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Starts on Page 83

**23RD YEAR**

**THE NEWSWEEKLY OF RADIO AND TV**

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**Baltimore is different!**

...and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

**W-I-T-H** covers this highly concentrated market efficiently! You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. **W-I-T-H** will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area **W-I-T-H** itself completely serves.

**Nielsen proves **W-I-T-H**'s superiority in the Baltimore market!** The latest Nielsen Coverage Service shows that **W-I-T-H** leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is **W-I-T-H**.
To give you that immediate, convenient light, RONSON does a complete job. Behind every light is RONSON's thorough attention to engineering, styling and distribution. You never miss with a RONSON... for RONSON puts in the palm of your hand the sure-fire results you're always looking for.

Ever have the Richmond market in the palm of your hand? The Havens & Martin, Inc., Stations can do that for you. Years of pioneering and know-how deliver results in this rich market. WMBG, WCOD and WTVR offer you loyal listeners. Fine entertainment and public service round out a complete job. Join the other advertisers who have made the First Station of Virginia their first choice.

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.
here's why...

Of 14 locally-produced quarter hour programs with a 6.0 Pulse or better,
WHIM has 13! *

Of 30 other locally-produced quarter hour programs with a 5 to 5.9 Pulse,
WHIM has 22! *

WHIM spot announcements get the largest audience at the lowest cost per thousand!

* Sept.-Oct. 1953 Pulse Monday through Friday Daytime.
The Eyes Have it ... a popular local program is receiving enthusiastic audience response, consistently proving the size of the WDEL-TV large, rich market — Delaware, parts of Pennsylvania, New Jersey and Maryland. A market that spends per year $1,054,410,000 for retail merchandise, $263,997,000 for food. Top national and local advertisers buy WDEL-TV to reach this loyal viewing audience, to increase their sales profitably, economically. To increase sales for your product—buy WDEL-TV through vital, diversified local programming and top NBC and DuMont shows.

Fifth Year in the Public Service

Represented by

M E E K E R

New York
Los Angeles
Chicago
San Francisco
“T-DAY” for consideration of compatible color standards (NTSC-RCA petitions, etc.) can come any day now. Depressed black and white set sales showing up in closure of set plants in various sections believed to have caused Commission to expedite action (see editorial page 114). Approval is foregone conclusion.

AMONG THOSE with whom David Sarnoff, RCA-NBC chairman, has counseled for presidency of NBC, which post he now holds temporarily, are (1) Harold E. Fellows, president of NARTB; (2) Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans, (3) Edgar Kobak, former MBS president. He has not, it’s understood, proffered position to any one of three but has simply sought their advice and guidance. Intra-company names heard are S. L. (Pat) Weaver, NBC vice chairman, and John K. West, West Coast vice president and recently-elected board member.

FCC last week again sweated out consideration of its multiple ownership rules, particularly as they pertain to TV station limit of five. Final decision may come this week but it’s anybody’s guess as to outcome. Alternatives are (1) stick to limit of five with minority holdings counted as full ownership; (2) retain five station limit but permit option of retaining applications above limit with commitment that stations will be sold off to retain maximum of five stations at any one time; (3) raise limit by allowing single entities to hold five VHF and an additional two UHF’s.

CBS-TV has agreed to allow advertisers on Arthur Godfrey morning show leeway of from now until October 1954 to decide whether they would pick up additional West Coast stations, as requested by network. At least two advertisers (Lever Brothers and Pillsbury Mills) decided not to pick up the additional stations along with the cable charges at present time. Meanwhile, all of show’s advertisers have been notified that after next October they would have to take on West Coast stations.

ALONG WITH other Government agencies, FCC is still having difficulty in filling policy positions with qualified Republicans. Case in point is post of FCC hearing counsel, second highest in agency, where successor is needed for Fred Ford, who recently joined Department of Justice. Among candidates is Leon C. Paulson, now with Federal Trade Commission. Comm. Sterling (he and Chairman Hyde are only hold-over Republicans) hasn’t consistently voted with new Republican majority on filling of personnel vacancies but GOP Comrs. Doerfer and Lee have gone down line.

TIP-OFF on continued interest in affiliate-inspired plan of program-hour swap between MBS and stations is found in move by Mutual Affiliates Advisory Committee to hold convention in January. MAAC members contemplate station meeting at Buena Vista Hotel, Biloxi, Miss., Jan. 18-19. Network officers, of course, will be invited.

FCC HEARING examiner total rises to 17 today (Monday) with expected announcement of three new examiners: Charles Frederick, one-time CAB examiner; Harold Shilz, formerly Justice Dept., and Isadore Honig, ex-government attorney. Bulk of hearings to continue to be TV, with examiners assigned on rotating basis when available.

SPECULATION about successor to William B. Ryan as president of BAB (story page 44) was beginning to mount late last week as word of his unexpected departure (as of Feb. 1) began to soak in. Names mentioned unofficially in addition to Niles Trammell and Frank White included Victor Ratner, one-time CBS vice president; Kevin Sweeney, BAB vice president, and, possibly on interim basis, Edgar Kobak, consultant, station owner, and long-time leader in BAB affairs. But members of “nominating” committee insisted it’s still too early to talk.

FCC HASN’T yet reached definitive judgment on how it will scale its “filing fees” under new Bureau of Budget edict to administrative agencies to collect sufficient revenue to defray operating overhead. It’s thought Commission might wish to compute fees in such way as to limit maximum payment for single filing of about $50 in broadcast field. In order to ease handling, there’s talk of using special government filing fee (revenue) stamps applicable to all agencies and all licensees receiving service.

RETAINED as public relations counsel for Storer Broadcasting Co. are A. A. Schechter, former NBC-Mutual vice president, and Hal Leysihon, former editor of Miami Daily News, who doubled as manager of WIOD Miami. Messers. Schechter and Leysihon maintain separate public relations offices, but joined in taking on Storer representation for entire organization.

THAT DEC. 11 meeting between NBC-TV officials and members of executive committee of affiliates, although crowding on heels of last week’s meeting of network executives and full affiliates’ body (see story page 31), has at least one more-than-lukewarm subject on agenda: NBC’s plans for selling television in smaller units.

THOUGH all hands were reluctant to talk about it, NBC-TV affiliates in Chicago meeting passed resolution—unannounced—which at least in part paid tribute to NBC for its efforts to develop new ways to sell television.

IN THIS ISSUE

LEAD STORY
Some dissension arises among NBC-TV affiliates over new selling plans, but general harmony reigns at Chicago meeting of the stations. Page 31.

ADVERTISERS & AGENCIES

How retailers can take better advantage of TV. Page 33.

FILM
Merchandising can mean better advertising results for film shows, NBC film executive says. Page 35.

FACTS & FIGURES
PIB reports nearly half of radio network clients also use network TV. Page 38.

Third NAB survey of New York TV programming shows volume of programming and advertising rising. Page 42.

TRADE ASSOCIATIONS
BAB hunts new president as William Ryan quits in policy disagreement. Page 44.

Farm directors meet for annual convention this week. Page 46.

Color TV and hi-fi are topics of discussion at fall meeting of RETMA. Page 48.

UHF association meets this week to tell its troubles to invited representatives of government, networks and manufacturers. Page 50.

PROGRAM SERVICES
INS says new “sound on fax” system will be available soon. Page 52.

GOVERNMENT
Four grants highlight TV actions of FCC’s week. Page 54.


Navy commissions world’s most powerful station. Page 58.

STATIONS
Raymer acquires O. L. Taylor Co. assets and part of Taylor representation list. Page 63.

Weekly summary of new TV operations and those scheduled in next 30 days. Page 67.

INTERNATIONAL
What commercial TV will mean to Britain: A special B&T report. Page 79.

DuMont executive, just returned, surveys European television. Page 80.

FEATURES
Needling the Reds by radio. Page 85.

How Metropolitan Life localizes its national radio show. Page 86.


FOR THE RECORD

Commencement target dates of TV grants. Page 112.

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HOW REMOTE IS NEW ORLEANS?

There's nothing even vaguely remote about WDSU-TV's facilities and on-the-spot coverage of important local events. Typical of these was the recent visit of the President of the United States. Typical too, was WDSU-TV's coverage of the event, marking the initial operation of the newest addition to its mobile equipment—engineered to put Louisiana's first television station 'up front' with the nation's finest facilities.
The Longest and Best Operating Privately Owned

MICRO-WAVE RELAY SYSTEM IN THE UNITED STATES

AVAILABLE NOW

★ Somewhere, possibly in South America ... possibly in Europe, the management of a Television station is looking for a micro-wave relay link exactly like the one which we now offer for sale.

★ In operation three years — modified two years ago, Federal FTL-27 A Microwave Equipment has during the past 24 months established a record of 99.9% reliability of picture and sound. In its present form all the "bugs" have been worked out, and it is in better operating condition than when originally installed.

★ At this time, with micro-wave relay service for television having been duplicated by the Telephone Company system between Louisville and Nashville, we are offering our equipment for immediate sale.

★ In addition, we offer the services of our technical staff to dismantle, pack, and supervise the installation of this equipment between any two points you may designate. We will send our engineers (the same ones who built, modified and maintained this micro-wave relay) to the area of your choice to advise on the selection of sites, the erection of the towers, training of personnel, and all the technical details which are part of the setting up of an efficient operation.

★ In other words, we offer not merely some equipment — we offer to transplant our successfully operating micro-wave system to your location and guarantee that it will be turned over to you ready for use.

You are invited to contact us for additional specifications, information, and prices.

GEORGE REYNOLDS
DIRECTOR OF ENGINEERING

WSM-TV
NASHVILLE 3, TENNESSEE

WSM LINK SUMMARY

Inter-city Television Relay — with directed sound system and link down circuits.

Consists of six complete hops—
Modified Federal FTL-27A Microwave Equipment with auxiliary antennas, power units, gain checkers, towers, dishes, automatic power transfer and adjusted efficiency.

Transmitter specifications
Power Input 1.0 kw. 117 V. at 30 cycles in frequency range 1500—3200 Mc. Power Output 5 watts minimum. 10 watts nominal

Receiver specifications
Type Single superheterodyne Power input 400 watts — 117 V. 50/60 cycles single phase Frequency Range—1500—3200 Mc.

Antenna
Type Solid circular parabolic 5 ft. 6 in. or 10 ft. diameter. Size dependent on application.

Power Output (ft. 6 in.
Feed 80.7/2 or 80.17/2 type, 90° phase shift, and type 407,000 ft. length type 442500 ft. length, or type 111,000 ft. length. (No charge for first installation.)

Pilot Knob, Ky. to Nashville
11.75 miles

Holtscaw, Ky. to Nashville
24.25 miles

Elizabethtown, Ky. to Nashville
24 miles

Bonnieville, Ky. to Pilot Knob
28 miles

Pilot Knob to Rock Bridge, Tenn.
36.5 miles

Rock Bridge to Nashville
36.5 miles

Towers
(wire-Mass, 3 ft. thick, 20 ft. wide, 14 ft. high)
2—100 ft.
1—126 ft.
1—306 ft.

Dishes
5—10 ft.
1—14 ft.
6—6 ft.

Sound Multiplexing Equipment,
FTL 28A

Broadcasting * Telecasting

Page 8 * November 23, 1953
NARTB, ANA, AAAA Explore Problems at Joint Meeting

MUTUAL problems of NARTB, Assn. of National Advertisers, and American Assn. of Advertising Agencies in labor field were explored Friday in first joint meeting on subject by representatives of those groups.

Session, held Friday afternoon in New York, was characterized as generally devoted to orientation and exchange of information on number of subjects including union contract negotiations between networks and American Federation of Musicians, free-lance writers, and Radio-Television Directors Guild, etc.; awards for programming, need for better information on production facilities at stations, and traditional responsibilities as between broadcasters, advertisers, and agencies in dealing with program unions.

NARTB Labor Advisory Committee, under Robert D. Sweezy, WDSS-AM-TV New Orleans, which participated in conference with ANA and AAAA representatives, preceded that session with separate morning meeting alone.

While, participants in earlier meeting of NARTB Film Committee, under Harold Seid of KRON-TV San Francisco, reported "excellent progress" in work toward its current primary objective of developing standard form of film contract for voluntary use between stations and film producers or distributors. But, they cautioned, this task is complex, will take considerable time and must include, at appropriate point, consultation with producer-distributor representatives.

Petrillo, Lieutenants Huddle

JAMES C. PETRILLO, American Federation of Musicians chairman, has called meeting of policy committee in New York tomorrow (Tuesday) to outline campaign for upcoming negotiations with broadcasters for new contract. Present January 31.

Broadcast Media to Headline AAAA Meeting Discussions

BROADCAST media will figure prominently throughout sessions of Annual Eastern AAAA conference today (Mon.) and tomorrow at New York's Hotel Roosevelt, agenda showed Friday.

In addition to radio and television production group meeting this afternoon [B&T, Nov. 16], Fairfax M. Con, president of Foote, Cone & Belding, Chicago, will show film on "Ten Tv Commercials I Wish We Had Made" at copy and art group meeting Tuesday; Gen. R. L. Maxwell, vice president of American Machine & Foundry Co., will present "An Experiment in Television: AMF sponsors Omnibus"; George R. Lyon, account executive, Fuller & Smith & Ross, New York, will apprise tv as "Sales Training Aid" at trade and industrial advertising group meeting today; "Marketing in an Electronic Age" will be subject of marketing group session today, and Shirley Woodell, vice president, J. Walter Thompson Co., will report on "Tv Listening Habits in Argentina" at international advertising meeting, also today.

UP TO PARR

ATTITUDE of calm detachment approved for research was shattered Friday morning at A. C. Nielsen Co. offices in New York and Chicago, when switchboards lit up with multitudes of calls from people saying they were watching Jack Parr on CBS Television. Without warning, Mr. Parr had told his audience that ratings are important, asked them to call Nielsen and topped it off by giving them Nielsen phone numbers.

Premature Color Publicity Hurts Monochrome—Andrea

BECAUSE of "premature publicity that has been given color tv," sales of monochrome sets in first half of next year may fall 25% to 50% below sales in like period of 1953, Frank A. D. Andrea, president, Andrea Radio Corp., told Dun & Bradstreet annual dinner-discussion meeting. But, he said, when dealers have color sets on display and "the public has an opportunity to actually see what they will be receiving for $750-$1,000 per set, as compared to 21" black-and-white tv receiver selling for $300 and less, they will once again start buying black-and-white sets." For that reason, Mr. Andrea said he believes tv set business will be much better in the last half of 1954 than in earlier months.

Subscription Tv Group

A NINTH tv station has allied itself with eight other stations asking FCC to approve subscription tv (story page 62). KQTV (TV) Fort Dodge, Iowa, asked Commission Friday to formulate proposed rules and hold early hearing. Subscription tv will enable tv stations to present programs not otherwise available, KQTV said. It also suggested that any rules limit number of subscription tv hours, so that original purpose of broadcast station to give public free service shall be maintained.

Tate With Rosenman

HAL TATE, head of own radio-television package firm, Chicago, for past five years, and prior to that trade paper editor, appointed manager of newly opened Chicago office of Alex Rosenman firm, station representatives, at 192 North Clark St., Chicago, Mr. Rosenman announced. Mr. Tate will represent WCAN-AM-TV Milwaukee for midwest area.

News Policy Pays

WPIX (TV) New York reported Friday that 41 of its 43 newscasts now are sponsored by national advertisers, attributed success to policy of presenting news briefly and frequently (story page 70).

BUSINESS BRIEFLY

FORD SPOT DRIVE • Ford dealers, through J. Walter Thompson Co., N. Y., preparing radio spot announcement campaign to use several hundred stations in first half of year, scheduled on various starting dates after first of year to promote new Ford. Spot splurge will run from one to six weeks, depending on districts involved.

PETER PAUL TO LEAVE MAXON • Peter Paul Inc. (candy bars), Detroit, major radio-tv advertiser, and its agency, Maxon Inc., N. Y., will sever relations effective Jan. 1. New agency has not been announced.

CRITICS TO RETURN • DuMont network expected to return Author Meets the Critics, Dagmar package, to network after first of year, as result of protests when show was dropped [B&T, Nov. 9].

COFFEE ON RADIO • Maxwell House coffee (regular), N. Y., through Benton & Bowles, N. Y., beginning radio spot announcement campaign in 90 markets starting Jan. 6 and running through March.

MIDWEST CAMPAIGN • Morell Red Heart dog food, Ottumwa, Iowa, through N. W. Ayer & Son, N. Y., planning radio and television spot announcement campaign for 39 weeks starting Jan. 15. Twelve radio and six television stations in Iowa, Illinois, Missouri, and Indiana will be used. Advertiser may expand shortly thereafter.

BOOK PUBLISHER ON NETWORK • Thomas Nelson & Sons, publishers of revised standard version of the Bible, on Nov. 29 will launch on ABC what is said to be first national network radio series sponsored by a book publisher. Program is called The Evening Comes and will be heard Sundays, 5:05-5:30 p.m. BBDO, N. Y., is agency.

CLOCK FIRM NAMES • Sessions Clock Co. industrial products division appoints C. J. La Roche & Co., N. Y., to handle its advertising effective Jan. 1. Media plans as yet undetermined but television may be used.

DRAMATIC SERIES • E & J Gallo Wine, Modesto, Calif., through BBDO, N. Y., to sponsor half-hour dramatic film series, placed regionally in about nine markets on West Coast, effective early December.

CREAM OIL DRIVE • Wildroot Cream Oil, Buffalo, through BBDO, N. Y., planning radio television spot announcement campaign to be launched Jan. 4 for 52 weeks. Approximately 60 markets will be used, with most of budget going into radio. Spots in 7-to-8 a.m. and 5- to 7 p.m. periods will be used.

GLAMORENE NAMES • Glamorene Inc., N. Y., to name Hicks & Greist, N. Y., as its advertising agency, effective immediately. Ruthrauff & Ryan, N. Y., has been servicing account. Glamorene again will use radio-television spot campaign, starting early spring.

Nine good salesmen and a gal!

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

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.
at deadline

New San Jose Station Proposed; Other FCC Actions

NEW TV station on vhf ch. 11 at San Jose, Calif., proposed to be granted to Standard Radio & Television Co. in initial decision issued Friday by FCC Hearing Examiner John B. Poindeexter. He concurrently denied petition of FM Radio & Television Co. for stay pending Commission review of petition to amend.

During hearing, examiner ruled FM Radio & Television bid forfeited and refused to accept "substantial" amendment tendered just before hearing without "good cause," initial decision explained. Allen T. Gilliland, Sunlite Bakery owner, is president/24% owner of Standard.

Noncommercial Bid in Jacksonville

RESERVED vhf ch. 7 at Jacksonville, Fla., is requested in new noncommercial TV bid filed Friday by Educational Television Inc., representing local educational interests.

Two More Permits Deleted

TWO MORE post-thaw tv permits deleted by FCC Friday: Greer & Greer's vhf ch. 2 KTVP ("PV," Santa Fe, N. Mex., for failure to present a program for the public, or answer Commission letters; uhf ch. 27 WHEMT, N. C., at request of permittee. WHKP-TV cited difficulty in obtaining network programs and change of interest by regional and national advertisers (BT, Nov. 6). Post-thaw drop-outs and deletions now total 26 (early story page 60).

KMOX Opposes KSTM-TV Plea

OPPOSITION filed Friday by CBS-owned KMOX St. Louis, to permit KSTM-TV there, the KMOX 6-tv operation on uhf ch. 56, for substitution of four uhf for two vhf channels open in St. Louis (BT, Oct. 19). Following protests earlier by KSD-TV (vhf ch. 9) and KOKK, CBS argued KSTM-TV rule-making petition is too late and FCC already has ruled city has enough channels. KMOX, KEW and 222 TV Inc. seek vhf ch. 11; KOKK, KWK and St. Louis Amusement Co., vhf ch. 4.

Third Bid for Muskogee

THIRD bid for vhf ch. 8 at Muskogee, Okla., filed Friday by Ashley L. Robison, Ponte Vedra, Fla. Frank M. Hudson of Cal Tei Co., new uhf ch. 49 grantee at Sacramento, Calif. Other Muskogee ch. 8 applicants are KTUL Tulsa and KLBX.

WISN Replies

HEARST'S WISN Milwaukee tendered replies Friday to oppositions to FCC's proposal to add vhf ch. 4 to Whitefish Bay, Wis., near Milwaukee, as sought by WISN. Station countered arguments of ch. 6 WJAI-TV Lansing, Mich.; WOC-TV Davenport, Iowa, which is to change to ch. 6; uhf ch. 25 WCAU-TV Philadelphia, and UHF TV Assn.

Louisiana Broadcasters Elect Cobb as President

WILLARD COBB, KALB Alexandria, elected president of Louisiana Assn. of Broadcasters, meeting last Friday at Shreveport, succeeding E. Newton Wray, KTBS Shreveport. Frank Ford Jr., KENT Shreveport, named vice president and Jerry Hamm, KANE New Iberia, secretary-treasurer.

Directors elected for 1954 are Henry Werman, WTPS New Orleans; Bob Earle, WIBR Baton Rouge; John L. Vath, KLOU Lake Charles; Mr. Wray; Benton Paschall, WNOE New Orleans; Ken Whitaker, KRUS Ruston; Eugene Jones, KSLQ Ouachita and Roy Dabadie, WJBO Baton Rouge.

Attendance of 75 people from 43 stations was reported by Mr. Wray.

Local talent sweep was won by Fred Watkins, KWWK Shreveport, with net score of 72.

63 NBC's ATTEND

FORTY-SIX basics and 17 optional NBC-TV affiliates were represented at last week's network tv affiliates conclave in Chicago, Walter Damm, WTMJ-TV Milwaukee, commander chairman, told BT Friday (see story, page 31). Mr. Damm said 101 stations (46 basics, 55 optional) were eligible to attend. He said advance registration numbered 85 people and that 72, headed, aside from representatives of NBC station relations department and other New York as well as NBC Chicago and other & o executives.

ABC Film Reports Sales

Near $250,000 in Week

NEGOTIATION of sales totaling almost $250,000 by ABC Film Syndication Division during past week, highlighted by sales of Racket Squad in 28 markets, announced Friday by George T. Shupert, vice president in charge of distribution.

Sales on Racket Squad were to Brillo Mfg. Co. through J. Walter Thompson Co., for New York, Los Angeles, Chicago and Baltimore; Canadian Admiral, for London, Ont., and Vancover, B. C.; DuMont, for New York; AT&T, for Atlantic City, N. J.; KSTM, for Des Moines, Iowa; WTVI, for Pittsburgh; WROC, for Rochester; WTVG, for Youngstown, Ohio; WASH, for Seattle; WTA, for New Orleans; WBBF, for Rockford; WTTG, for Washington; WTAE, for Pittsburgh. July 1-29, 1953.

RCA 10 kw Transmitter

RCA reportedly is shooting for delivery date in first or second quarter of 1954 for first 10 kw uhf transmitter. Design for transmitter, RCA's first boost in uhf, has been frozen and production is scheduled by year's end or early next year. Up to present RCA has only 1 kw uhf transmitter. GE has 12 kw and DuMont 5 kw uhf transmitters. Heart of RCA 10 kw uhf transmitter is RCA-developed tetrode tube.

UPCOMING


Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

For other Upcomings see page 113.

PEOPLE

ARTHUR BLOORSTON, FCC safety and special radio services attorney, named by Comr. Frank H. Henness as special assistant to replace Samuel B. Groner, resigned to enter private practice [BWT, Nov. 16].

NADINE MILLER, vice president in charge of press and public relations of C. E. Hooper Inc., has resigned effective Dec. 15. Miss Miller also has been educational and personnel director, and for past 18 months has had general supervision of Hooper plant in Norwalk. She has been with Hooper seven years.

MARY DUNLAVEY, who recently resigned as radio-television media director of Harry B. Cohen Agency, N. Y., will be named radio and television director of Town Adw., Philadelphia. Later agency handles Felt-Napha account, spot advertiser, among others.

MILTON KRAEMER, advertising manager of WPIX (TV) New York and previously in market research work for Campbell-Ewald and Dun & Bradstreet, promoted to advertising, research and sales promotion manager.

ART HEMPSTEAD, Dancer-Fitzgerald-Sample, N. Y., to Benton & Bowles, N. Y., as time-buyer, replacing Ann Janowicz, who resigned recently to join Hewitt, Ogilvy, Benson & Mather, N. Y. He will work on Best Foods account.

