an extremely effective medium for advertisers, particularly those with smaller budgets, or those with specialized needs. The fact is that ABC Radio continues to be profitable."

He acknowledged that television was a strong factor in declining grosses of AB-PT, but declared that the ABC Division has "turned the corner" and is currently attracting "blue chip advertisers," listing such sponsors as U. S. Steel, duPont, American Tobacco, Kraft, Sherwin-Williams and General Mills.

As basis for his optimism in the future, Mr. Goldenson cited the "complete revamping of the network's program schedule" to include such personalities as Danny Thomas, George Jessel, Ray Bolger, Paul Hartman and Brande de Wilde, and such new dramatic shows as Kraft Television Theatre, U. S. Steel Hour and the Motorola Theatre.

Mr. Goldenson voiced the belief that approximately $4½ million has been committed in the improvement of ABC facilities and an added "substantial amount" for program development. He noted that this was separate from $8,200,000 used for retirement of ABC's funded debt shortly after the merger with United Paramount Theatres became effective last February.

Progress Noted

Although he expressed satisfaction with the amount of progress achieved to date, Mr. Goldenson declared that much will depend on sponsor and public reaction to ABC programing, and added: "So far it has been good. If it continues this way, I think ABC will be well on its way toward earning its keep in 1954. This is not to minimize in any way the problems still facing the network. Still a great problem is the clearance of affiliated TV stations even for our bigger programs. Where the production nut is high, the network can make a profit only by clearing a large number of affiliated stations. Although the lifting of the freeze should eventually ease this situation, clearance problems are still being encountered in many of the major markets where there have been no or few new station grants.

Mr. Goldenson traced the history of the ABC-UPT merger and revealed that the AB-PT funded debt is about $41½ million, $38,875,000 of which he said, is the unamortized portion of $45 million term credit set up by UPT in 1950 with Metropolitan Life and a group of banks.

He referred to AB-PT's third-quarter report of operations which showed declines in earning both in the third quarter of 1953 and the first nine months of the year as compared with the corresponding periods of 1952. Mr. Goldenson noted that ABC was the sole responsible factor, concluding: "As part of the merger transaction, we were required to sell a television station in Chicago. Accordingly WBKB was sold to CBS for $6 million. While a net capital gain of some $4,200,000 was realized on the deal, I should note that WBKB was a very substantial earner for us in 1952 and the first month of this year. In 1952, before taxes, the station earned $1½ million for the first nine months. The loss of these earnings is naturally reflected in the lower 1953 operating revenues."

Touching upon the company's theatre business, Mr. Goldenson said that a definite improvement was noted for the third quarter and first nine months of 1953 over business in 1952. He disclosed that the reorganization of AB-PT's theatre holdings, required by the Consent Judgment issued in 1950, is nearing completion. From a total of 1,424 theatres in which UPT had a whole or partial interest at the time of the Consent Judgment, Mr. Golden-
FIRST U-H-F TV IN MASSACHUSETTS!
Fast G-E tube service helped

According to GEORGE R. TOWNSEND, Chief Engineer,
WWLP, Springfield, Mass.

"We began regular service March 17 this year, giving the state its first
u-h-f TV, and western Massachusetts its first television of any kind.
We were working around the clock to make the target date... and local
G-E tube service worked right along with us!

"More than 1,000 tubes, big and small, power tubes, modulators,
rectifiers, receiving types—WWLP had to have new tubes fast when any
of these needed replacement. G-E distribution in Springfield knew that.
They got us tubes by rush delivery, whether we phoned day or night.
Our problems were theirs.

"In my book, G-E tube service shares the credit for putting us on the
air and keeping us there! We've been mighty pleased."

Fast delivery service, close cooperation in meeting your tube needs—
they're as near to you as your desk phone. Dial your G-E tube
distributor! Tube Department, General Electric Company,
Schenectady 5, New York.

Heart of Channel 61's powerful transmitter is
the 15-kw G-E klystron tube at Chief Engineer
Townsend's right. It airs WWLP's television
signal over a wide radius. Clear pictures are
further assured by the 320-foot transmitting
tower based 640 feet high on Provin Mountain
in the limits of the town of Agawam.

Dinosaur tracks found in the region—150 million years old—were a feature of
WWLP's first telecast, linking the Springfield area's remote past to its 1953 present.
With President R. L. Putnam of WWLP (center) are Selectman Fred C. Emerson of
Agawam (left) and Councilman John H. Hurley, who represented the Mayor of Hartford
at the opening of the station.

You can put your confidence in—
GENERAL ELECTRIC

November 9, 1953  Page 79
AT&T Connects 7 Stations To Receive Programs

SEVEN additional stations have been connected to the AT&T nationwide tv network facilities to receive programs from the originating centers of the tv networks for simultaneous telecasting. They are KCEN-TV Temple, Tex.; KROC-TV Rochester, Minn.; WHEC-TV and WVET-TV Rochester, N. Y.; KTVQ (TV) Oklahoma City; KLZ-TV Denver and WJMR-TV New Orleans. Tv network service is now available to 217 stations in 134 U. S. cities, AT&T reported.

SPOT BUYING SHOWED BY NBC

NBC's Spot Sales Division last week demonstrated its new Electronic Spot Buying technique as applied to radio, using closed-circuit television to give agency timebuyers a look at radio programs being offered them for sale.

An estimated 40 timebuyers gathered in New York Spot Sales offices and a reported 150 in NBC quarters in Chicago and watched a special 45-minute program from NBC-owned WMAQ Chicago called Inside WMAQ, consisting of segments of a number of WMAQ radio shows which are available for sale to advertisers. The program was carried by closed circuit tv to receivers set up for the agency buyers gathered in each city.

The technique as applied to the showing of tv shows available for sale was similarly demonstrated a few weeks ago [B&T, Sept. 28].

AT&T Plans to Construct Florida Coaxial Cable

PLANS for construction of a new coaxial cable between West Palm Beach and Miami were revealed last week by the Long Lines Dept. of AT&T as part of a $29 million program submitted for FCC approval.

"The projected West Palm Beach-Miami cable would supplement the existing coaxial cable now furnishing communications between these two cities," a Long Lines spokesman said. "Four of the eight coaxial tubes in the cable would be developed initially. They would provide three southbound and one northbound video channels. At present, there are two tv channels—one in each direction—on the existing cable. These would be transferred to the new system. The two additional video channels provided by this rearrangement would be used for anticipated network tv expansion in this area."

The newest type of carrier system—called L—3—will be installed in the new cable, enabling one pair of coaxials to transmit one tv program in each direction, plus 600 telephone conversations.

Identify the White Coat, McFadden Requests Agencies

ADVERTISING agencies received letters last week from Thomas B. McFadden, director, NBC Spot Sales, asking them to identify tv commercials delivered by physicians wearing doctors', dentists' or nurses' garb as "dramatizations."

The letter explained the request is in accord with instructions from the NARTB Television Code Review Board, stemming from a complaint made by the American Medical Assn. Stations represented by NBC Spot Sales are participating members of NARTB, the letter noted.

Asks Insert

Specifically, Mr. McFadden asked "that on those commercials handled by you on our facilities currently affected, you arrange for a live or video insert either immediately preceding or following the commercial to the effect that, 'The following is a dramatization.'"

George Frey, vice president and sales director, NBC Television Network, has sent a similar letter to agencies placing business on that network.

BROADCASTING • TELECASTING
A truly great achievement!

CinemaScope with Stereophonic Sound on Reeves Soundcraft

MAGNA-STRIPÉ

Scene from “THE ROBE” New CinemaScope Epic by 20th Century-Fox, as compressed on regular 35 mm. film.

Scene with image restored to normal proportions on panoramic CinemaScope screen.

Soundcraft is proud to have participated in the history-making realization of CinemaScope, 20th Century-Fox’s revolutionary Anamorphic Lens process.

Critics and public are hailing CinemaScope as a major milestone in entertainment. They are also hailing Magna-Stripe—Soundcraft’s magnetic oxide striping process—for making it possible for 20th Century-Fox to put the breathtaking perfection of stereophonic sound on the release prints of “The Robe” . . . combining, for the first time, four separate magnetic sound tracks on one 35-millimeter film strip.

Mixing, dubbing and editing with Magna-Stripé have already revolutionized Hollywood sound reproduction. And now, thanks to the excellence of Magna-Stripe oxide coating process, 20th Century engineers have chosen to apply it to the release prints of “The Robe” itself.

Thrilling thousands today, “The Robe”s four separate Magna-Stripe sound tracks energize playback heads built right into the theater projectors. Savings over separate synchronized sound processes are notable. Complication of apparatus is minimized. And stereophonic sound reaches new technical perfection.

The same superior magnetic oxide coating chosen for “The Robe” is applied to the Soundcraft Magnetic Recording Tape you use in your film studio, radio station, TV studio, business or home tape recorders. For information on how both 16 mm. Magna-Stripe Film and Soundcraft Tape provide outstanding advantages in your field, write to us at once.

T. M. Reeves Soundcraft Corp.

Reeves

SOUNDCRAFT CORP.

Dept. “Q”: 10 East 52nd Street, New York 22, N. Y.
IT'S NEWS.. when WBZ-TV has NEWS for sale!

And it's good news for advertisers with courage enough to challenge a superstition.

Not so long ago superstition crowded, "Daytime television can't pay off." We've scotched that claim a hundred times over.

Now superstition chortles, "People won't watch a TV news program at noon."

WBZ-TV says they will! So we're backing our belief with one of the liveliest, timeliest news programs ever televised...

NEWS AT NOON
A 15-minute program of local, national and world news, combining the latest headlines, film highlights from United Press, stories on the local scene, and a complete report on the day's personalities and events.

"News at Noon" runs Monday through Friday, from 12:00 to 12:15.. just the right time to capture housewives taking their "noon break." Want to reach them with a sales message? Do it through "News at Noon."

NBC Spot Sales will be glad to give you full details and realistic rates.

WBZ-TV
BOSTON
CHANNEL 4

WBZ - WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

MANUFACTURING

RCA, GE Report Shipments Of TV Transmitter Units

RCA Victor reported shipments of five vhf television transmitter units last week.

WALA-TV Mobile, Ala. (ch. 10), and WEAU-TV Eau Claire, Wis. (ch. 13), were shipped 10 kw high-band vhf transmitters.

WALA-TV went on the air last January and WEAU-TV expects to begin operation in December. A 25 kw amplifier was sent to WTTV (TV) Bloomington, Ind., enabling the station to increase its power and change its channel from 10 to 4, which the FCC has approved, the announcement said. WINK (TV) Fort Myers, Fla., which expects to go on the air in December on ch. 11, was shipped a 2 kw transmitter, and KMID (TV) Midland, Tex., (ch. 2) was sent a 5 kw unit. RCA also reported that a 1 kw uhf transmitter is en route to WSJV (TV) Elkhart, Ind. (ch. 52) and a 1 kw am radio transmitter to WLOU Louisville.

General Electric Co. announced shipments of television transmitting equipment to six stations last week. A 35 kw amplifier was shipped to WHBF-TV Rock Island, Ill. (ch. 4); 100 w transmitters went to WTRI (TV) Schenectady (ch. 35) and KXYZ-TV Houston (ch. 29); 1 kw amplifiers to WBLN (TV) Bloomington, Ill. (ch. 15) and WMAC-TV Massillon, Ohio (ch. 23), and a five-bay antenna to WGW-TV Albany (ch. 41). GE also shipped a two-bay antenna to WVET-TV and WHEC-TV, which share time on ch. 10 in Rochester.

Three-D Sound Demonstrated By Webster-Chicago in N. Y.

DEMONSTRATION of the e-dimensional sound in a new portable tape recorder was held in New York last week by the Webster-Chicago Corp., manufacturer of tape recorders. Principal feature of the recorder was said to be three speakers that are matched to afford full-range reproduction of the high and low frequencies.

The unit, model 2030, is said to have two-speed recordings in both directions and fast rewind speed in both directions; inputs for microphone, phonograph or radio; five-tube amplifier, with multiple-purpose tubes giving eight-tube performance and motor and amplifier shut-off at the end of the tape in either direction.

Sales of Webster-Chicago for the nine months ended Sept. 30 were reported at 67% over those for the same period of 1952. Net sales were listed at $19,763,094 as compared with $11,795,120 last year. Net profit of $559,353 after Federal taxes was reported for the period as against a loss of $350,793 after tax carry-back in 1952.

Improved Transistor

DEVELOPMENT of a new transistor, described as 100-times more powerful than those now available commercially, was announced by Minneapolis-Honeywell Regulator Co. last Wednesday.

The unit has an output of 20 watts compared with 20/100 watts for those electronic devices now in production, according to Dr. Finn J. Larson, company's research director. Its size is about that of a thimble. Dr. Larson said the development involved discovery of an effective means of removing heat from the germanium alloy utilized in the device. Transistors perform the functions of vacuum tubes.
...and give thanks you live in America!

This Thanksgiving as you bow your head to express your gratitude for your private blessings, remember to give thanks for one you share with over 150 million other people:

The blessing of living in America.

Nowhere else in the world are your personal rights so well guarded, and your work so well rewarded.

The average American wage, for instance, is $3,100... the Russian but $720.

The American gets an average of 323 pounds of meat per year... the Russian gets only 33 pounds.

The American has an average of 38 pounds of sugar to sweeten his life yearly... the Russian just 18 pounds.

The American spreads a minimum of 18 pounds of butter and margarine on his bread in a year. The Russian gets but 4.2 pounds.

Authority for these Russian production figures is Georgi Malenkov, Premier of Russia. These are his own statistics in his official speech to his Deputies.

He gives no figures for the production of cars, television sets, refrigerators. Eight years after the end of World War II the Russian is apparently getting almost none of these things.

Such unwitting testimony for the free American way of life—from the one who would destroy it—should give us pause this November 26th.

Pause to express our thanks for the gift of American citizenship, and the inalienable rights this gift bestows.

Pause to determine to protect this way of life for ourselves and our children's children... against any odds!

Union Oil Company of California

Incorporated in California, October 17, 1890

Manufacturers of Royal Triton, The Amazing Purple Motor Oil
Gates Radio Shipments
GATES RADIO Co., Quincy, Ill., reported last week that during the latter part of October it shipped 1-kw transmitters to WHRY Bogalusa, La., and KWPM Thayer, Mo.; a 5-kw transmitter to CKOM Saskatoon, Sask., Canada, for a power increase, and remote control equipment to: KNEA Jonesboro, Ark.; WAFJ Decatur, Ala.; WENK Union City, Tenn.; WQUA Moline, Ill.; WATT Ashland, Wis.; WRMN Elgin, Ill.; WMWJ Quincy, Fla.; WDSR Lake City, Fla.; KATE Albert Lea, Minn.; WFGM Fitchburg, Mass.; WROX Clarksdale, Miss.; WMWJ Marquette, Mich.; WBMS Boston, Mass.; WJMB Brookhaven, Miss.; WYVE Wytheville, Va.; KDBS Alexandria, La.; WWSC Glens Falls, N. Y.; WCCP Savannah, Ga.; WDMG Douglas, Ga.; KDLA DeRidder, La.

ASCAP SUGGESTS TV STATIONS EXTEND BLANKET MUSIC LICENSES 4 MORE YEARS

The All-Industry Local Tv Music License Committee’s Chairman Dwight Martin terms ASCAP letter proposing renewals a ‘unilateral action by ASCAP’ and says stations should not be hasty in signing.

The ASCAP problem, that hardy perennial in the broadcasters’ garden of headaches, began to boom again last week as those tv stations who have taken out blanket licenses for use of ASCAP music on their video programs received letters from ASCAP reminding them these licenses expire Dec. 31, and suggesting they sign now to extend the present agreements another four years.

Hard on the heels of the ASCAP commu-

ication came a letter from Dwight W. Martin, chairman of the All-Industry Local Tv Music License Committee, pointing out the proposal to renew the present contracts on the same terms “is a unilateral action taken by ASCAP and is not the result of any negotiation,” such as those the committee was authorized to undertake on behalf of the tv industry, except for the networks’ o & o tv stations.

Mr. Martin urged careful consideration of ASCAP’s offer by the stations and said that since existing agreements with ASCAP do not specify any deadline for stations to notify ASCAP of their intentions to renew, “there is no reason for you to act precipitously upon ASCAP’s proposal.” He also reported the feeling of the committee “that the rates in the current blanket agreements are excessive.”

As an incentive to tv station operators to sign the new agreements without delay, ASCAP’s renewal forms include this clause: “If we enter into any more favorable agreement with any station similarly situated for the term of this renewal agreement we will offer the same agreement to you for the period commencing as of Jan. 1, 1954.”

May Prove Illusory

Commenting on this clause, Mr. Martin said in his letter: “Committee counsel advises that the 'most favored nation' clause may well prove illusory because of the lack of a definition of 'similarly situated station' and what constitutes a 'more favorable agreement.'

"If you sign the renewal agreement," he warned, "it may well represent an indication on your part that you consider the terms and condition contained in the existing blanket agreement, including the rate contained therein, to be fair and equitable. Any such indication on the part of stations would undoubtedly be used by ASCAP in negotiation as an argument that the existing rates are not excessive and, therefore, need not be lowered. It goes without saying that this will make the task of your committee much more difficult."

The three networks which in the fall of 1949 accepted the first blanket license agreements from ASCAP for themselves and their o & o tv stations—ABC, CBS, NBC—have received similar letters from ASCAP offering four-year renewals, but without the "most favored nation" clause of the station renewal forms.

There are no indications, however, that any of the three networks has any intention of renewing these agreements at the same terms, approximately 10% more than the ASCAP radio blanket licenses on a percentage basis but far in excess of these networks’ radio payments for the use of ASCAP music in terms of actual dollars. Several meetings of network executives with ASCAP officials to work out terms of a new license got nowhere, the networks insisting that the present terms are far too high; ASCAP refusing to consider any reduction [BT, Sept. 28]. There has been no meeting of the two groups for more than a month and none is scheduled.

If the tv networks and their o & o tv stations and the 40 more tv stations with ASCAP blanket agreements do not renew them by the end

In this 5-Station Market,
WSYR is FIRST
Any way you look at it

PULSE OF SYRACUSE
April, 1953
72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(That’s all there is)

NIELSEN 1952
WSYR FIRST
by 47% to 212%

SAMS 1952
WSYR FIRST
by 29.8% to 239%

WSYR-ACUSE
570 KC
NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

Page 84 • November 9, 1953
"A fine watch is a valued gift," says Teviah Sachs. "The jeweler must provide exactly what his customer wants—in time for the gift occasion.

"Can he do this without tying up too much capital in inventory? Yes—with Air Express!

"Take a typical case. A father in Omaha wants to buy a wrist watch for his daughter's graduation. He likes a particular watch in the Waltham catalog better than any the jeweler has in stock. Graduation is only two days away.

"But there is no emergency. Within 24 hours, the watch is delivered via Air Express. On graduation day, daughter proudly sports her new Waltham—thanks to Dad and a wide-awake jeweler!

"We use Air Express day in and day out to ship fast-moving styles from current lines, and to get new sample lines to wholesalers where every hour saved is important.

"Going back into our records for the past five years, I found that not a single shipment handled by Air Express had been lost or damaged. Yet most of these shipments cost us less by Air Express than by any other commercial air service!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.
of the year it is possible that radio history will repeat itself in television and that New Year's Day 1954 will find no ASCAP music on these stations. Just 13 years before, on Jan. 1, 1941, the radio networks and most stations started the year without ASCAP tunes rather than submit to the excessive terms on which they were offered. Radio's break with ASCAP continued for some months, ending only after ASCAP had accepted a government Consent Decree for a reorganization on non-monopolistic lines.

That possibility is not considered likely to become a fact, however. If negotiations by the All-Industry Committee, which the Los Angeles convention of NARTB authorized to represent all stations except the networks' and as-per-program licenses with ASCAP, should show signs of fruitful outcome, it is probable that an extension period could be arranged to allow for their completion. The same would also be true for the network negotiations.

If that happy outcome does not occur, another possibility is that the present blanket licenses of ASCAP—networks as well as stations—might join the more than 80 tv stations who have asked a Federal court in New York to set fair fees for the use of ASCAP music on television. While this action is pending, the continued use of ASCAP music by these litigants is assured. Whatever fees are set by the court will be retroactive to Jan. 1, 1949, date ASCAP first requested payment for its tv licenses. Presumably, in the case of tv broadcasters who have been paying ASCAP, the fees set by the court in their case would become effective as of Jan. 1, 1954. Virtually every pre-freeze tv station is either a party to the court action or holds a blanket ASCAP license, it was learned. A considerable number of stations licensed since the end of the freeze also have joined in the court action. The network, either pre-freeze or post-freeze, has accepted the per-program license offered by ASCAP, which, it was said, would call for payments nearly double those paid by radio per-program licenses.

Reason for setting the blanket license renewals at four years instead of the five-year terms of the original agreements is so that the expiration dates will coincide with that of the nine-year radio licenses issued by ASCAP, which terminate Dec. 31, 1958. Under the proposed four-year term, the tv licenses would end Dec. 31, 1957.

Ziv's 18th Anniversary Sees Record Business

FREDERIC W. ZIV, president of the Frederic W. Ziv Co., announced last week that business in both the radio and television phases of the company's operations stands at a record high. The Ziv organization celebrates its 18th anniversary this month.

He declared that Ziv business "this year has far exceeded that of any in comparable months of preceding years and strengthens my belief that as long as stations are offered good programming and merchandising, radio will continue to grow stronger."

Mr. Ziv said Ziv Television Programs, subsidiary of the Ziv radio company and producers and distributors of television films, has reported grossing 50% more business in the first ten months of 1953 than in the corresponding period of 1952. He noted that the latest Ziv tv show, I Led Three Lives, currently is sponsored by 111 stations.

Mr. Ziv added that World Broadcasting System, affiliate of the Ziv Co. and distributors of transcribed sales and programs service, recently announced a record-breaking business, with more than a thousand station subscribers.

Commenting on the 18th anniversary of the company, Mr. Ziv pointed out there are 294 years of cumulative service within the organization. He singled out such long-time employees as John L. Sinn, executive vice president of the radio company and president of the television subsidiary; 17 years; Moore, treasurer, 16 years; M. J. Ritfin, vice president in charge of tv sales, 15 years; Leo A. Gutman Jr., advertising director, 15 years, and Alvin E. Unger, vice president in charge of radio sales, 14 years.

Keystone Adds 8 Outlets

ADDITION of eight new affiliates was announced Monday by Keystone Broadcasting System, making the total, 680. New stations are WCEH Hawkinsville, Ga.; KWGB Goodland, Kan.; KCIL Houma, La.; WTUP Tupelo, Miss.; WNMC Newton, N. C.; WIAM Williams- ton, N. C.; KWRO Coquille, Ore., and WAZY Waynesboro, Pa.

Shows on Air Power

THE FIRST of six radio shows titled Air Power in an Age of Peril, dealing with military aviation, aircraft manufacturing, air transport and congressional action, on air power, all sponsored by the American Legion, is ready for distribution. The first program concerns light planes and helicopters. Participants in a panel discussion are Fred B. Lee, Civil Aeronautics Administrator, and Lt. Col. William P. Mitchell, commander of a helicopter squadron.

**Color Television**

A special issue containing

**15 N.T.S.C. Monographs—** The National Television Systems Committee has authorized IRE to publish its long awaited Monographs in the January 1954 special Color Television issue of "Proceedings of the I.R.E."—thus giving them industry-wide distribution for the first time in print.

**25 additional Color TV articles—** will also appear in this issue, which brings the reader up-to-the-minute on the developments of Color Television. Copies of the first Color Television issue are still available and combined with this second Color Television issue will form a complete bibliography of major historical importance. Also included in the January issue will be a complete listing of the N.T.S.C. system specifications as submitted to the F.C.C.; and field test reports on the system's performance.

in "Proceedings of the I.R.E" January '54

Available to non-members for $3.00. Extra copies to I R E members are $1.25. All members get one copy free!

1 R E is an organization of 3,312 member-engineers. There are no company memberships. Operating continuously since 1912, its sections meet in 78 cities. 21 specialized Professional Groups widen the scope of its member-services and 40 technical committees help the industry.

"Proceedings of the I.R.E" Published by THE INSTITUTE OF RADIO ENGINEERS 1 East 79th Street, New York 21, N. Y.

Please place orders before December 10th.
Through this Door

will pass the world’s most fortunate sponsors!

It’s the most famous door in America. Its eerie creaking has been heard by millions and millions of potential customers.

It is a sound so distinguished, in fact, that it is one of the only 2 ever granted a U. S. Government copyright. You heard it when the door opened on “Inner Sanctum”... America’s best-known radio thriller.

Now this door is going to be seen as well as heard, for “Inner Sanctum” now comes to Television. This is a million-dollar production. Its visual impact will be tremendous.

“Inner Sanctum” can be your “open sesame” to big audiences, high ratings, new sales records. And it is an opportunity that can come to only one advertiser in each area.

During 10 years on radio, it moved millions of dollars worth of merchandise consistently... for America’s smartest advertisers, including Colgate-Palmolive-Peet, Thomas J. Lipton, Emerson Drug, Carter Products, Mars Candy. And their sponsorships were renewed for a total of 46 times!

“Inner Sanctum” is now available to you in 39 brand-new half-hour films—available with a proven, ready-made audience—for your own exclusive local or regional TV sponsorship.

Open the door to “Inner Sanctum” by calling or wiring today!

NBC FILM DIVISION

NEW YORK • CHICAGO • LOS ANGELES

Serving All Sponsors...Serving All Stations
DUFFY'S TAVERN, produced by HAL ROACH Jr., comes to television with 39 NEW ½ hour custom made TV films.

Ready for January 1st air date... for local, regional, and national spot sponsorship!

For auditions, prices, and sales plan... write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York City
Templeton 6-1000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
Woodward 1-2560

JOHN W. MCGUIRE
800 N. Wabash Ave.
Chicago, Ill.
Whitehall 3-0766

MAURICE GRESHAM
9100 Sunset Blvd.
Los Angeles, California
Crestview 1-1011

MOTION PICTURES
FOR TELEVISION, INC.
Film Syndication Division
film maker

Martin N. Leeds

AS executive vice president in charge of production for Desilu Productions, Hollywood, Martin N. Leeds finds himself doing the kind of work he likes with the kind of people he likes to do it with, which comprises his formula for happiness.

His early decision to go into the business field led him to study law. Born 37 years ago in New York City, he soon displayed evidence of knowing exactly what he was doing by speeding through New York U. liberal arts and law schools in six years. He received his B.S. in history and economics in 1936 and his LL.B. two years later, at which time he was admitted to the N. Y. Bar.

Following graduation, the dynamic Mr. Leeds spent the next year as associate general counsel for a union, working on the first wage and hour case under the new law. Then, to acquire a background in general legal practice, he worked for a New York attorney during 1940 and specialized in tax problems.

His next association was with Wabash Appliance Corp., Brooklyn, as director of personnel and assistant to the president. He resigned to join Davis & Gilbert, New York law firm, and from 1942-44 served as industrial and business relations consultant to Best Foods Inc.

From this affiliation came his reputation as a troubleshooter, which served him well when he moved to Los Angeles to become director of industrial relations for the then newly unionized Flying Tiger Line. He had been admitted to the California Bar by the time he left the firm in December 1947.

Three days later Mr. Leeds joined CBS in the newly created job of West Coast business manager of network programs. He handled such radio shows as Suspense, My Friend Irma, Our Miss Brooks, My Favorite Husband, Jack Benny and Amos 'n' Andy. His duties were then enlarged and he became associate director of business affairs for both radio and television. When he left in March 1953 to assume his current position with Desilu, he was then controlling the budgets on Burns and Allen, Amos 'n' Andy, I Love Lucy, Our Miss Brooks and Jack Benny as director of business affairs for CBS-TV.

Having argued money with Desi Arnaz, Desilu president and co-star on CBS-TV I Love Lucy, for two years, Mr. Leeds still finds himself in that position. His current duties involve handling or supervising union and contract (production and talent) negotiations; tax and legal problems; purchase of equipment; filming outside packages; screening new program ideas, checking costs and network-advertising agency contacts.

Desilu, an organization which has grown in two years from scratch to a $6 million property, will this year produce two-and-a-half hours of TV film weekly, more than twice the amount of film being produced by any major motion picture studio.

Substantiating Mr. Leeds' theory that the majority of dollars spent should appear on the screen, Desilu is putting its profits back into the programs, endeavoring to develop better video techniques. The firm also plans to develop and produce new film packages.

Additionally, the company has created a special commercial division, spearheaded by Mr. Leeds, for the express purpose of aiding the advertising agencies in the production of their commercial messages.

Desilu is currently handling the technical filming of NBC-TV's Letter to Loretta (Loretta Young) for Lewislor Enterprises, ABC-TV's Where's Raymond (Ray Bolger) for B & R Enterprises and ABC-TV's Make Room for Daddy (Danny Thomas) for Marterlo Productions.

Mr. Leeds and his wife, Doris, make their home in Studio City with their son Richard, 4.
Ten Stages
In The Making
Of A Tv Film Show

As tv shows go, 'The Big Playback' is comparatively simple to produce. It’s a 15-minute sports program, produced by Screen Gems Inc., New York. It stars Bill Stern and features mostly commentary by Mr. Stern and interviews between him and leading sports figures.

But even as unpretentious a production as this requires plenty of planning and plenty of manpower behind the cameras. In these photographs, the 10 major stages of shooting a single show are shown, beginning from the moment that Mr. Stern gets his greasepaint.

1. Bill Stern's shooting schedule begins with makeup, being applied here by Randolph G. Liszt.

4. Electrician Art Jones turns on set lights under direction of chief electrician, Wallace Skidmore.

8. William Jordon, sound engineer, flashes recording room and rings bell warning stage is in action.
2. Ben Berenberg, producer-director, goes over day's shooting schedule with Mr. Stern.

3. Sol Roizman, cameraman, takes light reading which will enable him to adjust camera lenses.

5. Matt Keehan, boom man, moves microphone into proper position to pick up sound.

6. Victor Valenzio, assistant cameraman, checks focus as George Rescher, cameraman, awaits first take.

7. Mr. Berenberg calls out, "Settle down, everybody." Script girl beside him is Connie Rizzo.


10. Here's how finished product looks. Here Gene Tunney is interviewed by Mr. Stern.
Guild Films has developed a unique method of tying in a premium campaign with a television film show sold on a spot basis to different sponsors in different markets. Here's how it works.

Adding Premiums To Spot Film Shows

By Reub Kaufman

WHAT makes a premium campaign successful over television? The answer is that before the campaign is inaugurated, it must be fortified by four prerequisites:

- A sponsor who recognizes an opportunity,
- A gimmick,
- A consumer group enthused to a high degree of receptiveness,
- And behind the gimmick a worthwhile product or service to which the gimmick is the sales key.

At least that has been the experience of Guild Films Co. in its successful promotion of Liberace records as premiums. Obviously there are other factors. But these four are the basic ones on which to build a premium promotion. Then come the most important of all factors—a well balanced combination of these four, plus the right timing.

In the past six months, Guild Films has delivered to sponsors of the Liberace show more than 50,000 records which they in turn gave away as premiums. The Liberace record promotion has proven a veritable business bonanza for the sponsors using it, since each record given away is tied to either the sale of a product or to sale of a service. The number of Liberace records being processed for that purpose is increasing weekly. New sponsors are joining the premium promotion with unusual enthusiasm.

As is generally known, a good many of the Liberace sponsors are banking institutions. Contrary to the prevalent opinion that bankers are staid, stick-in-the-mud individuals, Guild Films has found them on their toes, alert to public impact and public reaction—in short, they fulfill the first prerequisite, “sponsors who recognize an opportunity.”

The Citizen’s National Trust & Savings Bank of Los Angeles led off the Liberace record promotion parade. Sponsoring Liberace in a live television show over KLAC-TV Los Angeles, it was the first to launch the campaign. The arrangements were similar to those that have since been made with other sponsors.

The deal is this: Liberace cuts a record with Columbia Records Co. especially for the sponsors. At the present time the platter bears on one side Brahms’ “Lullaby” in a special arrangement by Liberace and on the other side, “Dark Eyes,” played and sung by Liberace. The sponsor’s name is on the label of the record, and also on the sleeve, containing the record. The orders come through Guild Films.

Drive for Savings

The campaign started with the Citizen’s National announcing during its commercial over the Liberace show that it was offering the record to anyone opening a new savings account of $10 or more. It repeated the announcement on three telecasts.

The results were so phenomenal that Harry E. Peterson, vice president and advertising director of the bank, was moved to write a letter to Don Fedderson, then general manager of KLAC-TV.

The banker wrote: “The offer produced nearly 2,500 new savings accounts with initial deposits totalling close to $500,000 and with accounts averaging $200 each. This business came to us as a result of one brief commercial on each of three shows during our second 13-week series. Many folks are still coming into the bank to open new savings accounts and to ask for a copy of the record.”

Other banks have since followed in the footsteps of the Citizens’ National, all of them registering the same tremendous responses.

Thus, the Valley National Bank of Tucson, Ariz., virtually upset all banking statistics with the Liberace record offer. M. G. Read, advertising director of the institution, sent a series of letters and telegrams to Guild Films about it.

In a telegram June 30, Mr. Reade said: “Our seven-week offer of an exclusive Liberace record with every new savings account of $10 or more has just passed $1 million in deposits.”

In an earlier letter on June 18, Mr. Reade gave an “inside look” into the methods used by a sponsor “who recognizes an opportunity.” He revealed that the Valley National Bank made its first announcement of the record offer on May 18. The letter adds: “We repeated the offer on at least one of the two commercials every week through June 9. In addition, we prepared countercards, with a record on display and a photo of Liberace for all of our offices in tv areas (25 offices). Our employees received weekly bulletins telling them how the record offer was going ... urging them to tell their friends and to establish “Liberace” parties on tv night . . . .”

The letter then says that the average account ran to over $750, instead of the $10 minimum—and that “many five-figure accounts were opened.” It added: “Since this offer was made only on television, to capitalize on the artistic popularity in non-tv areas, we have moved to newspaper and radio media as well. While this latter move was made only a few days ago, we promptly ran out of records.”

Since the Liberace show, which is now sponsored in 125 markets, has other sponsors besides banks, notably many food companies, the record premium idea was offered...
PASSPORT to adventure...
for the whole family

BIFF BAKER, U.S.A.

FIRST RUN...available in over 120 TV markets!

- 26 half-hour films, already completed...produced in Hollywood expressly for TV
- Network quality at local prices
- A new and different family adventure series...without the conventional blood and thunder...safe and satisfying for the kids
- Full of overseas intrigue and color with Alan Hale, Jr. and Randy Stuart as an American husband and wife behind and in front of the Iron Curtain
- For local and regional advertisers—two young, fresh American stars to help merchandise products.

Check your nearest MCA-TV office for first or re-run availability and private audition screening TODAY!
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**FOR NOVEMBER 1953**

**SUNDAY**

- Religious Hour: Frontiers of Faith L
- American Savings L
- Amor, Woman of the Air L
- President's Week L
- Nature of Things L
- Excelsior L
- Kubla, Free Foods L
- Quaker Oats L
- Quaker Oats L
- Hallmark Hall of Fame (Hall Bros.) L

**MONDAY - FRIDAY**

- Garry Moore Show (See footnotes) L
- Campbell Soup Company L
- Double or Nothing M-W-F L
- American Football L
- Martin L
- P&G Welcome Travellers 9/11 L
- P&G On Your Account 9/11 L
- Golden Seal S (M-F)

**SATURDAY**

- NFL Films (To Conclusion)
- Saturday Night at the Movies L
- NFL Films (To Conclusion)
- NFL Films (To Conclusion)

**Note:** The above schedule includes a variety of shows, such as TV commercials, educational programs, and sports broadcasts. The mentions of specific companies and their products (e.g., Coca-Cola, General Mills, GE) indicate the sponsorship and advertising associated with these programs. The schedule is organized by day, with different programming available on each network (NBC, ABC, CBS, DuMont). The table format highlights the different times and days of the week when these programs are broadcast. The text also includes references to specific events and sponsors, such as the College Football Bowl Game and the NCAA Football Games. The schedule is visually represented with a timeline, showing the broadcast times for each program, and the layout is designed to be easily read and understood by viewers. The text is rich with details, making it suitable for a variety of educational and entertainment purposes. The overall tone is informative and descriptive, providing a comprehensive view of the television offerings for the month of November 1953.
to them also. Many of them took advantage of the promotion.

Breast O' Chicken Tuna, which sponsors Liberace in five markets, undertook the promotion on a self-liquidating basis. It offered the Liberace record for two labels plus 35 cents to cover cost of the record and its distribution. Here is a letter from Foote, Cone & Belding, an advertising agency not given to superlatives in its correspondence with those from whom it buys television shows. Byron Mayo, of the Los Angeles office, wrote on Aug. 17:

"We need an additional 2,000 Liberace records—for our Liberace record premium offer which just keeps rolling along."

In addition to sponsor alertness, the Liberace record promotion has a single gimmick. It is an article that cannot be obtained any other way than from the sponsor. This is part of the deal with Columbia Records, and Gil McKean, who is special products director, guards this obligation zealously. The record is not for sale at any music store that merchandises Liberace albums or his individual records. In a sense, it becomes a collector's item.

Likewise, Guild Films has been careful on the timing of the Liberace record offer by sponsors to make sure that the third prerequisite to the success of such a campaign is there—an enthusiastic and receptive audience. Although many sponsors are anxious to launch the campaign with the telecasting of the first show, Guild Films has been advising patience. Liberace's popularity should be fully established in that area before the offer is made. As in all successful shows, it takes several programs for the Liberace performances to catch fire.

Timing Is Important

The letter of the Citizens Trust of Los Angeles pointed out that idea of timing by revealing that the premium offer was made during the second 13-week series. The same letter said in part: "Before the first 13 weeks had expired, we were able to trace nearly $7,000,000 worth of business directly to our tv show."

A similar procedure took place in Phoenix. Mr. Reade's letter of June 18 had said, also: "We had the Liberace show on Phoenix and Tucson stations for about seven weeks to establish the listening audience before beginning our record offer on May 19."

With the basic enthusiasm established, the record offer can be promoted through devices similar to those revealed by the Valley National Bank. The description given in the letter does not exhaust the possibilities of stirring interest in the premium. Other sponsors have used mailings extensively, envelope stuffers and circularizing of writers of fan mail.

Finally, Guild Films has learned by experience that the product of the sponsor should match the premium in quality and price range. When the premium is not too expensive, the product should be popularly priced and the service within the moderate income range. Also, the sponsor's products should be of top quality. For while the premium creates current demand for the product, the permanent demand can be sustained only by how good the product itself is.

**Rated Tops** for coverage in the rich Central Ohio market, WBNS-TV, the nation's No. 1 test market, carries 12 of the 15 top rated once-a-week programs and 8 of the 10 top multi-weekly shows. (Columbus Telepulse, 1953.) Backing these top ratings are WBNS-TV's extensive facilities, the most complete in Central Ohio. From creative inception to on-the-air presentation, the art, film, slide, talent, copy and promotion departments continually "pay off" on the numerous test campaigns placed on this station. Such facilities are available to you for use on spot adjacencies to top network and local programs, all pre-tested for peak sales value.
For the first time in history feature films produced expressly for TV!

26 NEW FILMS

... available in 70-minute
... and 54-minute versions
... using top talent

... many of them in color
... with positive pricing equitable to all
... and complete merchandising service

VITAPIX CORPORATION
An organization owned by TV stations, producing and distributing films for TV

FOR COMPLETE INFORMATION,
PHONE, WRITE OR WIRE
YOUR NEAREST OFFICE IMMEDIATELY

New York
509 Madison Avenue
Plaza 8-3013

Chicago
30 N. La Salle St.
ANDover 3-2950

Los Angeles
8949 Sunset Boulevard
BRadshaw 2-1764

*Produced by Princess Pictures, Inc.
A 20-minute sound film reviewing the past-to-present progress of television in the Northeastern Ohio area has been completed by WEWS (TV) Cleveland. The film details the progress of not only WEWS but also nine other existing or prospective TV station in that area, all competitive with WEWS.