MORRIS EDWARDS, president of Cincinnati Mutual Co. and its subsidiary Ohio Bus Line, elected president of Greater Watch Co. Cincinnati, succeeding Benjamin S. Katz, who retired recently. Mr. Katz will continue to serve company as consultant under 15-year contract.

More Employment Seen In Tv Film Industry

TELEVISION promises increased employment for film unions, Richard Peshek, entering president of Screen Writers Guild, told audience meeting in Hollywood. "Fly-by-Nighters" are being weeded out, he said, with solid companies providing reliable, term-like employment.

Mr. Breen said SWG, in addition to putting into effect free-lance writers pact, must negotiate with Alliance of Television Film Producers and other producers for supplemental contract covering script shows, comedy routines, sketchs and other areas. Still to be negotiated is contract for tv staff writers, recently completed with Jack Chertok Productions.

Plans for revised annuval awards procedure being considered by Guild.

New officers elected were: F. Hugh Herbert, president; Frank Nugent and David Dorfot, first and second vice presidents, respectively; James Webb, secretary; Harold Greene, treasurer. Elected to represent writers on executive board were Curtis Kenyon, Erna Lazarus and Milton Raison. The three also were elected to the new executive committee in addition to Dwight Babcock, Lee Berg, Robert Blies, Dew-Bette Bodeen, Morgan Cox, Dwight Cummins, Alfred Duffy, Frankentroff, James Cohen, Lawrence Kimble, William Lively, Al Martin, Jo Paganoe, Maurice Tombrage, Catherine Turney and Malvin Wald.

AT&T Promotes McNeely

EUGENE J. McNEELY, vice president in charge of personnel relations department of AT&T, N. Y., has been assigned new duties as vice president in charge of operation and engineering department. Succeeding Mr. McNeely as vice president in charge of personnel relations department is H. Randolph Maddox, who has resigned as president of Potomac Telephone Co. James W. Cook, president of Northwestern Bell Telephone Co., elected vice president in charge of revenue requirements for AT&T.

BROADCASTING • TELECASTING

November 23, 1953 • Page 11
The station serves the interests of Iowa's largest retail and wholesale market (dollar volume of retail sales) and Northeast Iowa's rich farm market at 15% the cost of all other local TV media. Pop. 156,190. Retail sales $122 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

**Executive and Publication Headquarters**

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.

Telephone: Metropolitan 8-1022

Sol Talshoff, Editor and Publisher

**EDITORIAL**

Art King, Managing Editor; Edwin H. James, Senior Editor; I. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; David Berlyn, Assignment Editor; Lawrence Cornell Christopher, Technical Editor; Patricia Kiely, Special Issues; Staff: Jo. Gitlitz, Harold Hopkins, Louis Rosenbaum, Harriet Sinrod, Don West; Editorial Assistants: Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, Secretary to the Publisher.

**BUSINESS**

Maury Long, Business Manager; George L. Dant, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Fred Reidy, Shirley Harb, Mary Jeffries, Betty Bowers; B. T. Talshoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

**CIRCULATION & READERS' SERVICE**

John P. Cosgrove, Manager; Elwood M. Snee, Subscription Manager; Robert Deacon, Doris J. Frazier, Joel H. Johnston, Noel Millar.

**BUREAUS**

**NEW YORK**

444 Madison Ave., Zone 22, Plaza 5-3555.

EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

**CHICAGO**

360 N. Michigan Ave., Zone 1, Central 6-4115.

Warren W. Middleton, Midwest Sales Manager; Barbara Kolar, John Osborn, News Editor.

**HOLLYWOOD**


David Glickman, West Coast Manager; Leo Kovner, Marjorie Ann Thomas.


**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: $1.75 per copy; 52d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $47.60 per year.)

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*Reg. U. S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.
They are Washington's VIPs

They are the most important people in town. They're your customers who turn to WTOP-TV (1,648,926 of them each week). Day in and out, more of them watch WTOP-TV than any other station. And they spend more time with WTOP-TV...1,275,000 more hours a week...than with the second station. To see, and be seen by, the right people in Washington, the right place is...Channel 9, WTOP-TV

The Washington Post-CBS Television Station, which is represented nationally by CBS Television Spot Sales

Sources on request
Yes, KVOO does reach more homes and more spendable income than any other Oklahoma radio station! There's proof of this fact in every survey made by Nielsen, the recognized authority in radio measurement. Spendable income figures are provided by Standard Rate and Data, United States Census figures and any other accepted source you may wish to employ.

KVOO, located in the Northeast section of Oklahoma (the richest, most productive in minerals, dairying, number of highly paid white collar workers, air transportation, manufacturing and rate of growth of manufacturing—to mention a few) serves additional counties in Kansas, Missouri, and Arkansas with 50-100% coverage, and,

According to Rand McNally, the Tulsa Market Area includes all of these KVOO counties.

Thus, it is evident that KVOO reaches more homes and more spendable income than any other Oklahoma radio station.

KVOO is located in Oklahoma's No. 1 market.

KVOO is your best buy to reach the most people, the most spendable income at the lowest cost per family.

See your nearest Edward Petry & Company office for detailed factual data on KVOO and this No. 1 market for time availabilities.
TO BE PERFECTLY FRANK

Network: NBC Radio
Time: Tues. and Fri., 8:15 p.m. EST
Star: Frank Sinatra
Origination: New York and Hollywood
Producer-Director: Gordon Auchincloss
Writer: Bob Smith

NBC RADIO has gone all-out to strengthen its position in the entertainment media line up. One of the trump cards in the over-all plan seems to be Frank Sinatra, who has been introduced in not one but two new shows this season. No quarrel can be found with the network’s intention to program name talent in hopes of increasing listenership. But, sadly enough, Mr. Sinatra is not the hero that he used to be. NBC’s faith in personalities has been badly placed in this instance.

Last month, NBC, playing along with the singer who turned actor in the film, “From Here to Eternity,” starred Mr. Sinatra in a new series, *Rocky Fortune,* and let him act, if you’ll pardon a loose usage of the term. On Nov. 3 *To Be Perfectly Frank,* a quarter-hour twice-weekly live and recorded music show with Mr. Sinatra providing some informal commentary, was introduced by the network. *Rocky Fortune* didn’t have any noticeable lift to radio drama, and judging from the last Tuesday’s broadcast of the newer Sinatra program, it isn’t destined to win any prizes either.

*To Be Perfectly Frank* permits its star to vocalize or spin platters as he may wish. He did both last Tuesday. No complaint is forthcoming on either score. His record selections indicated that he has retained good taste in pop music. His live songs, without the help of polished orchestration that made him the idol of the bobby-sox set, were still easy enough to listen to. But in between live and recorded portions came the so-called informal commentary, so painfully informal that the urge to turn the dial was almost insurmountable. It was intended to be a simple, easy, unhurried recitation. Instead, listeners got a stilled monologue too convoluted and superficial to describe.

It’s possible that Mr. Sinatra realized that the chatter he had dreamed up was as poor as it was. He shot through it, pausing for a breath only when survival depended upon it.

*To Be Perfectly Frank* has only one consoling aspect. It at least doesn’t tax Mr. Sinatra’s dramatic talent—one strong enough to withstand any minimum amount of testing.

ARTHUR MURRAY
DANCE PARTY

Network: NBC-TV
Time: Mon., 7:30-7:45 p.m. EST
Producer and Director: Arthur Murray
Assistant to the Producer: Cathy Ruskin
Musical Director: Ray Carter
Sponsor: Consolidated Royal Chemical Corp.
Star: Katherine Murray
Guest: (11/16/53): Groucho Marx

ONE of the most interesting, if not spectacular, shows on television these days is the *Arthur Murray Dance Party.* The quarter-hour weekly production, Monday evening on NBC-TV, is the brain child of Mr. Murray himself, top man in the dance lesson business, who serves the show as producer-director.

Mr. Murray, apparently as accomplished a businessman as he is a dancer, considered the eye appeal of a graceful couple on a dance floor and promptly negotiated for some time. That was a few years ago. His show, in much the same format that it now uses, has been on the air ever since joining the NBC-TV schedule last October in its current Monday evening time period.

As entertaining TV fare, the *Arthur Murray Dance Party* is so-so, far from good but not really bad either. The show depends largely on the ability of Katherine Murray, Mr. Murray’s wife, who acts as hostess-star of each production. Mrs. Murray, an energetic, graceful and petite woman, tries her darndest but she does not have the versatility to carry an entire show. Her limitations as a performer are more obvious on certain occasions than on others. Last Monday she was at a particular disadvantage. Groucho Marx appeared as guest on the telecast.

Playing straight man for Groucho with any degree of success is quite an assignment. Mrs. Murray was not up to the job. When Mrs. Murray isn’t playing the charming hostess she does a lot of dancing. In the background there are usually several pretty girls whirling around the floor with their partners. A feature on each show is the “mystery dance” during which viewers are asked to identify the name of the dance performed by Murray instructors and students. For the correct selection, the viewer gets two free dance lessons at the Murray studio closest to him. It is relatively safe to assume that during these instruction periods, the importance of additional lessons for this budding Astaire is given considerable stress.

This mercenary note provides a good lead-in to the commercial aspect of the *Arthur Murray Dance Party.* It is this aspect which the program’s interest lies. The Murray organization has hit on an idea that is surely every advertiser’s dream come true. The program plugs not only the sponsor’s product which in this case happens to be Liqueinert, a hair preparation, but the Arthur Murray “product” as well. For all practical purposes Arthur Murray is being underwritten to promote his own business.

BOOKS

A COMPREHENSIVE, practical guide to the technical aspects of TV; this book gives a view of equipment, systems and facilities in the broadcast station, in studio or field, and provides authoritative information on the good engineering practices and techniques of operating them.
MILWAUKEE
is the fastest growing UHF market in America

**WCAN-TV MUSHROOMS OVERNITE**

NOW — every third home in Greater Milwaukee has UHF! Up to October 22nd (in just 7 weeks on the air) 29.6% of Milwaukee viewers added UHF-TV*. Servicemen and dealers told us so. An A.R.B. survey proved it!

Over 160,000 UHF sets in this rich and growing market. And there's more to come — every day — every week. Look to 50% conversion by Christmas — complete 100% by Easter.

Get your share of business on WCAN-TV — the CBS station that's bringing stars to the eyes of Milwaukee — and increased sales to its advertisers.

*American Research Bureau Survey —
Week of October 22, 1953

Write now for rate card and success stories.
Hitch your advertising to a star that...

Sells!

Olivia Browne
The Hour of Stars

A personality with news about Memphis and the Mid-South particularly interesting to the ladies, A WMC-built star since 1940.

"Bull" Durham

A romantic voice of particular interest to WMC's vast rural audience, A WMC-built star since 1937.

Gene Steele

Emcee of WMC's platter chatter show, Dixie Merry-Go-Round. A WMC-built star since 1937.

Aubry Guy

Mayor of Skunk Hollow and leader of the mountaineers' musical group, WMC-built star since 1943.

Slim Rhodes

RECIPe:
Start out with basically sound talent, combine programming know-how of WMC, and expose it to the one million radio families of WMC's audience, and the result is a star that sells... for you.

MEMPHIS

NBC Affiliate - 5,000 WATTS - 790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

OPEN MIKE

Turkish Delight
EDITOR:
I thought you might be interested in knowing that we have had a surprising number of letters requesting information or submitting applications for a job as engineer specializing in broadcasting in Turkey. Most of these letters referred to the small item which I believe appeared on page 75 of the Oct. 5 issue of B&T.

Your notice, however, caused me a little trouble in the way of explanation to some of the writers as you stated it came under the Point 4 Program of this government when actually it was part of the United Nations Expanded Program of Technical Assistance. However, this was easily taken care of in our reply letters and I am actually writing this one to thank for giving our notice some publicity and to tell you that the response was very good.

Francis Coll de Wolf
Chief, Telecommunications Policy Staff
Department of State, Washington, D. C.

Man Bites Dog
EDITOR:
Let's give credit where credit is due. Since we newsmen are first to holler (and darn well justifiably) when at the scene of a disaster involving some branch of the armed forces we are hindered in our attempt to give our listeners quick accurate coverage—it seems like a good idea to speak up when the reverse is true. The attached letter speaks for itself.

Hugh McCoy
KFAB Omaha

[EDITOR'S NOTE: Mr. McCoy attached a letter he had written to Lieut. Harry J. Dalton Jr., Information Service Officer, Offutt Air Force Base, Omaha, thanking him for "the quick, complete and accurate manner in which you provided us with facts on-the-scene at Springfield, Nebraska, when a C-47 crashed today." (October 28)]

Off The Record
EDITOR:
In your Oct. 26 issue Truman H. Walrod, Prog. Mgr., KRSD Rapid City, S. D., states he wants to ban the use of a recording company's name on the air if that company receives a charge for their records.

Why not completely ban the playing of any records of a company asking a "disc jockey service fee"? Or, why not put the entire thing on a commercial basis? Stations buy the record at the regular price, and bill the company for full rate-card rate each time the record is played. Either charge the company the full time of the introduction and the time it takes to play the recording... or set a nationwide rate at the particular station's one time one minute rate for the live introduction and playing of the record... . . .

Bob Lee, Station Relations
WNGO Mayfield, Ky.

Speech Material
EDITOR:
Enjoyed your thorough coverage in the article on uhf receivers [B&T, Nov. 2].

J. Leonard Reinsh
Managing Director
The Cox Stations
Atlanta

Double Jeopardy
EDITOR:
Is radio being killed, or maimed badly by double and triple spotting? Are we turning listeners away from radio by this all-too-common practice? Will television follow suit and kill off viewers and listeners too?

In so many smaller cities, in order to get
LEADING
as Usual
in Metropolitan Birmingham

RADIO

More people listen Most to WAPI
according to PULSE, September-October

WAPI

10 out of 10 Top Evening Shows
7 out of 10 Top Daytime Shows

WAPI leads in 357 quarter hours
out of a possible 504 a week
(Monday-Friday, 275 out of 360)

WAPI leads in share of audience
Morning, Afternoon and Night

The Voice of Alabama Clear Channel Birmingham
Represented by CBS Radio Spot Sales

TV

More people view WABT Most
according to TELEPULSE, October

WABT

12 out of Top 15 once-a-week Shows
9 out of Top 10 multi-weekly Shows

WABT leads in 381 quarter hours
out of a possible 440 a week
(Monday-Friday, 300 out of 320)

WABT leads in share of audience
Morning, Afternoon and Night

Alabama's Best in Television 316,000 Watts
Represented by CBS-TV Spot Sales

Get on the BANDWAGON!
NOW 1N PRODUCTION

These leaders have RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in 3 markets
- **DREWRYS** Beer in 9 markets
- **OLYMPIA** Beer in 6 markets
- **GENESEE** Beer in 5 markets
- **SCHAEFER** Beer in New York City

**TOP RATINGS** in market after market!

- **SEATTLE**—1st Place!
  
  Sat. eve.—rates 53.3—Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North
  Eddie Cantor, Ford Theatre, Playhouse of Stars.
  This Is Your Life.

- **KANSAS CITY**—1st Place!
  
  Fri. eve.—rates 32.3—Telepulse, Aug. 1953
  Beats Folino-Goodman TV Playhouse, Ford Theatre.
  Kraft TV Theatre, This Is Your Life, G.E. Theatre.
  What's My Line, Godfrey's Talent Scouts,
  Playhouse of Stars, Lux Video Theatre, Burns & Allen.

- **PITTSBURGH**—1st Place!
  
  Thur. eve.—rates 41.5—Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre,
  Playhouse of Stars, Robert Montgomery.

- **SAN ANTONIO**—2nd Place!
  
  Tues. eve.—rates 26.3—Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre,
  Toast of the Town, Berlanti, G.E. Theatre, Robert Montgomery,
  Lux Video Theatre, The Goldbergs.

- **WASHINGTON, D. C.**—2nd Place!
  
  Tues. eve.—rates 21.4—Telepulse, Aug. 1953
  Beats Danger, Break the Bank, Suspense,
  Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.

- **PORTLAND**—2nd Place!
  
  Tues. eve.—rates 19.9—Telepulse, Sept. 1953
  Beats Break the Bank, Choice of a Lifetime, Playhouse of Stars,
  The Goldbergs, Big Story.

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

"Thrill to television's greatest dramatic achievement!"
ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE MENJOU
YOUR STAR AND HOST IN
FAVORITE STORY

Produced with a master's flair...

EVERY HALF HOUR A COMPLETE STORY...
A VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!

The first name in outstanding television production

ZIV TELEVISION PROGRAMS, INC.
1278 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
LEE HAMMETT of Western Advertising Agency is an advertising executive who believes, "there's a whole lot of life in radio as far as farm advertising is concerned."

He once told a feed group: "You are reaching ... in most cases ... a larger number of farmers for your advertising dollar than you might realize.... Radio messages ... at the right time ... are a proved way of feed advertising."

As newly-elected president of Western—37-year-old Chicago and Racine, Wis., advertising agency—Mr. Hammett is proud of the fact that over 60% of its diversified accounts have been in the house for over 10 years. And he will tell you that "radio has done a job for our clients," over half of whom are in the agricultural category and many others in the food and industrial fields.

An account executive of that agency since 1945, he was promoted to the top post in an election of officers announced Sept. 11. Former president G. B. Gunlogson of Racine, who headed the firm for 24 years, became chairman of the board.

While Western considers radio "a very healthy entity," it also is keeping a finger on the pulse of the nation's farmers with respect to television and has conducted several surveys on TV's penetration, in addition to extensive product and market research studies. Conclusion: "Television will be a factor in reaching farmers ... it's not yet the big thing it will be."

Mr. Hammett came to Chicago in 1936 by way of Kansas, Colorado and Missouri, after a solid background as advertising manager with a number of firms. Born in Lucas, Kan., on Oct. 4, 1907, he moved with his parents to Arvada, Colo. (a Denver suburb), at the age of 12.

His first business experience, in his early 20's, was with the Colorado Fuel & Iron Corporation, where he started in the steel sales department. The firm expanded its advertising department and wanted a "jack of all trades," as Mr. Hammett recalls it. He was chosen and proceeded to work on many jobs, from writing copy for the firm's house organ, pulling teardrop sheets, and "all the activities of a busy advertising department." It was here that he first became familiar with media problems. He stayed five years, rising to the post of assistant advertising manager.

After that, he joined Ted Levy agency in Denver as account executive. He handled a number of retail accounts (at a time and in a city whose agencies were heavily dependent upon such accounts) among restaurants, furriers, drug firms.

That was Mr. Hammett's first real brush with radio—he wrote copy and placed time.

In 1936 Dawe's Products Co. (milk products) induced the Kansas to come to Chicago. He was advertising manager for several years, then moved to Kansas City to accept a similar post with Nutrena Mills. He moved about over a seven-state area, placing radio for the mills and helping develop what was now a common technique in the radio industry—the interview or living testimonial type of format.

In 1940 Mr. Hammett returned to Chicago and became associated with Simmonds & Simmonds, where he became vice president and radio director. He was involved in many phases of radio campaigns for various accounts, even to the extent of doing some recording for transcriptions.

Mr. Hammett came to Western in 1945 as an account man, working on such accounts as Allied Mills (Wayne feeds), a steady user of spot radio. Other radio and television advertisers handled by Western include DeKalb Agricultural Association, J. L. Case farm implements, West Bend aluminum, Nitragin Co., National Red Cherry Institute, Princeton Farms Inc., Vegemato vegetable juices, Bernard home canning supplies, Velssol Corp., Petritz Foods and Illinois Mfrs. Assn.

A past president of the Chicago Feed Club and membership chairman of the Chicago Agricultural Club, Mr. Hammett has been active with a number of surveys and made presentations before associations and other groups. In one survey, he found that of 250 Illinois retail dealers, 15 had their own radio program and 35 used spot announcements. In another—in Omaha—out of 112, six dealers had their own shows, 17 used spots. During each presentation, he stressed that radio is a "proved" medium for reaching farmers.

He has also carried the message to radio farm directors—as he did during the RDF's meeting in Chicago May 26. Among "opportunities" frequently overlooked, he lists: improved time periods, better adjacencies and an eye toward programming ("the program is a dynamic entity with elements of failure or long-time success within it").

Mr. Hammett asks farm directors what "we need to K-N-O-W." "K" is for "knowledge of markets you represent"; "N" is for "news of your markets"; "O" is for "opportunities on your station," and "W" is for "willingness to cooperate."

Mr. Hammett married the former June Madson, well-known in photographic advertising circles.

They have a son Randall, 16 months. Mr. Hammett's hobbies are golf and amateur photography.
quality television stations

demand quality representation

Harrington, Righter and Parsons, Inc.

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

Television station representation—our only interest.
take another look ...
at what’s happened to WBBM-TV

You’ll see at night—
8 of the “top ten”...
15 of the “top 20”...
shows are WBBM-TV shows.

While during daytime—
6 of the “top 10”...
9 of the “top 15”...
Mon-Fri shows are also WBBM-TV shows.

In top-ranking quarter-hours—
WBBM-TV again leads the field with 163
week-long first-place periods...
34% more than the second-place station...
More than the third and fourth stations combined.

Finally, you’ll see that—
WBBM-TV delivers an average week-long
quarter-hour audience
31% larger than that of Station B...
38% greater than that of Station C...
A whopping 79% more than Station D.

WBBM-TV

All this in just 8 short months since Chicago’s
Showmanship Television Station took the air.
Scores of new advertisers are taking a long
look at WBBM-TV... and they like what
they see. From their example, you too may
profit by calling your nearest CBS Television
Spot Sales representative or WHitehall 4-6000
... and see all the facts first-hand.

CHICAGO’S SHOWMANSHIP TELEVISION STATION
CBS OWNED
CHANNEL 2 CHICAGO

Source: Telepulse of Chicago, September, 1953
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 it-
self. 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 Decem-
ber 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 Jan-
uary (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

Bernard Jack Kramer

BARNEY KRAMER, a partner in the Gresh &
Kramer Advertising Agency, Philadelphia, de-
veloped his first interest in advertising when he
published a neighborhood newspaper during
college days. In addition to editing the paper,
selling advertising, writing copy, and serving as
collector, he also wrote short stories for pulp
magazines—all in order to pay his way through
college.

When Mr. Kramer graduated from Temple U. in 1939 he became an historian with the
War Dept. In 1942 he entered the Army and
went overseas as a correspondent. He estab-
lished a base newspaper in Marseilles, and was
on the staff of Stars and Stripes.

After his separation from the Army in 1946,
Mr. Kramer became the advertising manager
for a group of Ford dealers in Pennsylvania,
New Jersey and Delaware. At that time he
met P. Heim Gresh, who was then merchandis-
ing manager for the Ford dealers. One year
later they formed a partnership.

The Gresh & Kramer agency now has a bill-
ing of well over a million dollars a year.
Among the agency's radio and television ac-
counts are Creme Marshmallow Frosting, Hill-
crest & Soho Cigars, Spaghetti Sauce Mix, and Ideal Manufacturing Co., which spon-
sors the television fashion show Pick Your Ideal
on WPTZ (TV) Philadelphia. This show began
in 1949, and claims to be the oldest consecu-
tively-sponsored fashion show in the country.
Ernie Kovacs made his tv debut as m.c. on this
show. Other accounts are Porto Rico Soft
Drinks, which was able to increase its sales
24% the first year by using radio spots ex-
clusively, and Jordon Home Freezer.

In September 1948 Mr. Kramer pioneered
a late night sponsored news show on television,
an 11 p.m. newscast with John Facenda on
WCAU-TV Philadelphia. At that time it was
believed that viewers would not stay up that
late to watch a television news program.

Mr. Kramer believes that "in trying to reach
the male segment of the audience no medium
compares to radio in the early morning hours
from 7 to 9 a.m.," and, "for direct measurable
results in mail order or any advertising that
requires an inquiry we find radio far superior
to any medium on a cost per inquiry basis.

Bernard Jack Kramer was born May 18,
1917, and is married to the former Anita Nis-
sen. He has two daughters, Karen and Jill.
He makes his home in Mt. Airy, and is a mem-
ber of the Television Assn. of Philadelphia.
He plays golf in his spare time.

Broadcasting • Telecasting
The rich county of which Statesville is the center took its name from James Iredell, Associate Justice of the first U. S. Supreme Court. Pronounced "Ear-dell" or "Eye-rdell"—it makes no difference to advertisers, for WBT and WBTV have the eyes and ears of Iredell.