The WEWS film, titled “Right Before Your Eyes,” was designed to introduce viewers to the programs and personnel of new uhf stations in the WEWS area. The film made its TV debut Oct. 24 on WEWS and is set for re-showing by the Cleveland station.

Earlier the film had been shown to executives of the stations involved, newspapermen from their respective cities and Northeastern Ohio set dealers on Oct. 14.

Featured in the film are the stages of progress and activities of WFMJ-TV Youngstown, WAKR-TV Akron, WICA-TV Ashtabula, WMAC-TV Massillon (now in pre-construction stage), WERE-TV Cleveland (also in pre-construction stage) and WHK Cleveland (applicant for TV), all uhf, and WXEL (TV) and WNBK (TV) Cleveland, both vhf stations.

WEWS General Executive Dave Baylor describes the WEWS two-reel sound film, produced for the Cleveland outlet by Coleman Motion Pictures, as one of the most unusual films ever made for television.

The film, after treating the uhf outlets, deals in a final section with WXEL, WNBK and WEWS.

“The whole story of how TV serves the public had to be told not by showing just WEWS, but all the stations now on the air or soon to begin operations,” Mr. Baylor said.

The film, according to Mr. Baylor, sketches the service rendered by TV in entertainment, education and information from seven-inch-screen and corner tavern days to the present, with new uhf stations shown as meeting needs of their communities and higher power broadening existing viewing areas.

Besides entertainment aspects, “Right Before Your Eyes” shows local newfilm coverage (by WAKR-TV), reports by public officials (WICA-TV Ashtabula), cooking and home improvement programs (WFMJ-TV and WXEL) and educational TV (WEWS). Backstage views and construction are subjects of sequences at other stations.

WEWS has saluted other TV stations as they come on the air in its area with special film and studio programs ever since the Scripps-Howard TV outlet went on the air in 1947, Mr. Baylor said.

“Right Before Your Eyes” script is by Don Perris, WEWS director of news, special events and promotion.
Youngstown sequence opens with Leonard E. Nasman, commercial manager, leading audience into station's studios.

Technical crewmen get to sample results of cooking show, one of WFMJ-TV productions in the WEWS (TV) film.

New studios of WAKR-TV Akron are shown from exterior in this still from the promotional film.

Interior of WKBN-TV Youngstown studios, among the most modern in the region, is used for this in-production sequence.

WFMJ-TV Youngstown sequence opens with Leonard E. Nasman, commercial manager, leading audience into station's studios.

Technical crewmen get to sample results of cooking show, one of WFMJ-TV productions in the WEWS (TV) film.

New studios of WAKR-TV Akron are shown from exterior in this still from the promotional film.

Interior of WKBN-TV Youngstown studios, among the most modern in the region, is used for this in-production sequence.

**The WINNAH! and NEW TV CHAMPION**

Joe Palooka

with a ready-made audience of...

70 MILLION FOLLOWERS

- HAM FISHER'S beloved ALL AMERICAN CHAMP ... now brings the impact of his unparalleled influence and public acceptance to Television ... high adventure, romance, humor, boxing ... in a superb Hollywood production with an ALL-STAR CAST, including Joe Kirkwood, Cathy Downs, Sid Tomack and Maxie Rosenbloom.

- JOE PALOOKA, dramatic half hour series, is your best guarantee of maximum audience ... maximum results.

**2 GREAT NEW Guild SHOWS**

FOR LOCAL AND REGIONAL SPONSORSHIP

PLUS ... Comprehensive Promotion, Exploitation and Merchandising Aids

**Exciting!.. Human!.. Love-able!**

**Life with Elizabeth**

LIFE WITH ELIZABETH is 30 minutes of the gayest, funniest and most heart-warming comedy to capture the hearts of television audiences ... starring TV Academy Award winner, Betty White, voted "Queen of Hollywood television" and featuring "irresistible" Del Moore, tested and proved successful on the West Coast ... now available on film ... your opportunity for greater sales ... 39 episodes — half-hour weekly — sponsor's commercials cued without impairing or interrupting the show!

**Starring Betty White**

**Guild Films**

COMPANY INC

420 MADISON AVE., NEW YORK 17, N. Y.

Murray Hill 8-5365

HOLLYWOOD PORTLAND KANSAS CITY CHICAGO CLEVELAND IN CANADA S.W. CALDWELL LTD. TORONTO

**OTHER GUILD SHOWS**

LINERACE
SECRET CHAPTER
INVITATION PLAYHOUSE
LASH OF THE WEST
SPORTS LIBRARY
JUNGLE MACABRE
FEATURE FILMS

November 9, 1953 • Page 99
**Magic in a Box**

A SQUARE of gelatine appears on a bare plate, and just as suddenly, it disappears. A man sitting on a sofa is transported, in an eyelash, to behind the wheel of an automobile.

These and other effects are achieved by Impositer, a device to produce special effects on either live or filmed TV commercials, offered for agency and station use by Leonard Assoc., Hollywood. Larry Leonard, formerly a TV program packager, is president and sales manager of the firm, and inventor Robert Marks, photography and optics researcher, is vice president and chief engineer.

Currently in use on NBC-TV's *I Married Joan* series commercials, the Impositer is incorporated in a portable box, into which a single TV or film camera is focused. The camera is not fixed, and can be swung to other uses at will. Effects achieved in the box are shot directly into the film or TV camera, eliminating extra laboratory work and reducing costs, Mr. Leonard and Mr. Marks explain.

Leonard Assoc. is offering use of Impositer on per program basis for live, and on footage basis for filmed commercials. Estimated basic cost for latter is $20 to $25 a foot, with full animation commercials running somewhat higher. However, important factor, according to owners, is saving on time and therefore costs. Complicated sequences can be prepared by relatively simple techniques in as little as 12 hours, they say.

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**CHILDBIRTH ON SOUNDWAVE**

THE birth of a baby by Caesarian section, filmed by KFMB-TV San Diego, was presented as an exclusive feature on the station's local newscast. Originally filmed to a length of 17 minutes, the reel was cut and edited to a showing time of 1 minute, 51 seconds.

Great care was taken in editing to omit scenes that would offend viewers and yet retain the succinct drama of the delivery. Paul W. White, KFMB executive editor who planned the filming, said the station received a deluge of plaudits from its viewers and that the main criticism was that the film was too brief.

The mother, Mrs. Earl Wentworth, had given birth to a daughter by Caesarian section six years ago, and consented in the interests of medical science and with the cooperation of members of the County Medical Society to permit KFMB-TV's cameraman, Mel Forbes, to photograph the operation. Less than 24 hours before the surgery, she had been a guest on Harold Keen's KFMB-TV program, *People in the News.*

Scenes on the newsclips showed Mrs. Wentworth being brought to the operating table; a doctor administering a spinal anaesthetic; surgeons handling their instruments as they performed their task; the first view of the baby's head in the actual delivery; doctors completing their care of the baby and handing it to a nurse; a nurse bringing the baby back in its first clothes, and then a final scene as the father clasped his wife's hand in a dramatic closeup.

Films of the actual delivery were made with sound, recording a nurse's exclamation, "It's a boy!" followed by the baby's first cries which resounded with startling vitality and life. A longer version of the film will be shown on the program, *Your Doctor Answers,* Nov. 22 on KFMB-TV.
SPECIAL GEAR

cuts film cost

NEW approach to making filmed tv commercials at reported two-thirds saving under ordinary costs has been developed by Hubbard Hunt, president of Hubbard Hunt Productions, Hollywood. Identified as Fax Editing Service, it utilizes special automatic equipment and the concept of letting the client do much of the work.

Not the usual production service which writes, organizes and films a commercial, Fax has issued many extensive production manuals to clients, whose staffs assemble and prepare art material and narration copy, which is then filmed by Fax. Much photographic and art material not normally suitable for such filming can be used with Fax step-by-step synchronization, Mr. Hunt explains, including such material as catalogue illustrations, borrowed historical or personal photographs, printed matter, lithography and actual merchandise, if small enough. Fax uses a number of special effects, including fade-in and fade-out dissolves and truck-ins and truck-outs, in addition to supplying the titles.

These production short cuts allow Fax, acting merely as a contractor—much as a printer handling advertising copy—to set standard, published rates based on length and number of films ordered. For instance, says Mr. Hunt, rates for 10 or more 10-to-20 second spot announcements are set at $75 each; similar number of one-minute spots costs $94 each. Delivery is guaranteed in 10 days from delivery of video material, with layout and tuning, photography, laboratory, cutting and synchronization and final printing.

The Fax camera and crane are designed to produce standard effects within the camera, eliminating need for optical printers and other methods, he explained.

Hubbard Hunt Productions has produced approximately 95 Fax-edited films for 25 clients in eight months of the service's operation. Included are spot announcements for Weber Bread as insert on ABC-TV Cisco Kid (when Duncan Renaldo, the "Cisco Kid," was injured recently, Fax made a special trailer for station showing, reassuring his young viewers), Sylvania Television and Zenith Television.

From Station Break to Feature... the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

WE CALIBRATE LENSES... Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography, special TV coating.

WE RENT AND SERVICE CAMERAS * MOVIOLAS *

DOLLIERS... Complete line of 35mm and 16mm equipment available for rental.


we throw the book away and engineered a brand new "Balanced" tripod for every graphic and video need. The result—a revolution in effortless operation, super-smooth tilt and 360° pan action.

Perfect balance prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm—35mm and TV cameras.

Frank C. Ficker

Camera Equipment Co.
1600 Broadway
New York City

if you work with film... it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

Broadcasting * Telecasting

November 9, 1953 * Page 101
Into the communist darkened lands of Central Europe is directed the most effective weapon the Free World possesses—the TRUTH. The powerful "Crusade for Freedom" tower installation at Biblis, Germany, keeps this weapon unremittingly on target. Here—in a mighty curtain antenna array—you will find WINCHARGER towers used to beam the story of Freedom into the shrouded areas.

The WINCHARGER CORPORATION is proud of the role its tower installations have been chosen to play in this worthy crusade!

WINCHARGER engineering skill will help keep your message "on the beam." Whatever your tower problems, our engineers are qualified to advise you.

A new booklet describing the latest WINCHARGER towers is yours for the asking, and our consultation service is readily available to you without charge. Write—wire—or 'phone.
WTVJ WINDOW STREAMERS

WTVJ (TV) Miami has made up 1,000 window streamers which show the station's new coverage area as a result of its switch to a new transmitting and tower next January. The streamers, which also list some of the programs offered by the station, are being distributed by television wholesalers to their dealers throughout the state, the station reports. The television distributors expressed the opinion at a WTVJ-distributor meeting last month that the station's new power and coverage will mean set sales exceeding 30,000 sets before February.

COOKBOOKS OFFERED

COOKBOOKS are being offered to Chicago area radio-tv listeners by WMAQ and WNBQ (TV) Chicago, NBC odo outlets, under station promotion plan now under way. The Encyclopedia of Cooking is a form of the Classic recipe book of the National Radio Publishers. The NBC stations, which also list some of their television programs, have been made available through leading food chains and shows in a volume-a-week basis since Oct. 1.

Waiting Room Only

XXLV St. Louis, that city’s “only exclusively disc jockey station,” reported last week its life is sold out solid “from sight and sign-off” with not a single opening available for spots or program segments. This, says Les Ware, XXLV general manager, is despite the opening of the St. Louis area’s third tv station last month and the existing four am network stations, five am independents and one fm station. Said Mr. Ware: “We don’t feel this is an unusual condition, however, but proof that word-of-mouth advertising by a friendly, trusted personality ... remains the ne plus ultra of advertising.”

NBC SPORTS POLL

NBC Radio is polling sportscasters at each of its 200 affiliates across the country for selection of an All-American football team, it was announced last week. The ballots will be returned to NBC Sports Director Tom Gallery by Dec. 5, and will be tabulated by a panel of NBC sports personalities, including Mel Allen, Lindsey Nelson, Russ Hodges, Joe Hasel and Curt Gowdy.

SYLVANIA BOOKLET

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has recently released a booklet titled “How You Can be Sure of Television Picture Tube Quality.” Questions about picture tubes are posed and answered, such as: What is a quality picture tube; how can you recognize quality; does it give a clear, sharp picture will it last a long time; will the manufacturer stand behind his product?

PROGRAM FROM POLICE STATION

IN COOPERATION with local police, WKY-TV, Keene, N. H., is presenting a weekly series of on-the-spot broadcasts from the Keene police station. The program is tape-recorded at the station with a background of teletype and police radio sounds to lend realism. It spotlights the police chief, who tells of police activity during the week, warns of suspicious characters reported, gives a safety message at the end of the broadcast.

COMMUNITY PROGRESS FORUM

WLEC Sandusky, Ohio, opened the second year of its community panel discussion series with a program entitled “What Can Be Done to Improve Sandusky?” The program proved so popular, the station reported, that it was tape-recorded and repeated the following week, and the local newspaper printed the text verbatim. The series, aired at 12:30 p.m. alternating Sundays, is organized mainly by the Radio Committee of the local Chamber of Commerce and is moderated by the local Common Pleas Judge. Other topics discussed have been the traffic problem solution, the mental health guidance program and the housing shortage. A recent program was scheduled to be extended to an hour with the local candidates for the City Commission as guest participants.

TELECASTS FOR DOCTORS

KDYL (TV) Salt Lake City in cooperation with the U. of Utah College of Medicine is offering a tv program of post-graduate medical education designed solely for practising physicians. This is the first program of its type in the U.S., according to the station. Beginning tomorrow (Tuesday) four programs are scheduled, running through Dec. 1, after which the College will evaluate the series to determine programs to be offered in the future for the greatest advantage of the medical profession. Airs Tuesday, 7-8 p.m., the series will be telecast from Salt Lake General Hospital using a straight clinical technique with as clear a presentation as possible, the station reports. Content and language will not be slanted toward lay understanding, although the program will be accessible to the public.

‘CHOOSE YOUR CAREER’

EXECUTIVES of Chicago newspapers are participating in a new educational program, Choose Your Career, which bowed on WBMB-TV Chicago Oct. 17. High school students query executives on all phases of the publishing business, with Frank Reynolds serving as moderator. Purpose of the program is to give as complete a picture as possible of considerations students should take into account before entering field. Panel advises them on ways of preparing for career, type of experience and how to get a newspaper job. The program is a public service feature presented by WBMB-TV’s education department in cooperation with Chicago public schools, industry and manufacturers. Series is produced by Barbara Tobin and Ted Lis and directed by Don Norton.

WKY-TV CORRESPONDENCE

DANNY WILLIAMS, personality on WKY-TV Oklahoma City, recently received a letter from a little boy saying he likes Dennis Doughmats (advertised on a spot on the show) because they’re good. Mr. Williams also received a letter from the child’s mother explaining that the boy was handicapped with cerebral palsy and took great pain to write the letter. Television has meant a great deal to him, she explained, and he has watched it so much that he feels “he knows all of you at WKY.” In reply to the child’s letter, the station sent a giant postcard (about 3 by 5 feet) with a message of encouragement and pictures of people at WKY-TV with a personal note from each.

DR. I.Q. GOES ON TV

ONE of the earliest quiz programs on radio, Dr. I.Q., will make its television debut on Wednesday over ABC-TV (Wed., 9:30-10 p.m. EST) as a regular, weekly co-operative show.

Seven League Boots

RADIO is no respecter of distance. CBS Radio reported last fortnight that KNX, the network’s outlet in Los Angeles, had received a note from a listener aboard a cruiser off Jacksonville, Fl., saying he had listened to a Phil Norman program carried by the station. As further examples of radio’s long-distance coverage, CBS added that its own shows and those of its affiliates have been heard in Australia, New Zealand and Canada. A seaman from Worcester gleefully reported he had picked up a program from WTAG Worcester while listening to his set at the U. S. Naval Station on Adak in the Aleutian Islands — 4,800 miles away.

‘FREEDOM CHALLENGES YOUTH’

A NEW program, Freedom Challenges Youth, made its debut Oct. 25 on WPEN Philadelphia. The format features a panel composed of students from colleges and universities in and around Philadelphia discussing the credo of the Freedoms Foundation and the rights and responsibilities of students in a democracy. In addition to panel discussions, the studio audience is invited to participate in discussions. There is also a contest in which listeners submit
short explanations of their understanding of the problems discussed. Moderator for the series is Robert D. Breth, author and past-winner of four Freedoms Foundation Awards. Program is written and produced by Allen Gray and Frank Kent.

PARTY FOR TWINS
NBC Chicago's Welcome Travelers will hold a community party Nov. 11 for citizens of Alma, Mo., a village with a population of 376. Occasion is a tribute to two handicapped twin sisters, with Welcome Travelers stars traveling there for the program. Tommy Bartlett and Bob Cunningham will share emcee honors. Idea for the community party emerged last September when Anna and Erna Kalthoff, who are confined to wheelchairs with muscular dystrophy, appeared on the radio-tv programs in Chicago. They told the audience how the village people gave them the opportunity to live normal lives by raising money and supplying food and equipment.

USE OF FARMER'S ALMANAC
SUPPLY of the Old Farmer's Almanac in Chicago bookstores has been exhausted since last September, thanks to the efforts of WBBM-TV that city, and the station's Lee Phillip, who conducts nightly weather show, Meet Miss Lee, that station reports. WBBM-TV program department surveyed bookstores in the Loop and could find no copy. The station, whose only copy had disappeared thus prompting the search, had to send to Dublin, N. H. for a copy. Listeners have looked to the almanac for accurate weather forecasts which Miss Phillip compares each evening with the official U. S. Weather Bureau predictions.

LESSON ON UHF CONVERSION
WRTV (TV) Asbury Park, N. J., scheduled to teletest pattern Dec. 1 on ch. 58, will present a discussion on uhf conversion for servicemen on Nov. 16 in one of the city's theatres. Speakers will include an antenna engineer of the JFD Mfg. Co., Brooklyn, and an expert on tuner conversion from RCA. In the past two months the station has presented a series of consumer-servicemen trade shows, exhibiting tv receivers and indicating the type tuner conversions required.

'YOUR DOCTOR ANSWERS'
AT THE request of the San Diego County Medical Society, a series of programs titled Your Doctor Answers has been revived on KFMB-TV San Diego, Calif., Bill Cox, program director, announced. Presented once each month on Sunday afternoon, the program features a panel of four doctors discussing a medical question posed by Ray Wilson, moderator.

PARKING VIOLATORS
JACK MILLS, news director at KSIB Creston, Iowa, broadcast the complaints of parking violators paying the $25 fine for not putting a nickle in the city's newly-installed parking meters. Mr. Mills concealed a tape recorder and microphone at the desk of a local police station in order to pick up the candid complaints of the people receiving parking tickets. The result was two hours of recordings which Mr. Mills cut and narrated a la Dragnet. Another result, Mr. Mills reports, is that the attitude of fine-payers has changed considerably — they come in, look for the concealed mike, he says, and act very pleasant.

Tv in Taos
SWARMS of Indians stormed into the 340-year-old plaza at Taos, N. M., last fortnight. The pueblo people, not on the war path, came to view Taos' first successful television reception, according to an AP dispatch. After Dick Gainer, local appliance dealer, had made several futile attempts to bring in stations to bring in other stations, he was successful in obtaining a clear picture when KOB-TV Albuquerque tested its new transmitter site about 110 miles away, the report said.

KENC-TV BARBECUE
FOUR full pages of pictures in the Temple (Tex.) Daily Telegram welcomed KENC-TV to the Temple-Waco area. Pictured were the station studio and many photographs of the barbecue given Oct. 20 in honor of the station's debut. Most of the pictures were of the barbecue's entertainers as well as the 2,000 person crowd lining up for 800 pounds of beef that were dished out at the event, the cut line explain.

ORANGE BOWL CONTEST
KELLOGG CO., Battle Creek, Mich., which sponsors the first half-hour of ABC-TV's Super Circus each Sunday has started a four week Orange Bowl football contest, offering some 103 prizes to winners. Contestants are asked to complete statements, in 100 words or less which start: "I think the (school name) high school team of (town and state) should go to the Orange Bowl game Jan. 1 because . . . . . . . First prize will be 35 all-expense trips to Miami and 50-yard line seats for the game, plus $2,50 cash for the school's athletic fund and a $1,00 savings bond. Super Circus originates in Chicago., 4-5 p.m. CST.

'YOUTH LOOKS AT POLITICS'
A NEW educational series, Youth Looks at Politics, has been started on KYW Philadelphia. Set up in cooperation with the Board of Ed- cation, the program originates each week from an American History classroom in one of th city's public high schools. A panel of 12th grade students question a leading Philadelphia political authority on a current issue involve local or state politics. Program is aired Thurs- day at 8:30 p.m. with KYW newsmen Pat Taylor as moderator. Producer is Grady Edne.

'ROMEO AND JULIET'
NBC will present a two-hour broadcast of the Old Vic Theatre production of Shakespeare Romeo and Juliet, co-starring Claire Bloom and Allen Badel, this Saturday from 6:30 p.m. EST. This is said to be the first radio perfor- mance of the forthcoming RCA Victor recording of the play and the second presenta tion in NBC's Old Vic Theatre series.

PROGRAM FROM NIGHT CLUB
WWRL, Woodsie, L.I., will broadcast a two hour disc jockey show every night from 11 p.m. to 1 a.m. from Marty's Riviera, Brooklyn night club. The program will be beamed primarily at the New York Negro market. In this connec tion, WWRL announced plans for a promo- tion campaign in various Negro sectors of New York, including ads in Negro and New Yor dailies, record shop streamers and window dit plays, and a tie-up with 100 supermarkets.
RUST HAS SOLD MORE BROADCAST REMOTE CONTROL SYSTEMS THAN ALL OTHERS COMBINED

WHY?

oldest in experience!
most for your money!
most flexible!
most dependable!
most capacity!
most copied!

and now

RUST LED THEM ALL IN DEVELOPMENT
RUST LEADS THEM ALL IN VALUE AND QUALITY

write, wire, or phone

the rust industrial company, inc.

608 WILLOW STREET
MANCHESTER, N. H.

NO ADJUSTMENTS
NO TUBES TO FAIL
NO DELIVERY DELAYS
EASIER TO INSTALL
**AGENCIES**

Thomas J. Ross Jr., elected vice president of Ruthrauff & Ryan, N. Y.

W. James Bridges and Jack C. Sharp form new agency, Bridges-Sharp & Assoc. with offices in Callahan Bldg, Dayton, Ohio. Mr. Bridges was vice president of Guenther, Brown & Berne Agency in charge of its Dayton office. Mr. Sharp owned and operated Adv. Enterprises, Cincinnati.


Fred Tobey, founder and president of Fred Tobey Assoc., has closed organization to join Abbott Kimball Co., N. Y., as creative executive and member of plans board.

B. Morgan Scherer and Thomas E. Jasper appointed vice presidents of LaGrange & Garrison Inc., Indianapolis. Mr. Scherer was copy director for agency and Mr. Jasper was account executive.

Norman S. Livingston, vice president in charge of radio, television and motion pictures, Edward Kletter Assoc., N. Y., has resigned, effective Jan. 1.


Gil Bablitt to Adrian Bauer Adv. Agency, Phila., as television director.

**RENEWALS**

John J. Remillet Jr. to Grant Adv., N. Y. as account executive for five eastern regions of Dodge Div. of Chrysler Corp.

Anthony Joseph Walton to staff of Lohmeyer, Adelman & Montgomery, Phila., as production manager. He was formerly employed with Robert Adelman & Assoc., Phila., also as a production manager.


Alber H. Kane, account executive, Hewitt, Ogilvy, Benson & Mather, N. Y., to Vick Knight Agency, Hollywood, as assistant to Mr. Knight.

Audrey C. Green, radio director of Winnipeg office of McConnell, Eastman & Co. Ltd., named tv director of agency's Winnipeg office.

Edward W. Cottingham, D'Arcy Adv., N. Y., to Warwick & Legler, N. Y., as art director.

George Wichterman to media staff of John Falkner Arndt & Co., Phila. He was formerly with Neal D. Ivey Agency, same city.


Floyd G. Van Etten, former account executive at NBC Chicago to radio-tv department of J. Walter Thompson Co., same city.

**MEASURE YOUR ADVERTISING DOLLAR DISTANCE**

In terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area... and watch your sales chart grow up up up!

*CKLW covers a 17,000,000 population area in five important states!

**TOAST TO MET**

WHO SAID television is for low-brow? Ed Sullivan asked that the tv studio audience for his Toast of the Town program last night (Sunday) wear formal attire for the special "Toast to the Met" show in commemoration of the 70th anniversary of New York's Metropolitan Opera House. They only conformation to this ruling was that balcony audiences, as at the Met, could forego evening clothes. The program originated from the Opera House with a cast including Rise Stevens, Richard Tucker, Hilda Gueden, Cesare Siepi, Robert Merrill and Roberta Stevens.


**STATIONS**

Charles F. Grisham, general sales manager for WLEA (TV) Atlanta, appointed to newly created executive post of local sales manager at WABT (TV) Birmingham, Ala.

Lloyd B. Gibson, account executive and program director at WEBR Buffalo, N. Y., to WBBF Rochester, N. Y., as sales manager.

John E. North, account executive Chicago office of WOR-TV New York, appointed sales manager of KEDD (TV) Wichita, Kan. Mr. North formerly was vice president in charge of Radio Representatives in Chicago.

Richard C. Dawson, television account executive for Paul H. Rayner Co., station representative, appointed national sales manager of KACY-TV St. Louis, with headquarters in N. Y.

Bernard W. Carney named promotion manager of WFBM-AM-TV Indianapolis. Dwight Barr, WLBC Muncie, Ind., to station as announcer.

Don Lodge, former head of art department, KFOR Lincoln, Neb., promoted to production manager. Jane McCracken succeeds him. Bob Askey, continuity chief, now devotes full time to announcing, with Nanci DeBord, continuity writer, replacing him as head of continuity. New manager of KFOR-AM-TV promotion department is Mrs. Ruth Thorne.

Frederick Griffaxis, assistant program manager at WIAR-TV Providence, named to head traffic department of station.
Al Larson, local and regional sales manager for WOW-TV Omaha, Nebr., appointed commercial manager for KPHO-TV Phoenix.

Donald F. Volkman, former assistant chief of field operations for Radio Free Europe, appointed chief engineer of WRTV (TV) Asbury Park, N. J., WRTV (TV) has a target date of on-the-air test pattern for the first week of December.

Andy Scott, announcing staff of WSGN Birmingham, Ala., promoted to chief announcer. Mary F. Childers returns to station from December. "His record," said Mr. Larson, "proves him a good neighbor. One day in fifteen years and the fellow deserves a vote for confidence."

From where I sit by Joe Marsh

Sheriff's "Push" Pulls a Vote

Was talking with our newly elected Sheriff Williams just the other day. He told me one about a fellow who stopped by his place late one night just before election.

"Heard a knock at the door," he said. "Fellow I never saw before. Told me his car went dead down the road and would I give him a shove. My boy, Flip, and I went out to his car with him. We're all set to push when he steps on the starter and the motor turns over.

"Well, Flip and I just stood there when the fellow leans out the window and says, 'Just wanted to make sure you're the right man to vote for.'"

From where I sit, the fellow who's quick to lend a hand makes any community a better one. But you don't have to run for office to prove you're a good neighbor. One way I know is just to have a little regard for the other fellow. Whether your neighbor likes beer or buttermilk, don't try to push him to your choice. Just give him your "vote of confidence."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

La Rosa Begins Own Show

JULIUS LA ROSA will begin his own series over CBS Radio today (Monday), it was announced last week by Lester Gottlieb, CBS Radio vice president in charge of network programs. The singer, dismissed by Arthur Godfrey several weeks ago, will appear on the radio network on Monday, Wednesday and Friday from 7:35-7:45 p.m. EST.
tor at WATAR Norfolk. Mrs. Alexander formerly was women's director at WGH Newport News, Va.

Irene Corbally Kuhn returns to WOR New York as commentator.

Stan Warwick, newscaster and announcer at KOIN Portland, Ore., to announcing staff of KOMO Seattle. He will be responsible for station's new John Dough Show, Mon., through Sat., 6-6:45 a.m., in addition to regular duties as newscaster, special events man and staff announcer.

Bob Anthony, disc jockey at KVVO Tulsa, to announcing staff of KMOX St. Louis.

Mrs. Aileen Hammans appointed home economist for Kitchen Fair homemaker's show on WBNS-TV Columbus, Ohio.

Bob Will, formerly senior announcer at WXYZ Detroit, to announcing staff of WWDC Washington.

Paul Larson, WNEB Worcester, Mass., to WORC that city as disc jockey.

Denny Walker, WJOI Florence, Ala., to WAVU Albertville, Ala., as disc jockey.

Robert O. Reynolds, vice president and general manager, KMPC Hollywood, received 1953 Hollywood Coordinating Council Award for outstanding service to youth.

Sam Serota, special events director at WIP Philadelphia, awarded citation for outstanding community service from City of Phila.

Estelle M. Sternberger, commentator at WLIR New York, named "Jewish Woman of the Month" by Jewish Theological Seminary, N. Y., for work in public service and loyalty to Jewish tradition.

E. L. Brooks, account executive, KBKD Los Angeles, won table radio for low gross golf score at Southern California Broadcasters Assn. annual "Whinging."

George Putnam, KTTV (TV) Hollywood newscaster, was honored on his 20th anniversary as radio-television newsmen Oct. 30, when he received plaques and certificates from American Legion, Lion's Club and Mt. Sinai Men's Club, citing his efforts for civic betterment.

Betty Gunning, women's director at WIAR Providence, elected treasurer of First District of Adv. Federation of America, covering New England area.


John Kelly, producer-director at KTXL-TV San Angelo, Tex., father of girl, Kathleen Diane, Oct. 3.

George Heinemann, programming manager of WMAQ and WNBQ TV Chicago, and Jacqueline Pushley, former secretary to Dr. Frances Horwich of NBC-TV's Ding Dong School, were to be married Nov. 7.

Joan Haug, continuity staff at WOL Washington, and Theodore Dorf were married Oct. 4.

Gene Berger, disc jockey at station, father of boy, Gregory Allen, Oct. 25.

 Networks

George Herman, chief correspondent in Far East for CBS Radio, covering Korean War since Aug. 1950, named White House correspondent for CBS Radio.

Abby Wershoff, formerly editor with Bantam Books in N. Y., to ABC as publicity writer.


Mark Richards, ABC news writer and previously announcer for WJIK Springfield, Mass., named production assistant on ABC-TV's John Daly and the News program (Mon.-Fri., 7:15-7:30 p.m. EST).

Florence Rinard, permanent panelist on Twenty Questions on MBS and Don Mont TV Network, to receive honorary degree of Doctor of Humane Letters from De Pauw U., on Nov. 16 for contribution to American cultural life on program.
Homer Fickett, 55, director of The Theatre Guild on the Air, sponsored by U. S. Steel Corp., on ABC Radio and recently appointed consultant to new tv program, The U. S. Steel Hour, on ABC-TV, died Nov. 2.

Film

John Grant, formerly with CBS-TV New York, to Desilu Productions, Hollywood, as resident attorney and assistant to executive vice president Martin Leeds.

Marvin Paige, formerly with CBS-TV and its You Are There series, to Sandy Howard Productions, N. Y., as director of business and promotion. He also will serve as television production coordinator for Ray Heatherton's Merry Mailman program on WOR-TV New York and Bruce Mayer's Ladies Man on WABD (TV) New York.


Manufacturers

Ray Brewer, assistant president at Capehart-Farnworth Co., elected commercial vice president of that firm, division of IT&T.

William C. Brown, manager of the Magnetron Research & Development Laboratories of Raytheon Mfg Co., Walham, Mass., appointed assistant vice president of company.


Isadore Waber named vice president in charge of sales by C-B-C Electronics Co., Phila., manufacturer of Picboost television picture tube brightener. Before joining C-B-C, Mr. Waber was advertising and sales promotion manager for Radio Electric Service Co., distributor of electronic parts and equipment in Phila.


Stanley D. Crane appointed director of engineering and research for Special Products Div. of Raytheon Mfg Co., Tv & Radio Div. He was previously chief engineer of Special Products Radar Div. of firm.

Harry R. Corradus, chief accountant, Philco Corp. of Canada Ltd., Toronto, promoted to assistant treasurer, to be succeeded by Merrit L. Harding who transfers from Philco International headquarters in Phila. to Toronto.


Representatives

Tom Miller, former account executive at CBS-TV, and Bob Gilberston, sales representative at Chicago Tribune, to Harrington, Righter & Parsons, Chicago, tv station representative firm.

THE TELEVISION Committee overseeing promotion of Brotherhood Week, to be sponsored by the National Conference of Christians & Jews next Feb. 21-28, includes these network representatives (l to r): Norman Knight, WABD (TV) New York, director, for Dumont TV Network; Doris Corwich, representing NBC-TV and AWRT; Slocum Chapin, ABC-TV vice president; Chris J. Witting, president of Westinghouse Radio Stations Inc., committee chairman and BTN managing director and Dallas Townsend, CBS-TV news manager.

Succeeding Miss Kern is Alexander J. Sayles, comptroller.

Charles B. Seton, N. Y. attorney specializing in radio and television and trustee of the Copyright Society of the U. S. A., elected chairman of board of trustees of Federal Bar Assn. of N. Y.

L. Wolfe Gilbert, author of "Ramona," "Waiting for the Robert E. Lee" and other pop tunes, elected to board of directors of ASCAP to fill unexpired term of late Fred E. Ahlert.

... And Herb Morrison, WJAS's News Editor, richly deserves the title. Take the story of the Turnpike slayer, for example:

Herb Morrison gave Pittsburgh listeners a thrilling on-the-spot account of the capture of John Wesley Wable, the confessed killer, at Albuquerque, New Mexico. THE FIRST COMPLETE REPORT OF THE CAPTURE direct from the arresting officer.

Morrison's radio news techniques have made him the most talked about newsmen in the Pittsburgh market. More and more Tri-State listeners are turning to Morrison every morning for their latest news. "Mr. Scoop" a newsmans newsmen is the finest radio newsmen buy in the Pittsburgh market today.

New WJAS AM & FM

THEM CALLING HIM

"Mr. Scoop"

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write... phone... or wire...

George P. Hollingbery Co.

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CENTRAL CANADA BROADCASTERS’ MEET STUDIES WAYS TO ATTRACT AUDIENCE

Panels on sportscasting, news handling, programming, public relations, and service to sponsors feature CCBA’s annual sessions in Toronto.

BETTER methods of holding the audience were discussed at the third annual meeting of the Central Canada Broadcasters Association at Toronto, Nov. 2-3. Under chairmanship of Cliff Wingrove, CKTB St. Catharines.

About 100 broadcasters and industry representatives attended the first day’s sessions, to hear panels on sportscasting, news handling, programming, public relations, and service to sponsors.

Sports programming led off the talks. Norm Marshall, CHML Hamilton, heading a sports panel, pointed out that while sports account for about 5% of a station’s revenue, total program time is a much smaller percentage of the day’s broadcasts. Wes McKnight, CFRB Toronto, reviewed sportscasting in Canada over two decades, and urged broadcasters to develop school sports.

Al Cauley, CJAD Montreal, recommended news flashes of sporting events to help ease the load on the telephone switchboard and to keep regular audiences and develop good will. Other panelists were Rex Stimers, CKTB St. Catharines, and George Ludgate, CHEX Peterborough.

How stations can better serve agencies and sponsors was discussed by Ev Palmer, McCann-Erickson Inc., Toronto, and a panel including Hugh Horler, MacLaren Adv. Co., Toronto; Howard Whiting, Procter & Gamble of Canada Ltd., Toronto; Bob Amos, F. H. Hayhurst Co., Toronto, and W. A. Lindsey, Baker Adv. Agency, Toronto.

Opinions were expressed by the panel on development of a stated program policy, development of local programs to attract most listeners, more qualitative research to tell sponsors more about audience characteristics, development of annual or semiannual audience makeup surveys by the association and individual stations and contact by stations at the local level with distributors for advertisers.

It was pointed out advertisers would like some acknowledgement of the start of a new contract and that the station management should give the contract close attention.

Agency men suggested frequency discounts on spot and flash announcements could be eliminated, local program charges should be standardized and submitted to agencies on a gross basis along with time costs, and CCBA and agencies should study refinements on rate card standardization.

Ways to improve newscasts by centering them about people were discussed by Gordon Sinclair, CFRB Toronto newscaster.

Public understanding of radio could be improved on the local level, a number of broadcasters said in a panel headed by Wally Slatter, CJJO Guelph, Vin Dittmar, CKNX Winnipeg, said station personnel could improve public relations by appearances at local and nearby organization meetings the year around.

Bill Hawkins, CFOS Owen Sound, told delegates how public service broadcasts should be reported to the public, local authorities, and to organizations for whom such broadcasts are made. Ralph Neelgrove, CKBB Barrie, discussed proper promotion of public service events.

Lyman Potts, CKOC Hamilton, described the need for more locally-created programs and uses of tape and microgroove processes. Howard Caule, CKFH Toronto, showed how good popular standard musical programs could build audience for advertisers, and pointed to different programming as being necessary today. Educating the public in a fresh way has proved successful for Al Bestall, CHLO St. Thomas, who uses lively local shows and quiz shows. Jack Howlett, CFCF Montreal, spoke on the need for a better trained staff.

Production Study

Faced with increasing difficulty in obtaining adequate staffs, the CCBA members recommended at a business meeting Tuesday that the Canadian Assn. of Radio & Television Broadcasters study production of a booklet setting forth the merits of private radio broadcasting as a career for potential employees. The booklet would outline the status of private radio, its future, and what the industry offers its personnel.

The business session also dealt with recommendations regarding libel and slander legislation, with training of station personnel, and with measures to obtain BAB promotion material for Canadian stations. As there had been no slander cases in eastern Canada since broadcasting began, the CCBA committee recommended that no attempts be made to have libel and slander legislation in the provinces changed. Sales executives of central Canadian stations recommended a separate sales seminar in the future to give more time to the subject.

Bill Stovin, CBQB Belleville, was elected CCBA president to succeed Cliff Wingrove, CKTB St. Catharines. W. T. Cruickshank, CKNX Winnipeg, was elected first vice-president, with Tom Darling, CHML Hamilton, as second vice-president. Harvey Freeman, Northern Broadcasting Co., Toronto, was elected secretary, and Howard Caule, CKFH Toronto, treasurer.

Growth of CCBA to 38 members was reported by Mr. Wingrove, who noted that this included all private stations in central Canada. CKLC Kingston is the newest member. He reviewed activities of the association in the past year, and dealt with the possibility of forming a farm broadcasting group.