Penetration of Charlotte's Big 2 in Iredell County:
WBT 86%  WBTV 89%

fourth city* in the Charlotte market

STATESVILLE, N.C.—as near to Charlotte as San Jose to San Francisco

Originally named "Fourth Creek", Statesville underscored its support of Carolina statehood by renaming itself in 1789. Today, the fourth most populous city in Charlotte's 50-mile ring of 1½ million population, Statesville is an integrated entity in the textile-furniture area of which Charlotte is the acknowledged metropolis. Realistic coverage of this fabulous market specifies 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

Broadcasting • Telecasting

November 23, 1953 • Page 27
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
ADVENTURE—
WITHOUT BLOODSHED
THRILLS—
WITHOUT CRIME
RESULTS—
WITHOUT QUESTION

That's CAPTAIN FORTUNE!

Pete Abenheim loves kids. More than that, he respects them. And even more, Northern California's younger generation, from first grade to junior high school, love and respect him in his KPIX role of "Captain Fortune."

With enthusiastic parental approval they watch him and his young guests by the tens of thousands each weekday afternoon. With his puppet pal, John O'Copper, he takes them on daily flights of fascinating fancy, a soldier of fortune in distant worlds, new worlds for kids to conquer.

Those same tens of thousands of kids have been making his sponsors happy for going on three years, setting sales records your Katz man will gladly tell you about. Captain Fortune can be good fortune for you in Northern California.

KPIX
CHANNEL 5
SAN FRANCISCO, CALIFORNIA

...affiliated with CBS and Dumont Television Networks
...represented by the Katz Agency
GENERAL ACCORD KEYNOTES
NBC-TV AFFILIATES MEETING

Though a few problems cropped up in connection with new selling techniques and film distribution methods, the Chicago sessions endorsed the constructive strides made by NBC. New programming plans also were unveiled and an affiliates committee was set up to meet with the network Dec. 11.

NBC-TV projected anew its plan for revitalized sales and programming patterns to its affiliates last week and was rewarded with an "enthusiastic" endorsement of the proposals espoused by Brig. Gen. David Sarnoff at the network's "crisis" meeting with tv affiliates this past summer in Princeton, N. J.

Meeting in closed session in Chicago for a two-day business conference, the NBC-TV Affiliates Committee reviewed progress since the Princeton sessions and heard network executives outline further details designed to strengthen NBC in competition with CBS and other networks.

The affiliates group, holding its first general meeting since last May, in a resolution expressed confidence in "NBC's leadership" on the television front and praised the network for "sound and progressive" policies "carried fully into effect" under Gen. Sarnoff's inspiring leadership.

If there were any defections in NBC's affiliate ranks, they were not apparent. And most of the affiliates seemed satisfied with NBC's bid to strengthen its programs and entice new advertisers into the fold. The committee noted emphasis on programming, salesmanship, promotion and research, and procedures for network- affiliates cooperation.

There were disidents, of course, but the committee's attitude seemed to be that of desiring to play ball with the network on the basis of spiraling revenue from new business since Princeton, ratings which showed NBC in a more favorable light in comparison with CBS shows and its plans for strengthening certain time segments, which until now admittedly had been "vulnerable."

Aside from this weakness in some time periods, it was apparent at the meeting, held Tuesday and Wednesday in the Drake Hotel, that NBC still faces a few other thorny problems, among them affiliates' approval of the proposal to sell advertisers small time periods, the controversial ROSAH (run of schedule advertising-holidays) plan, calling for announcements and NBC's syndicated film division.

Weaver Speaks for NBC

Where Gen. Sarnoff had spearheaded a drive to seek affiliate support at Princeton, the network this time sent Sylvester L. (Pat) Weaver, vice chairman of the board and head of NBC-TV Network programs, to the Chicago meeting.

When the sessions were over, Walter Damm, WMJ-TV Milwaukee, who heads the affiliates group, announced appointment of an executive committee to meet again with network officials in New York Dec. 11. Mr. Damm said they would meet to "lay mutual procedures for future operations." From "time to time," he said, other committees will be set up "if needed" in the industry.

He will head a committee comprising its three officers, three representatives from "basic" stations and three others from the "optional" group. Mr. Damm denied a report that the affiliates would set up so-called "daytime" and "nighttime" programming committees.


Officers will serve three years and other members one year each.

Text of the affiliates' resolution follows:

Whereas, we, the television affiliates of the National Broadcasting Co., have had our first general meeting with NBC representatives since the Princeton, N. J., meeting in May, and have considered the progress of the NBC Television Network since that time;

Be it resolved: That we reaffirm the resolution adopted at Princeton expressing our confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by Gen. Sarnoff;

In the short space of six months, this program of action has been carried fully into effect. Under the direction of Gen. Sarnoff, and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertisers.

While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and enlargement of its pre-eminence in creative programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations.

NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is at the threshold of the greatest period of achievement in its history.

We unanimously endorse the presentations...
of the NBC representatives as reports of outstanding progress, and with this expression of confidence in Gen. Sarnoff and the organization he heads, we adjourn our meeting.

Representing the NBC speaking contingent, along with Mr. Weaver, were John K. Herbert, vice president in charge of network TV sales, and Jacob Evans, director of advertising and promotion activities.

NBC's various sales plans were outlined by Mr. Weaver in a question-and-answer session Tuesday afternoon and in greater detail Wednesday afternoon in a prepared talk. Most controversial are the network's plans to sell blocks of seven and a half minutes on the Kate Smith Show to advertisers and spots (under ROSAH) in five programs in the 10 a.m.-12 noon nonsustaining period [B7T, Oct. 6].

Mr. Weaver admitted there are problems with respect to the Kate Smith segments, but reports with affiliates were symmetrical in time. He also acknowledged that the 10:30-11 a.m. and 5:30-6 p.m. time segments are vulnerable. It is in the daytime periods that NBC has felt it to be weak. Affiliates generally have been favorable to the ROSAH plan according to Mr. Weaver. NBC sales plans are being tailored to lure small advertisers and to capitalize on seasonality business.

But some affiliates admittedly are concerned over the network's blueprint for the Smith Show which apparently would necessitate a revision of its rate structure covering 5, 7½ and 15 minute segments to correct disparities in proportionate charges, with some of them feeling it constitutes an infringement on their spot time and, therefore, their spot revenue capabilities.

The Smith Show sales plan has 7½ minute segments at 20% of the hourly rate—a factor that has drawn criticism on the grounds that the network rate schedule sets up a higher charge (25% of the hourly rate) for shorter segments (five minutes).

But NBC-TV authorities maintain that the 7½-minute sales offer, which also is used on Young Dr. Kildare, is designed to attract participation sponsors to those specific shows, and that accordingly the lower rate is justified. Five-minute blocks sold elsewhere in the schedule are not participations, they point out.

At one point in Wednesday's meeting, one broadcaster, referring generally to NBC's sales plans based on the Weaver "editorial" time concept, expressed resentment of Mr. Weaver's remarriage—apparently made at other meetings—that "something is better than nothing." The broadcaster said such practice of underselling TV by special rates and other means would be unprofitable in any newspaper field. He alluded generally to flexibility which NBC has sought to introduce as a feature of its plans.

Highlights of NBC's new program innovations are:

- The network's morning soap opera block 10-12 noon, will continue, but Glamour Girl will be replaced in the 10:30 a.m. slot.
- The new women's feature, Home, will debut Jan. 18, as an hour-long show starting around noon with possible expansion Monday through Friday, involving a reshuffle of Bride and Groom. The show will be sold in participations as on Today, which has proved successful.
- Each charter sponsor on Home will be allowed, within limits, to designate a special day which is important to him from a sales and promotion standpoint—to kick off a special campaign, for example—and on that day that sponsor will have all the commercials on the show.
- Atom Squad will be replaced from 5-5:30 p.m.

Programming plans also include a sizable array of production talent, according to Mr. Weaver. He also reported on Today, which he said reaches 50% of all homes "cumulatively," and "hopes" it may someday hit 100%.

Mr. Herbert reported that Today, with Dave Garaway, outpulled its closest competitor in the second quarter of this year. The original estimate made at Princeton was $3.75 million. He said 40% of the program has been sold for the first quarter of next year.

Other highlights, on ratings:
- Mr. Little Margie on Wednesdays has a rating of 25 compared to 10.6 last year.
- This Is Your Life outpolled CBS-TV's Pabst Fight, according to Nielsen October data.
- NBC has boosted its ratings about four points on Thursday evenings, while CBS-TV has dropped seven points—presumably on an average basis, it was reported.

Mr. Herbert reported addition of seven and a half new hours sponsored for daytime periods since last May, or a gain in sponsored hours of 20%. Annual gross billings for NBC-TV will be 20% ahead of its total for 1952. As of November, gross was 22% ahead of November 1952.

There are prospects for additional sales that would sell out NBC's 11 a.m.-12:15 p.m. segment and evening hours are sold out as previously reported, Mr. Herbert said. He reportedly asked affiliates to go along with the flexibility concept in sales patterns to bring in new advertisers.

Mr. Evans reported on a forthcoming survey whereby NBC will select a vhf city "which anticipates television within six months" and accept as applied to tv programming, with advertisers sharing the cost of programs. He felt it was especially important with the advent of color TV and expressed belief that television must have sales flexibility to progress. He predicted NBC will attract many "heavy goods" firms in the medium.

Subject of shows sold by NBC's TV Film Division also cropped up. Some affiliates complained that the network was being resold to competing network broadcasters under the title Badge 714 and was used in local newspapers as a competitive weapon against them, with ads reading "an NBC Film Network Show."

Can't Guarantee First Refusal

Robert Sarnoff, vice president in charge of the division, explained that his organization must sell films to any one station that requests them, and that NBC could not guarantee first refusal rights to its affiliates. He noted that the network must grant so-called film residual rights in order to serve most properties and that talent requests them.

NBC was able to give refusal rights on its celebrated Victory at Sea, because it owned the series, but that was not true of Dragnet.

Many of the network's shows are established programs on a spot participation basis, some affiliates in smaller markets observed they have not been carrying such shows as Howdy Doody, Show ofShows and Kate Smith—programs for which there are no guarantees to participants' distribution and budgets.

A total of 25 stations out of NBC's 126 operating tv affiliates were represented at the meetings, which also drew Harry Bannister, vice president of NBC station relations, and other network officials from New York.

The conference opened with a luncheon Tuesday and the afternoon meeting was thrown open for floor discussion. Affiliates met in closed sessions Wednesday morning, launching the meeting with a discussion of ROSAH. They also took up network presentations and exchanged views on the sales and program plant.

They went back into meeting after network talks late that afternoon, setting up the new executive committee and adopting the resolution "unanimously" on NBC's leadership.

Attendance at NBC-TV affiliates meeting (excluding network executives):
Harold P. See, KRON-TV; John M. Outter, Marcus Bartlett, J. Leonard Reisch, WSB-TV; Bill Baxendell, Ernest Stidwill, Mark Wedding, WOC-TV; George Norton Jr., Nathan Loomis, WTV; Louis L. Poor, Tony Provost, WHAT-TV; William Swartley, George Thomas, WTV; Edwin F. Schroeder, WTV; William Schroeder, WOOD-TV; Stanley E. Hubbard, KSEP-TV; Bill Bates, WDAF-TV; George M. Burbach, KD-TV; Frank Fogarty, Howard Starksaker, Payson Hall, WOW-TV; William Fay, WHAM-TV; Robert Busse, Bay Wels, WKBG-TV; E. R. Vanbeekem, WNYB-TV; John T. Murphy, WATU- TV; E. V. Doody, WBT, Charlotte, N.C.; Allen Half, William Wren, SPFD-TV; F. A. Sugg, WKY-TV.
Alvin D. Schrott, Frank P. Cummins, WJAC-TV; Clair R. McColough, WAGL-TV; Roland T. Thomas, Wkrek-V (TV); Joe Ciampa, WIBWA-TV; H. W. Stieck, WMCT (TV); Irving Waugh, WAGL-TV; Martin C. Carmel, James Morency, WFAA-TV; Harold Hough, WDFX-TV; Jack Harris, KFRC-TV.
Hugh A. L. Half, WJLM-TV; Ben Larson, Douglas K. Kehr, WILV-TV; Withrow Havens, Walter A. Bowry Jr., WYTV (TV); Lawrence Rogers, WJLB-TV; Selby McVeigh, WOLO-TV; George Combs, WTMJ-TV; Al Holdren, William Pape, WAGL-TV; Gene De Young, KERO-TV; John Ronzio, RRB-TV; Ralph Kuhle, KCIJ-TV.
PRE-LUNCHEON confab during NBC-TV affiliates meeting in Chicago last week brought together Walter Damm (r), WTMJ-TV, Milwaukee, chairman of the group, and John T. Murphy, vice president in charge of tv operations, WLWT (TV) Cincinnati; interview prospective set purchasers on their brand-name merchandise buying habits. Same market will be studied again six months after the station takes the air.
Mr. Evans has reviewed NBC-TV's three aggressive promotion campaigns this month, including trade and newspaper advertising.
Mr. Weaver again explained his editorial con-
CECIL & PRESBERY TO REALIGN TOP POSTS
WITH CECIL TO BECOME CHAIRMAN

Jan. 1 changes at agency also will find Thomas J. Maloney as president and Samuel Dalsimer executive vice president.

REALIGNMENT of top executive positions at Cecil & Presbrey, New York, was announced last week by James M. Cecil, president of the agency. Changes become effective Jan. 1.

Mr. Cecil will become chairman of the board of directors, succeeding Charles Presbrey, who has been inactive at the agency for the past several years. Thomas J. Maloney, executive vice president, becomes president, while Samuel Dalsimer, senior vice president, moves up to executive vice president. Edward B. Noakes, chairman of the executive committee, and David C. Thomas, treasurer, retain their same positions. J. D. Tarcher, senior vice president, holds his title and becomes secretary.

Mr. Cecil continues as senior member of the management group.

Six More Executives

Due to the agency's rapid expansion in recent years, it was explained, the executive committee—which is composed of all the executives listed above—will be expanded to include six additional members. They are: James Clark, vice president and art director; Guild Copeland, vice president and copy director; Archibald M. Foster, vice president; Frank Gilday, vice president and director of radio-television department; Frank McCord, vice president and director of research and merchandising; and Harry Parnas, vice president and media director.

"The agency has experienced spectacular growth since the war, much of it attributable to successful exploitation of television as a new medium of advertising," the announcement said.

KNXT (TV)'s Moskovics Advises Retailers on TV

Advertisers must be prepared to put cash and effort into television, he states, adding that 'prize hours' are only for those who can compete with high-budget network shows.

BASIC considerations underlying a decision to use television and some fundamental considerations on how to utilize the medium successfully were given by George L. Moskovics, manager of television development for CBS' KNXT (TV) Hollywood, when he discussed "Television as a Sales Promotion Tool in Retailing" before the California Retailers Assn. in the Los Angeles Biltmore Hotel Monday.

Mr. Moskovics pointed out that the principal ends sought were: (1) to select the merchandise to be promoted on the basis of the normal interests and desires of the television public the program would be designed to reach; (2) the proper presentation of that merchandise in order to bring out every point of advantage to the buyer, and (3) most important of all, the intense training of the personnel who would do the actual selling on the air.

Must Take Full Advantage

It was Mr. Moskovics' contention that if a retailer felt he could not profitably provide the facilities and personnel to take full advantage of the known selling ability of TV, then it would be a wasteful use of the medium. "Television costs too much to be wasted," he said.

He stressed the fact that the "so-called prize nighttime hours when big audiences were available" are not necessarily the best for a retailer unless the store operator is prepared to spend enough money on programming to compete successfully with the high-budgeted network shows being telecast at those peak periods.

It was his suggestion that the early morning hours might prove more profitable for retailers. For institutional, prestige-building programs a once-per-week half-hour or full hour might prove sufficient, he said, adding that for day-in, day-out hard merchandising a schedule of five or six times a week and certainly not less than three times per week would be called for.

Cautions retailers against being too ambitious in their programming, Mr. Moskovics urged that they limit themselves to what can be done well within their budgets rather than reach out for more elaborate forms of programming which under the budget could be done only indifferently.

Reiterating that the choice and training of selling personnel should be the most important task of the retailer, he further stressed that the actual program content be left to the professional experts in the business. The merchant himself, as an expert professional in the selling field, should control and train his television sales personnel, Mr. Moskovics concluded.

Antell's Rosen Credits 'Pitch' Ads for Success

HOW Charles Antell Inc., starting from "scratch," built up a $10 million business through the use of "pitch" advertising on radio and television, was explained last week to a joint meeting of the Washington, D. C. Advertising and Sales Executives Clubs by Leonard Rosen, Antell vice president.

Mr. Rosen, who with his brother Jack as vice president-treasurer and Charles D. Kasher as president, began pitch tv advertising in July 1950 [B&T, Jan. 19] for Antell's hair preparations, Formula #9 and Antell's shampoo, said the firm's advertising messages were developed by constant streamlining of a 20-year-old pitch formula.

The Antell vice president said his firm now uses 250 tv stations. Before the tv thaw, he said, Antell at one time was using 650 to 700 radio stations and 63 tv stations.

The elements of good business that have helped Antell to grow to its present size, he said, are "a good product, good advertising, good management and good luck." He attributed the success of the Antell radio and tv commercials to their entertainment and educational value and their selling power.

Acknowledging that radio and television have done a lot more for Antell than the printed media, he said the firm is working on printed advertising formulas which Mr. Rosen expects to pay off better than the broadcast media in Antell's long-range plans.

Nothing but Plush

EXCLUSIVE club for members of the electronics industry has been opened in Chicago. Billed as "The Gaslight," the club is owned by the "Secret 16," whose founder, Dr. Burton Browne of the advertising agency of the same name, says its membership includes "some of the best known men in the industry"—but in this case anony mously. "The Gaslight" is at 416 North Rush St.; its appointments include many turn-of-the-century pieces, including a solid mahogany bar said to have survived the Great Chicago Fire of 1871. Members have their own keys—sandwiches go for five cents—electrically galloots are on the walls. "This is how a saloon should be run," says the Secret 16.

BROADCASTING • TELECASTING

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Griesedieck has shifted agencies, from the tab for schedule of complete Cards -Cubs Coverage. reported hour Excursion program, EST for Swift & Co., Lennen announce plans ship, also hangs in riend Chicago Cubs games this Jan. foreshadowed an inevitable change Purchase of the Cards will These topics abeyance because of other circumstances, Undergo weeks, that originate from Burbank, Calif., Miller Brewing Co., Milwaukee, has announced after Jan.34

NEW BUSINESS

Swift & Co. (Pard dog food), Chicago, signs to sponsor NBC-TV's Kukla, Fran & Ollie weekly for 52 weeks, starting Dec. 20. With sponsorship, program will move into Sun. 3:30-4 p.m. EST period now occupied by Ford Foundation Excursion program, which will switch to Kukla, Fran & Ollie on Mon. 4:30-5 p.m. EST slot. Agency for Swift: J. Walter Thompson Co., Chicago.


General Motors Corp., Detroit (Cadillac cars and GMC trucks), which sponsors the NCAA football schedule on NBC-TV, will sponsor coverage of Army-Navy football game from Phila. on Nov. 28 on NBC Radio as well as NBC-TV, with coverage starting on tv at 1:15 p.m. EST, and on radio at 1:25 p.m. EST. Agency: Kudner Agency, N. Y.


Griesedieck Bros. Brewery Co., St. Louis (Griesedieck Beer), starts Mon.-Fri. quarter-hour programs starring western entertainer Tennessee Ernie on 26 midwest stations for 13 weeks from Nov. 2. Programs will be recorded in Hollywood and shipped to stations. Agency: Ruthrauff & Ryan Inc., Chicago. (B&T Nov. 9 reported 64 stations would be used.)

Campana Sales Co. (cosmetics and toiletries), Page 34 • November 23, 1953

Batavia, Ill., to sponsor Mon. broadcasts in new thrice-weekly Julia La Rose Show on CBS Radio (Mon.-Wed.-Fri., 7:35-7:45 p.m. EST), effective Jan. 18. Agency: Wallace-Ferry-Hanly, Chicago.

Puritan Co. of America, Chicago (ReaLemon juice), will sponsor one-half of Tuesday and Thursday segments of John Daly and the News (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST), starting Dec. 1. Agency: Schwimmer & Scott, Chicago. Whitehall Pharmacal Co. (Bisodol and Anacin) sponsors half program across-the-board.


Socony-Vacuum Exploration Co., Calgary, Alta., has started NBC Orchestra weekly on 20 Trans-Canada network stations for 22 weeks, Sun. 8-9 p.m. Agency is Cockfield, Brown & Co. Ltd., Toronto.

CONTRACTING

25th consecutive year's contract for the weekly Standard Hour on NBC Western Network are (l to r): seated, Stewart Brown, manager of public relations, Standard Oil Co. of California; John K. West, NBC Western Division vice president; standing, Wal-ter G. Tolleson, account supervisor, network sales; Don Jones, assistant program manager, Standard Oil Co.; Adrian Michaelis, sponsor's program manager, and Jay Smith, assistant manager of public relations for the oil concern.

AGENCY APPOINTMENTS

Norwich Pharmacal Co., Norwich Conn., appoints Benton & Bowles, N. Y., to handle its NP-27, athlete's foot remedy. Media plan will be announced after first of the year. All consumer advertising for company is now handled by B & B.

Cone Mills Inc., N. Y. (textiles, cottons, corduroys, cotton flannels, denims), names Dowd, Redfield & Johnstone, N. Y., as its advertising agency, effective Jan. 1.

Spinetti Co. (dry spaghetti sauce) appoints Greesh & Kramer, Phila., to conduct fall promotion campaign. TV spots will be used in selected eastern areas.


Conard-Pyle Co. (growers of "Star Rotes") and Heli-Coil Corp. (stainless steel screw thread inserts) appoint Aitkin-Kynett Co., Phila.

National Vulcanized Fibre Co. (vulcanized fibre and laminated plastics) names Harris D. McKinney Inc., Phila., to handle advertising.


Mountain States Telephone & Telegraph Co., Denver, names Arthur G. Rippey & Co., same city. Radio and tv will be used. Account executives are Clair Henderson and James S. Holme.

MERCANTILE AIDS FILM ADS TO SELL

Brazilian Buys 'Gems'

SCREEN GEMS, New York, has announced that J. B. Amaral, owner and operator of Radio Record in Sao Paolo, Brazil, and who is scheduled to begin TV operation shortly in that city, has purchased Music to Remember and Screen Gems' TV Disc Jockey Films series.

chandising Dept., said the realization that it is no longer enough to put a good show on the air in a good time period and let it go at that led to the organization of the NBC merchandising organization, with 12 field men throughout the country and the support of all NBC affiliate stations.

Mr. Madden said that 5% would probably be a fair average, although it would vary appreciably from station to station.

Hornsby, National Begin Film Series on Baseball

NATIONAL Productions Inc., Washington, D. C., subsidiary of Robert J. Enders Inc., advertising agency, last week shot the first of a scheduled weekly series of quarter-hour TV films starring Rogers Hornsby, all-time baseball great, featuring interviews and demonstrations with major league baseball players on various aspects of baseball technique.

The show, "Rogers Hornsby's Baseball School," according to Robert L. Friend, producer, will give instructions to youngsters on baseball but will have entertainment value for both youths and adults. Hornsby, Florida, and he will operate a school in Florida where he will accept two boys in different age groups from each community where the TV show is sponsored for a four-week training period each year.

Robert J. Enders of National Productions said it has not been decided whether the show will be on a network or syndicated to stations. Mr. Enders, who is an associate in National Productions, has served in various major league managerial positions in recent years.

MPTV to Handle Police Series Produced in France in Color

PLANS for producing in Paris 117 half-hour dramatic programs in color for distribution by Motion Pictures for Television during the next three years were announced last week by Edward D. Madden, vice president and general manager of MPTV's film syndication division.

The series will be produced by Etoile Productions Inc., Paris, which is owned by actors Louis Jourdan and Claude Dauphin, and Andre Hakim and Joe Eisinger. Messrs. Jourdan and Dauphin will star in the series, which will be produced by Mr. Hakim and written by Mr. Eisinger.

Titled "Paris Precinct," the series will be based on true stories of the French police. The dialogue will be in English.

Mr. Madden said production on the series will not begin until May 1, 1954, in order to permit Mr. Jourdan to fulfill a commitment for a Broadway play. It is expected that the series will be made available to TV stations by September 1954.

UPW-BAD Plan Provides For Unlimited Film Use

NEW PATTERN for use of TV films by stations was claimed last week by Aaron Beckwith of United Television Programs in disclosing details of a sales transaction completed between UTP and WABD (TV) New York.