Wally Slatter, CJJO Guelph, and J. Arthur

Ike’s Ottawa Visit on TV

PRESIDENT Dwight D. Eisenhower’s visit to Ottawa Nov. 14 will be telecast by the Canadian Broadcasting Corp. and offered to U. S. tv networks. Program that day will start at 10:45 a.m. EST, and will include the outside reception at Parliament Hill, opposite the U. S. Embassy; Prime Minister Louis St. Laurent’s address of welcome; President Eisen- hower’s speech to the House of Commons, and replies from speakers of both chambers.
bank before the Supreme Court of Canada. He
detailed broadcasting review of Malcolm Neill, CFNB Fredericton; Ted
with CBC executives.
CARTE president, D. Dupont, CJAD Montreal, were elected CCBA
representatives on the CARTB.
Jim Allard, CARTB executive vice-president, reviewed the political history of Canada’s
broadcasting system, and dealt in some
detail on the music copyright problem, now
before the Supreme Court of Canada. He
stated that should the CARTB lose its case
before the Supreme Court, involving payment of
copyright fees of 134% of gross revenue to
the Composers, Authors, Publishers Assn. of
Canada (CAPAC), it was planned to ask the
Canadian Copyright Board either for clearance
at the source or a dual copyright licensing sys-
tem. He pointed out that a large percentage
of Canadian private broadcasters had already
signified their intention to stop using CAPAC
music in case CAPAC won the case before the
Supreme Court.
Allard also reported that the recent Cana-
dian concert at Carnegie Hall, New York, on
Oct. 16, was a private radio venture insofar as
its success was concerned, as only CBC chair-
man D. Dunton represented that organization
at the concert. No member of the Massey
Commission had accepted invitations to at-
tend. Some 30 Canadian stations had bought
boxes and sent local musicians to the concert.
F. H.Elphicke, CKWX Vancouver and
CARTB president, reported closer cooperation
with CBC regarding television and appointment
of a committee of CARTB directors to meet
with CBC executives. The committee consists
of Malcolm Neill, CFNB Fredericton; Ted
Campeau, CKLW Windsor; Henri LePage,
CHRC Quebec, and Jim Allard, CARTB. Mr.
Elphicke reported on renovation of CARTB
headquarters at Ottawa, and plans to finance
research.
At closed sessions Tuesday, Pat Freeman,
CARTB sales and research director, reported
progress on national and local account re-
search and promotion plans, and a number of
commercial managers reported on station pro-
motion measures and status of business in com-
petition with television.

Canadian Areas Increase
Tv Sets-in-Use Ratings
AN INCREASE in sets-in-use ratings and a
greater increase in viewing on Canadian stations
shown in the October Teleratings report of
Elliott-Haynes Ltd., Toronto, cov-
ering the Montreal and southern
Ontario regions. There are now
almost 400,000 tv receivers in Canada, most
covered by the report. Heaviest concentra-
tion in southern Ontario, where sets-in-use rating
in October was 70.2, up 11.5 from September.
Most popular programs from CHL Toronto
were NHL Hockey (Canadian) rating 54.1,

tackie Gleason Show 43.2, Douglas Fairbanks
Theatre 37.5 (British), Red Feather Hockey
10.9 (Canadian) and Showtime 29.6 (Can-
adian).
From U. S. stations in southern Ontario
(monthly) WENJ-TV Buffalo, most popular
programs were Letter to Lorette 77, Groucho
Marx Show 71.6, TV Playhouse 71.4, Arthur
Godfrey 68.6, and I Led Three Lives 66.9.
The popularity of music, particularly repor-
ted in southern Ontario, is reflected in this
rating of "Top of the Pops" 25.3, Harry Belafonte 22.6,
and The Crew 21.9.
In the Montreal area sets-in-use went to 71.8
from 60.4. Most popular programs from
CBFT Montreal were NHL Hockey 87 (Can-
adian), Studio One 83.9, Wrestling 83.1 (Can-
adian), Hit Parade 82.5, and TV Theatre 80.2.
Advertising

Survey Local Ads
A SURVEY of local accounts on independent radio stations is being made during November by the Canadian Assn. of Radio & Television Broadcasters. Member stations are keeping a record of all local advertisers by product category who use radio. Compilation of the list will be made early next year by Pat Freeman, sales and research director, and the list is expected to show at least 10,000 local accounts using Canadian radio.

Tv in Two Platoons
For Flemish, Walloons
IT'S tv in Belgium all right, but it's far from simple. The Belgians' first tv started Oct. 31. The complication: The government-controlled system uses the country's two national languages, Flemish and French. Programs are transmitted simultaneously in each language and on different wavelengths.

The sets are tailored to meet the two-tongued Belgians' desires. There are two knob positions. One permits a pick-up of the 625-line scanning system on which Flemish programs are broadcast as well as programs from the Netherlands. This is made to satisfy the Flemish who show partiality toward the Dutch.

The other knob permits pick-up of the 819-line system on which the Walloon programs are broadcast in French as well as programs from France. Again, this is designed to satisfy the Walloons who are close to France.

Canada Pay-See Tv
PAY-YOU-SEE television in Canada is making slow progress in French-speaking middle income class districts in Montreal, according to a report from Rediffusion Inc., a subsidiary of the British Broadcast Relay Service Ltd. Some 3,000 subscribers in Montreal receive all CBFT Montreal programs and film from Rediffusion's Montreal office, as well as five radio station programs, and a Muzak recorded program. The company supplies the radio-tv set. The original $100 installation charge and weekly rent of $4.60 have been cut to $3 and $1.75.

Are You Advertising Against 10 to 1 Odds?

Advertising Agency Magazine

AWARDS

Sorority Award to Rogers
FIRST "Printer's Devil" award for contributions to journalism, presented by Theta Sigma Phi, national women's journalism sorority, was to be given Will Rogers Jr., star of CBS Radio Rogers of the Gazette, at the organization's annual Ladies of the Press luncheon in Los Angeles today (Monday). The award, first ever given a male by the journalism sorority, was presented for Mr. Rogers' "authentic portrayal of a small town editor." Mr. Rogers is former editor-publisher of the Beverly Hills Citizen.

KFI's Anthony Laundered
EARLE C. ANTHONY, owner-manager of KFI Los Angeles, has been cited by the U. of Judaism (West Coast branch of the Jewish Theological Seminary of America) for "his inter-faith understanding, contribution to religion and to American democracy," and will be presented an award at its 6th annual Founders Day dinner in the Los Angeles Biltmore Hotel next Sunday.

IN PUBLIC SERVICE

Blood Appeal succeeds
WNBH New Bedford, Mass., and WFMF (FM), its fm affiliate, made an emergency appeal for blood donors to supply blood to a man critically ill in a local hospital who had an uncommon negative blood type. The appeal resulted in a "flood of donors" from whom more than six pints of blood were obtained, with more donations scheduled later, according to J. Thomas Mathers, manager of the stations.

Calif. CD Tapes Conelrad
TO EXPLAIN Conelrad to listeners who did not stay up for past-midnight nationwide test on Sept. 16 (5-9 P.M. EST, Sept. 21), a half-hour program, Report on Conelrad, was taped and made available to California network and independent radio stations by the State Civil Defense Office, with CPRN and ABC Western Division broadcasting to the entire regional networks during the past fortnight.

KXOK Drouth Documentary
KXOK St. Louis has reported the broadcasts of an original documentary entitled "Drouth 1953—A Land Without Water" in an effort to focus attention on that very serious problem. The documentary was written by Walter Ros after visiting drouth-stricken counties in Missouri and Illinois and recording the in-habitants' sentiments. Copies of the documentary may be secured by other stations in Missouri and Illinois by writing to Bruce Bar rington at KXOK, who narrated the program.

Five to Air N.Y. Telethon
TELETHON of the Arthritis and Rheumatism Foundation, originally planned for telecasts only over WPIX (TV) New York, was carried on a "feed" from WPIX (TV) to New York's WABC-TV WNBTV (TV) WABD (TV) and WOR-TV last fortnight. In announc ing the change in plans, co-producers Jim McCarthy and Bill Mogle said that "never in television's history have otherwise competitiv tv stations cooperated so fully to bolster the good work of any foundation."

KTTV Begins Chest Drive
KTTV (TV) Hollywood kicked off the 1953 Los Angeles Community Chest fund campaign Nov. 2 with a telecast of "Red Feather School House, instruction and inspirational program for an estimated 63,000 fund volunteers who, immediately after the program, began door-to-door solicitation. The hour-long program also presented a film, "The Long Way Home," prepared by the motion picture industry for the drive.
KTLA (TV) Raises $250,000
PLEDGES of over $250,000 are reported by KTLA (TV) Hollywood in its 1854-hour telethon last month to raise funds for the non-sectarian City of Hope hospital in Duarte, Calif. The money will be used to open a pediatric wing for leukemia treatment and expand the existing cancer detection clinic facilities. The telethon, dubbed Operation Mercy, was produced by Klaus Landsberg, station vice president and general manager, and sponsored by Greater Los Angeles Press Club. Gov. Goodwin Knight headed a roster of over 200 radio, tv, motion picture and civic personalities who appeared on the program.

Cooperation in Cleveland
CLEVELAND radio and tv outlets last month joined in an all-out effort to open the community fund drive there. A drama entitled "It Could Be You" was aired by W GAR WTAM WHK W DOK WERE and WSRS. WTAM presented a show emceed by Allen Freed. An hour-long tv show produced by WXEL (TV)'s Bruce Stauderman was presented by that station and by WEWS (TV) and WNB K (TV).

Memento From WCKY
WCKY Cincinnati made a tape recording of the farewell honors bestowed by officials and dignitaries in that city upon Jesse Locker, Negro city councilman of Cincinnati, who was appointed Ambassador to Liberia by President Eisenhower. WCKY President-General Manager L. B. Wilson mailed the record to Mr. Locker in Monrovia, Liberia. The record was scheduled to be aired on the radio station in Monrovia after Liberia's President Tubman received the U. S. ambassador's credentials.

WBO W's Wheel Chair Project
WBO W Terre Haute has launched a public service project to obtain wheel chairs for disabled citizens of that community. The station reports four chairs already have been bought from funds raised by WBO W's 20-year-old Sunshine Hour.

$32,126 Cleveland Promotion
WTAM WNB K (TV) Cleveland, NBC o & o outlets, used their facilities to promote two benefit performances of the Ice Capades in that city, with the result that 16,749 persons attended the events in the Cleveland Arena and $32,126 was collected for the Society for Crippled Children, according to Lloyd E. Yoder, general manager of the stations. It was the largest donation in the history of the event, he said.

WFIL-TV's Polsy Telethon
WFIL-TV Philadelphia will hold a 15-hour telethon Nov. 14-15 on behalf of the United Cerebral Palsy Assns. of Pennsylvania and Southern New Jersey. This will be the third year WFIL-TV has presented a benefit telecast for cerebral palsy victims. The telethon will feature such names as Dennis James, Jane Pickens, John Reed King, Stu Erwin and June Collier. Last year the station raised $220.000.

KSL-TV Draws $70,000
EIGHTEEN hours of telethon programming by KSL-TV Salt Lake City brought in $70,000 plus recently for the United Cerebral Palsy Assn. of Utah.

'It's So Easy to Listen to WBNS'
Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the 20 top-rated programs and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.
MICHIcAN EDUC. TV PROGRESS REPORTED

WKAR-TV East Lansing expects to begin noncommercial educational tv programming in January.

PROGRESS in Michigan toward establishment of educational tv stations was reported last week by Earl Minderman, field liaison officer for the Joint Committee on Educational Television. He has completed a four-week tour of the state.

WKAR-TV East Lansing, noncommercial outlet on uhf ch. 60, expects to begin operation in January, he reported. The station has completed its 1,034 ft. tower and with a 12 kw transmitter expects to cover a radius of some 65 miles, including fringe area.

Michigan State College has been on closed circuit operation and has been making kinescopes since June 1951, Mr. Minderman recalled. WKAR-TV will be used to train students in tv technique and to record programs for other stations. About 400 students already have been trained in tv at the school, it was noted.

The Detroit Educational Television Foundation expects to reach its fund goal of $1.25 million by the end of December, Mr. Minderman said. Some studio and other equipment already are on hand. The foundation, composed of 17 educational and cultural institutions in the area, has not yet filed application for reserved uhf ch. 56 there.

At Ann Arbor, Mr. Minderman stated, the U. of Michigan is moving its closed circuit equipment and its entire tv instructional department from campus to a building in downtown Ann Arbor which is being remodelled at a cost of $112,000. Closed circuit equipment includes three camera chains and a kinescope unit.

The U. of Michigan last Wednesday was granted reserved uhf ch. 26 at Ann Arbor by FCC. It proposes a 12 kw transmitter and 1,000 ft. tower. Plans are for commencement of operation in 1954, it was indicated. With Detroit 35 miles distant, the station predicts the station will serve 56% of the state's population.

Mr. Minderman explained that the U. of Michigan has more than 200 students enrolled in 11 tv courses. The school's tv office has been producing shows on commercial stations three years. Each Sunday, he noted, the university telecasts a program on WWJ-TV Detroit. The station donates the services of a production crew plus $100 a week to help meet expenses. Average weekly audience for this show is estimated at 150,000 and more than 7,000 viewers have registered for formal courses during the three years.

Sault Ste. Marie Plan

At Sault Ste. Marie, Mr. Minderman said, a citizens educational tv committee was organized in late September, including representatives of the adjoining Ontario city of the same name. Since the cities are planning a 100th anniversary celebration of the locks in St. Mary's River which connect Lake Superior and the other Great Lakes, there has been a proposal that the planned tv outlet be a memorial to commemorate the event, the JCET executive reported.

Similar citizen group progress and interest was reported for Traverse City, adjoining the National Music Camp at Interlochen; Bay City-Midland-Saginaw, and Flint.

Mehlig Questions U.'s Research Integrity

CHARGE that the integrity of Northwestern U.'s research has been jeopardized by a survey of media effectiveness was made by Lee P. Mehlig, sales representative of KTLN Denver and formerly of WNMP Evanston, Ill., where the university is located.

Mr. Mehlig charged in an open letter that Dr. Charles L. Allen, assistant dean and research director of the university's Medill School of Journalism, had refused to see him in regard to the use of radio by State Bank & Trust Co., of which Dr. Allen is advertising consultant, and had refused to look at research material.

As to Dr. Allen's survey of media impact ("Newspapers Are Wonderful," B&T, Sept. 7), Mr. Mehlig posed this question: "Should any man with a lengthy background in only one medium ever attempt such a project without consultation and assistance from other qualified men in dissimilar fields to balance the pendulum?"

Mr. Mehlig continued, "It is difficult to understand how a director of research for Northwestern U. could ever use such one-sided, biased questions as you have, under the protection of the school as a noncommercial organization. . . . As a resident of Evanston for more than 12 years and as a graduate of Northwestern U., I am confident that neither Dean Kenneth Olson of Northwestern's Medill School of Journalism nor Basket Mosse, Medill's own radio and television director, could attest, in all fairness, to your logical, analytical, unprejudiced fairness."

Television's Value to Students Extolfed by DuMont Executive

MORE than any other educational tool, television can make students concentrate (and thereby learn), Keaton Arnett, general assistant to the president of Allen B. DuMont Labs, told members of the Monday Afternoon Club of Paterson, N. J., last Monday.

He cited tests made by the armed forces, in which "live" teaching, motion pictures, and television were rotated as means of training groups of servicemen, with tv scoring highest both in the amount of information conveyed to and the amount retained by the trainees.

An illustration of the use of tv as an educational tool was provided concurrently with Mr. Arnett's address. The proceedings of the meeting were picked up by DuMont cameras and fed by closed circuit to receivers set up so that club members could watch the speakers in person and also see them on tv.

Education Week Messages

AS PART of its campaign in behalf of American Education Week on Nov. 8-14, the Advertising Council has asked that network commercial and sustaining radio programs carry its public service messages on the need for better schools.
UNIONS STUDYING TELETHON DEMANDS

RESTRICTIONS on the number of telethons on behalf of charitable organizations were indicated last week following a meeting of various talent unions and the reported approval of this step by talent agents.

A large number of telethons, according to George Heller, executive secretary of American Federation of Television and Radio Artists, poses a threat to the amusement industry as it places a drain on time and talent and concerns he had agreed seas with him Assignment.

JOHN AUSTIN, producer, unions.

cause of Dystrophy giving Eve the stage

one of the means by which the talent unions hope to exercise "reasonable" control, Mr. Heller said, is by reactivation of the Eastern Theatre Authority, which would be comprised of representatives of the talent unions and would screen proposed benefit programs, including radio and television. Mr. Heller said that a meeting was held by delegates of the member unions of the Associated Artists and Actors of America last month and another session is scheduled for Thursday.

Mr. Heller denied a report that a ban had been placed on network telethons, which would have affected the Dean Martin-Jerry Lewis four-hour program on ABC-TV on Thanksgiving Eve for the benefit of the Muscular Dystrophy Assn. He said the approach by talent unions was still in the "exploratory" stage but that they were giving the problem "serious consideration." He indicated that the Martin-Lewis telethon may be permitted because of commitments that already have been made but that no concession may be extended to proposed telethons in the future.

Under Eastern Theatre Authority a percentage of revenue accruing from a benefit performance would be earmarked for the talent unions.

Producer Austin Protests Runaway Classification

JOHN AUSTIN, producer, has challenged what he terms organized labor's attempt to dictate where a producer should shoot his motion pictures. He has protested the "runaway" production classification threatened him by Hollywood AFL Film Council if he continues to produce abroad the TV film series Overseas Assignment.

In asking the council's clearance for his overseas filming, Mr. Austin said he agreed to take with him a unit consisting of "a star, a female lead, a director and cameraman, as well as a writer and possibly a unit manager." His overseas plans were vetoed. In preliminary negotiations he had agreed to do all dubbing and scoring in Hollywood and also shoot the commercials in this country.

Mr. Austin declared it is not possible, within a competitive budget, to produce his TV film series in this country. He further felt it was necessary to produce it abroad to get authentic background and atmosphere desired. Mr. Austin charged the unions with "overstepping the bounds of their jurisdictions" and warned that they are "causing ill feeling in the industry." He further criticized the council for publicizing the ban on his series.

EDWARD G. SMITH, general manager of WTCN-AM-TV Minneapolis-St. Paul, is celebrating his 25th year in the allied radio and advertising industry. Mr. Smith formerly was director of ABC Radio in Chicago and radio director of General Mills. He is credited with helping to launch a number of children's programs for the milling company.

MUTUAL'S Northwestern U. Reviewing Stand forum program (Sunday, 11:30 a.m.-noon EST) began its 20th year on the air last month. Appearing on the program was Prof. Irving J. Lee of Northwestern's public speaking department, who participated in the first broadcast on Oct. 14, 1934, at which time he was a graduate student at the university.

DR. JOHN HOLLAND, pastor on WLS Chicago's The Little Brown Church, last month celebrated his 20th anniversary as the first ordained minister to be assigned fulltime to such a position with a radio station. Dr. Holland conducts the station's noontime Message of Inspiration and a daily Evening Vespers in addition to his church program. One of his most notable efforts is the WLS Christmas Neighbors Club to gather gifts for crippled children. Dr. Holland also offers counsel to people with problems who visit his desk at WLS.

NBC's Mary Lee Taylor Show will celebrate its 20th anniversary Nov. 7 (NBC Radio, Sat., 10:30-11 a.m. EST). The program has been conducted since its inception by Susan Cost, better known as Mary Lee Taylor, and has had the same sponsor, the Pet Milk Co., since it went on the air in 1933. The agency is

ON HAND to cut the cake when WJMK-TV Detroit celebrated five years of telecasting Oct. 24 were (1 to r) Gayle V. Grubb, vice president-managing director; Glenn Boudry Sr., Sterling Broadcasting Co. chief engineer, and William E. Rine, Sterling Broadcasting Co. northern district vice president.

Gardner Adv., St. Louis.

WPIC-AM-FM Sharon, Pa., celebrated two anniversaries last month, the 15th for its AM operation, the sixth for WPIC-FM. The stations are owned by the Sharon Herald Broadcasting Co. John Fahnline Jr. is president. WPIC began operations as a 250 w outlet in 1938; its power was increased to 1 kw on 790 kc in 1940.

To continue paying high rental for a transcription library year after year is just a heck of a lot of money down the overhead drain. Take a tip from smart, cost-conscious station operators:

Buy the STANDARD OWN-YOUR-OWN Transcription Library. You'll save thousands of dollars. And the library is yours for keeps. You'll get . . .

5,000 all-time favorite musical selections by the most popular performers in radio . . . plus 600 useful program and commercial aids. Start cutting music costs immediately with STANDARD. Write for price information, today.

Stop paying through the nose!

BUY and OWN-YOUR-OWN from STANDARD RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Illinois

SOUND EFFECTS, TOO!
The most complete, most useful service in the business. Write for catalog today.

November 9, 1953  Page 115
Wagnerian aria, scored and underscored

Advertisers have been handing Ann Wagner commercials, then getting out of the way, ever since the days when she wrote, sang, emceed, announced, typed, planned record shows and acted as receptionist for a station in southwest Indiana. They get out of the way for the same reasons that you don't cross streets against traffic.

La Wagner is a jack-of-all-trades by trade. In this day of specialization she's an unusual multiple-threat performer, running voice arpeggios around end, quarterbacking a five-edition-a-week radio journal, blocking records in her daily role as Ann Wagner, Girl Disc Jockey, coaching a cooking show, decorating interiors, and shooting golf in the eighties.

Except for the first five weeks of her life, Ann has lived in Indiana. Indianapolis (she joined up with WFBM in 1947) are inclined to forgive her for this remissness. Aside from a few purists, Hoosiers accept her as a Hoosier.

There is absolutely no truth to the rumor that there are two of Ann Wagner. The dichotomic illusion arises from hearing her early afternoon show called Ann's Pantry, listening to her mid-afternoon melody show, Make Mine Music, and seeing her at all hours on various television shows.

It all started when she entered a singing contest which landed her a scholarship at the University of Louisville School of Music. She left her "number please" job with the phone company to study voice with a Madam Noe, saying yes to the lure of a new career.

While employed by another station as vocalist, record librarian and part-time announcer, Ann worked as vocalist with a local orchestra. If this suggests that she's an attractive young lady, you're right. She often breaks into song along with the records she plays, loves music, lectures on music and radio in local high schools, and once appeared (photographically) on 30,000 match books.

If these manifold, expert and sustained activities make Ann Wagner sound old, we've done her an injustice. She's in her twenties. Ann just keeps busy. So do advertisers who participate in her programs.
### 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 sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sers in Station Area</th>
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<tr>
<td>BIRMINGHAM</td>
<td>WABT (13)</td>
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<tr>
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<td>WBRC-TV (6)</td>
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<td>WCIV (14)</td>
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<td></td>
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<td>PUEBLO</td>
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<td>DISTRICT OF COLUMBIA</td>
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<td>WASHINGTON</td>
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<tr>
<td>DECATUR</td>
<td>WTVP (17)</td>
<td>65,000</td>
</tr>
</tbody>
</table>

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**Facts and Figures**

23rd **IN THE NATION IN RETAIL SALES**

...YOU CAN

GET YOUR SHARE OF THIS

$779,170,000.00*

BUSINESS BEST THRU

WTVJ

CHANNEL 4 MIAMI

SEE YOUR FREE AND PETERSON COLONEL

COMING JANUARY 1954

1,000 Foot Antenna! 100,000 Watts

*SALES MANAGEMENT 1953
FOR THE RECORD

No smoke signals from Mohawk any more — folks are too busy watching WHEN to build a fire!

And Mohawk, N. Y., is only one of more than 250 communities covered exclusively by WHEN. Over 2 1/4 million people in 26 counties look to WHEN for shopping information (and 2 1/4 million people have a lot of shopping dollars). Don’t be too low on the totem pole in upstate New York — GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH WHEN.

SEE YOUR NEAREST
KATZ AGENCY

Everybody watches
WHEN TELEVISION SYRACUSE

Page 118  •  November 9, 1953

Broadcasting  •  Televising
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Felzer 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
WMBD - PEORIA, ILLINOIS
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

**ALABAMA**
- Birmingham, WJTV (48), 12/10/52—Unknown.
- Montgomery, Montgomery Bank Co. (13), Initial Decision 10/7/52.

**ARKANSAS**
- Little Rock, KETV (TV) (23), 10/30/53—Unknown.
- Pine Bluff, KATV (TV) (7), 4/18/53—12/1/54, Avery-Knoll.

**CALIFORNIA**
- Berkeley-San Francisco, KCED (TV) (*), 7/24/54.
- Santa Barbara, KCOG (TV) (52), 9/16/54—Unknown.
- Fresno, KECA (TV) (55), 4/12/53—Unknown.
- Los Angeles, KPJI (TV) (22), 12/10/50—Late '53.
- Sacramento, XBC (TV) (46), 6/26/53—Fall '53.
- Salinas, KESV (TV) (28), 1/15/53—Fall '53.
- San Bernardino, KF-10 (TV), 11/6/52—Fall '53, Hollinger.
- Stockton, KTVU (TV) (36), 8/6/53-11/30, Hollinger.
- Tulare-Fresno, KCOM-TV (7), 4/21/53—9/19/53, Fall, Forrester Network.
- Yuba City, KABC-TV (52), 3/11/53—Unknown.

**COLORADO**
- Denver, KDEN-TV (46), 7/11/52—Unknown.
- Denver, KBIV (TV) (20), 9/18/53—Unknown.
- Denver, KCOA-TV (4), 9/9/53-12/25/53, NBC, Petry.
- Denver, WCTV (TV) (14), 7/13/54—1954.
- Grand Junction, KFJX-TV (3), 2/26/53—May '54—Holmen.

**CONNECTICUT**
- Bridgeport, WCTB (TV) (4), 9/13/53—Unknown.
- Bridgeport, WBSA (TV) (49), 8/14/52—Unknown.
- Hartford, General Times TV Corp. (18), 10/21/53—Unknown.
- Hartford, WEDN (TV) (*), 1/19/53—Unknown.
- New Haven, WCTN (TV) (*), 2/19/53—Unknown.
- Stamford, WTST (TV) (27), 2/27/53—Unknown.

**DELAWARE**
- Wilmington, WILM-TV (82), 3/14/53—Unknown.

**FLORIDA**
- Fort Lauderdale, WITF (TV) (17), 7/31/52-11/30/53, DuM, Taylor.
- Jacksonville, WJXT (TV) (26), 6/3/53-Dec. '53, Perry AssoC.
- Jacksonville, WJXT (TV) (30), 8/2/12/53—Unknown.
- Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
- Orlando, WDBO (TV) (40), 10/14/53-Apr. '54, CBS, Blairez.

For **MINUTE spots to SELL**
Youngstown, Ohio
*call any Headley-Reed office or...*
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollinger.
Missoula, KGVO-TV (49), 11/13/53—7/1/54, Gill-Perna.

NEBRASKA

NEW HAMPSHIRE
 Keene, WKEE-TV (19), 3/16/52—10/25/52 (tests Dec. 1).

NEW JERSEY
 Asbury Park, WEDT (TV) (39), 1/10/52—Dec. 3 (tests due Dec. 1).

NEW MEXICO

Albany, WPTL (TV) (23), 8/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/4/52—Unknown.

Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WKBW-TV (35), 9/1/52—Unknown.

Ithaca, WHCU-TV (20), 1/18/53—Nov. 54, CBS.
Ithaca, WCVB (TV) (*14), 1/8/53—Unknown.

Kingston, WJUN-TV (58), 1/23/53—Unknown.


New York, WYGT (TV) (*25), 8/14/53—Unknown.

Peoria, WEOK-TV (21), 11/26/52—Jan. 54.

Rochester, WGEN-TV (27), 4/7/53—Unknown.

Rochester, WROC-TV (27), 7/24/53—Unknown.

Rochester, WORC-TV (10), 6/10/53—Unknown.

Schenectady, WESB (TV) (35), 6/11/53—1/19/54.

Syracuse, WHTV (TV) (*43), 7/21/53—Unknown.

Utica, WFFB (TV) (19), 7/11/53—Unknown.

Waterbury, WHTV (TV) (48), 12/18/52—Unknown, Weed.

NEW YORK

Chapel Hill, WUNCH-TV (*4), 9/20/53—Sept. 54.
Charlotte, WAYS-TV (36), 2/24/53-11/15/53, ABC, Bolling.
Durham, WCGI-TV (46), 2/26/53—Unknown, Dule, NBC, FTS Television.
Goldsboro, Goldsboro TV Corp. (34), 9/30/53—Unknown.
Greenboro, WCOSG (TV), 5/5/23—Unknown, ABC, Hollinger.

Hendersonville, WHKP-TV (27), 3/1/53—Early '54, Head-


Westminster, WMMF-TV (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, KFYF-TV (55), 2/13/53—Unknown, Blair.

Volley City, KKB (TV) (4), 8/3/54—Early '54, Weed.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53—Spring '54.

Cleveland, WERG-TV (65), 6/18/53—Full '53.

Cleveland, United Busto. Co. (19), Initial

Decision 10/15/53.

Columbus, WOSU-TV (34), 4/22/53—Unknown.

Lima, WMSW-TV (36), 9/16/53—Full '53.

Massillon, WMAV-TV (23), 9/4/53—Unknown, Petry.

Stroulsie, WSVG-TV (9), 9/12/53-12/1/53, CBS, Macy-Knoll (granted STA Sept. 16).

Youngstown, WYTV (TV) (21), 9/29/52—Full '53.

OKLAHOMA

Muskogee, KMW (TV) (59), 4/2/52—Unknown.

Oklahoma City, KWT (TV) (7), 7/22/53-12/15/53, CBS, Avery.

Tulsa, KCTV (TV) (23), 2/26/53-11/14/53, Bolling.

Dallas, KTDF-TV (29), 2/1/53—Unknown.

El Paso, KPOD-TV (19), 10/24/52—Full '53, Avery-Knoll.

Fort Worth, KTXO (TV) (20), 3/11/53—Unknown.

OREGON


Eugene, Eugene Tv Inc. (3), 5/14/53—February '54, Holl-

inger.

Portland (Or.), KTVN (TV) (34), 12/9/53-1/2/53 (granted STA Aug. 4).

Salem, KMST (TV) (3), 9/30/53—Unknown.


PALESTINIAN

Allentown, WPMX-TV (67), 7/16/53—Unknown.

Allentown, WYXU-TV (29), 9/12/53—Unknown.

Erie, Great Lakes TV Co. (33), 10/14/53—Unknown.

Harrisburg, WCMX-TV (27), 7/24/53-12/26/53—Cook.

Hershey, WASTV (42), 12/18/52—Unknown, Meeker.

Broadcasting • Telecasting

November 9, 1953 • Page 121

Do You Know This Man?
He is Edward Ervin, production manager for 22 years at WBKN, New York City, and has been using the SESAC Transcribed Library for eight years. He says, “I think that the SESAC Transcribed Library offers a variety and quality second to none.”

“Our schedule is always splattered all over with SESAC Transcriptions and we have made good use of several of the prepared shows, such as ‘Little White Chapel,’ ‘American Folk Music’ and ‘Here Comes the Band.’

‘Incidentally, I think your RELIGIOUS and BAND sections and the ‘ORCHESTERS CHORISTERS’ tops.’

AT YOUR STATION—See and hear the SESAC program service by dropping a card to—

SESAC Transcribed Library
475 Fifth Avenue
New York 17, N. Y.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)

Oct. 29 through Nov. 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permits, DA—directional antennas, ERP—effective radiated power, STL—studio-transmitter link, SSA—synchro-

nous amplifier, vhf—very high frequency, uhf—ultra high frequency, aural—aural

v—visual g—kilowatts, mc—megacycles, d—day, n—night, l—local run-

set, mod.—modulation, tr.—transmitter, am.—amplifier, ear.—ear bud, SR—special service authorization, STA—special temporary

authorization, hfd—holding
docket numbers given in parentheses.

FCC Commercial Station Authorizations
As of Sept. 30, 1953*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>23</td>
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*Does not include noncommercial educational fm and tv stations.

Authorized to operate commercially.

Am and Fm Summary through Nov. 4

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<tr>
<th>On</th>
<th>Air</th>
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<th>CPs</th>
<th>In Post-</th>
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<td>2,361</td>
<td>2,475</td>
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<td>76</td>
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<tr>
<td>Am</td>
<td>2,361</td>
<td>2,475</td>
<td>139</td>
<td>195</td>
<td>76</td>
</tr>
</tbody>
</table>

ACTIONS OF FCC

New TV Stations...

GRANTS

West Palm Beach, Fla.—Palm Beach Television Inc., vhf ch. 5 (76-82 mc); ERP 69.3 kw visual, 26.9 kw audio. Covers urban area

including West Palm Beach. Grants deleted in 1966 of same area.

Campaigned, III.—University of Illinois (WILL, WIVC (FM)) granted noncommercial educational vhf ch. 12 (50-210 mc); ERP 18.3 kw visual, 9.1 kw audio. Antenna height above average terrain 161 ft., above ground 153.6 ft. Estimated construction cost $251,000, first year operating cost $70,700.


WJNO Inc. (WJNO West Palm Beach, Fla.) (50%).

Granted Nov. 4.

Champaign, III.—American Educational Media of the U. of Mich. (WFMU (FM) Flint) granted noncommercial educational uhf ch. 26 (560-564 mc); ERP 963 kw visual, 138 kw audio; antenna height above average terrain 1,118 ft., above ground 1,065 ft. Estimated construction cost $325,000, first year operating cost $118,000. Post office address S. State St., Ann Arbor, Michigan, Ann Arbor. Transmitter location College Bend Dr. Geographic coordinates 42° 17' 40" N., Lat.; 87° 32' 31" W. Long. Transmitter and antenna GE. Legal counsel Edmund A. Cummins, Ann Arbor. Consulting engineer J. J. Swanson, Ann Arbor. Granted Nov. 4.

Saginaw, Mich.—Booth Radio and Television Stations Inc. (WBCW) granted noncommercial educational vhf ch. 51 (602-608 mc); ERP 36 kw visual, 15 kw audio; antenna height above average terrain 345 ft., above ground 375 ft. Estimated construction cost $600,000, first year operating cost $101,425, revenue $121,200.


APPLICANTS

Chicago, Ill.—Lewis College of Science & Tech- nology (WFLJ), uhf ch. 38 (614-650 mc); ERP 500 kw visual, 100 kw audio. Covers urban area including Toward Lake Michigan, above average terrain 500 ft., above ground 475 ft. Estimated construction cost $125,000, first year operating cost $44,000.

Post office address 5350 Ada St., College Park. Authorized to operate commercially.

Berthold, Mo.—T. W. Thompson (WATL) ( uhf) have been granted.

One applicant did not specify channel.

Included 17 already granted.

Note: Amended operating procedures and revised city priority list (containing only those cities with contested applications) are now in effect (3·5, Oct. 29.

ACKNOWLEDGMENTS

CHEER

Starts 2nd Year With WDIA, Memphis

Consequently Cheer starts its second year of gaining completely dominating coverage of the 862,212 Negroes in WDIA's 27-county Nielsen area. With a substantial weekly announcement sched- ule Cheer receives powerful selling im- pact on this 46.9% of the total area population ... and there's a spot or pro-

gram schedule to fit your budget. Join WDIA's great list of blue chip accounts including Pepsi Cola, Wonder Bread Camel Cigarettes, Omega Flour, McCormick Tea, Fab, Crisco and many others. Get full facts today.

HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn. 
Time: Sept.-Aug. 53

Time WDIA B C D F F G H

T.R.P. 23.7 20.9 18.4 16.9 11.9 8.6 6.5 2.8

(Note: WDIA's shore Sat. 22.2 Sun. 22.9)

John E. Pearson Co., Representative

Dover-Clyron Agency, Southeast

Page 122 • November 9, 1953

BROADCASTING • TELECASTING
A coffee account, using KGW, increased sales in this area 42 percent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.
New Am Stations

GRANTS

Vero Beach, Fla.—Hatfield Fla. Best — (WORX Orlando, granted 1370 kc, 1 kw daytime. Transmitter on hand. Estimated construction cost $2,500). First year operating cost $1,000; first year revenue $2,000. Post office address Box 1125, Orlando.

Madison, Ind.—Knight-Culler system, granted 1450 kc, 500 w unlimited. Post office address 442 Douglas Street, Melody Lane, Fort Pierce, Fla. Last day of construction Jan. 23, 1953. Estimated construction cost $15,000. First year operating cost $5,000; first year revenue $10,000. Post office address Box 1125, Orlando.

Concordia, Kan.—General Best Co., granted 1590 kc, 500 w unlimited. Estimated construction cost $10,000. First year operating cost $5,000; first year revenue $10,000. Post office address Box 308, Concordia.

Waynesboro, Miss.—New Laurel Radio Station, granted 1450 kc, 500 w unlimited. Post office address 34 E. Washington, Waynesboro, Tenn. Last day of construction Jan. 23, 1953. Estimated construction cost $15,000. First year operating cost $3,000; first year revenue $5,000. Post office address Box 155, Waynesboro.

APPLICATIONS

WKXJ Forrest City, Ark.—Forrest City Best Co., granted CP to increase power from 1 kw to 5 kw Nov. 4.

WPBC Minneapolis, Minn.—People’s Best Co., granted CP to increase power from 1 kw to 5 kw, operating on 980 kc. Granted Nov. 4.

KIXJ Jasper, Tex.—Jasper Co., granted CP to change from 1220 kc to 1250 kc, unlimited, directional, night only. Granted Nov. 4.

WKD Lamar, Wyo.—Edward J. Breese granted CP to change from 1250 kc to 1350 kc, unlimited, directional, night only. Granted Nov. 4.

APPLICATIONS AMENDED

WKAM Warsaw, Ind.—Nothouse Best Co., amended application for construction permit to change studio location to specify transmitter location on 1350 kc. Granted Nov. 4.

Application to specify 1490 kc with 500 w granted Nov. 4. Granted Nov. 28.

For the record

NEW YORK

Lightweight, rugged, reliable.

For demonstration, 50 recorded programs.

PORTABLE

West 1500 ale of Chicago under MGM RECORDER and INC.

MADISON, WISCONSIN

Oct. 1, 1953

* * * * *

Fifth Ave., New York 36

L-bed

For Tommy

Monte Vista, Colo.—George M. Corlett & Lonnie Pippen d/b/a as Vienna Best Co., granted CP to change from 1560 kc to 1550 w unlimited. Estimated construction cost $11,280, first year operating cost $24,000, revenue $30,000. Principals in equal shares are G. M. Corlett, attorney, % owner Monte Vista Journal and former licensee for Exhibit C Radiophonic Inc.; Lonnie Pippen, editor—% owner Monte Vista Journal and director Colorado Broadcasters’ Association. Post office address % Lonnie Pippen, Monte Vista. Filed Oct. 8.

Newburgh, Ind.—Southern Indiana Best Co., 1500 kc, 500 watt daytime. Estimated construction cost $25,587.50, first year operating cost $42,500, revenue $56,000. Principals in equal shares are President M. Van Eaton (25%), Baptist minister of Glasgow, Ky; Vice President R. L. Mullen (25%), farmer & real estate and Secretary-Treasurer, P. L. May (25%), owner of Indiana KDAV Lubbock, Tex.; D. P. Pinkston (25%), general manager—% owner KDAV and W. J. Duncan (25%), assistant manager KDAV. Filed Oct. 28.

APPLICATION DISMISSED

Bay Shore, N. Y.—Coastal Best Co. FCC dismissed application for new station on 1520 kc, 250 w daytime. Dismissed Nov. 2.

Existing Am Stations

GRANTS

KJXK Fort Worth, Ark.—Fort Worth Best Co., granted CP to increase power from 1 kw to 5 kw, Nov. 4.

WCPB Minneapolis, Minn.—People’s Best Co., granted CP to increase power from 1 kw to 980 kc, Granted Nov. 4.

KEMZ Jasper, Tex.—Jasper Co., granted CP to change from 1240 kc to 1250 kc, unlimited, 1 kw daytime. Grant Nov. 4.

WAPL Appleton, Wis.—Barrett Best Co., granted CP to increase power from 500 w to 1 kw, Granted Nov. 4.

WRAL-Lee, N. C.—Edward J. Breece granted CP to change from 1230 kc to 1350 kc, unlimited, directional, night only. Granted Nov. 4.

APPLICATIONS

WLKO Oakland, Calif.— Tribune Teleprint Co., seeks CP to change from employing directional day and night to directional only on 910 kc. Filed Oct. 28.

WHUN Huntingdon, Pa.—Joseph F. Biddle Pub. Co. seeks modification of CP to increase power from 500 w to 1 kw, daytime. Filed Nov. 2.

WDCE Clinton, Tenn.—WAEM Jct, seeks CP to increase power from 100 w to 250 w. Filed Nov. 2.
New Fm Stations...

APPLICATIONS

Los Angeles, Calif.—Nicholas M. Brayz seeks new station on ch. 229 (97.7 mc) with ERP of 50 kw. Filed Oct. 30.