Terms of the contract, negotiated by Mr. Beckwith and Norman Knight, general manager of WABD, call for 69 City Assignment films on a one-time basis, plus unlimited runs for two years of 52 Royal Playhouse, 26 Counterpoint and 13 Hollywood Off Beat films. Total price was said to be about $150,000.

Mr. Beckwith said the stipulation permitting the station to use the strips as often as desired over a two-year period indicates a new trend for stations as well as a new sales approach for distribution companies. He noted UTP

ABC Film Syndication staff met Nov. 11 in New York for the first national sales meeting of the network's newly-created division. Conferring are (1 to r): seated, Joseph Greene, traffic manager; George T. Shupert, vice president of ABC Film Syndication; Robert E. Kintner, ABC president; Lee Francis, promotion, advertising and research; Frank Friedman, administrative assistant to Mr. Shupert; standing, John B. Burns, Chicago sales office supervisor; Patrick W. Keest, Chicago sales office; William L. Clark, western manager; Don L. Kearney, national sales manager, and John Callis and Nat V. Donato, both of the New York sales office.

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currently is negotiating with other stations for sales on a similar basis.

"It seems to me," Mr. Beckwith said, "that this sale highlights the point that the public will accept re-issues. We know it will be of great help to stations because by continual use the cost per film is gradually liquidated to quite an extent."

**FILM SALES**

Video Pictures Inc., Hollywood, announces sale of half-hour filmed Hank McCune Show in three new markets, bringing the total to 34. Sponsors are Bowman Dairy Co., WBKB (TV) Chicago, for 13 weeks from Oct. 25; Ford Dealers, WTVF (TV) Decatur, Ill., for 13 weeks from Oct. 26; Contractors Heating Co., KRTV (TV) Colorado Springs, for 26 weeks from Nov. 9.

Commonwealth Film & Television Inc., N. Y., announced last week it has completed transactions for sale of its package of cartoons, serials, shorts, westerns and feature films to WTFF (TV) Washington, WXEL (TV) Cleveland and WIFE-TV Dayton.

**PRODUCTION**

Mark VII Ltd., Burbank, has completed shooting on "The Christmas Story" for NBC-TV's Dragnet, which has been processed in Pathecolor by Pathe Labs. This is in line with the production firm's plan to start filming in color.

Commodore Productions & Artists Inc., Hollywood, according to Walter White, president, has signed a contract with Dan Liu, chief of the Honolulu police department, to produce a half-hour tv film series based on the departmental files titled No Escape. To be filmed in 35mm Eastman color in the Islands, production is scheduled to start in February, weather permitting. George Brent is expected to be signed to portray the leading role of the investigator with Chief Liu doing the opening and closing of each film.

Roy Rogers Productions, Hollywood, has completed the final 10 films in the 1954-55 season of 66 half-hour programs for NBC-TV Roy Rogers Show, sponsored by General Foods (Post Cereals Div.), through Benton & Bowles Inc.

Studio City Television Productions, Hollywood, a tv film production subsidiary recently formed by Republic Pictures, has started filming Outlaws of the Century, initial series of a proposed 52 half-hour programs. Jim Davis, star of recently completed Republic feature film, "The Fugitive," enacts the leading role of a railroad detective. Assigned to the tv series are William Witney, director, and Edward White, producer.

Frank Wisbar, upon completion of current schedule as producer-director of NBC-TV Fireside Theatre, moves over to Bing Crosby Enterprises, Culver City, Calif., to serve in the same capacity on six half-hour films in CBS-TV General Electric Theatre. Production starts the first week in January. Following the temporary assignment, Mr. Wisbar will return to film-making under banner of Frank Wisbar Productions.

**DISTRIBUTION**

Cheshire & Assoc., Hollywood, will handle eleven western states' distribution of Captial Mysteries, new series of 78 five-minute films being produced by Charles Michelson in Mont-Real. With Glenn Langan, co-star on former NBC-TV Boss Lady, as star, the series is being readied for Jan. 1, 1954 release.

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to "The Seven Ravens," all-puppet feature film version of the Grimm fairy tale, release of which is being timed for the Christmas. Additionally acquired is "Michael O'Halloran," feature film based on the Gene Stratton Porter novel which was produced by Julian Lesner.

Barney Gerard, former producer for Monogram Productions (now Allied Artists), has acquired tv film rights to "Jiggs and Maggie," the King Features cartoon strip by George McManus. Under the Monogram banner, he produced and co-authored five feature films based on the strip, which is syndicated in over 600 newspapers. Tv production plans have not been scheduled.

Virgoian Productions, L.A., has completed a 26 quarter hour open-end travelogue series, Hollywood is the World, to be distributed by Sterling Television Corp., N. Y.

**RANDOM SHOTS**

Helena Productions, Hollywood, has been formed as subsidiary of Revue Productions, that city, itself a subsidiary of Music Corp. of America. Termed an "empty corporation," an MCA spokesman said it was designed merely "to ease the legal angle" and no active production is contemplated at the moment. Revue, meanwhile, this week resumes filming on CBS-TV Mer M. McNutt, ABC's Pride of the Family, Pepsi-Cola Theatre, City Detective and Kit Carson.

Tom J. Conradine & Assoc., Hollywood, has been named to represent Official Films in 11 western states, Hawaii and Alaska, according to Herman Rush of the distribution firm. Among the film packages being offered is Colonel March of Scotland Yard, new series starring Boris Karloff.

Hispano Continental Films of Mexico, headed by Frank S. Levy and Albert Scheff, has opened Hollywood headquarters at 6404 Hollywood Blvd. The distribution firm currently has 46 feature films in Spanish and 4 in English.

Olympus Film Productions Inc. (formerly Bert Johnston Productions) has moved to new studios at Chickasaw and Warner Streets, Cincinnati.

**BROADCASTING • TELECASTING**

**CERTIFICATE**

CERTIFICATE stating that Royal Playhouse has passed the million dollar mark in sales is presented to Basil Grillo (seated), executive vice president; Bing Crosby Enterprises, series' producer, by Wynn Nathan (ll), national sales manager, United Television Programs Inc. Charles B. Brown (lc), BCE vice president in charge of sales, and Homer Duer, treasurer, BCE, witness the ceremony.

Screen Gems Inc., Hollywood, is completing shooting on "For Value Received" for inclusion in NBC-Tv Ford Theatre series. Co-starring Peter Lawford and James Whitmore, the film script is produced by Michel Kralke, by Erna Lazarus.

SIGNING of Claudette Colbert to a contract to appear in a situation comedy tv series to be produced by Rockhill Productions was announced last week by Stanley J. Wolf, Rockhill president. Production on the series is to begin on the West Coast the first week in January, with each film budgeted for an estimated $10,000. The contract was negotiated by Mr. Wolf and Don A. Davis, Rockhill general manager, and Charles Wendling, Miss Colbert's agent.

Robert Maxwell Assoc., Hollywood, is set to film a new half-hour tv series in color, based on the files of the Royal Canadian Mounted Police, and financed by All-Canada Broadcasting-Telecasting Affiliates. Latter firm will retain all Canadian tv rights while Mr. Maxwell retains remaining world rights. Exteriors will be shot in Canada and interiors at Goldwyn Studios, Hollywood. The Canadian group also has a 50% financial interest in Lassie, color tv film series produced by Mr. Maxwell and now being set for distribution.

Hal Roach Sr., under the banner of Hal Roach Studios Inc. Culver City, Calif., plans to enter active tv film production next month with Hollywood Four Star Theatre. This half-hour series will feature four name actors in rotating star assignments, backed by players Mr. Roach expects to develop as a permanent video film stock company.

Family Films Television Inc., Beverly Hills, has been signed to produce third This is the Life half hour tv film series for Lutheran Television Productions on behalf of Lutheran Church—Missouri Synod. Shooting starts in January at KTTV (TV) Hollywood, for 1954 fall release.

Miller Brewing Co., Milwaukee, has contracted Jerry Fairbanks, Hollywood, to produce "With This Ring," a 60-minute feature film in color for a public relations service and later to be made available for tv. Agency is Mathison & Assoc. Inc.

Fotovox, Memphis, has been signed by Hallmark Productions Inc., Hollywood, to film a pilot program in proposed half-hour video series, Delinquent Angels, based on the court cases of Judge Camille Kelley.
The certain and the unknown...

in Paul Bunyan Land!

The rigors of ice fishing in our below-zero weather are for hardy souls. All day on the ice in the uncertain belief that fish are congregating twelve feet down under the ice and water... can only be justified as sport.

Unlike the walleyes—our people are predictable. The majority of them in 89 counties will tune to WCCO-Radio more than to any other station; and, in our television area, a like proportion will watch WCCO-TV.

The profitable place to drop a sales line!

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The Paul Bunyan Buy!  WCCO
MINNEAPOLIS  CBS  ST. PAUL
## FACTS & FIGURES

**NETWORK TV ALSO USED BY NEARLY HALF OF NETWORK RADIO CLIENTS, PIB FINDS**

September Publishers Information Bureau report shows 67 of the 145 network radio advertisers that month were also among the 162 tv network users.

Almost half of the advertisers sponsoring programs on the nationwide radio networks are also users of network television, an analysis of Publishers Information Bureau reports on September advertising expenditures on the two types of broadcast networks reveals.

In September, 145 advertisers bought time on the radio networks, according to PIB figures, which also show that 67 of these companies, or 46.2% of the total, were among the 162 tv network facilities.

The use of both radio and tv networks by the same companies is most evident among the top advertisers in each medium. As the accompanying tables of the "Top Ten" radio and tv network clients show, six companies appear on both lists: Procter & Gamble Co., which is the number one advertiser in both media; Colgate-Palmolive Co., Liggett & Myers Tobacco Co., Gillette Co., General Foods Corp. and Lever Brothers Co.

### Leading Radio Network Advertisers by Product Groups

**During Sept. 1953**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$40,775</td>
<td>$40,775</td>
<td>$7,261</td>
<td>$7,261</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$6,654</td>
<td>$6,654</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Ease.</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Grain</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Milk, Meat &amp; Dairy</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
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<tr>
<td>Oil &amp; Gas</td>
<td>$1,193</td>
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<td>$1,193</td>
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<tr>
<td>Tobacco</td>
<td>$1,193</td>
<td>$1,193</td>
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<tr>
<td>Chemicals</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
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<tr>
<td>Drugs &amp; Medicines</td>
<td>$1,193</td>
<td>$1,193</td>
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<td>$1,193</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camer.</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Transportation, Hotels &amp; Tourism</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
</tbody>
</table>

**Leading TV Network Advertisers in Each Product Group**

**During Sept. 1953**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$95,796</td>
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<td>$13,801</td>
<td>$13,801</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>$381,937</td>
<td>$381,937</td>
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</tr>
<tr>
<td>Ease.</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
<tr>
<td>Grain</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
<tr>
<td>Milk, Meat &amp; Dairy</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
<tr>
<td>Oil &amp; Gas</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
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<tr>
<td>Tobacco</td>
<td>$51,532</td>
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<tr>
<td>Office Equipment &amp; Supplies</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
<tr>
<td>Transportation, Hotels &amp; Tourism</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
<td>$51,532</td>
</tr>
</tbody>
</table>

**Gross TV Network Time Sales by Product Group, for Sept. and Jan.-Sept. 1953, Compared to 1952**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$98,233</td>
<td>$98,233</td>
<td>$66,799</td>
<td>$66,799</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
<td>$1,193</td>
</tr>
<tr>
<td>Ease.</td>
<td>$1,193</td>
<td>$1,193</td>
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**Gross TV Network Time Sales by Product Group, for Sept. and Jan.-Sept. 1953, Compared to 1952**

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</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$2,056,340</td>
<td>$2,056,340</td>
<td>$19,947,289</td>
<td>$19,947,289</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$19,947,289</td>
<td>$19,947,289</td>
<td>$18,416,329</td>
<td>$18,416,329</td>
</tr>
<tr>
<td>Ease.</td>
<td>$18,416,329</td>
<td>$18,416,329</td>
<td>$18,416,329</td>
<td>$18,416,329</td>
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<tr>
<td>Grain</td>
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<td>$18,416,329</td>
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<td>$18,416,329</td>
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<td>$18,416,329</td>
</tr>
</tbody>
</table>

There are, surprisingly, fewer duplications in the list of leading advertisers for each group of products advertised on the radio and tv networks. Of 25 categories of goods and services advertised on radio networks, the leading advertisers of only three classes are also the class leaders in network television. Kromak Mfg. Co. was September's top apparel advertiser on both types of broadcast networks; Mutual Benefit Health & Accident Assn. was the top insurance advertiser on both, and RCA purchased more tv network time as well as more radio network time than any other advertiser of radios, tv sets, phonographs, etc.
WMAR-TV is FIRST with Viewers

WMAR-TV is FIRST with Advertisers

WMAR-TV is FIRST with Researchers

In Maryland Most People Watch WMAR-TV

CHANNEL 2  SUNPAPERS TELEVISION  BALTIMORE, MARYLAND

Telephone Mulberry 5-5670  *  TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
ELECTRICITY FOR THE ATOM—AND FROM IT. It takes a lot of electricity to run this atomic pile for research at Brookhaven Laboratory, L. I. Shown is the 5-foot-thick wall through which pure uranium “fuel” is loaded. At the big uranium processing factories, vast quantities of electric power help produce U-235 and plutonium. Five electric companies help power one factory in Kentucky. Fifteen others will supply electricity to a new atomic project in Ohio. But soon the atom will make electricity. Electric company engineers, working with industry and government scientists, have produced atom-electricity experimentally, expect atom-electric plants in 5 years.

LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $25 billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company’s spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)

NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U. S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.
MORE AND MORE ELECTRICITY. Heavy line shows how use of electricity is still shooting up as the Electric Age progresses.

AMERICA'S NEW ELECTRIC AGE

American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already doubled the prewar supply and will triple it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

Best of all, the average price of electricity is lower than before World War II—and America's Electric Light and Power Companies* are doing their utmost to keep it there!

*Names on request from this magazine

NEW ELECTRIC HOMES. This home for electric living was part of an exhibit co-sponsored by Indianapolis Power and Light Company. It features planned kitchen, improved lighting, year-round temperature control.

NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's new Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.
NAEB FINDS TV ADS UP 7% IN N.Y.

Results of its third survey of the Gotham City area tv are released by the National Assn. of Educational Broadcasting. Study week of Jan. 4-10, 1953, is used, comparing percentages and totals with past years. Study goes into primary and secondary advertising and summarizes trends in programming carried.

TOTAL AMOUNT of advertising in New York television is up 7%, the National Assn. of Educational Broadcasting reports today (Monday) in releasing results of its third annual survey of New York tv.

Like the preceding studies in New York and other markets, the survey was made by monitoring all television programs broadcast during one week by all stations in the area, and was directed by Dallas W. Smythe, research professor at the U. of Illinois, using graduate students of New York universities.

The report, being released by NAEB Pres. Dr. Robert L. Ausmus, shows 651 hours 44 minutes of programming were carried by the seven New York area stations during the week studied. This is 16% above the total found in the 1951 study and 4% more than that found in 1952. Since 1951, the report shows, all of the additional program time has come from network-owned outlets; the totals of all three independents were down.

18% to Ads

In addition to the 7% rise in amount of advertising, the study found that 18% of all program time in the area during the study week was devoted to advertising matter—the same proportion as in 1952, as compared with 14% in 1951. The summary continues:

"Three stations (WBNT, WCBS-TV, and WABC-TV) carried 61% of all advertising matter in 1953. The heaviest saturation in 1953 was found on WABC-TV, where 26% of the time was advertising, while WPIX and WATV had the lightest, with 15%.

"The time segment with the highest saturation in 1953 was the domestic-hours in all three years, with the rate being 24% in 1953. In that year, 17% of the children-hours and late-hours was advertising, while 15% of the adult-hours was used this way."

"Primary advertisements"—those which interrupt the flow of the program—were 22% more numerous and took 27% more time in 1953 than in 1952, the report continues, pointing out that this type of advertisement occupied 10% of total broadcast time (as same in 1951 and one-fourth higher than in 1952).

"Secondary advertising"—that which accompanies or is the program material—dropped 10% in 1953 but still was about 2% times its 1951 level," the report asserts. This type amounted to 8% of program time, as against 10% in 1952 and 4% in 1951.

Discussing trends indicated in the third annual studies, the summary observes:

"The most striking feature of the changes occurring in the three-year period was the sharp increase in the quantity of drama programs of all kinds. By 1953, this class of program had increased to 47% of all tv time, as compared with 33% in 1951 and 42% in 1952. In actual time, drama amounted to 306 hours in 1953 or about two-thirds more than in 1951 and 15% more than in 1952."

"Crime drama rated as the No. 1 sub-class of drama in 1953, occupying 99 hours or 15.3% of total time. But domestic drama had shown the fastest rate of increase over the 1951-53 span, rising from 1% in 1951 to 6% (and fourth place as a sub-class) in 1953. Western drama slipped a little in 1953 but remained in second place as a sub-class (with 7% of total time).

"Variety programs ranked second to drama again in 1953, occupying 12% of total time (about the same as in 1952 but one-third less than in 1951). Quiz-stunts, contests and sports events formed the third and fourth largest classes of entertainment programs, each type occupying about 5% of total time.

News Shows First

Among information-type programs, news shows moved into first place in 1953 for the first time (8%), and, also for the first time, religious telecasts became the largest class of orientation-type programming (1.7%).

During 1953, the report shows, 12 programs identified with recognized educational institutions were telecast, as against 13 in 1952 and one in 1951. The 1953 total amounted to 361 minutes, "for less than 1% of total program time."

Live programming dropped off, with recorded programming rising from 46% in 1952 to 53% in 1953.

The study found that "the number of acts and threats of violence observed in 85% of the total program time increased substantially between 1952 and 1953," though it is noted that "no inferences as to their effects are warranted from the present study. The total for the 1953 study week was 3,421 such acts or threats, a rise of 15% above the number counted in the 1952 study week. The gun replaced the fist or foot as the most common means of committing tv violence.

Roslow Expects Pulse to Be
In 72 Markets by Yearend

BY END of year, Pulse will be measuring tv audience in 72 markets, radio audience in 100 markets throughout the country, according to Dr. Sydney Roslow, director of Pulse, who also reported addition of 18 markets for which Pulse reports are being issued for first time.

Seven of these new markets—Albany-Troy-Schenectady; Greenbush, N. C.; Lubbock, Tex.; New London, Conn.; Spokane, and Youngstown, Ohio—have been surveyed by Pulse since June, he said.

Surveys Underway

Surveys are now being made or will soon be in Boise, Idaho; Butte, Mont.; Columbus, S. C.; El Paso, Tex.; Fresno, Calif.; Macon, Ga.; Little Rock, Ark.; Scranton-Wilkes Barre, Pa.; Tucson, Ariz.; Wichita, Kan., and Worcester, Mass.

Dr. Roslow also announced that when a market changes from one to two tv stations Pulse concurrently doubles the number of homes sampled there, stating that this has already been done in St. Louis, Pittsburgh, New Orleans, and Kansas City.

Nielsen Ratings Places
'Lux Theatre' at Top

RANKING first in number of homes reached for a once-a-week evening program is Lux Radio Theatre, according to a Nielsen-ranking based on Oct. 4 through 10 survey. The World Series entered the largest number of radio homes, more than 6 million, and ranks first for a weekday program during that period. The complete ratings are listed below:

Tv Set Shipments
Up 30% This Year

SHIPMENTS of tv sets to dealers in the first nine months of 1953 were 30% above the same period last year, according to Radio Electronics TV Mfrs. Assn. September shipments ran 77% above August and were the highest for the month in the last three years, totaling 816,529 units. In September 1952 shipments totaled 651,561 sets.

The total of 4,614,361 sets for nine months compares with 3,537,980 in the same 1952 period and 3,371,624 in the first three quarters of 1951.

Following are tv set shipments to dealers by states for the first nine months of 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>70,423</td>
</tr>
<tr>
<td>Ariz.</td>
<td>29,440</td>
</tr>
<tr>
<td>Ark.</td>
<td>30,028</td>
</tr>
<tr>
<td>Calif.</td>
<td>3,711,909</td>
</tr>
<tr>
<td>Colo.</td>
<td>50,223</td>
</tr>
<tr>
<td>Del.</td>
<td>11,359</td>
</tr>
<tr>
<td>Fla.</td>
<td>86,838</td>
</tr>
<tr>
<td>Ga.</td>
<td>77,508</td>
</tr>
<tr>
<td>Idaho</td>
<td>12,951</td>
</tr>
<tr>
<td>Ill.</td>
<td>276,990</td>
</tr>
<tr>
<td>Ind.</td>
<td>100,516</td>
</tr>
<tr>
<td>Iowa</td>
<td>101,236</td>
</tr>
<tr>
<td>Kan.</td>
<td>50,961</td>
</tr>
<tr>
<td>Ky.</td>
<td>94,984</td>
</tr>
<tr>
<td>La.</td>
<td>88,396</td>
</tr>
<tr>
<td>Me.</td>
<td>37,495</td>
</tr>
<tr>
<td>Md.</td>
<td>37,695</td>
</tr>
<tr>
<td>Mass.</td>
<td>142,283</td>
</tr>
<tr>
<td>Mich.</td>
<td>186,046</td>
</tr>
<tr>
<td>Minn.</td>
<td>69,357</td>
</tr>
<tr>
<td>Miss.</td>
<td>33,308</td>
</tr>
<tr>
<td>Mo.</td>
<td>110,374</td>
</tr>
<tr>
<td>Mont.</td>
<td>8,364</td>
</tr>
</tbody>
</table>

NATIONAL NIelsen-RATING TOP TV PROGRAMS October 4-10, 1953

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>WEEKDAY, EVENING, ONCE-A-WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Average For All Programs)</td>
<td>(1,935)</td>
</tr>
<tr>
<td>1 Lux Radio Theatre (CBS)</td>
<td>3,625</td>
</tr>
<tr>
<td>2 Mr. and Mrs. North (CBS)</td>
<td>3,349</td>
</tr>
<tr>
<td>3 People Are Funny (CBS)</td>
<td>3,491</td>
</tr>
<tr>
<td>4 Amos, 'N' Andy (CBS)</td>
<td>3,401</td>
</tr>
<tr>
<td>5 Jack Benny Show (CBS)</td>
<td>3,133</td>
</tr>
<tr>
<td>6 My Little Margie (CBS)</td>
<td>3,133</td>
</tr>
<tr>
<td>7 Your Best Life (NBC)</td>
<td>3,043</td>
</tr>
<tr>
<td>8 Dragnet (NBC)</td>
<td>2,954</td>
</tr>
<tr>
<td>9 Great Gildersleeve (NBC)</td>
<td>2,909</td>
</tr>
<tr>
<td>10 Bing Crosby Show (CBS)</td>
<td>2,909</td>
</tr>
</tbody>
</table>

EVENING, MULTI-WEEKLY

(Average For All Programs) (1,119) |

1 One Man's Family (NBC) | 2,294 |
2 News of the World (NBC) | 2,148 |
3 Lone Ranger (ABC) | 1,701 |

WEEKDAY (Average For All Programs) (1,701) |

1 World Series (ABC) | 6,087 |
2 Arthur Godfrey (Nabisco) (Frl.) (CBS) | 3,088 |
3 Arthur Godfrey (Upjohn) Special (CBS) | 2,709 |
4 Arthur Godfrey (Lever) (CBS) | 2,685 |
5 Romance of Helen Trent (CBS) | 2,641 |
6 Arthur Godfrey (Pillsbury) (CBS) | 2,565 |
7 Wendy Warren of New York (CBS) | 2,551 |
8 Godfrey (Taco-Kix) (CBS) | 2,541 |
9 House Party (Green Giant) (CBS) | 2,417

Copyright 1953 by A. C. Nielsen Co.
Along about this time of year, businessmen in the broadcast industry start to list heavily toward the adding and subtracting department to see how they've "cashed in". A lot of them don't.

That's true of any business, from shoehorns to salami. Why? There are hundreds of reasons... and nobody feels happy about any of them, from the mailboy to the owner.

But most times a "reason" that doesn't show up on the debit and credit sheets is a downright lack of good, consistent advertising and promotion in the right places.

Actually, the reason's pretty simple: Here it is—

Independent surveys have proven over and over again that there's only one publication in a specialized field like broadcasting—and that, Harry J. Holmes, goes for television, too—that dominates the field.

Yes, there's always a B or Y or X or however the statisticians see him. But mostly he's an "in-curve"; he's nothing like old Mr. "A". The latter's a straight "mitt catch" that throws 'em out before they've thought of the word "first."