Niagara Falls, N.Y.—Patrick Bean seeks new fm station on ch. 239 (97.7 mc) with ERP of 72 kw. Filed Oct. 27.

Existing Fm Stations...

GRANTS

KNX-FM Los Angeles, Calif.—Broadcasting System Inc. granted modification of CP to change by addition of 20 kw ERP and raising above average terrain 2,870 ft. Granted Oct. 27; and

KFWC Muscatine, Iowa—Muscatine Co., granted request for waiver of Sec. 3.204 (a) to permit operation with 250 w transmitter power output. Granted Nov. 2.

WXG-FM Eugene, Ore.—KUIC Inc. granted request for waiver of Sec. 3.204 (a) to permit operation with 250 w transmitter power output. Granted Nov. 4.

STATIONS DELETED

WCUS-FM Columbus, Ind.—Syndicate Theatre and Arts Inc. granted request to cancel license and CP and delete station on ch. 225. Deleted Oct. 28.

KCRK (FM) Cedar Rapids, Iowa.—The Gazette Co. granted request for license and CP to delete station on ch. 245. Deleted Oct. 28.

KSMO-FM Los Angeles, Calif.—KFSB Inc. granted request to cancel license and CP and delete station on ch. 225. Deleted Oct. 28.

APPLICATIONS

KCMS (FM) Manitou Springs, Colo.—Garden of the Gods Co., seeks modification of CP to change by addition of 20 kw ERP and raising above average terrain to 1,563 ft. Filed Nov. 2. Withdrawn Nov. 29.


Ownership Changes...

GRANTS

WTCW White Plains, N.Y.—KY-VA Bestco. Corp. granted voluntary transfer of control from C. H. Trivette to James J. and Betty S. Crosthwait through sale of 100 shares of stock, to license corporation and Crosthwait family for $2,500. KY-VA purchases 95 shares for $1,500, Crosthwait purchases shares for $1,125. Mr. and Mrs. Crosthwait will now own 51%, Grant Nov. 4.

KIVI Shelby, Mont.—Tri-County Radio Corp. granted voluntary transfer of control to John J. Lyon and Frank E. Kraska through sale by John J. Lyon of 13,000 shares of stock for $22,350. Mr. Lyon is in airplane crop spraying business and Kraska was formerly in retail furniture business. Granted Nov. 4.

WDFM-FM Muncie, Ind.—John A. Hinshaw tr/s Valley Bestco. granted voluntary assignment of license to James B. Childress for $151,500. Mr. Hinshaw was a management owner, owner WHCC Wayneville, N. C. Granted Nov. 4.

WAGM-AM Ashland, Ohio—Mahoning Valley Bestco. Corp. granted voluntary assignment of license to Ashland Bestco. for $50,000 cash. Principals include John S. Arntz (50%), Fred J. Kopp (30%), and Robert J. Pepper (20%). assigns all interest to Robert J. Pepper for $50,000. Assigned Nov. 3.

KJAN-SF LBtchord, S. C.—Spartanburg Bestco. granted voluntary transfer of control from Janie M. Redway through sale of 50% stock of $16,500. Redway will now own 100%. Granted Nov. 4.

KLJN Denton, Wash.—Interlake Bestco. Corp. granted voluntary transfer of control from Robert E. Riddal to William L. Simpson and Richard K. Bush to Ralph J. Sanders through sale of all stock for $10,000. Mr. Sanders is president and custodian of Seattle Revival Center Inc., non-profit religious institution. Granted Nov. 4.

APPLICATIONS

KLMQ Longmont, Colo.—Longmont Bestco. Corp. seeks voluntary transfer of control to Pheon Reed Walker from R. T. Lodge and H. J. Parker through sale of all stock for $80,000. Principals include President J. T. Lodge (50%); James R. Palaian (20%), financial accountant; and F. R. Walker (15%), salesman. Filed Oct. 19.

Broadcasting • Telecasting

WOPA-FM Oak Park, Ill.—Richard Good- man, President. Oak Park Hotel Inc., & Rgmont Sonderling d/b/a Village Bestco. seeks voluntary assignment of license to partner- ship of the same name with same partners. Mr. Sonderling purchases 50% interest from Richard Goodman and Mason Loundy for $4,000 and will now own 50%. Messrs. Goodman and Loundy will separate their joint interest and each will own now 25%. Filed Oct. 26.

KCHA Charlie City, Iowa.—I-Nland Bestco. Corp. seeks assignment of license to Radio Inc. Inland, wholly owned by Radio Inc. and has now been dissolved. Filed Oct. 28.

KTSS Emporia, Kan.—Emporia Bestco., seeks acquisition of control by Gervis F. Reed through purchase of 48.5% interests from Robert B. Reed for $15,000. Mr. G. F. Reed will now be sole owner. Filed Oct. 28.


KREH Oakdale, La.—Clyd. W. Reddock & Keith Evans d/b as Louisiana Bestco. Service seeks in- voluntary assignment of license to Clyde W. Reddock, individually and as administrator of the estate of Keith Evans deceased, d/b as Louisiana Bestco. Service. Mr. Reddock will now control 100%. Filed Oct. 23.

KOPF Kennewick, Wash.—Central Nebraska Bestco. Corp. Belle M. Thomas, J. Carl Thomas & Kenneth E. Ford, seek transfer of control of the estate of Lloyd C. Thomas seek voluntary transfer of con- struction permit to J. Carl Thomas and 5 others in ac- cordance with court order. Principals include President J. Carl Thomas (51%); Vice President Kenneth H. Dryden (11%); Secretary- Treasurer Belle M. Thomas (37.5%); E. H. Thomas (10%); J. Carl Thomas (2%); H. S. Thomas (9%); and Phillip Thomas (9%). Myrtle D. Dimbath sell 50 shares to John W. Yager Jr. & Harry Shurman. Other cash is in- volved as distribution in pursuance to court order. Granted Oct. 23.

WDIA Memphis, Tenn.—R. E. Ferguson & J. R. Pepper d/b as Bluff City Bestco. seeks voluntary assignment of license in corporation of same name. Mr. Ferguson will own 49% and Mr. Pepper will own 60%. Filed Oct. 23.

WLAC Nashville, Tenn.—Life & Casualty Inc. Co. seeks voluntary assignment of license to owner of WLAC Inc. for $1,220,000. Life & Casualty agrees to purchase $1,200,000 worth of indenture bonds from WLAC Inc. Filed Oct. 17.

KGGK San Angelo, Tex.—Lawes G. Seibert seeks voluntary assignment of license to Angelo Bestco. Telecasting Inc. No consideration in- volved as Mr. Seibert will own all stock of proffered corporation. Filed Oct. 26.


WKJL Sparta, Wis.—Sparta-Tomah Bestco. Corp. seeks voluntary transfer of control to John F. Monroe and 5 others through sale of all stock for $55,000. Principals include President John F. Monroe (27%); investment securities & book- ing; Vice President Dr. Wendell Hansen (17%); partner WMNE Menominee, Wis.; and stockholder. WTRY Two Rivers, Wis.; Secretary John F. Monroe Jr. (19%), investment broker; and William L. Archer (11%); Pastor, Dowling Bible Church, Downing, Wis. Filed Oct. 22.

Hearing Cases...

INITIAL DECISION

Wichita, Kan.—New TV, vhf ch. 10, FCC hearing examiner for the Hummingbird Broadcasting Inc. issued initial decision looking toward grant of the application of KAKE for construction permit for new tv sta- tion on vhf ch. 10. Granted ERP 310 kw visual, 138 kw radio broadcast. License to be assigned to 37 ft. and denied application of Mid-Continent TV Inc. Action Nov. 4.

FINAL DECISION

Saginaw, Mich.—New TV, uhf ch. 51. The Com- mission has announced and an immediate hearing examiner’s initial decision granting the application of Booth Radio and Television Stations Inc. (WSGW), for construction permit for a new tv station on ch. 51. Granted Oct. 29.

OTHER ACTIONS

Am Antenna Site—By report and order, FCC finalized, effective immediately proposal amend- ing Sec. 333 of the rules, requiring all applica-

LINE UP THESE FEATURES — COMPARE THE COST

the finest

remote control

system available...

positive control

20 metering circuits

40 control circuits

satisfied customers coast to coast

one year guarantee

two weeks delivery

complete — ready to install $1,645

9771 ALLENSPORT STREET

ST. ALBANS, WEST VIRGINIA 25172

(304) 537-0895

November 9, 1953 • Page 125
For the record...

For the purchase and sale of radio and television stations

Barr Building • Washington 6, D. C. NA 8-3233
Lincoln Building • New York 17, N. Y. 7-4242

Allen Kander
Negotiator

November 3 Applications

APPROVED FOR FILING

License to Cover CP

WBZ Homewood, Al., Voice of Homewood—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

WJBN Galion, Ohio, Northwest Ga. Bestg.—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

WLIA Waukegan, II., License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

WFNL Fulton, Ky., Ken-Tenn Bestg.—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

WPAG Anderson, Mich., Wabashen Bestg.—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

WDFH Houghton, Mich., Upper Michigan Bestg., Co.—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

KCPX-TV Wichita Falls, Tex., Wibiscoe & TV—License to cover CP (BP-3532) as modified, which authorized new station (HL-5235).

CB Transmitter

KEEN Kennebunk, Maine, Atlantic Bestg., Co.—CP to install new trans., and to be in operation at present location of main trans., to be located on a tower at 1320 ft.

WARM Adrian, Mich., Great Lakes Bestg., Co.—Mod. CP (BP-3451) as mod. for extension of completion date (10/30/52).

November 4 Decisions

By Commission E N B

McFarland Letter.

Sheboygan Bestg., Co., Sheboygan, Wis.; Eastern Michigan Bestg., Co., Detroit, Mich., are being advised that applications (BP-7151 and BP-7152) for new stations in Sheboygan, Wis., to be operated at 1200 kw, 500 kcs, D, in Sheboygan and Plymouth, respectively, indicate need for additional power.

KILI, Ketherville, Iowa; Estherville Bestg., Co., Estherville, Iowa, are being advised that applications (BP-8043 and BP-8052) to increase power from 100 kw to 250 kw, respectively, indicate necessity of hearing.

BROADCASTING • TELECASTING

November 2 Applications

APPROVED FOR FILING

Renewal of License

KDAC Fort Bragg, Calif., Edward Merl—Renewal of license (BP-3690).

Modification of CP

Following stations request modification of CP for extension of completion dates as indicated:

WRKR (TV) Indianapolis, Ind., Marion Bestg., Co.—Granting of license (BP-3381) as mod., which authorized new station (HL-5216). WCTO New Brunswick, N. J., Chancleir Bestg., Co.—Granting of license (BP-3381).

November 3 Decisions

By Broadcast Bureau

Actions of October 31

Remote Control

The following stations granted authority to operate transmitters by remote control:

WCTF-AM East Liverpool, Ohio—Granting of license (BP-3381), jurisdiction as mod., which authorized new station (HL-5216). WCTC-AM New Brunswick, N. J.; KGXI Fort Madison, Iowa.

KLKK Jefferson City, Mo., Empire Bestg., Co.—Granted mod. CP for approval of antenna, trans. and studio location; condition (SMT-3284).

WHOS-TV Boston, Mass., E. Anthony & Sons Inc.—Granted mod. CP for extension of completion date to 5/31/53.

Routine Roundup

October 30 Applications

ACCEPTED FOR FILING

November 2 Applications

Certification

By the Federal Communications Commission

Policies and Provisions

These policies and provisions are issued by the Federal Communications Commission under authority of the Act of October 22, 1912. This edition is designed to provide a readily accessible means for the development and interpretation of the policies and provisions of the Commission, and the application of such policies and provisions to the regulation and supervision of the radio broadcasting industry. It is not intended as a definitive statement of law, but as a guide to the establishment and application of the policies and provisions of the Commission.
Help Wanted
Managerial
Permanent position with substantial guarantee and commission, in first market, Stockton, California. Network, 1100 watt fulltime. Sizeable account list to begin with, prospects unlimited. Write Box 259A, B-T.

Salesmen
Permanent position with substantial guarantee and commission, in first market, Stockton, California. Network, 1100 watt fulltime. Sizeable account list to begin with, prospects unlimited. Write Box 259A, B-T.

5,000 watt southeastern station wants salesman doing good part-time work for good man who wants to advance to sales manager. Salary plus percentage. Box 356A, B-T.

Salesman: Good opportunity for man who can sell in small, single station market in Ohio. Must be hard worker with ambition to build good account folio. Box 372A, B-T.

In West Virginia—opening for salesman with opportunity for man who can handle account manager shorty. Needs good, dependable producer who can sell quality. Salary open. Good guarantee against commission. Tremendous opportunity. Box 386A, B-T.


Top, experienced time salesman, who wants an excellent opportunity in a growing company. Salary, bonus, car expenses. Want a man who wants to advance. Write details to Manager, WFLW, Detroit, Michigan.

Need ambitious salesman, experience secondary. WKEI, Kewanee, Illinois.

Salesmen—now calling on radio and tv stations! Sell our line of call letter specialties. Fast sellers. Big profits. Write NA-TEL, Box 700, Huntsville, Alabama.

Announcers
Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 401X, B-T.

Experienced announcer for North Dakota 5 kw network station. Send tape, full details. Box 341A, B-T.

CBS upper midwest affiliate desires newscaster for major newcasts. Some experience. Forward audition and details. Box 300A, B-T.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Minnesota station needs first class engineer-anouncer. Good opportunity to earn extra money selling. Box 371A, B-T.

Wanted at once, announcer with good voice. Prefer sales and sports experience. Located in Central Michigan. Box 375A, B-T.

Opening southwest combination engineer-anouncer with emphasis on announcing. Send details to Box 381A, B-T.

Sports director-anouncer-salenaan. Can you sell and call play-by-play sports, or sell and announce? Then good future in top little market in West Coast. Competitive salaries, expected sooner. Box 389A, B-T.

Local network affiliate in medium southern market needs announcer, with actual news writing and gathering experience, plus good enough voice. Salary dependent on background and potential. Excellent community. Well established prestige station. Send tape and samples of work to Box 390A, B-T.

Experienced announcers, eastern Indiana, immediately. Good band shows and general duties that run board. Must be able to do both. Write details. Box 416A, B-T.

Announcer, one year experience, 250 watt independent. Good speaking voice, experience required. Married, non-drinker. Box 423A, B-T.

Sportscaster, 250 watt network station in intermediate area, some news and photo. Car necessary. KIBO, Burley, Idaho.

Staff announcer with progressive MBS affiliate. Experience necessary. Good future offered. Apply, KHTM, Jonesboro, Arkansas.

Staff announcer, established 250 watt south Texas independent. Can use conscientious beginner, but no drifters. Frank Wilson, Jr., KCTI, Gonzales, Texas.

RF11W-CBS, Klamath Falls, Oregon, one of best Pacific Coast independent market stations, needs another good announcer with a first class license. Our men earn 3 figures weekly. TV potential, good character, integrity, ability point most with us. Phone for interview. Bud Chandler, General Sales Manager, Klamath Falls.

Top pay—top man to replace terrific DJ lost to tv. Must be strong on ad-lib, humor, cocktail, comic, commercial. If you can qualify, send tape and/or contact WAPI, Peoria, Wisconsin.

First rate announcer with ticket or permit. Must have three years experience. Able to run combo. Job in large eastern city. Excellent salary. WHUC, Hudson, New York.

Experienced morning man-announcer, good ad-lib wide-awake delivery, must do news. TV future. Tape (1 7/8") and letter to WIBM, Jackson, Michigan.


Immediate opening for better than average announcer. Good working conditions and excellent pay. Give past audition and past experience first letter. WMJM, Coralie, Georgia.

Help Wanted—(Cont'd)

Announcer with engineering background. Metro- politan Washington, D. C. Experience with CBS or Mutual. Send resume, disc or tape, first letter.

One announcer with experience and one first class engineer with at least three years experience. Pay commensurate with experience. Radio Station WPRS, Paris, Illinois.

Announcer-morning man strong on DJ and news for progressive daytime independent. Small city, very small area. Salary commensurate with experience. Send disc or tape. WBTV, Rochester, New Hampshire.

Technical

Men with at least 10 years of electronic experience, preferably radio, with good mechanical knowledge how to install and service audio devices. Will be traveling continually. Must have driver’s license. Top pay. Good salary plus expenses. Send complete list of experiences, references and a personal snapshot. Photo will not be returned. Box 656W, B-T.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B-T.

Combo man with first phone for Twin Cities area in Minnesota. Excellent salary, good working conditions. Send tape and resume to Box 390A, B-T.

First class engineer with car for midwest killo- watts. Seeking first class independent. Permanent job on tv future. Box 412A, B-T.

Kentucky station wants good first class radio-telephone operator with ability to operate board between studio and transmitter. Also capable of transmitting and associated equipment. Advance- ment possible. Well qualified person with experience and educational background, giving character and job references. Also willing present salary and hours per week. Box 415A, B-T.

Video engineers and chief engineer for 250 watt station located eastern seaboard. Box 429A, B-T.

Chief engineer. Should be capable taking complete charge engineering for 1 kw directional and 2 kw TV being constructed. Must be more interested in practical background than theory. Send full details via letter to Frank C. McIntyre, KLKX is Kiskiwin, Twin Falls, Idaho.

First class engineer for am/fm ABC affiliate. WCLL, Cornning, New York.


Production-Programming, Others

Program director and production manager for network station in large midwestern city. Prefer college graduate. Must have strong newscaster and have management interests at heart. This can be big. Send all details, including photo and salary requirements, to Box 385A, B-T.

Topflight news station, midwest clear channel, has opening for mature, experienced news editor for combination radio-tv job. Must be first rate writer-reporter, preferably with some newspaper experience. Box 337A, B-T.

Newman: 1000 watt midwest prestige independent needs a local news reporter. Have an immediate and permanent opening for man who has experience pounding a newswriter's desk, can write an interesting factual material, has good air voice. $80.00 per week to start. Opening immediately. Send everything first letter. Box 342A, B-T.

Immediate opening for experienced continuity writer. Midwest 250 watt network station. Good working conditions. Good salary and sales requirements, etc. Write Box 388A, B-T.

Woman copywriter, also do some shows, 250 watt near N. Y. Box 407A, B-T.

Experienced traffic girl, to handle radio and tv. Send experience, references, photo, salary re- quirements. Program Manager, KCSF, Pueblo, Colorado.

Opening southwest, 1000 watt station for experienced continuity writer or man and wife combination for commercial mixed music writer. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 550.

SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Prominent national manufacturer of TV, radio broadcasting and communications equipment is expanding its sales force and has openings for Sales Engineers in Midwest, Western, and South Coast territories.

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased responsibilities and salaries. Send complete details first letter with photo, if possible, and territory preference. Write Box 240A, B-T.
Situation Wanted—(Cont'd)

Announcers

Announcer, 4 years. Strong news write-edit-commercial voice. Must have own recording set. Run board. Prefer Midwest. Box 861X, B.T.

Announcer, Recent broadcasting school graduate. No experience. Third class ticket. Box 82A, B.T.

Four years experience. Excellent news delivery, versatile background. Seeks larger market. Box 372A, B.T.


Experienced announcer. Four years background all phases. PD, log, and copy experience. Twenty- nine, single, free to travel. Hillbilly disc work, West Virginia, Virginia. Well grounded in news gathering and editing. Tape, photo and resume available on request. Box 381A, B.T.

Announcer-producer-director looking for change. Presently employed. Also run board and write copy. Network experience. Best references, tape and details upon request. Box 392A, B.T.

PD-announcer, Accent on programming. Married, vet, car. 4 years announcing, 2 programming. Prefer northeastern metropolitan market. Personal interview. Box 394A, B.T.

Sportscaster, four years play-by-play network affiliation stations. Desire radio-television work. Excellent special events, disc shows. Box 397A, B.T.

Newscaster, announcer, DJ, 10 years experience. AM, TV. Excellent voice, network capability. Proven ability. Also write, produce and direct. California market preferred. Tape, picture and resume upon request. Write Box 396A, B.T.

Director with television experience. Necessary to handle complete production and direction of all types of programs on midwestern station. Box 405A, B.T.

Situation Wanted—(Cont'd)

Newscaster, New midwest television station desires energetic, vigorous on-camera personality with good appearance, to write own newscast. Send full details with photo and tape. Box 404A, B.T.

Technical

Need good film man for southern tv station. Must be able to handle entire operation of film department. Editing, stencil records, transfer, ship. Write Box 380A, B.T.

Engineers. Am control, tv studio, master control. 5 day week. Paid vacations. Midwest vhf. Advise background and include photo. Box 330A, B.T.

New Florida west coast television station has opening for young technician with first class license. Southern preferred. Box 301A, B.T.

Production-Programming, Others

Program director, tv director. Extensive background covers radio, television. Association desired with new tv station or radio station with tv potential. Experience includes announcing, newscasting, acting, staging. Box 379A, B.T.

Experienced tv producer with practical television experience. Ability to produce local commercial shows. Take charge of new vhf station's program and production department. Located in metropolitan market area of 350,000. Excellent opportunity. Box 414A, B.T.

Director with television experience. Necessary to handle complete production and direction of all types of programs on midwestern station. Box 405A, B.T.

Situations Wanted

Managerial

Owners—your eastern station in the black on your terms. Two men, multiple purpose, management-operations team. Full data to Box 215A, B.T.

Manager, with excellent record, seeking new connection as manager or sales manager, with opportunity to invest in business by stock purchase outright or from salary. Sales background of 20 years in newspaper and radio with only four employers. Can prove management and sales ability. Only person interested with five-figure return considered. Box 384A, B.T.

Salesmen

Announcer-salesman, five years experience. Details and audition by return mail. Box 401A, B.T.

Salesman—announcer seeks position in southwest or west. Strong on sales. Box 425A, B.T.

Radio salesmen: one of the top salesman at nation's largest independent major market station desires New York location, currently earning $16,000. Free right commission. Highest character and business references or will welcome interesting television challenge. Box 422A, B.T.

Announcers

Announcer, 4 years. Strong news write-edit-commercial voice. Run board. Prefer Midwest. Box 861X, B.T.

Announcer, Recent broadcasting school graduate. No experience. Third class ticket. Box 82A, B.T.

Four years experience. Excellent news delivery, versatile background. Seeks larger market. Box 372A, B.T.


Experienced announcer. Four years background all phases. PD, log, and copy experience. Twenty-nine, single, free to travel. Hillbilly disc work, West Virginia, Virginia. Well grounded in news gathering and editing. Tape, photo and resume available on request. Box 381A, B.T.

Announcer-producer-director looking for change. Presently employed. Also run board and write copy. Network experience. Best references, tape and details upon request. Box 392A, B.T.

PD-announcer, Accent on programming. Married, vet, car. 4 years announcing, 2 programming. Prefer northeastern metropolitan market. Personal interview. Box 394A, B.T.

Sportscaster, four years play-by-play network affiliated stations. Desire radio-television work. Excellent special events, disc shows. Box 397A, B.T.

Newscaster, announcer, DJ, 10 years experience. AM, TV. Excellent voice, network capability. Proven ability. Also write, produce and direct. California market preferred. Tape, picture and resume upon request. Write Box 396A, B.T.

Director with television experience. Necessary to handle complete production and direction of all types of programs on midwestern station. Box 405A, B.T.

Some experience on DJ, news, commercials, control board possible. Position near east. Tape, resume, references. Box 430A, B.T.

Tyro announcer, control board operator. Seeking start in radio career. Good voice. All offers considered. Box 435A, B.T.


Announcers, good news-smooth commercials, plat- terman-control board, light experience, veteran voice, travel, resume, tape. Bill Fennelly, 9218 78th St., Woodhaven, L. I., N. Y.

Versatile announcer, board operator. Small experience. Brad Harris, 331 Alabama Avenue, Brooklyn 7, New York. Bx-8249, B.T.


We'll swap our low-band television transmitter (cb. 2-6) and enough equipment to get on the air for an interest in your television dream. Have you a CP or an application in mind? Let's talk. Box 400A, B.T.

(Continued on next page)
Situations Wanted—(Con'd)

Announcers

Tv newscaster-commentator. I prepare original news and feature shows. Verifiable, salable. Box 375A, B.T.

Technical

Thoroughly experienced studio and transmitter man. 5 years, first phone, some video training but no experience, seeks video job. State salary and details. Box 406A, B.T.

Film cameraman-editor, capable, experienced. References, will travel. THoroughly experienced studio and

Production-Programming, Others

Tv director-execs, 25, with 3 years tv and 4 years radio, desire chance to change to progressive station. Box 358A, B.T.

Tv artist, top quality graphic, scenic illustrative art. Major market experience. Resume, sample. Box 46BA, B.T.

Senior director-producer, midwest tv, has good job. Looks for better opportunities in bigger market. Box 614A, B.T.

For Sale

Stations

Midwest, 5,000 watt, fulltime; good money maker, sound investment. Excellent assets, well equip-ved. Priced less than you could replace physical plant for. Large amount of unfulfilled advertising contracts. Station definitely in the black, but priced for immediate sale. If you're ready to make a deal in a hurry, contact Box 199A, B.T. Personal replies acknowledged with thanks.

3 kw midwest. India. Volume 125,000. Priced to sell. Box 534A, B.T.

Equipment, etc.

Lehigh self-supporting tower, CAA lighted, 140 feet, with extra heavy wye, equipped with base insulators. State price offered. Box 378A, B.T.

Westinghouse fm 10 kw amplifier with high volt-

ege rectifier unit. Like new, worked 700 hours. No reasonable offer refused. Contact G. B. Mc-

donough, Sales Manager, Radio Station KBSU, Roose-

veld Avenue. Burlington, Iowa.

Novachord—Excellent condition. For immediate sale, all offers considered. Contact Sy Novell, Station WHAM, Rochester, New York.

Trasonic, self-supporting tower, model H-30, 270 feet, dismantled am-antenna with lights ready for shipment. Best offer. WOXY-TV, Milwaukee, Wisconsin. Best offer. 290 ft. Trasonic self-supporting tower, type H-30 with lights. WOXY-TV, 706 W. Wis-

consin Avenue, Milwaukee, Wisconsin.

Wf transmitter 250 w. Best offer takes. WYOS, Liberty, N. Y.

Fm transmitter equipment, all like new, as a package. Model G74 Collins 10 kw fm transmitter,

-4 transmission pylon RCA and 31A transmission line for antennas (600 feet available). Wire or call R. T. Rollert, Cedar Rapids Television Co., Cedar

Rapids, Iowa.

AVAILABLE IMMEDIATELY

TELEVISION TRANSMITTER

RCA-TR5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay an-
tenna and tower.

Make offer for lot or part.

For Sale—(Con'd)

Amplex tape recorder, model 801-A, very latest push button remote control portable model. New machine guaranteed. Excellent condition, used about ten hours as demonstrator. 7995.00 fob Kansas City, Kansas. Mail order one first come first served. Radio Engineering Company, 906 Kansas Avenue, Phone 3-1266.

Call letter specialties. Anything you want! Big

Small spacialities—tie $2.00. B.T. Box 770, Huntville, Alabama.

Wanted to Buy

Equipment, etc.

Complete 3 to 10 kw-fm transmitter with ant-
tenna and monitors. Also complete details in-
cluding make, date purchased, frequency, location etc. also modulator and 120 ft. self supporting insulated towers for am. Must be cheap for cash. Box 351A, B.T.

Would like to purchase new or used transcribed series of Speed Gibson. Radio Station WVOY, Morgantown, North Carolina.

Need one RCA 70-Cl turntable and arm limiting amplifier. 250 watt broadcast transmitter. Box 406A, B.T.

Dual channel console and associated audio equip-

ment. Box 403A, B.T.

Andrew & Bay Multi-V fm antenna—unmounted. Dixie Network, Jackson, Tenn.

Television film wanted for distribution or out-

right sale. Libraries, shorties, features musicals, dramas, travelogs or old pictures on 16mm, only. Write, Wire or phone Palmetto Broadcasting System, Phone L-145, Anderson, S. C. Producers of Uncle Remus features.

Miscellaneous

FCC Hearsers quickly by correspondence. Also new 8-weeks resident class begins November 6, at Grandham School of Electronics. 6004 Hollywood Blvd, Hollywood, California.

Help Wanted—(Con'd)

Chief Engineer for directional and non-


Situations Wanted

Managerial

RADIO STATION MANAGER. Five years experience in all phases of radio administration. Presently managing p 300 watt fulltime AM-FM independent in major market, pressing $250,000. A year. Will be available around December 1, due to sale of station. Prefer eastern location. 30 years experience. Call or write for confidential information. Reference. Box 419B, B.T.

Television

Managerial

MANAGERSHIP or ASST MANAGERSHIP Seven years experience in radio and television. At present I am employed by one of the coun-

tries largest tv stations. Available immediately. Desire to make a change in order to locate per-

manently. Can furnish the highest of references. Box 472A, B.T.

Salesmen

ATTENTION TV FILM DISTRIBUTORS!

Are you interested in having a top-notch sales-

man on your staff who understands all the rami-
fications of selling film to tv stations? Am os-8

present associated with the sales division of a

major motion picture company. Have 20 years

years experience buying booking, selling film.

Am 42 years of age. Will travel anywhere. Box 419A, B.T.

Production-Programming, Others

Film buyer and can't, program director in major

market! tv station desires full program director-

ship is established or new station. Extensive

background in radio plus three years in tele-

vision, available immediately. Will travel any-

where. Box 408A, B.T.

For Sale

Equipment, etc.

PRICED TO SELL. All good-to-excellent condition. Federal T-75 for broadcast and Collins & Beyer side

antenna suitable for KFL. 775. 150 ft. Teddy

Anderson diplex with 311A feedthrough and Collins 7A-6A fm transmitter, Collins line, RadioShack calibration panels and cord, line switchers and termina-

EQUIPMENT FOR SALE

Box 404B, B.T.
**FOR THE RECORD**

**November 4 Applications**

**ACCEPTED FOR FILING**

**Modification of CP**

Following stations request modification of CP for extension of completion date as indicated:

**Renewal of License**

Following stations request renewal of license:

**UPCOMING**

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrandt Hotel, Trenton.

Nov. 10-13: Professional Group on Vehicular Communications of the Institute of Radio Engineers, annual meeting, Somerset Hotel, Boston.

Nov. 13: AAA's Southeast Chapter, annual meeting, Deauville Hotel, Atlanta, Ga.


Nov. 18-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

Nov. 20: Southwest Sub-Section, Society of Motion Picture & Television Engineers (Ark., La., Tex., Okla., Fort Worth.


Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

Dec. 7: FCC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 10: Supreme Court to hear oral argument on FCC's ''giveaway'' regulations, Washington.

Dec. 11: Authors League of America, Screen Writers Guild, Joint meeting to merge organizations, New York.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.


**SPECIAL LISTING**

Nov. 12: NARTB Convention Committee, Palmer House, Chicago.

Nov. 13: NARTB Membership Committee, Palmer House, Chicago.

Nov. 16-17: NARTB Copyright Committee, NARTB Headquarters, Washington.


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**FOR SALE**

**TV TRANSMITTER FOR SALE NOW ON AIR**

Complete package
- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating

**KMBF-TV**
San Diego, California

**WANTED TO BUY**

**STATIONS**

**WILL PURCHASE**

250 Watt to 1000 Watt

Send full details and asking price to:
G. J. Holtz, UNIVERSAL BROADCASTING SYSTEM,
216 Tremont St., Boston, Mass.

**MISCELLANEOUS**

**HERE'S HELP FOR A BUSY EXECUTIVE WHO SEES RED!**

Here's a broad service performed with tact and diplomacy for the busy broadcaster who would like to increase sales and reduce costs. If your market indicates a potential waiting to be tapped, I would like to explore the ways in which your business can be developed. Cost realistically based on results. For a confidential meeting, write direct or through your representative to: Arthur L. Whiteside, 20 Burnett Terrace, Vast Orange, New Jersey. Operations research and development for Radio-TV management.

**EMPLOYMENT SERVICES**

We render a complete and confidential service to Radio TV Stations, radio executives and as well as Program Producers.


**HOWARD E. STARK**
Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 53rd St.
New York 22, N. Y.

ElDorado 5-0403

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**LIBEL-SLANDER**

We have never encountered a broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique INSURANCE covering this and related risks, Policies tailored to fit your institution. Rates? Almost absurdly low. Details? A letter to us, please.

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**LPTV**

The foremost national and local advertisers use WEDO year after year to reach the market

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEDO"

Henry Greenfield, Managing Director

WEDO 117-119 West 48th St.,
New York 19
<table>
<thead>
<tr>
<th>Location</th>
<th>Applicant</th>
<th>LICENSE NO.</th>
<th>CITY</th>
<th>STATE</th>
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A. 10-15-53 Approvals of petitions for modification of license terms and conditions.
B. 10-15-53 Holding of initial decision.
C. 10-15-53 Approval of petition for modification of license terms and conditions.

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**BOXSCORE ON COMPETITIVE TV HEARINGS**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>APPLICANT</th>
<th>TELEVISION CO.</th>
<th>CP</th>
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**Northwest $55,000.00**

Profitable 250 watt fulltime independent. Absentee owned. Net quick assets of approximately $100,000.00. Down payment $20,000.00. Balance on liberal terms.

**Eastern $50,000.00**

Fulltime network affiliate showing steady profits. Ideal for one or two operators. $25,000.00 down, balance on liberal terms.

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HERE is the boxscore on the status of comparative television hearings pending with the Commission and in proceeding before FCC hearing examiners as of Oct. 31.

It was compiled by Miss Frankie L. Fox under the direction of Robert J. Rawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau. It was prepared for the use of Commissioners and the FCC staff.

Since this report was compiled, the Commission has announced an initial decision by Examiner Hugh B. Hutchinson looking toward the grant of vhf ch. 10 at Wichita, Kan., to KAKE Broadcasting Co. The examiner would deny the competitive ch. 10 bid of Mid-Continent Television Inc.

Earlier television status reports have been published by BWT when they were made available [BWT, Oct. 12, Sept. 7, July 13 and May 8].

**Broadcasting • Telecasting**
The New FCC Philosophy

ALMOST before our very eyes a new philosophy of regulation of communications has evolved. That this has occurred largely since the change in Federal administration does not mean that we are partisan.

The fact is, nevertheless, that the new concept of the FCC is that the majority (as distinguished from the political majority) feels that broadcasters are competent to run their own businesses. This isn't reflected in anything approaching subservience to the licensees. Rather, it is a concept of firm but minimum regulation, as against the former method of arrogating more and more power whether or not it was spelled out in the law.

Rose H. Hyde, when he was in the minority, opposed the mailed-fist tactics of the Democratic majorities. The same could be said of Comr. George E. Sterling, the only other Republican member following the resignation of Comr. Robert E. Jones, who served from 1947 until 1952.

On matters of regulatory philosophy, Chairman Hyde usually finds Comr. Sterling with him. And it has become apparent that the two new Republican members—John C. Doerfer and Robert E. Lee—are of the same mind. Mr. Doerfer made his position abundantly clear in a forthright talk a fortnight ago. He's content to leave program control to the broadcasters. He's for "self-policing" as more effective and cheaper in safeguarding the public interest in program content. And he advocates cutting of red tape.

Comr. Lee, who has yet to win Senate confirmation, believes in the doctrine: "He governs best who governs least." He says he thinks broadcasters, by virtue of their risk investments, are best qualified to run their own affairs.

Comr. E. M. Webster, who wears no political label (he's an independent), is a stickler for adherence to the letter of the law. But like his Republican colleagues, he's not disposed to go beyond what he regards as the Congressional intent. He made a lot of sense in his now celebrated address before the District 14 meeting at Sun Valley, Idaho, last September.

Comr. Robert T. Bartley, Democrat, does not vote along party lines. Even during Democratic balance of power days, he would not reach out for authority not implicit in the Communications Act.

That leaves Comr. Frieda B. Hennock. She, no doubt, is an excellent lawyer. She was an avid New Dealer. Her dissent carries a consistent theme—crack down hard. For example, she alone opposes three-year licenses for television stations. Not so strangely, what's left of that hard-core of left-wing lawyers consistently supports her views.

We have no notion that the new FCC majority is going to be soft around the edges. There are bound to be differences between the regulators and the regulated. But, as one licensee observed in our OPEN MIKE column last week: "A far cry from the conditions of a short decade ago."

Selling America Abroad

LAST AUGUST, Theodore C. Streibert took over one of the toughest jobs in Government—running our external propaganda program. He was named director of the U. S. Information Agency, which had been separated from the State Dept. All of his predecessors had resigned, after short tenures, because of the brutal pressures in what appeared to be an impossible assignment.

There had been a practical broadcaster in that job before. Ted Streibert had had two decades in radio (and latterly television). He knew, as a media man, that advertising, to be effective, had to be "believable."

That is the new ingredient that Ted Streibert, with the blessing of President Eisenhower, is introducing in USIA affairs. No more propaganda for propaganda's sake. He's going to sell the American way of life to as many of the subjugated countries as possible. He is not "unsupported assertions on a wide variety of issues," as he puts it.

When Mr. Streibert assumed office, we said we felt a sense of satisfaction, despite the thanklessness of his task and the rugged experiences of his predecessors. It won't be a bed of roses, but we predict that his "truth in advertising" concept will sell America abroad, just as it has sold America to Americans.

Crisis Over; Patient Lives

A VETERAN broadcaster of our acquaintance, one who manages both radio and television properties in a metropolitan center, said in a private conversation the other day: "I think radio has gotten over the psychological hump."

He explained that both buyers and sellers of radio advertising, in his view, had readjusted themselves to contemporary facts of advertising life. Radio salesmen are no longer approaching prospects with a traumatic fear of being thrown out. Radio buyers are no longer so bewitched by the glamour of television that they believe radio obsolete.

Broadcasters and their customers have indeed passed the crisis. Signs are everywhere evident that radio has emerged from the turbulence of the past three years a strong and respected medium. They are especially evident in the local and spot fields, which are characterized by persistent and fruitful activity.

The new and infinitely clearer climate of understanding about radio is ideal for invigorated selling. And, happily, that is taking place. Scarcely a week passes without the arrival of another persuasive presentation, based on hard facts, to emphasize the vitality of radio. Take as a good example the Pulse study commissioned by The Katz Agency and reported here a week ago.

The Katz study showed that the radio audience is bigger in the peak evening televiwing time than it is in the early morning which advertisers consider is protected against television competition.

As The Katz Agency pointed out, the Pulse research presents "further conclusive proof that nighttime radio listening is a hardy, well-established habit that does not disappear when tv enters the living room. Instead, as many surveys have repeatedly proved, radio listening is transferring its locale from the living room to the bedrooms, kitchens, workshops, automobiles, etc."

All such facts as those upon which the Katz presentation was based are the more significant for their comparison with the fancies entertained not long ago by some of the most highly paid if not imaginative advertising executives in the country.

Then it was fashionable to believe that radio listening would diminish to zero when evening television programs were on. It was on that very assumption that the Assn. of National Advertisers launched its unfortunate but successful campaign to drive down radio rates.

The more facts that are turned up the more convincing the arguments for radio, although forced into transition by television, remains a penetrating and persuasive means of reaching the mass population inexpensively.

It may be true, as we think it is, that radio has gotten over the psychological hump. By continuing to gather the indisputable facts and to present them forcefully, broadcasters may make sure that another hump won't materialize to require the kind of painful scaling that it took to overcome that last one.
If YOU'VE a product hard to beat . . . then
tell your story, make it sweet . . . let them
SEE it, show it WELL . . . on these TWO
stations . . . THEN WATCH IT SELL!

KOTV Channel 6
WRATHER-ALVAREZ, INC.  •  TULSA, OKLA.

KFMB-TV Channel 8
WRATHER-ALVAREZ BROADCASTING, INC.  •  SAN DIEGO, CALIF.

Network Affiliations CBS-NBC-ABC

Exclusive National Representatives
EDWARD PETRY & CO.
weed and company