Mr. "A" is a N. Y. Times in his field; a St. Louis Post Dispatch, a TIME, FORTUNE, NEW YORKER or whatever you've got among America's great publications.

Mr. "A" has been around. He's walked with his industry in kneepants. His book is a sort of bible edged with crack reporting, editing and a phenomenal knowledge of his field. Mr. "A" has a monopoly on the right people you want to sell.

We're sorry, but they're the facts.

So, if you're in radio and/or television to make profits—and we'd be delighted to meet the man who isn't—your advertising and promotion belong in the pages of a magazine like Broadcasting Telecasting, the most powerful, and predominant news weekly of its kind in the industry.

We hate to sound vain, but mere association with Broadcasting Telecasting is, in itself, an unduplicated passkey to the eyes and minds of the men and women who make the decisions that decide your profits.

Remember—you're not in AM-TV if you're not in . . .

BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022
N.Y. Stay-at-Home

NIGHT television broadcasts have been cited by Maj. Gen. Hugh J. Casey, chairman of the New York City Transit Authority, as factors contributing to the continuing decline of passenger traffic on New York municipal subway, bus and street car lines. Gen. Casey, who said there had been an 11% drop in passenger traffic since July 25, when the 15-cent fare became effective, expressed the belief that thousands of persons, who once used transit facilities to go to places of amusement, were staying home to view television shows.

UHF UPS VIEWING 25%, SAY ABC, ARB

ABC reports on a six-city study by ARB showing that families able to receive both uhf and vhf programs use their sets 96.9 hours a week, those with vhf-only 27.83 hours.

WHEN uhf comes into the home, viewing goes up 25% above the level in vhf-only dwellings. That's what a special survey made for ABC by American Research Bureau discovered, ABC states in a report for release today (Monday).

Specifically, according to ABC, the ARB special study, conducted this month in six cities —Norfolk, Pittsburgh, Buffalo, St. Louis, Milwaukee, Kansas City—showed that of two matched-sample groups—one of homes whose tv sets receive only vhf programs, one where the sets can get uhf shows as well—the families able to receive the uhf service use their sets 34.96 hours a week, compared to 27.83 hours for the others.

Just More Interested

This finding was attributed by ABC not only to the wider program choice the uhf-vhf families have over those with vhf alone, but to the capability radio has provided for uhf reception are typically more interested in television.

Survey was announced last month [B&T, Oct. 26] at the time that ABC network issued its book, "The P's and Q's of V's and U's," in which the network stated: "uhf and vhf, together as a team, will bring tv to all America. Together they will make tv a truly national force, the greatest mass communications and advertising force in the world."

Trendex Picks 'Lucy'

TOP 10 Trendex ratings for evening network sponsored tv programs for the week of Nov. 1-7 showed CBS-TV's 'I Love Lucy' and Talent Scouts in first and second place, respectively.

Complete listing follows:

1. 'I Love Lucy (CBS) 52.3
2. Talent Scouts (CBS) 50.7
3. Dragnet (NBC) 43.5
4. Godfrey's Friends (CBS) 41.3
5. Jackie Gleason (CBS) 39.2
6. You Bet Your Life (NBC) 38.1
7. Town of Elko (CBS) 37.4
8. Million Barie (NBC) 33.6
9. Red Buttons (CBS) 33.5
10. Our Miss Brooks (CBS) 33.2

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BAB HUNTS NEW PRESIDENT TO SUCCEED RYAN, WHO QUITS FEB. 1 OVER POLICY

Robert D. Swezey, WDSU New Orleans, will head a committee which will seek an industry "name" such as Niles Trammell or Frank White to replace William B. Ryan, who is praised for his three years of leadership in bringing BAB to an all-time high membership of 834 stations.

QUEST for a new president of BAB was started last week after the unannounced announcement that President William B. Ryan has asked to be relieved of his duties upon the anniversary of his contract next Feb. 1.

A committee headed by Robert D. Swezey of WDSU New Orleans was designated by BAB Board Chairman Charles C. Caley, WMBD Peoria, to recommend a successor to Mr. Ryan and reportedly was thinking in terms of an "industry name." Among those understood to have been mentioned as indicative of the type sought were Niles Trammell, former president and board chairman of NBC, and Frank White, former president of ABC and previously of MNS.

Mr. Ryan, who will continue as active head of BAB until Feb. 1, did not disclose his future plans. Nor were the reasons for his resignation given, although they were generally understood to relate to differences over policies.

The Swezey committee, in addition to recommending a successor, also was authorized to "conclude arrangements with Mr. Ryan." This, authorities said, referred to a provision in his contract calling for a year's notice in event his services were terminated. His salary this year was said to total $50,000, having risen from $35,000 his first year in the post (1951) and then to $40,000 in 1953.

Board Chairman Caley, reporting acceptance of Mr. Ryan's resignation with regret, noted that station membership and promotion activity are at an all-time high, and said:

"Stationer Bill Ryan's forceful direction and that of the strong staff he has built has brought BAB to a membership currently numbering 834 stations, the highest in the history of our industry association.

Ryan's Achievements Cited

"The board owes a lasting debt to Bill Ryan, who in his three-year term as president contributed more than any other single person to the transformation of BAB from an industry-conceived idea into a going concern. I am certain that the fine work of BAB will continue and that we may shortly find a worthy successor to Mr. Ryan in this important office.

"I am gratified that Bill Ryan has assured me of his continuing interest in BAB. It is my hope and that of the board that that of the board that we may be able to work out an appropriate arrangement in keeping with his personal plans by which we may be able to utilize Mr. Ryan's outstanding abilities in connection with the BAB.

"The committee designated to conclude arrangement with Mr. Ryan and to recommend a successor has been designated as an 'appropriate successor' to Mr. Caley, chairman of the Swezey committee, Mr. Swezey, Joseph E. Baudino, Westinghouse Radio Stations; William H. Fineshriber Jr., NBC; Adrian Murphy, CBS Radio, and Allen M. Woodall, WAKA Columbus, Ga. In addition to Messrs. Murphy and Fineshriber representing the CBS and NBC radio networks, Mr. Swezey also is chairman of the BAB Bylaws Committee, Mr. Baudino heads the Executive Committee and Mr. Woodall the nominating committee.

BAB Board Meets

The Ryan move dominated the fall meeting of the BAB board, held Tuesday in New York and preceded by the annual meeting of BAB stockholders, which was conducted primarily through the voting of proxies.

Other developments included re-election of officers (Mr. Ryan among them); announcement of a record $750,000, and development of the suspension of the BAB board by the addition of five new members, while three other members retired.

Officers re-elected, in addition to Mr. Ryan, were Mr. Caley as board chairman; Kevin B. Sweeney as vice president; Simon Goldman of WITN Jamestown, N. Y., as secretary; John Patt of the Goodwill stations as treasurer, and Bill Morrison as assistant secretary-treasurer.

Members added to the board were John Blair of John Blair & Co., station representatives John C. Cohan, KSBW Salinas, Calif.; John S. Hayes, WTOP Washington; George J. Higgins, KMBC Kansas City, and Howard Lane, KORIN Portland, Ore. Members retiring from the board: Gene Cagle, KFIZ Fort Worth; F. Van Konynenburg, WCCO Minneapolis, and Arch Morton, KJR Seattle.

Radio Study Planned

Mr. Ryan, meanwhile, told B&T he definitely intends to proceed with plans looking toward a comprehensive quantitative and qualitative study of radio, which would be the first of its type and provide badly needed material that he regards as essential for the advancement of the medium.

Mr. Ryan has espoused such a plan since he took over the BAB presidency in February 1951, and he told the board last week he plans to go ahead with an eye toward having concrete proposals ready for the board at its meeting in March. A group of industry leaders will be convened shortly to work on details, he said.

The plan, rejected in 1951 but now endorsed in top quarters, Mr. Ryan said, would measure radio's cumulative audience, show the composition of the audience at various times of the day and evening, and delve into the question of radio's importance to people, in addition to providing figures on total number of radio sets, "extra" sets, automobile radios, etc.

Uniformity and acceptability of data on such factors as these are vital to both buyers and sellers of radio time, Mr. Ryan continued. When such information is available, he added, it will enable the broadcaster to determine "how he wants to operate nighttime radio," for example by helping him decide "what he wants to program and what he expects the advertiser to get out of it." The making of such a survey should be en-
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trusted to a top-level "outside" research organization that is accepted by broadcasters, advertisers, and agencies alike, he said.

Meanwhile, BAB's announcement of the results of these studies characterized the bureau's major promotion objectives for 1954 in such general terms as "(1) the establishment of the effectiveness of nighttime radio, and (2) projection of a plan that would materially assist the BAB stations in selling large retailers."

Other plans, in addition to financing further studies of set distribution, were said to call for increasing BAB's sales efforts on the national level, into other cities of the plan, now in operation in some 15 markets, for city-wide cooperation among radio stations in promoting the medium and its effectiveness as a sales tool.

The $750,000 BAB budget anticipated for 1954 compares with $642,000 set aside at the start of the current fiscal year. However, this year's budget has been revised upward, with the result that in the last six months of the fiscal year—which starts April 1—the organization is operating at a rate which would amount to approximately $670,000 a year.

Mr. Ryan moved into the BAB presidency in February 1951 after serving as general manager of WAVX for almost two years. Before that he was general manager of KFI-AM-TV Los Angeles.

Board members at last week's meeting, held Tuesday, included Messrs. Ryan, Caley, Swezy, Baudino, Pinashvili, Murphy, Woodall, and Goldsby. Brown, RWPT Witchita Falls, Tex.; J. Herbert Rollister, KOOL Boulder, Colo.; Ward T. Ingrinis, KRA Los Angeles; Edgar Kobal, WTW Thomas, Ga.; William McGrath, WHDH Boston; Arch L. Madsen, KOV Provo, Utah; John Mezger, KYSM Mankato, Minn.; William H. Sherman, BPT Cedar Rapids; Bert A. Schmid, NIH, and Donald Thornburgh, WCAU Philadelphia.


Ludgin Addresses Ad Club

CHANGES in buying habits and methods of selling merchandise to merchandiser and advertiser men over recent years were explored last Thursday by Earle Ludgin, president, Earle Ludgin & Co., in a talk before the Chicago Federated Adv. Club.

Mr. Ludgin, new chairman of the AAAA's board, explained what these changes mean to the advertiser, sales manager, merchant and manufacturer, and application of new ideas and selling methods.

Now All Can See

NATIONAL Assn. of Mfrs. has come up with a solution to ease the predicament of guests at large dinner affairs who cannot of the table speaker's table. It has completed arrangements with Theatre Network Television to present a closed-circuit color telecast on Dec. 4 of a dinner climaxing the association-sponsored of America's Industry so that diners in rooms adjacent to the grand ballroom of the Waldorf-Astoria Hotel may view proceedings. TNT will move in about $200,000 worth of equipment for the color telecast, which will make use of the system developed by CBS, including screens five-by-six feet in size.

NARFD CONVENTION SLATED THIS WEEK

"Special Services Farmers Will Need in 1954" is theme of convention. Mal Hansen, president, speaks on recent trip to Europe and NARFD aid to Dutch farmers.

MEMBERS of the National Assn. of Radio Farm Directors are due to find out what farmers want in 1954 at their 1953 convention Thanksgiving weekend at the Conrad Hilton Hotel, Chicago.

The convention will open with a meeting of the executive committee Friday morning and will continue through Sunday night. The busi- ness meetings will be devoted to dinners, and formal addresses by William Ryan, BAB presi- dent; Stanley Andrews, faculty member at Michigan State College; Don Paarberg, As- sistant director to the Secretary of Agriculture; Ed Lipscomb, National Cotton Council of America.

Panel discussion on "Special Services Farm- ers Will Need in 1954," theme of the conven- tion, Saturday morning, will feature members of the association. Mal Hansen, WOW Omaha, president of the farm broadcasters, is expected to speak on his recent European trip, and report on the findings of a sizable relief fund raised by NARFD for relief of Dutch farm families, victims of the hurricane and flood that swept Holland last year.

Regional chairman will report on activities in their areas. They are Frank Raymond, WDVA Danville, Va., southeastern; Ed Slusarzyk, WIBX Utica, N. Y., middle Atlantic; Maurice White, WHA Madison, Wis., east central; Merrill Laughlin, KMA Shenan- doah, Iowa, west central; Sue Bailey Reid, Providence Journal Co., Providence, R. I., New England; Henry Schacht, KBNC San Francisco, Pacific northwest; Bill Mosher, KOMO Seattle, Pacific northwest; Jack Timmores, KWVN Shreveport, south central, and John Bradshaw, CFRB Toronto. Jack Jackson, KCMO Kansas City, Mo., NARFD vice president, is chairman of the convention program committee.

TVP Can Promote Travel, Faults Telling Association

THE USE of television to stimulate the desire of audiences to travel to those places shown by the medium was recommended to the National Assn. of Travel Organizations at its annual banquet last week at the Greenbrier Hotel in White Sulphur Springs, W. Va.

Millard C. Faught, president of Faught Co., New York business consultant, and proponent of subscription group that should be able to sell "quite a lot of terrestrial travel via television," especially after the advent of color tv.

Mr. Faught predicted the U. S. economy can support 400 tv stations with advertising their sole source of income and that this number can be doubled by the addition of subscription tv, which he thought would come within three years. He said he believed some groups would pay to see special travelogue series, which he indicated would in turn help to promote travel. Mr. Faught added: "Television has shown us the embarrassing fact that some television homes we had nearly 20 hours a week of 'spare' time but—because besides [the family] looking at that much television, life still seems to go on in the average American household."

ON HIS return from a business trip to Eu- rope, O. Bardahl (r), president of Bardahl Manufacturing Corp., Seattle, receives a "welcome home" and the Hollywood Adver- tising Club's SweepsTakes Trophy for "the outstanding television commercial of the year" from Jerry Hock (l), Wallace Mackay Co. partner and account executive for Bardahl, and John Haydon, Bardahl advertising and sales manager.

SDX NAMES BROWN; BYRON TO COUNCIL

SIGMA DELTA CHI, national professional journalistic fraternity, has named Robert U. Brown, editor of Editor & Publisher, as presi- dent for the ensuing year. Mr. Brown, who moved up from a vice presidency, was named at the SDX annual convention in St. Louis [BWT, Nov. 16].

Mr. Brown succeeds Lee Hills, executive editor of the Miami (Fla.) Herald (WQAM) and the Detroit News, who becomes chairman of the SDX executive council. Elected honorary president for 1953-54 was John Cowles, publisher and president, Minneapolis Star and Tribune, and chairman of the Cowles radio and tv stations.

In addition to pledging to back the radio-tv fight for access to new nation's equal bases with newspapers [BWT, Nov. 16], SDX further recognized radio and television with the election of Jim Byron, news editor of WBAP-AM TV Fort Worth, as a member of the executive council. Mr. Byron, who was elected president of the Radio-Television News Directors Assn. at a convention last month in Washington [BWT, Nov. 2], succeeds Charles Clayton, St. Louis Globe-Democrat editorial writer, on the council.

Others elected to the executive council are: Alden C. Waite, president, Southern California Associated Newspapers (Copley), first vice president; Alvin E. Austin, head, Dept. of Journalism, U. of North Dakota, second vice president; Mason R. Smith, editor and pub- lisher, Tribune Press, Gouverneur, N. Y., third vice president; Ed Dooley, managing editor, Denver Post, secretary, and Bernard Kilgore, president, Wall Street Journal, treasurer. Re- elected to the executive council were J. Donald Ferguson, president, Milwaukee Journal (WlMl-AM-TV); John W. Colt, news editor, Kansas City Star (WDAF-AM-TV), and Sol Taishoff, editor and publisher, BROADCASTING * TELECASTING. Elected to a newly created executive council was post S. G. (Chris) Savage, as- sistant professor of journalism, Indiana U.

BROADCASTING * TELECASTING
FLASH GORDON blasts its way to the TV screen with 39 new ½ hour films that are custom-made for TV...available for local, regional, and national spot sponsorship!

FLASH GORDON as a King Features Syndicate property is seen in 279 newspapers...read and known by 50,000,000 people!

A natural for wide-scale merchandising promotion with self liquidating premiums! Produced by Inter-Continental Television Film Corp. and Inter-West Films.

FLASH GORDON rates as one of the best liked children's programs ever tested by the Schwerin Research Corp.

For auditions, prices, and sales plan—write, wire, or phone:

HERO JAFFE
501 Wabash Ave.
Chicago, Illinois

FRANK D'VISCOLL
330 N. Wabash Ave.
Chicago, Illinois

JOE NASH
as
"DR. ZHARKOV"

IRENE CHAMPLIN
as
"DALE"

FLASH GORDON
Featuring
STEVE HOLLAND
as
"FLASH GORDON"

For THE TELEVISION, INC.
Film Syndication Division

655 Madison Avenue, N. Y. 21, N. Y.
COLOR TV, HI-FI QUESTIONS KEYNOTE SESSIONS AT RETMA'S CHICAGO MEET

COLOR TV and proposed minimum standards for high fidelity, as well as organizational problems, dominated the agenda of Radio-Electronics-Tv Mfrs. Assn. at its fall meeting in Chicago's Palmer House last week.

Proposed standards were studied and referred to RETMA's engineering committee, which will be assigned the task of continuing work, but it was felt doubtful they would be formulated in time for incorporation into FCC's suggested trade practice rules. Suggestions were relayed to RETMA's Amplifier Division but did not come up for action before the board of directors.

Color tv cropped up in a number of committee sessions, 26 of which were held during the three-day meeting. Manufacturers found themselves making various "guestimates" on relative black and white and color tv production next year.

Primary board developments were these:
1. Two new directors and one committee member were named.
2. A resolution was adopted praising the work of the National Television System Committee for its work in adopting proposed color standards.
3. It was agreed to establish an international department within the trade organization.

New Directors

The new directors are A. Blumkenkrantz, General Instrument Corp., elected a director representing the parts division; and Joseph A. Giles, Philco Corp., named head of RETMA's Government Relations Dept. Louis Hausman, CBS, Columbia, was named to the set division executive committee.

There was nothing startling out of the television committee, during which Dr. W. R. G. Baker, Greenhjenn Electric Co., traced progress of color tv developments. Both the tube division and radio-television industry committee, however, as well as the sales managers group (see box below) came out with informal estimates on 1954 color tv output.

The tube unit predicted 5.1 million monochrome and 171,000 color video receivers while the radio-tv group gave these guesses: Black and white average, 4,860,000; black and white sales average, 4,900,000; color tv average, 192,000, and radio set output, 10,390,000.

W. O. Swinyard, Hazeltine Corp., substituting for Knox McLain, who chairman NTSC's Panel 16 on field testing, talked on what color tv will mean to parts makers. He said color sets will use twice as many parts as monochrome and that the industry hopes to get along with 25 or 30 instead of some 36 tubes in color receivers.

Mr. Swinyard said color reception is just as good on uhf as vhf, on the basis of demonstrations before the FCC. He predicted 75,000 color sets by the end of 1954 and thought it likely there won't be nearly as many color tv test patterns aired on stations as frequently as might be needed or as appeared in the early days of black and white.

Sessions were held Monday morning by RETMA's committees on public relations and advertising, sales managers, service, speaker section (parts division), antenna section (also parts division) and microwave section.

The Public Relations & Advertising Committee, under Chairman John F. Gilligan, discussed plans and mechanics of the Voice of Democracy contest, competition for which got under way Nov. 1 as part of National Radio & Television Week (story page 50).

The microwave group explored steps to be taken for the formation of microwave standards, looking toward appointment of an all-industry committee. It recommended that the appropriate RETMA engineering committee be the focal point for such an organization, with representatives including manufacturers, government and other segments.

The Antenna Section brought up alleged discrimination in freight rates for antenna shipments between the east and west coasts. In the mill also are proposed engineering standards for electrical antennas.

The Sales Managers Committee turned its attention to set prospects for 1954, particularly with the advent of color set output on a limited scale. The group met under chairmanship of Dan D. Halpin.

RETMA's Service Committee, under H. J. Schulman, met Monday morning and afternoon. It is seeking to devise methods for distributing advanced information on field servicing, especially in initial colorcasting areas. Manufacturers agreed to utilize service personnel in the field. The committee also set up eastern and midwest subcommittees which will meet with the full service committee on call. Bulletins are contemplated for circulating information on tv servicing.

Electronics Parts Show Meet

THE BOARD of directors of Radio Parts & Electronics Equipment Shows Inc., which operates the annual Electronics Parts Show, will meet Dec. 9 in New York's Roosevelt Hotel to hear special reports of its various committees. Contracts for more than a half of Exhibition Hall space in the Conrad Hilton Hotel, site of the 1954 convention, May 17-20, have been received, according to Kenneth C. Prince, manager of the show. Assignments of booth space will be made in New York next month.

Low Set Production

MANUFACTURERS will turn out about five million black-and-white tv receivers and 120,000 color sets in 1954, according to an informal poll by Radio-Electronic-Tv Mfrs. Assn. Sales Managers Committee. The prediction was made at the committee's session during the three-day RETMA fall meeting in Chicago last Monday. The figure for monochrome receivers was pegged low because of the need to shift lines for color production next year, and partly because the consumer will have a choice between black-and-white and color, it was explained.

Tv set output for the first nine months of this year was 5,524,370 (BT, Nov. 9).

All-Industry Group Maps ASCAP Campaign

Policy matters on per-program and blanket tv licenses are studied at Chicago session.

POLICY matters involving negotiation with ASCAP over per-program and blanket licenses for tv stations were thrashed out in Chicago last Thursday in an all-day meeting of the All-Industry Local TV Music License Committee.

Members of the committee reviewed a research project designed to furnish more information for the fight by stations against what they feel are "excessive" rates sought by ASCAP in renewed blanket licenses for another four years (BT, Nov. 9).

The committee was authorized at last spring's NARTB convention to act for tv broadcasters, excluding networks and their stations, in negotiations for terms covering both types of licenses.

Looks to Talks

Dwight W. Martin, General Teleradio Corp. (WOR-New York), committee chairman, said the committee called the meeting looking toward negotiation with ASCAP, perhaps the next fortnight. Discussions touching on litigation—the committee also serves as counsel for 80 or so tv stations which sued ASCAP and asked the court to set reasonable fees—also were reviewed, as well as the suit by 33 ASCAP members of the Songwriters of America against various industry groups (BT, Nov. 16).

The committee is negotiating for tv stations on blanket licenses after Jan. 1 and for all the industry on per-program pacts prior to that date.

Attending Thursday's meeting were:

Paul Adanti, WHEN (TV) Syracuse; N. Y.; Walter Damm and Russ Winnie, WTMJ-TV Milwaukee; Jack Harris, KPRC-TV Houston; Gaines Kelly, WFMJ-TV Greensboro, N. C.; Phil Lasky, KPIX (TV) San Francisco; Hugh Perry, KSL-TV Denver; Bob Thompson, WENR-TV Buffalo; Nathan Lord, WAVY-TV Louisville; Don McGannon, DuMont TV Network; W. D. (Dub) Rogers Jr.; KDUB-TV Lubbock: attorneys Stuart Sprague of Sprague & Peck, and J. Lewis and J. Topkas of Paul, Weiss, Rifkind, Wharton & Garrison.
UHFs TO BARE TROUBLES AT N.Y. MEET

Ultra High Frequency TV Assn. has invited representatives from stations, networks, manufacturers and government to hear an exposition of what needs to be done to make uhf successful.

THE troubles that harass uhf television will be discussed by those concerned—the stations—today (Monday) and then laid before related industry and FCC representatives tomorrow at a meeting of the new Ultra-High Frequency TV Assn., to be held at the Lexington Hotel, New York. (See uhf promotion feature page 88.)

The meeting was called by Lou Poller, Wiban-TV Milwaukee, UHFTA president, and William A. Roberts, general counsel. Today's session is closed but tomorrow's will be open.

In announcing on short notice the meeting of manufacturer, network, station and government representatives, the association made a public appeal for speeding up of uhf equipment. The letter stated that while uhf growth has been "good," there remain "quite serious problems" to be worked out by stations and permit holders in cooperation with networks and manufacturers.

Praises Progress

Mr. Roberts sent a four-page letter to top industry figures. He praised progress already achieved but remiged manufacturers and networks that uhf offers them "the eventual market" for transmitting and receiving equipment as well as network programming. Pending advent of color, good uhf equipment and selling will provide a "sound sales-bridge," he stated.

Manufacturers are given credit for "strenuous efforts" to improve uhf equipment but UHFTA is anxious to stimulate production of "genuine all-channel" receivers in all price ranges, feeling this is one of the industry's "most important needs."

It's so important, Mr. Roberts said, that the association may recommend that uhf stations conduct campaigns to promote sale of sets made by manufacturers whose equipment is sensitive enough to give widespread reception without outside antennas.

Other Needs

The letter listed other uhf needs, specifying more powerful transmitters by Jan. 1, development of boosters for low spots in rugged terrain as an integral part of transmitting equipment, training of installation and repair crews to serve industry and public, and lower-cost set converters.

"Refusal of networks to stand by affiliation agreements with uhf stations or to make firm agreements with uhf stations, sometimes under pressure of existing vhf facilities serviced by more than one network," is cited among "network difficulties." Also mentioned are "insufficiency of network programming other than NBC and CBS; restrictions on film showing dates and the high cost of good films, and inadequate revenue to uhf stations which precludes origination of satisfactory shows."

As to the FCC, Mr. Roberts's letter said, "Obviously circulation cannot be ignored, but if we must have intermixture the Commission must take the responsibility of preserving the uhf outlets who have invested their money until they can stand on their own feet."

"RestRICTIVE practices" in films, similar to those condemned in the motion picture industry, "should not be established in television or we'll suffer the same punishments," the letter warned.

Mr. Roberts listed another uhf difficulty as "the fact that uhf operators do not know when they are going to get a secure position and this is due in some instances to allocation changes by the FCC in which shift of channels to intermixed markets destroys the established balance. The association will endeavor to prevent this by legal measures and to cause the Commission to move away from unbalanced intermixtures as fast as possible."

Among those invited to the conference were Brig. Gen. David Sarnoff, RCA chairman of the board; Frank Stanton, CBS president; Dr. Allen B. DuMont, head of Allen B. DuMont Labs.; Robert E. Kintner, ABC president; Dr. W. R. G. Baker, General Electric Co.; T. J. Newcomb, Westinghouse Electric Corp., and all FCC members.

VOD Contest to Award Radio-Tv Set Prizes

RADIO-TELEVISION sets to be donated to 52 state and territorial winners in the nation's Voice of Democracy contest will be provided by 23 manufacturers, according to Radio-Electronics-Tv Assn. Collection of prize awards is in charge of John F. Gilligan, Filphi Corp., chairman of the RETMA Public Relations & Advertising Committee.

Local and state chapters of U. S. Junior Chamber of Commerce will arrange presentation of sets to state winners. Awards to the four national winners will be made in Washington in February. Robert K. Richards, NARTB administrative vice president, is chairman of the VOD committee.

Youth Crime Prevention Benefited by Radio-Tv

Texas judge relates help given by 'Dragnet' sequence.

A RADIO-TV crime program contributed substantially in quelling an outbreak of juvenile delinquency in Houston, according to Judge W. C. Ragan, Precinct No. 1, Houston, Harris County, Tex.

Judge Ragan has informed NARTB's Television Information Committee that use of the Dragnet sequence "seems to have had a most lasting effect and has brought to the attention of many parents the needs for a better supervision of their own children." He said the sequence was called to his attention by Lt. Detective Larry Fultz, who has used it in his supervision of the Houston Police Training School.

Ordered to Listen

Judge Ragan ordered parents of suspects in a "haircut war" at several high schools to listen to a Dragnet transcription dramatizing a similar Los Angeles firearms case that had led to a murder.

"This sequence and similar ones will do much to bring out forcible lessons in an understandable manner," Judge Ragan wrote NARTB. "I am grateful for the assistance. If I have been in any manner able to save some boy from the mutilation and permanent injuries which could happen, I am deeply grateful."

The NARTB committee cited a study of all programs in the four-station Washington tv market for the week of Sept. 27 which shows the family had a choice of watching one or more non-crime programs at every half-hour during the broadcast day for all seven days of the week. Of 531 programs carried during the week, only 69 had crime, police, mystery or cowboy plot motivation, according to the committee.

GOING over final plans for the radio and television production group meeting of the AAAA's Eastern Annual Conference are (l to r) Wickliffe Crider, vice president in charge of radio and tv, Kenyon & Eckhardt; Planning Committee Governor Donald K. Clifford, head of Doherty, Clifford, Swett & Shenzlief; Planning Committee Chairman Rodney Erickson (seated), vice president in charge of radio and tv, Young & Rubicam; James Douglas, vice president in charge of radio and tv, Ted Bates agency, and L. T. (Ted) Steele, vice president in charge of radio and tv, Benton & Bowles. Conference opens today (Monday) at the Hotel Roosevelt in New York.
THERE'S A BIG DIFFERENCE IN BROADCAST REMOTE CONTROL SYSTEMS...

Broadcasters have quickly realized the advantages of remote control of transmitters both in more effective transmitter and studio location and in more efficient utilization of station personnel. Yet, many do not fully realize the great differences in the systems now on the market. Here are the big differences that have made the RUST System by far the choice of more broadcasters than all other systems combined:

RUST LEADERSHIP
First in development...
   first on the market...
   first in use.
   First to meet all FCC requirements.

RUST RELIABILITY
Proven by over three years of field testing. More than 100 Rust Systems now in operation.

RUST ECONOMY
The Rust System provides for the control functions you need — you don't have to buy unnecessary equipment. This "Tailored to the installation" feature saves you money.

RUST QUALITY
A look inside Rust System units will quickly convince you of Rust quality — quality in components and workmanship is a big reason for Rust dependability.

RUST SERVICE
The Rust organization stands behind every Rust System. Our interest in your satisfaction goes beyond the year's guarantee.

RUST DELIVERY
No delivery delays with Rust...this means that you can start saving sooner.

These are the things that already have made the Rust System the logical choice of the great majority of broadcasters who have taken advantage of remote control. Write, wire or phone for further details.

the rust industrial company, inc.
608 WILLOW STREET MANCHESTER, N. H.
NCAA TV Committee Under Attack by Small Schools

THE Television Committee of the National Collegiate Athletic Assn, last Monday was branded as "selfish and arrogant" and neglectful of the interests of small schools. At the same time, the association was scored for its controlled tv football program on general principles.

The area of discussion was the Chicago Quarterback Club, which met in the city's Morrison Hotel to kick tv problems around like a football. The blast against NCAA was delivered by John Brenn, athletic director at Lake Forest College, a Chicago suburb, and apparently caught K. I. (Tug) Wilson, Big Ten commissioner, by surprise and forced him into a rebuttal, despite his stand for "regional" tv football coverage. At the same time, Ed (Moore) Krause, athletic director at the U. of Notre Dame, renewed his plea for "open tv" and predicted NCAA's policy would be short-lived.

Claiming that telecasts do not hurt small colleges and that NCAA's program is not "intelligent," Mr. Breen charged: "The NCAA doesn't give a tinker's dam about the small schools. . . Its tv committee is selfish and arrogant and usually has the same personnel. They're not thinking of us. They're trying to save their own backs."

"The NCAA has 600 or 700 members. The vote on the tv question is about 110 to 5. Why? Because the NCAA waits until the last day and the last hour of its meeting before voting on the program. . . If they insist on waiting this long, why don't they let us vote by mail?" Mr. Wilson claimed that "the small colleges are predominant in number and could run it [the NCAA]," and complained that few small schools take part in actual voting. He noted that the tv committee "has one man from each district" and three small college representatives on it.

Mr. Krause said Notre Dame still favors "open tv." He added his school's concern that marginal fans will lean toward interest in professional football if we don't change to a more liberal television program."

NARTB Convention Unit Starts Exhibit Planning

PRELIMINARY planning toward exhibit arrangements for the NARTB convention next May was undertaken last Thursday by a group of prospective exhibitors and NARTB executives at a meeting in New York.

C. E. Arney Jr., NARTB secretary-treasurer, and Arthur C. Stringer, managing director for the exposition, led the discussions, with NARTB Board Chairman Justin Miller and President Harold E. Fellows appearing briefly.


As in the past, the exposition will be held in conjunction with the NARTB convention, scheduled to get under way in Chicago's Palmer House next May 23.
YOU MIGHT CLEAR 15' 7 3/4"*

BUT... YOU NEED WKZO-WJEF RADIO TO "GO OVER" IN WESTERN MICHIGAN!

Use WKZO, Kalamazoo, and WJEF, Grand Rapids, and you get more Western Michigan listeners, for considerably less cost-per-thousand.

WKZO-WJEF get 37.9% more evening listeners, 105.0% more afternoon listeners, and 70.8% more morning listeners than the next two stations combined. The March, 1953 Nielsen Report credits WKZO-WJEF with a 12-county audience of 151,050 daytime homes, 130,530 nighttime homes. On a per-thousand basis, WKZO-WJEF cost 23.9% less at night, 54.7% less in the afternoon, 48.6% less in the morning, than the next-best two-station choice!

Ask Avery-Knodel for all the facts on WKZO-WJEF, Western Michigan's outstanding radio value.

The Feltzer 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
WMBO—PEORIA, ILLINOIS

* Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.
FOUR GRANTS HIGHLIGHT TV PICTURE; DROPOUTS CLEAR WAY FOR ALL WINNERS

WMAM gets Marinette ch. 11; WGAN takes Portland ch. 13; WQXI gets Atlanta ch. 36, and UAW-CIO wins Detroit ch. 62.

FOLLOWING a merger agreement between two competitive applicants, FCC last Wednesday announced grant of vhf ch. 11 at Marinette, Wis., to M & M Broadcasting Co., licensee of WMAM there.

WMAM gave WMAW Menominee, Mich., option for 20% interest for $110,000 for dismissal of its mutually exclusive application.

WMAM ch. 11 permit specifies effective radiated power of 102 kw visual and 61.7 kw aural with antenna height above average terrain of 450 ft.

Joe Mackin, WMAM manager, said tv starting date will be "about six months" and RCA equipment is planned. WMAM is an NBC Radio outlet.

In other television actions, FCC announced final decision to grant vhf ch. 13 at Portland, Me., to Guy Gannett Broadcasting Services (WGAN); uhf ch. 36 at Atlanta, Ga., to Robert W. Rounsaville (WQXI), and uhf ch. 62 at Detroit to UAW-CIO Broadcasting Corp. of Michigan. All three of these grants were made possible by the withdrawal of competitive applications.

At Portland, WGAN received the ch. 13 grant after Murray Carpenter dropped his bid for that channel and filed instead for vhf ch. 2 at Bangor, Me., where he has purchased Gannett's WANG for $45,000, with FCC approval [B&T, Nov. 16]. Mr. Carpenter's bid is opposed by a new application for ch. 2 tendered last week by WL.BZ Bangor.

Creighton E. Gatchell, WGAN general manager, said the station will be in full operation by next May. General Electric equipment is to be used along with a Tricon tower, he reported. Network affiliation and appointment of a national representative were not announced. The transmitter will be located on Black Strap Mountain, site of WGAN's fm transmitter.

WGAN is a CBS Radio outlet and Avery-Knudel is national representative.

 uhf 62 grant was made to UAW-CIO when competitors Knight Newspapers and WEXL Royal Oak, Mich., withdrew [B&T, Oct. 19].

At Atlanta, the uhf ch. 36 award to WQXI was facilitated by dropout of a competitive bid by the U. of Georgia's WGST Atlanta [B&T, Oct. 26].

FCC designated for comparative hearing in Washington beginning Dec. 18 the Indianapolis vhf ch. 8 case, the Memphis vhf ch. 3 proceeding and the Seattle vhf ch. 7 case.

In the latter, FCC turned down KIRO Seattle's petition to dismiss the competitive ch. 7 applications of KXA and KSVI Seattle on the ground they failed to file timely replies to the Commission's McFarland letter [B&T, Nov. 16].

Indianapolis ch. 8 contestants are Universal Broadcasting Co., licensee of WISH there, and Crossroads Broadcasting Corp., operator of WLIW (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta. Television Indianapolis Inc. withdrew its ch. 8 application earlier.

The Commission turned down the request of WCYB Bristol, Va., for an accelerated hearing on its vhf ch. 5 application and the competitive bid of WOPJ Bristol, Tenn.

Request of Clarksburg-Fairmont Corp. for conditional grant of its uhf ch. 22 bid at Clarksburg, W. Va., pending comparative hearing also was denied by FCC. The applicant argued that the proposed station of its competitor, J. Patrick Beacon & Assocs., would overlap with another Beacom group interest, WJPB-TV Fairmont, W. Va., but the Commission ruled that this was not true.

Application of Gordon Broadcasting Co. for uhf ch. 74 at Cincinnati was dismissed by the Commission at the request of the applicant, operator of WSAI there. FCC retained in hearing status the competitive bid of Tri-City Broadcasting Co., licensee of WNPN Newport, Ky., adjacent to the Queen City.

FTC Charges Antell With False Advertising


The order also was directed against partners Jack Rosen, vice-president; Charles D. Kasher, president of Charles Antell; and Leonard L. Rosen, vice president. Leonard Rosen addressed the Washington, D. C., Sales Executives and Advertising Clubs last Monday on Antell's growth to a $110 million business (see story page 33). Messrs. Kasher and Leonard Rosen are principals in TAA Inc.

FTC brought the complaint last June [B&T, June 22] against Antell, which has used extensive "piech" advertising on radio and television [B&T, Jan. 19]. The initial decision, to become the decision of the FTC within 30 days unless appealed or docketed for review, forbids Antell to claim:

That Formula #9 prevents baldness, promotes hair growth, causes the hair to curl, loosens dandruff or remedies split hair; that lanolin is its main ingredient and cleanses the hair; that it will not leave grease in the hair or change its color.

That Charles Antell shampoo's hormone content has any cleansing action.

That Hexachlorophene soap prevents impetigo or cradle cap in babies, or prevents pimples, boils, blackheads or other skin blemishes. The FTC also would prohibit representation of regular prices as "reduced" prices.

Presentation of the 50 millionth telephone to President Eisenhower took place Wednesday at White House. Clee F. Craig (r), AT&T president, plugged in the gold-trimmed instrument. Witnessing the ceremony is FCC Chairman Rosel H. Hyde (c).

Oregon Tv Inc. Grant Proposed for Portland

INITIAL decision proposing to grant Oregon Tv Inc. a new tv station on vhf ch. 12 at Portland, Ore., was issued last week by FCC Hearing Examiner Elizabeth C. Smith.

Proposing to deny the competitive applications of Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co., the initial decision found each of the applicants possessed "the basic legal, technical, financial and other qualifications requisite to a grant of its application, were it the only applicant for the channel."

The initial decision concluded that on the basis of participation in civic life of the community, facilities and staff to effectuate program and diversification of business interests of stockholders there is no decisional difference between Oregon and Columbia and that both are to be preferred over Northwest.

Oregon Given Preference

The examiner further concluded that preference must be given on grounds of local ownership, integration of ownership and management, program proposals and diversification of control of media of mass communication.

Principals in Oregon Tv Inc. include President Harry A. White (15.1%), former executive vice president and general manager of commercial Iron Works, foundry and ship building firm; Vice-President-Treasurer Steven Owen Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (4.4%), attorney; Director Julius L. Meier Jr. (22.5%), divisional merchant manager; Meier & Franks Co., department store; William A. Healy (15.1%), vice-president in charge of sales, Doerbecher Mfg Co.

Principals in Columbia Empire Telecasters Inc. include:

Chairman of the Board Philip L. Jackson, president Wesley J. Dunn (60%); Vice President William W. Knight; Vice-President Stanley S. Langendorf; Secretary-Treasurer Frank C. McColloch, KPOO Inc., Portland (26.67%); Journal Pub. Co., Portland (12.33%); Treasurer W. R. Rodbury.

Principals in Northwest Tv and Broadcasting Co. include:

President John D. Keating (32.3%), 50% owner of KPOO Honolulu and KILA Hilo, and owner of KNY, San Francisco; Vice-President Lester L. Hunter (33.3%), owner of Pacific Stationery, who has purchased television station KINZ-L, San Francisco (33.3%), limited partner in Waston, Hoffman & Goodman (investment securities), Portland, and Secretary Roy Samuel, Portland attorney.
Thirty months after production of the first Gates 5000/10,000 watt broadcast transmitter, the one-hundredth of its kind rolled off Gates production lines. Nearly all of these went into commercial radio broadcasting stations in the United States and foreign countries.

Never before has a single model of a 5-10KW broadcast transmitter met with such popularity and universal acceptance. This sales performance, in a field of illustrious competition, we feel you'll agree — speaks for itself.
DOERFER ADMONISHES BROADCASTERS TO BE SELF-RELIANT IN PROBLEMS

New FCC Commissioner tells Boston group that answer is not in seeking 'paternalistic' protection in Washington.

ALTHOUGH radio listening habits have changed, "there is no apparent reason why television as such should run radio into the ground," Comm. John C. Doerfer said last Monday in a talk before the Radio & Television Executives Assn. of New England at Boston.

He warned that radio broadcasters who seek paternalistic protection against TV from FCC are inviting the greater evil of extended government regulation.

The new Republican Commissioner from Wisconsin also took an optimistic view of uhf television. But he predicted "not more than 750 stations" both vhf and uhf "will be authorized and on the air in the immediate future."

"He admonished that the "future success of the broadcasting industry, whether it be radio, uhf or vhf television, cannot be resolved in Washington. Our job is merely to carry out the intent of Congress. We are essentially traffic officers and not law enforcers on your part rather than paternalism in Washington is the key to your problems."

Speaking on the changes in radio listening habits, Comm. Doerfer observed that "the living-room radio has merely been moved to other parts of the home. Apparently the television set has not displaced the demand for radios in the home; it has merely divided the living-room set into three parts and moved one to the bedroom, one to the kitchen and one to the children's bedroom or the recreation room."

"Comr. Doerfer said that this change in listening habits is evidenced by the fact that there are 5 million homes out of 48 million families which have at least three radio sets" while "26 million automobiles out of some 50-odd million automobiles are equipped with radios.

He concluded that "even though there is an estimated 117 million radios in this country, there is ample room for expansion of the radio market, both in the homes and in the automobiles."

"Not only the convenience of radio," he said, "but the different appeal of radio will support a sustained demand for that media of communication."

Benefits of Imagination

Comr. Doerfer explained the difference of appeal: "Old-fashioned radio leaves little to the imagination, radio provides a medium of entertainment for those listeners who prefer their own concept of stage or character roles to that of the television producer or performer. Some listeners prefer good or classical music without viewing the musicians or artists and find such music an inspiration to their creative thinking. There are people who find listening to the radio more relaxing while doing arduous or strenuous work."

In addition to the convenience and the taste demands of the listening public, Comr. Doerfer felt the radio industry can look to new horizons in the industry by speaking of the imminent development of the transistors for the mass production of radios no larger than the size of a wallet or a wrist watch. This should further satisfy the personal needs of the radio listener, he said, give further assurance to the radio industry that there will be a long and continued demand for radio.

Recalling the pessimistic views held out for radio at the end of the television freeze as new TV grants began to appear, Comr. Doerfer noted these "fears have not materialized." He cited the growth of new standard stations also, noting 64 am stations have been licensed and in operation since last April. On Oct. 1, there were 2,488 am stations licensed and operating, he said, an increase of 164 over Oct. 1, 1952. Revenuewise, Comr. Doerfer stated am stations at the end of the freeze had a gross income of $407 million and in 1952 they reported $473 million in revenue, an overall increase of 16%. It is interesting to observe that before World War II there was a great interest in radio as a profitable business and in 1952, with over 2,400 stations in operation, by 16% lost money."

Area Revenue

Giving figures for the Boston area, Comr. Doerfer observed that "although gross revenues decreased from $6,370,000 in 1948 to $5,750,000 in 1952, there was an increase in net income from $764,000 to $775,000."

Comr. Doerfer cited economic statistics at length "to show that the manufacture and sale of radio sets and the 900 radio stations then in existence lost money. In 1952, with over 2,400 stations in operation, only 16% lost money."

"Thus there is no apparent reason why television as such should run radio into the ground."

He concluded that "radio broadcasters should not spend too much time worrying about the future but expend some of that energy in attempting to make their own future."

"It may very well be that some broadcasters will not read the signs properly, improve their local programs, or be aware of the significant trends in the change of listening habits, or increase the efficiency of their station operations. Obviously, there is little that can be done for them."

Comr. Doerfer said he is aware that although gross revenues at the end of 1952 for am stations in the New England region have increased from 1948, the net revenue for the same period has dropped. He offered this breakdown:

<table>
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<th>Gross</th>
<th>Net</th>
<th>Stations</th>
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<tr>
<td>1948</td>
<td>$10,500,000</td>
<td>$2,500,000</td>
<td>86</td>
</tr>
<tr>
<td>1952</td>
<td>20,100,000</td>
<td>1,910,000</td>
<td>86</td>
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"The decrease in the net income may be due to the relatively poor showing of some stations during the first half of operation," he conjectured, but felt "it appears that stations would take this occasion to remark that any loss in revenue because of an increase in competition is primarily the concern of the competing interests. In my opinion, the situation does not warrant protection from the FCC."

Comr. Doerfer explained that the Communications Act "recognizes that the field of broadcasting is one of free competition" and the "only possible suggestion that the Commission may, in considering public interest, convenience and necessity, curtail competition" is found in the Sanders Bros. case.

However, he noted, even the concern of the Supreme Court in this case was "not protection for the industry but 'that a portion of the listening public will be...without adequate service.'"

In his opinion, Comr. Doerfer said "any broadcaster seeking to induce the FCC to extend its regulatory powers in order to curtail competition is inviting an extension of regulation beyond the incidents of licensing. Would the broadcasting industry favor governmental determination of rates and practices? Such are the historical concomitants of restrictive regulation."

Comr. Doerfer based his estimate of 750 tv stations maximum in the immediate future upon "the total of stations on the air, grants made and the channels being applied for."

"It is dangerous to attempt to generalize about the future of uhf," Comr. Doerfer acknowledged. "The present information we have is a little too scanty to make any valid predictions. It is not only scanty, but there are as many different situations."

Uhf "obviously" will do well in those markets where there is no vhf competition, the Commissioner said, and it may not do well in the markets where there is an abundance of television channels, vhf or otherwise."

He noted that during 1952, 94 of the prefreeze stations began operations while 14 showed a loss. Of the losers, nine were in seven-station markets, New York and Los Angeles; two were in four-station markets and two in three-station cities. Only one station of 11 located in small-station communities showed operating loss in 1952.

Detaile Study Needed

"The story of uhf reads like the story of radio and of vhf," Comr. Doerfer said. "The techniques required to provide attractive programs to secure adequate financial backing and to sell these new instruments of communication to the people came only as a result of long and expert study by technicians, show people and advertising specialists. Many of the pioneers in these fields now find themselves successfully engaged in one of America's great industries."

"Uhf has the advantage of any youngest child," he explained. "Not only does it appear as a member of a financially sound family, but it has the benefit of more expert knowledge on the part of the parent and of the support and companionship of its brothers. Even the competitive features are softened. For while there are some areas of conflict within the group, there are many features of compatibility."

Comr. Doerfer cited the July report of the American Research Bureau covering 32 cities which can receive 34 uhf stations and 55 vhf outlets. The median penetration of uhf in these cities was 46.4%.

"One of the explanations given for failure of uhf is venture with inability to get good network programs and accordingly adequate sponsorship," Comr. Doerfer said. He continued: "Now the advertisers know that uhf is definitely part of the picture of the future and in order to secure their franchises are buying time. An examination of the sponsor lists reveals a good cross section of leading industries. Local advertisers believe that uhf stations, because they provide station choice in many communities otherwise limited to single station viewing, will become increasingly popular and thus provide a new and profitable audience for their tv salesmanship."

Conversion of sets to uhf "does not appear to be an insurmountable problem," Comr. Doerfer stated. "People are willing to spend money for conversion if it means better reception, better programs and greater choice of programs."
RADIO, TV COVER NATIONAL HEARINGS

The microphone and tv camera are on the scene during four Congressional Committee hearings, chief among which was the Harry Dexter White "spy" case, with former President Truman's speech carried by networks as a public service.

The RADIO microphone and the tv camera last week again were on the scene transmitting national news events as they happened. The issues, for the most part, were before Congressional committees operating at a time when Congress was not in session.

A check revealed at least four such committees or subcommittees permitting teletasks and broadcasts where requested.

Nationally, two Congressional committees took the spotlight. The Harry Dexter White case as debated by former President Harry Truman and Attorney General Herbert Brownell and other prominent figures was before the Senate Internal Security Subcommittee, except for the Truman speech which was carried as a public service.

Truman Speech Coverage

The talk by Mr. Truman last Monday night was carried by Mutual, ABC Radio and ABC-TV, NBC Radio and NBC-TV, and CBS Radio and CBS-TV, 11-11:30 p.m. EST. The following day testimony before the Senate Internal Security Subcommittee by Attorney General Brownell, FBI Director J. Edgar Hoover was presented on Mutual and ABC Radio and ABC-TV from 2:30-4:25 p.m., and CBS radio and CBS-TV from 2:30-3:30 p.m. EST. A recording of proceedings was on NBC Radio Tuesday from 10:30-11 p.m. EST, and filmed highlights on CBS-TV, 11:30-12 midnight EST.

NBC-TV said a special 10-city program report taken by Trendex at the time Mr. Truman made his speech revealed about 90% of the TV sets in use were tuned to the talk. It was said 48.3% of tv sets were in use at that hour.

A hearing on juvenile delinquency also was picked up by tv (Closed Circuit, Nov. 16). That session was held by a special Senate Judiciary subcommittee, chairman by Sen. Robert C. Hendrickson (R-N.J.).

Two other congressional groups used the broadcast media on a local level, the Senate Permanent Investigations Subcommittee, headed by Sen. Joseph R. McCarthy (R-Wis.) and a

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Hearings in Washington Evening Star

The TV microphone was used by Washington Evening Star House Un-American Activities committee.

The McCarthy unit was in Boston questioning General Electric workers on possible subversive activities. The Un-American Activities group was looking into alleged communist infiltration into Philadelphia public schools.

An offshoot of the Truman-Browneell exchange on the White episode was Sen. McCarthy's demand for equal time to answer Mr. Truman's reference to "McCarthyism" in his nationally-carried speech (see adjacent story).

Blame Radio, TV

SEX AND CRIME stories on radio and television are among major reasons youngsters go wrong, according to letters written to the Senate Judiciary subcommittee studying juvenile delinquency. Other influences of major importance: Comic books and the movies.

The subcommittee, currently holding hearings on crime among youths, is permitting television to pick up proceedings.

Chairman of the subcommittee is Sen. Robert C. Hendrickson (R-N.J.). The subcommittee has not said whether it would look into radio or tv, or both, in connection with its review of the crime situation.

McCarthy Accepts Network Time Offers

The Senator demands and gets network time following Truman's reference to 'McCarthyism' in an address.

SEN. JOSEPH R. McCARTHY (R-Wis.) sprang into the Harry Dexter White case indirectly and into a skirmish with radio-television networks last week (see editorial, page 114) as an outgrowth of former President Truman's explanation to the public.

Sen. McCarthy sent telegrams to NBC, CBS, ABC and Mutual on Tuesday demanding equal time to reply to remarks made by Mr. Truman against him.

A copy of Sen. McCarthy's telegram was sent to the FCC.

Last Friday, it was announced the Senator would make his speech Tuesday (tomorrow) 11-11:30 p.m. on radio-tv carried by the major networks that carried Mr. Truman's speech. He probably will make the speech from New York. Networks would be NBC, CBS, ABC (both tv and radio) and Mutual.

Although all networks offered varying degrees of free time, Sen. McCarthy had rejected NBC's offer of time Tuesday (tomorrow) between 10:45 and 11 p.m. EST; on radio and television, declaring he should receive an equal amount of time (half-hour) and the "same spot" made available to Mr. Truman.

A spokesman said NBC had notified the Senator it could not offer him the Monday time slot because that time already had been set for a special program of the Anti-Defamation League with President Eisenhower as guest of honor.

CBS said it offered Sen. McCarthy time last Friday from 11-11:15 p.m. on television and 11:15-11:30 p.m. EST, on radio. Both Mutual and ABC Radio and ABC-TV said they notified Sen. McCarthy he could appear today (Monday) from 11-11:30 p.m., EST, the same time slot allocated to Mr. Truman.

Meanwhile, the Radio-Newsreel-Television Working Press Assn. of New York called on Sen. McCarthy to grant television and theatrical newscast representatives the same opportunity as other news media in covering public hearings of his committee at Fort Monmouth, N.J. this week. A telegram, signed by Chester Burger of CBS-TV Newsfilm, president of the association, said it was his group's understanding that Sen. McCarthy was considering banning theatrical and television newscasts from coverage of the hearings.

'Look' Story Names Lee as McCarthy 'Helper'

FCC COMR. ROBERT E. LEE is identified in the current (Dec. 1) issue of Look magazine as one of Sen. Joseph R. McCarthy's (R-Wis.) "volunteer helpers" who "has been very influential in his (the Senator's) career."

The article by Richard Wilson, Washington bureau chief of the Cowles Publications, is entitled, "The Ring Around McCarthy," and describes "the powerful political and social clout" which have "grown up . . . around the stormy figure of Sen. Joseph R. McCarthy of Wisconsin."

The passage on Comr. Lee in full:

"One of them [volunteer helpers] is a former FBI agent, Robert E. Lee, recently appointed by President Eisenhower to the Federal Communications Commission, controlling the licensing of radio and television stations.

"Lee left the FBI, where he was one of J. Edgar Hoover's brightest young men, for a position as one of the chief staff members of the House Committee on Appropriations. Lee and other House investigators compiled a list of suspected subservises in the State Dept. or related agencies overseas. Presumably, the information came from Government sources. One hundred and eight case studies were made. McCarthy's list of 81 subservises, presented without names to the Senate in justification of the charges made in his Wheeling speech in 1950, were all on the list Lee compiled for the Republican Congress in 1947.

"Lee and his wife are close personal friends of the senator and Jeanine [Sen. McCarthy's wife, beginning on parties with the Edward K. Nellors. Nellor is a former reporter for the New York Sun, who worked for several years as an investigator and reporter for Fulton Lewis [jr. . . .]

Comr. Lee, a recess appointee to the Commission, was sworn in as a member a month ago (BETT, Oct. 10). He is working without pay until the Senate confirms his formal nomination when it meets in January. The appointment was for a seven-year term. He succeeded Comr. Paul A. Walker. At the time of his appointment, Comr. Lee said he was certain Sen. McCarthy, a close friend, knew nothing at all about his being named to the FCC even while it was pending.

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NAVY, RCA PUT 'BIG JIM' TO WORK

First radio message to go around the world was transmitted by Brig. Gen. David Sarnoff last Wednesday from Jim Creek Valley in Washington.

THE WORLD'S most powerful radio station went on active service last Wednesday when the U. S. Navy commissioned RCA-built 1.2 million watt transmitter in Jim Creek Valley in mountain fastnesses of Cascade Range in the State of Washington [BT, Nov. 16].

The 725-acre site became an official Navy installation with a message from Admiral Robert E. Lee, Chief of Naval Operations, to all Navy units throughout the world.

The message was hand-sent by Brig. Gen. David Sarnoff, RCA board chairman, who as a young man was a wireless operator for American export Co.

The Globe-encircling "Big Jim" enables the Navy to transmit to all its stations—to ships on sea, to stations on land, and even to submarines below water. The transmitter at Jim Creek Valley is twice as powerful as any known broadcast station and 22 times more powerful than any commercial broadcast station in the U. S.

Next Step—Sight

Next step in world-wide communications sight, Gen. Sarnoff said at dedication ceremonies.

"We already possess the scientific knowledge to make television world-wide," he said. "It is technically possible to circle the globe with a land chain of microwave relay towers. It is technically feasible to equip commercial or military aircraft with microwave relay equipment and to build an aerial bridge across an ocean—a bridge that could relay live television signals from continent to continent. And, finally, it is possible to lay across the ocean floors coaxial cables that can carry messages, broadcasts and television from nation to nation."

Gen. Sarnoff also speculated that some day high-speed communications by Ultrafax may usher an era of personal and domestic radio mail service. Ultrafax is the RCA development whereby messages, maps, books, and other printed material are scanned by television camera and flashed instantaneously to distant points.

Application of television to military purposes was also mentioned by Gen. Sarnoff, who said that there are joint military-civilian research teams working on that problem.

The $14 million Northwest radio installation took seven years to construct. It is located near Arlington, Wash., and will house a 109-man complement. It was carved out of raw douglas fir wilderness in valley between Wheeler Mt. and Blue Mt.

The transmitter operates on very low frequency band (14-35 kc) with radio-telegraph circuits. Its power and its wavelength permit its signals to be clearly "read" despite interference of magnetic disturbances or tropospheric interference—in Arctic regions or the equator area.

Antenna array consists of 16 catenary spans suspended over the valley's floor from twelve 2000-ft. towers surrounding mountain tops. There are six towers on each mountain. Thirty miles of cable are strung between them. There are 23 towers on the floor of the valley.
TARDY CP HOLDERS FACING CRACKDOWN

FCC, however, points out that its requisite—for more specific in time extension requests—conversely will expedite action in justified cases. In formal expansion of its get-tough policy with new tv station permittees who are unnecessarily delaying construction of their stations, FCC last week announced that requests for extension of completion date henceforth must be met forth with the exact amount of time needed to complete the construction.

Several months ago, the Commission began advising tardy permittees that their extension requests "indicated the necessity of a hearing" and FCC representatives expressed the view that the Commission would not condone delinquency [B&T, Aug. 17].

McFarland Letter Sent

One of the first post-har phone lines to be sent a McFarland letter inquiring about its construction progress was KIRV (TV) Denver, granted uhf ch. 20 in September 1952.

Fortnight ago an FCC hearing examiner issued an initial decision proposing to deny KIRV's request for an extension of time to begin its uhf license. The decision found that no construction had been started and no equipment ordered.

FCC's policy notice last week pointed out that under Sec. 3.626 of its rules 'the permittee is given 60 days from the date of grant as the time within which construction shall begin and a maximum of six months thereafter for its completion unless additional time is granted by the Commission upon proper showing.'

The notice observed that the "great majority of the extension requests received from tv broadcast permittees seeking a lengthy or maximum extension have specified a period of six months, presumably because of the initial six-month limitation imposed by Sec. 3.626.

"It is the purpose of this notice to point out that permittees should not restrict their requests for additional time to any arbitrary figure, but should apply for that amount of time which is necessary because of the circumstances of the particular case. In this way, an unnecessary burden upon both the Commission and the permittee would be obviated."

The Commission said it should be emphasized, however, "that grants of applications seeking time in excess of six months will be made only when circumstances justifying such action are clearly shown. When such circumstances are absent, the permittee must apply for and will be granted only that amount of time found necessary, be it one month, two months or six months."

"Most important of all," FCC warned, "this notice should not be interpreted as according permittees greater leeway than is presently provided in Sec. 3.626 for obtaining extension of time or, stated differently, it 'is specific and detailed showing of . . . matters sufficient to justify the extension' is not made, no extension at all will be granted [City of Jacksonville v. FCC, 7 Pike & Fischer RR 2023]."

If the government decides to file an appeal, NFL counsel indicates cross appeal will be filed while the Dept. of Justice says it also will file a cross appeal.

WHILE both Government and National Football League spokesmen appeared content with the Federal court decision in the anti-trust suit [B&T, Nov. 16], the matter of appeal by either side awaits handing down of the court's decree.

Bernard Nordlinger of NFL's counsel said the league had reached no decision on the appeal issue but indicated a cross appeal would be filed if the Government decided to file. In turn, Dept. of Justice attorneys were believed ready to consider a cross appeal if NFL took any action.

Telecasts May be Banned

The district court decision held in favor of NFL on the main economic question by denying a pro team may ban telecasts of other league games into its territory when it is playing at home. On the other hand the court ruled against NFL by holding the radio ban illegal; forbidding a ban on telecasts of other league games when a team is playing away and holding some of the NFL Commissioner's power over radio tv rights to be illegal.

Persons familiar with the football case indicated that the Government had been represented as willing before and during the trial to accept a consent decree following along lines of the court decision except that the home-game tv protection would have been limited to 3½ hours instead of an entire day as provided by the court.

The league, it was pointed out by a spokesman, "got what it had to have" in Judge Alan K. Grim's ruling even though it lost several points.

Meanwhile, attorneys for the defunct Liberty Broadcasting System and the National and American League baseball clubs appeared in District Court, Chicago this week in connection with LBS' $4,000,000 suit against 13 of the 16 major league teams.

Attorneys for Liberty, now held by trustee in bankruptcy, entered a motion for 'new discovery' to obtain fresh material from the ball clubs.

The trial tentatively is scheduled for Jan. 11 in Chicago before District Judge Julius Hoffman, although it was acknowledged that the case may not come up at that time because of a crowded trial calendar.

It was understood that counsel for baseball had felt the recent Supreme Court decision and U. S. District Court ruling in Philadelphia may constitute grounds for having the suit dismissed.

James Smith, an LBS attorney, pointed out to B&T last Thursday that the SCOTUS decision did not cover the broadcast phase and said Judge Grim's district court finding had no direct effect on radio broadcasts of baseball.

Mr. Smith said he thought baseball owners may have entertained a feeling the LBS suit could be thrown out on the basis of certain points in Judge Grim's findings.

Five More Station Transfers Approved by FCC Last Week

SALE of five radio tv properties were approved by FCC last week.

Pittsburg Broadcasting Co., permittee of uhf ch. 7 KOAM-TV Pittsburg, Kan., assigned its construction permit to Metro-Continental Telecasting Inc. for $20,000, representing the aggregate expenses incurred. KOAM retains a two-thirds interest and The Ojoplin Globe Publishing Co., publisher of The Ojoplin Globe and News Herald, will own the other third.

In a stock transaction, Ralph M. Immell, et al., as voting trust, acquired negative control of WISC-AM-FM Madison, Wis.

Other station sales approved by the Commission included:

WMWW Melbourne, Fla.—Transfer of ownership of Melbourne Broadcasting through sale by Henry and Suzanne Dravnek and John J. Schanze for $57,500 to Frederick H. and Dorothy L. Key.

KLMO Longmont, Colo.—Transfer of control through sale of all stock for $20,000 to Pelton Reed Walker, Irving T. Ludlow and Russell T. Price.

KGFW Kearney, Neb.—Transfer of control from Lloyd C. Thomas to Belle M. Thomas, et al.

WMID Hearing Postponed

HEARING was postponed indefinitely last week by FCC Hearing Examiner Millard F. French who denied on Monday for WMID Atlantic City to remove second harmonic interference to Coast Guard reception of distress signals on 2670 kc from small boats at sea. The hearing, scheduled last Monday, was delayed pending Commission consideration of a petition by WMID to cancel the proceeding since the interference problem has been corrected and Coast Guard officials there acknowledge the change.

WMID is on 1340 kc with 250 w.

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FTC CITES SECOND D.C. 'BAIT-SWITCH'

Trade Commission complaint says George's appliance firm used deceptive advertising to sell tv sets and home freezers.

The FEDERAL TRADE COMMISSION last week swiftly followed up its charge of deceptive advertising of home freezers and television sets against a Washington, D. C., appliance chain by making similar charges against a second D.C. appliance company [CLOSED CIRCUIT, Nov. 16].

Named in the FTC complaint were George's Radio & Television Inc. and its officers: George Wasserman, president-treasurer; Leo-pold Freudberg, vice president-board chairman; Solomon Grossberg, secretary, and Phillip Kell-ler, general manager.

The FTC said the questioned advertising of home freezers occurred in June 1952 on WILK, Arlington, Va., and on WTOP and WTTG (TV) Washington. The tv set advertising was on WRC Washington, the Washington Star and the Times-Herald and by other means, all in April and June 1952, FTC said.

FTC maintained that purchase of a home freezer and enrollment in a food distribution plan did not result in "tremendous" and "incredible" savings of "hundreds of dollars," as advertised. Prices of foods offered under the plan were "considerably in excess" or equal to the same foods bought at retail prices, the complaint said. The added expense of any credit financing, operation, maintenance and depreciation would eliminate such savings if there were any, FTC said.

FTC, in charging George's with "baits" advertising of tv sets, said the firm claimed non-current models were "brand new." The price at which "Mirrortone" sets were offered was not 50% less than the usual price as claimed, FTC said.

Advertised offers to sell "Mirrortone" tv sets at prices from $99 to $129 were not genuine, FTC charged, adding that at the firm's stores and in the homes of prospects, George's salesmen: "Displayed great reluctance or refused" to demonstrate the advertised sets, or give improper demonstration; "degraded the design, workmanship and performance" of the sets, while attempting to sell different and more expensive sets than those advertised.

The respondents are given 20 days to file an answer and Hearing Examiner William L. Pack has been assigned to conduct the first session of hearing Jan. 13 in Washington.

Fortnight ago, FTC cited Lacey's Inc., Wash-ington set and appliance firm [B&T, Nov. 16].

Foster, Hoersch Return
KDIO (TV) Davenport CP

CITING inability to obtain network affiliation, Mel Foster and Harold Hoersch last week re-turned to FCC their uhf ch. 36 construction permit for KDIO (TV) Davenport, Iowa. It is the 24th post-thaw permit to be dropped [B&T, Nov. 16].

Messrs. Foster and Hoersch, who jointly are applicant for vhf ch. 7 at Miami in com-petition with Biscayne Television Corp., South Florida Television Corp. and East Coast Tele-vision Corp., were granted uhf ch. 36 at Daven-port in March. They told the Commission they were unsuccessful in obtaining affiliation with ABC-TV. FCC was told CBS and NBC television shows already are supplied by vhf sta-tions in the area.

New Anti-Trust Deadline Seen

ALTHOUGH final deadline had been an-nounced as of last Monday, defendants are expected to ask for another extension to file answers to interrogatories in the Department of Justice's anti-trust suit to force release of 16mm feature motion pictures to tv and other outlets. Assistant U. S. Attorney James M. Mc-Grath had set the Nov. 16 deadline when he granted extension of time on request by Repub-lic Productions Inc.

Anticipating another such request, he said that reasonable additional time would be given if defendants found it essential.

Because the information is considered "trade secrets," Federal Judge Ben Harrison or-dered sealed replies filed by RKO Radio Pictures Inc., Columbia Pictures Corp. and its subsidiary Screen Gems Inc. He previously had done likewise with answers filed by Warner Bros. Pictures Inc., Warner Bros. Distributing Corp. and Films Inc. [B&T, Nov. 2].

Court Dismisses FTC Case

THE U. S. Supreme Court last week dismissed a dispute between the Federal Trade Commis-sion and the Book-of-the-Month Club Inc., in which the latter organization appealed an FTC order restricting use of the word "free" in ad-vertising. The court based its decision on re-cent FTC liberalization of policy on use of "free" in the agency's dismissal of complaints against two other publishing firms [B&T, Sept. 28, et seq.].

POWER, PLUS!

WGN-TV now transmits the most powerful signal of any Chicago television station—which means your advertising dollar is worth more than ever before. It means increased coverage, better reception in fringe areas.

Yes ... Power, plus WGN-TV's great facilities are just two reasons why more local and national spot advertisers are sponsoring programs on WGN-TV than on any other Chi-cago television station. If you're looking for increased sales—it's WGN-TV in Chicago.

* 120,000 Watts
KAFY TRANSFER,
SALE OF WINS ASKED

Applications for sale of New York station by Crosley for $450,000 to Gotham Broadcasting and transfer of control of 51\% interest in KAFY-AM-TV Bakersfield for $85,000 have been filed with FCC.

APPLICATIONS for the sale of WINS New York by Crosley Broadcasting Corp. to Gotham Broadcasting Corp. and transfer of control of KAFY-AM-TV Bakersfield, Calif., were filed last week with the FCC.

At New York, the purchase price of the 50 kw WINS on 1010 kc was $450,000. Gotham Broadcasting is composed of broadcasters J. Elroy McCaw and Jack Keating.

WINS was purchased by Crosley-Ace interests from Hearst Radio Inc. in 1945 for $1,700,000, with a year consideration before FCC lent its approval. Sale of the station was due to Crosley's increasingly expanding broadcasting properties in the Midwest and South along with the need for a concentrated effort in those areas, the application reported.

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

Mr. McCaw has interests in KLZ-AM-FM-TV Denver along with controlling interest in KEKA Centralia, Wash., KALF Richland, Wash., and KYAK Yakima, also in that state. Crosley operates WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLYA (TV) Atlanta. Its radio properties include WLYA Cincinnati and its affiliates there and in Dayton and Columbus [B.T., Aug. 10].

At Bakersfield, Sheldon and Geneva Anderson are selling 51\% interest in KAFY-AM-TV for $85,000 to Charles Thieriot, Harold See and The Chronicle Publishing Co., licensee of KRON-TV San Francisco, publisher of the San Francisco Chronicle and licensee of KSBW-AM-TV Salinas, Calif.

N. J. TV Set Law

THE STATE of New Jersey has passed a law making it a misdemeanor for persons engaged in the sale of television sets (and other appliances and devices) to remove or alter the serial numbers and trademarks of sets, or for such persons who acquire, for sale or resale purposes, such property. Pushing passage of the bill was Irving Sarlin, general manager of the Allen B. DuMont Labs., New Jersey factory distributor.

Docket Division Expands

BECAUSE of increase in records and other administrative work connected with comparative television and other Commission hearing cases, the FCC Docket Division has expanded its office facilities at 6516 New Post Office Bldg., Washington, headquarters of FCC. Jessie R. (Sally) Blaine, chief of the division, has provided additional space for examination of new docket material not yet placed in the Public Reference Room files at Room 8450.

Here's a pretty sight for any economist (or advertiser) to contemplate. Within the 29 counties clustered around our Pivot of the Piedmont are the industrial plants of many of the best-known names in American business. Our neighbors include Cannon Mills, Blue Bell, Inc., American Tobacco, Dan River Mills, Vick Chemical, R. J. Reynolds Tobacco, B. C., Mojud Hosiery, and many others.

Their plants today are going full blast, turning out goods for the rest of the nation—and creating the payrolls that give WFMY-TV viewers a constantly growing bankroll. (Last year, the buying power of these people topped $1,500,000,000.)

Sales opportunities are going full blast, too. Your share can be considerably increased by enlisting the help of the one television station these wage-earners watch regularly. It's WFMY-TV, of course.
PROBABLY, Wabash National

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really don't

ISOLATED

Growing miles the

RICH, NBC Affiliate

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\[R-T\]

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A SUBJECT the House Un-American

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scheduling local shows having a minimum guar-

antee of 13-week cycles. The station would

operate 6:25-12:50 a.m. Monday-Saturday and

10:40-12:50 a.m. Sunday.

Hartford Telecasting and WTIC are in com-

parative hearing before FCC Hearing Examiner

Fanney N. Litvin with further proceeding sched-

duled today (Monday). WTIC has an option

agreement with WDRG Hartford, former ch. 3

applicant, whereby WDRG would obtain sub-

stantial minority interest should WTIC win the

grant [B&T, Sept. 28].

U.S., Canada Stations

Solve Skywave in Pact

TO PREVENT potential daytime skywave

interference to Canadian clear channel stations

pursuant to a proposed international agreement,

WEA, Decatur, Ill., and WOAY Oak Hill, W. Va.,

last week accepted substantial power boosts

while voting to not employ the

stronger signals during the 14-hour periods

after sunrise and before sunset.

Both Class II daytime stations, WOAY was

granted change from 5 to 10 kw on 860 kc

while WEAS won an increase from 10 to 50 kw

on 1010 kc. The two stations will continue to

use their previous lower powers during the 14-hour

limited radiation periods.

FCC action on the applications had been

delayed because of their technical conflict with

the pending U. S.-Canadian pact. The agree-

ment provides protection for the clear channel

stations in each country from the Class II
daytime-only station assignments made in the

other country on those channels [B&T, May 4].

Technical observers consider that the pro-

posed Canadian pact may hold the key to

possible action which FCC may take to solve

its own long-pending daytime skywave case

[B&T, Aug. 17].

Seek Vhf for Bemidji

PETITION for allocation of vhf ch. 13 at

Bemidji, Minn., has been filed with FCC by the

Bemidji Civic & Commerce Assn.

Only uhf ch. 24 is assigned there with no ap-

lication pending. The petition suggested ch.

13 could be made available by substituting ch.

11 for ch. 13 at Fargo, N.D., which also is

assigned vhf ch. 6 and reserved uhf ch. 34.
Conflict of Interests' Test Watched by Radio-Attorneys

A former assistant attorney general is indicted under 'conflict of interests' law, prohibiting former government lawyers from representing clients with claims against the U. S. if the lawyer helped with the government's case.

GOVERNMENT lawyers and those attorneys formerly associated with a governmental agency are watching with interest the case of Herbert A. Bergson, former assistant attorney general, who was indicted last week by a Federal grand jury in Washington, D. C. He is charged with violating the "conflict of interests" law after leaving government service.

Mr. Bergson, who has pleaded not guilty, has asked for immediate trial. His attorney said he also requested an agreement for trial without a jury. This would leave it up to the judge to decide factual as well as legal issues. U. S. District Judge Edward A. Tamm said he would refer the request to the district's chief judge, Bolitha J. Law, who assigns cases for trial.

Heads Justice Division

Mr. Bergson headed the Justice Dept.'s antitrust division from June 1948 to September 1950. The "conflict of interests" law prohibits former officials for two years from representing clients with claims against the Government if they were on the Government's case.

Significance of the Bergson case to the broadcast industry is that it could apply to FCC lawyers. Mr. Bergson is the first to be indicted under the law since Attorney General Herbert Brownell ordered all U. S. attorneys to prosecute apparent violators vigorously.

Mr. Bergson is charged with representing two clients in private law practice after he had either prosecuted or advised them while in charge of the antitrust division. Clients are Minnesota Mining & Mfg. and Carborundum Co., who allegedly paid Mr. Bergson $100,000 fee for representing them in a proposed merger.

Does Law Have Bearing?

A question at issue is whether the type of service rendered by Mr. Bergson to his clients was in fact the prosecution of a claim in their behalf against the government. Many lawyers hold the conflict of interests law has no bearing unless there is actually a claim against the government. Mr. Bergson said no claim was involved.

Attorney General Brownell gave a broad interpretation, saying it is a violation for anybody to represent a client, whether to leave the government, if the government was interested in the case and the subject matter directly connected with the service.

Testimony Released

TRANSCRIPT of the testimony of Lucille Ball (I Love Lucy) before an investigator of the House Un-American Activities Committee last month in Los Angeles has been released. Miss Ball, with her mother and brother, was interrogated on her registration as a Communist in 1933. She said she registered under that label to please her grandfather, "a friend of the working man." She said she had never been nor was she a Communist or sympathizer.

Competitor Praised

IN HOLLYWOOD, where the unusual is normal, KTTV (TV), Los Angeles Times station, presented the opposition morning newspaper, Los Angeles Examiner, as an example of successful business operation on the station's weekly half-hour Success Story.

TAYLOR ASSETS ACQUIRED BY RAYMER ADDING 9 AMs, 5 TVs TO LATTER'S LIST

Mr. Taylor will concentrate on Wichita and Weslaco broadcasting holdings. Lloyd George Venard stays as active head of Taylor company, which is not disbanded. Mr. Raymer expands his organization as consequence of station list growth.

ACQUISITION by Paul H. Raymer Co. of all assets of O. L. Taylor Co. will be announced today (Monday) jointly by Paul H. Raymer, president of his pioneer station representative, and O. L. (Ted) Taylor, board chairman of his more recently established representative firm. Price paid for the Taylor company was not disclosed, but it was learned that the volume of business placed by this firm with the 37 am and 12 tv stations it has been representing amounts to several million a year.

Mr. Taylor states that he has disposed of his representation firm so that he can concentrate on the operation of his broadcasting properties in Wichita, where he owns KANS and is an applicant for vhf tv ch. 3, which is now in a competitive hearing, and in Weslaco, Tex., where he owns KRGV-AM-TV.

Not a Merger

The deal, described as unique in broadcasting history, does not represent a merger of the two companies, the principals stated. The Raymer organization is adding nine of the am stations and five tv stations formerly handled by Taylor to its own list. The remainder of the Taylor stations will continue to be represented by O. L. Taylor Co., which will function separately and independently of Raymer. Lloyd George Venard, Taylor president, will continue in that capacity as active head of the organization.

The stations which are being added to the Raymer list are all located in the Midwest, where they complement but do not compete with the other Raymer stations, Mr. Raymer said. The list comprises: KTBC-AM-TV Austin, KEYS Corpus Christi, WKBH-AM-TV La Crosse, K.I.RA Little Rock, KTKO Oklahoma City, KELO-AM-TV Sioux Falls; KRGV-AM-TV Weslaco, KANS Wichita. KPDX-AM-TV Wichita Falls.

Mr. Raymer said that concurrently with the expansion of his station list, his organization is being enlarged accordingly. Two account executives, Stewart Kelly and Bates Halsey, who were formerly with O. L. Taylor Co., joined the Raymer office in New York last Monday. The Dallas sales office of the Taylor Co. has been taken over intact by the Raymer firm.

Contrary to expectations that an arrangement for the sale of the Taylor assets to Paul H. Raymer Co. could be effected in short order, tax problems involved in the transfer caused a delay of more than a month from the date when the parties reached an "agreement in principle" [Close Liz, Oct. 19].

STORER SELLS 200,000 SHARES

TWO hundred thousand shares of Storer Broadcasting Co. common stock were offered for public sale last Tuesday—and sold out the same day.

Authorities at Reynolds & Co., New York through which the sale was handled, reported the shares were sold at the offering price of $14 each, as anticipated [BT, Nov. 2], and that the stock was selling over-the-counter at $14.75 a share on Thursday.

The stock sold was that formerly held primarily by J. Harold Ryan, vice president, treasurer, and a director of Storer Broadcasting and a brother-in-law of President George B. Storer, and Mr. Ryan's wife, Frances S. Ryan. Mr. Ryan sold 63,125 shares and she the 102,500, each retaining 50,000 shares of common and Mr. Ryan also holding 500 shares of preferred. Additionally, Detroit Trust Co. sold 34,375 shares from a trust established previously by Mr. Storer for members of his family. The trust retains 65,620 shares.

None of the stock sold was from that owned by President Storer, who has approximately 51% of the voting stock—and, accordingly, the number of shares owned by Mr. Storer was reduced to less than 50%.

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KING-TV to Go to 100 kw On Anniversary This Week

KING-TV Seattle will mark its birthday on ch. 5 Thanksgiving Day by increasing its video power from 19 kw to the 100 kw maximum allowed by the FCC. The station was the first tv outlet on the air in the Pacific Northwest, using the call letters KRSC-TV when it started on Thanksgiving Day, 1948.

Erection of the new tower is underway, according to James L. Middlebrooks, King Broadcasting Co. director of engineering.

"KING-TV not only will provide a better picture for present viewers, but will greatly increase its coverage area," Mr. Middlebrooks said.

He said the new transmitter and antenna will show a Grade A service of 3,505 square miles and Grade B of 11,248 square miles. The antenna will be the highest in the Pacific Northwest—973 feet above mean sea level, Mr. Middlebrooks said.

The new GE transmitter will be the most powerful in the Puget Sound area, Mr. Middlebrooks added.

WOR-TV Buys 136 Films

PURCHASE by WOR-TV New York of 136 feature films for more than $100,000 was announced last Thursday by James M. Gaines, vice president in charge of General Teleradio Corp.'s WOR-AM-TV division. The films were bought from Unity Television Corp., Standard Television Inc. and Quality Films Inc. on the basis of exclusive use for one year in the New York market. They will be used on such WOR-TV schedules as Sunday Film Theatre, Tales of Mystery, Tales of Adventure and Tales of Romance.

Maizlish Purchases Total KFWB Control

HARRY MAIZLISH, president and majority owner of KFWB Hollywood, has purchased the remaining 49% interest in the station from DAVID G. BAIRD, New York investment banker.

Mr. Maizlish acquired control of the outlet in 1950 from Warner Bros. for $350,000. The purchase of the other 49% holding does not require FCC approval but will be reported in an interim ownership form to be filed at the Commission.

Mr. Maizlish concurrently announced the promotion of Morton Sidley, KFWB sales manager, to added duties as general manager of the station. Sidney Yallen, program director, was promoted to operations director and Dan Russell was named program and production director.

Former head of Warner Bros. publicity and exploitation department prior to joining KFWB in 1936, Mr. Maizlish plans to give up general managership duties to devote more time to the station's broader executive affairs, including the upcoming television hearing for uhf ch. 34, fm operation and real estate development.

Marshall Succeeds Block

JERRY MARSHALL was designated last week to succeed Martin Block on WNEW New York's Make Believe Ballroom, effective Jan. 1, when Mr. Block moves to ABC. Bernice Judis, vice president and general manager of WNEW, said Mr. Marshall, with seven years of grooming on the Music Hall program, was picked for the Ballroom spot out of literally hundreds of applicants. Ballroom currently has 18 advertisers. Station spokesmen said the sponsors are pleased with the Marshall choice but nevertheless are being allowed 30 days in which to decide whether to renew their sponsorship contracts in view of the switch.

HOW TV can be used to best advantage by vocational agriculture teachers was demonstrated by KPRC-TV Houston at a clinic attended by teachers and officials from 60 Texas counties. A video camera at the clinic holds the attention of (to r) BILL McDougall, KPRC-TV farm director; BERT MITCHELL, station program director; ROY SMITH of the South Texas Producers Assn. of Houston, and G. R. McMillan, Brazoria County teacher.
**Program From Truck Is Jailable Offense**

M. ROSENE, president and general manager of WNXT Portsmouth, Ohio, spent four hours in jail after the station started to broadcast the Nov. 13 Portsmouth-Ironton football game from atop a truck.

The case may lead to a court test of high school control over broadcast rights. Mr. Rosene is charged with driving a truck off a truck route and disobeying a policeman.

Briefly it happened this way, according to Mr. Rosene: "When at 7:30 p.m. WPAY's Portsmouth engineer and sportscaster were admitted to the press box with Portsmouth Mr. Davies admitted to the press box with Portsmouth Mr. Davies told me there would be no broadcast by WNXT. We set up atop a truck outside the stadium to do the best job we could.

"Unfortunately for me police put me behind bars in a small cell overflowing with the usual jail inmates. Only excellent work by my attorney kept me from spending the entire night in that miserable place."

Mr. Rosene was arraigned in Ironton Municipal Court Monday and released on $35 bond to appear for hearing Nov. 24.

The WNXT crew included Phil Phillips, program director, Jack Hurst, sports director, and Russell Newman, chief engineer. They used binoculars and had put about 10 minutes of the first quarter on the air when the wire from mike to telephone pole was cut.

**WSLS-TV SETS BOOST; NEW CENTER READIED**

WSLS-TV Roanoke, Va., last week made the dual announcement that it is installing a new 25 kw RCA tv transmitter in preparation for its power increase to 296 kw video and that it will begin construction late this year on a new half-million-dollar radio and television center.

Shenandoah Life Stations Inc., licensee of WSLS-AM-FM-TV and subsidiary of Shenandoah Life Insurance Co., said the vhf ch. 10 station, when it increases to its maximum authorized 296 kw from its present 25.6 kw, will be one of the most powerful in the nation because of the high location of its transmitter and antenna site, 4,000 feet above sea level on Poor Mountain, 13 miles southwest of Roanoke. The new radio-tv center at Church Avenue and Third Street, according to the station, will be unique in that large ceiling-to-floor windows will offer passersby on Third Street a view of tv programs being staged in the 2,100-square-foot WSLS-TV studio. On the Church Avenue side will be six large inset windows where products advertised on the station will be displayed along with photographs of station program stars.

The two-story building also will house Roanoke offices of the Shenandoah Life Insurance Co. The structure will be 110 by 108 feet and has been designed to take an additional story. The building will have an additional studio suitable for either radio or tv and will be light conditioned and air conditioned, it was said. Construction is expected to be completed in September 1954. WSLS-TV will use its old transmitter as an auxiliary facility after its power boost.

**... EMERGING ...**

**A REALISTIC APPROACH FOR SELLING MORE—SPENDING LESS**

**SINGLE RATE CARD**

From deep in the heart of Mark Twain country comes a KHMO announcement of a new single rate card! No "A" time—no "B" time—one rate to cover the 42 rich counties in 3 states saturated by KHMO.

Power coverage, aggressive programming, outstanding promotion combine with realistic rates to help you sell at an enviable cost-per-thousand.

See Your John Pearson Man for Details ... or Contact ...

**HANNIBAL, MISSOURI**

William Shaw, Gen'l. Mgr.
STATIONS

WHEN eight extras failed to appear for a matine performance of the Black Hills Passion Play, sponsored in Richmond by WRVA, that station's staff members upheld the tradition that the show must go on. They donned the costumes and the show went on without a flaw. Before policts and back at WRVA, they are (l-r) Harold Clarke, announcer; James Clark, sales manager; Harold Barre, salesman; Bill Thompson Jr., publicity manager; Barron Howard, business manager; Bob Knapp, announcer; Bill Dennis, salesman, and Walter R. Bishop, director of public relations.

KTTV (TV) Says 'Bait' Announcer Isn't Employed

KTTV (TV) Hollywood last week denied that announcer William Griffith, charged with false and misleading advertising in selling vacuum cleaners on television, is an employee of the station.

John R. Vrba, station sales manager acting as station spokesman in the absence of KTTV Vice President-General Manager Richard A. Moore who currently is in New York, declared Mr. Griffith was hired by Caronna & Allen Inc., advertising agency servicing the vacuum cleaner firm.

Mr. Vrba said the criminal action by Los Angeles police linking Mr. Griffith to KTTV as an employee is a "complete and total distortion." He said Mr. Griffith's services were used on at least two other TV stations and some local radio stations.

Mr. Griffith and three men connected with the vacuum cleaner firm are scheduled to stand jury trial Dec. 16 on a charge they violated the city's business and professional code. The four were arrested Oct. 23 by a police bunco squad [8ST, Nov. 16, 9].

Police confirmed that the vacuum cleaner firm had made similar "bait" pitches on KECA-TV and KHJ-TV Los Angeles, but did not say whether Mr. Griffith's services were used. KECA-TV said it dropped the account "some weeks" before police action because of lack of commercials' copy content and KHJ-TV said it clears every questionable product and offer through the Better Business Bureau.

After the police arrests and a warning from the city and Federal agencies, several Los Angeles stations eliminated many accounts which offer a semblance of "bait" advertising. AFTRA's Hollywood local has placed its legal counsel at Mr. Griffith's disposal.

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Yount's Scoop Places Second Best to Horse

HORSES were around long before radio and the police of North Carolina aren't going to let broadcasters forget it—especially Jack S. Younts, president-general manager of WEEB Southern Pines.

Last Tuesday Mr. Younts drove the WEEB station wagon five miles to a Ft. Bragg drop zone where 15 paratroopers and Air Force men were killed when a C-119 "Flying Boxcar" went out of control, ripped through descending parachutists, and crashed. There he recorded a description of the scene, including an interview with the sole survivor from the stricken plane.

With a 4½-hour start on all other newsmen, Mr. Younts drove to Ft. Bragg with his tape-recorded material. He fed MBS, press services and made his tape available to all stations.

After 10 hours of grueling work at the disaster scene and the post, Mr. Younts drove warily home. There he was greeted by a state trooper who served him with a summons to appear in Moore County court Nov. 30.

The charge: violation of North Carolina statute 3876L which forbids motorists from passing horses at a speed of more than eight miles per hour. Enroute to the accident area Mr. Younts had passed a couple enjoying a canter alongside the gravel road. Annoyed by dust, they had sworn out the warrant.

Caribbean Stations Open U. S., Canadian Office

FORMATION of Caribbean Networks Inc. as the sales offices in U. S. and Canada for WAPA-AM-TV San Juan, P. R., YSEB of El Salvador and RPC and Onda Popular Networks of Panama was announced last week by Jose Ramon Quinones, president of the new organization.

Offices have been established at 200 West 57th Street, New York 19, with Vicente Ramos as vice president and general manager. Mr. Quinones is owner and president of WAPA-AM-TV. The television outlet is scheduled to go on the air in January.

YSEB, which began operations two years ago, is under the direction of Boris Eleta. RPC and Onda Popular Networks of Panama are owned and operated by Fernando Eleta.

Cancels Red Program

WABD (TV) New York cancelled a 15-minute program last Wednesday night that was to have featured George Blake Charney, labor secretary of the New York Communist Party, on grounds that the station felt it was "not in the public interest to provide time to Communists for the espousal of Communist doctrine." This reason was offered by Robert Dreyer, counsel for the DuMont Television Network, owners and operators of the station, after he had studied Mr. Charney's script. A spokesman for the Citizens Committee, which had purchased time for the program, said a protest had been filed with FCC and that tv time would be sought on another station.

WSM Host to Disc Jockeys As 'Ole Opry' Celebrates 28

WSM Nashville was host to 900 disc jockeys last week in a two-day celebration of the 28th anniversary of WSM's Grand Ole Opry. A formal meeting last Friday was attended by representatives of BMI, music publishers and recording firms. Saturday, the group attended the anniversary broadcast of the show which advanced the birthday one week to avoid conflict with the Thanksgiving weekend.

Luncheons were hosted by RCA Victor and Peer International Corp. and a cocktail party was given by Country Song Roundup, Hill & Range Publications sponsored a breakfast and Capitol Records was host for a midnight snack and entertainment after the Saturday broadcast. Grand Ole Opry is on WSM each Saturday night for four and one-half hours, with the last 30 minutes carried by NBC. WSM says it is the oldest continuous commercial program in radio.

TWO MENTIONS on KMOX Sr. Louis' County Journal program brought these 2,500 responses— many asking for an alumnium ruler offered by Reynolds Metals Co. Ted Mangner, KMOX form director who just tapes the stack of mail, cites the response as proof that "still the best advertising buy.

Broadcasting • Telecasting
TV-ON-AIR TOTAL 318 WITH KCOK-TV

Tulare-Fresno outlet started operations last Monday, while KACY (TV) Festus, Mo., was scheduled to begin yesterday.

THE operating tv station total went to 318 last week as KCOK-TV Tulare-Fresno, Calif., started commercial operation Monday. The uhf ch. 27 station is a DuMont affiliate and is represented by Force TV Inc. The uhf-vhf station count is now 105 and 213, respectively.

Scheduled to begin regular programming yesterday (Sunday) was KACY (TV) Festus, Mo. (ch. 14), with 500 kw. It has no network affiliation but will feature "some CBS programs," Carl McIntire, vice president, reports. Paul H. Raymer is its national representative.

WNOW-TV York, Pa., is now testing its uhf ch. 49 operation, using complete DuMont equipment. New monorail studio lighting system, devised by local craftsmen, is being employed, according to Ned Jay, sales promotion manager.

First for Worcester

First station for Worcester, Mass., WWOR-TV (ch. 14), is now running test patterns in preparation for a December commercial debut.

A parabolic dish has been constructed at WLAM-TV Lewiston, Me., to pick up a direct signal from its sister station, WFMV (TV) Portland, 35 miles away, according to Henry Root, chief engineer. WLAM-TV expects to go on the air Nov. 26, and will employ this interconnection as part of its regular program schedule.

KWNL-TV Waterloo, Iowa (ch. 7), is now on test patterns and definitely will go commercial Nov. 29, Don E. Inman, manager, reported.

Thanksgiving will signal station starts to four communities when the following stations go on the air: WTV (TV) Fort Lauderdale, Fla.: WJBF-TV Augusta, Ga., WLAM-TV Lewiston, and KGGY-TV Weslaco, Tex. These will be the first local outlets for Lewiston, Augusta and Weslaco. The Fort Lauderdale-Miami area gets its second signal.

WTAC-TV Flint, Mich. (ch. 16), which was reported earlier as going on the air, will make its official commercial debut Nov. 26. The station, which will be affiliated with ABC, will give Flint its first home outlet.

Recent grantee in Cumberland, Md., uhf ch. 17 WBTO-TV expects to go on the air next summer, Charles E. Smith, president, announced.

WREX-TV Rockford, Ill., (ch. 12) inaugurated its first local live studio telecast Nov. 15, just six months after its permit was granted May 15, Soren H. Munkhof, general manager, reported.

WFIE (TV) Evansville, Ind., also started commercial programming then. It reports the set count in its A coverage area exceeds 25,000 and is increasing at the rate of 1,000 per week.

Another Nov. 15 station was WIBW-TV Topeka, Kan., the first tv there. Ben Ludy is general manager; the station is a CBS, DuMont and ABC affiliate.

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

ARKANSAS
KATV (TV) Pine Bluff, uhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.
CALIFORNIA
KBAY-TV San Francisco, uhf ch. 20, Novem-

OPENING DAY ceremonies for WIBW-TV Topeka, Kan., drew congratulations all around. L. to r., Roy Vogel, W. A. Bailey, James Rankin and L. H. Schenck, all directors of Capper Publications Inc., which owns licensee Topeka Broadcasting Assn.; Art Holbrook, WIBW-TV manager; Ben Ludy, WIBW-AM-TV and KCKN Kansas City, Kan., general manager, and Henry S. Blake, Capper president.

Coming this Winter to

ALBANY • TROY • SCHENECTADY

WTRI TELEVISION

HIGHER POWER
WIDER COVERAGE

Well Worth Waiting For!

You can soon get LIVE CLEARANCE for your TV network programs in the nation's 27th retail market.

Associated with WTRY (CBS)

November 23, 1953 • Page 67
**DID YOU KNOW?**

The TOP South Plains market has moved! Check that coverage map you'll find no other TV market as rich or greatly populated in the entire area indicated.

**K-DUB's TV TREASURE ISLAND**

K-DUB-TV was Texas first post-freeze station; first on the air in all West-Texas! No other station equals K-DUB in live production, top network shows, sales results or local promotion in this rich area. K-DUB-TV your surest coverage medium!

**EFFECTIVE POWER**

35,000 Watts Visual
17,500 Watts Audiol

**DUMONT PARAMOUNT**

represented nationally by Avery-Knodel

**K-DUB-TV**

LUBBOCK, TEXAS

W. D. "Dub" Rogers, president
Mike Shopiro, ast. mgr. & director of sales

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**STATIONS**

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<th>State</th>
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<td>KOAM-TV</td>
<td>Pittsburg</td>
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<td>WLLN-TV</td>
<td>Lewiston</td>
<td>vhf ch. 17 (CBS, ABC, DuMont), represented by Everet-McKinney, Kettle-Carter (Boston), Nov. 26</td>
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<td>WCNY-TV</td>
<td>Portland</td>
<td>vhf ch. 6 (NBC), represented by Weed TV Inc. (Dec. 1, 1953)</td>
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<td>WWOR-TV</td>
<td>Worcester</td>
<td>vhf ch. 14, represented by Paul H. Raymond Co. (Dec. 15)</td>
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<td>WTWV (TV)</td>
<td>Cadillac</td>
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<td>WJTV (TV)</td>
<td>Jackson</td>
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<td>KOMU-TV</td>
<td>Columbus</td>
<td>vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R TV Inc. (Dec. 19)</td>
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<td>WACT (TV)</td>
<td>Peoria</td>
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<td>KFBB-TV</td>
<td>Great Falls</td>
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<td>KNOL-TV</td>
<td>Kearney</td>
<td>vhf ch. 13 (CBS, DuMont), represented by Meeker TV Inc. (Dec. 1)</td>
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<td>Madison</td>
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<td>Tulsa</td>
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<td>Salem</td>
<td>vhf ch. 24, Dec. 15 (granted STA Aug. 4)</td>
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<td>WARM-TV</td>
<td>Charlotte</td>
<td>vhf ch. 16, represented by George P. Hollingbery Co. (Dec. 1)</td>
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<tr>
<td>WNYO-TV</td>
<td>York</td>
<td>vhf ch. 49 (DuMont), represented by George P. Hollingbery Co. (Nov. 20)</td>
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</table>

**SOUTH CAROLINA**

WGCL (TV) Greenville, vhf ch. 4, represented by Weed TV Inc. (Dec. 15)

**TEENNESSEE**

WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co. (Nov. 30) (granted STA Sept. 5)

**TEXAS**

KRKV-AM Westlake, vhf ch. 5 (NBC), represented by O. L. Taylor Co. (Nov. 26)

**WISCONSIN**

WTVE-TV Norfolk, vhf ch. 27 (ABC, DuMont), represented by Forst & Taylor Inc. (Nov. 30) (granted STA Oct. 18)

**WASHINGTON**

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co. (Dec. 15)

**ALASKA**

KTVA (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Hugh Fellers & Associates (Dec. 15)

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**KRSC to Become KAYO**

KRSC Seattle, known by those call letters since it was founded in 1928, will become KAYO effective Jan. 1, Robert Pollock, general manager, said last week. An intensive promotion campaign is planned for the new identification.
Chicago O&O's Study
Real Estate Offerings

THE THREE network TV owned and operated stations in Chicago have plenty of takers among realty firms whenever they decide in what direction their physical expansion will go.

Stations are ABC's WBKB (TV), CBS' WBBM-TV and NBC's WNBQ (TV). Each plans to enlarge its facilities in the months ahead.

Subsequently, a number of local realty firms have been making overtures. Bids for business in new property sales have been delivered to the three networks' headquarters in New York.

WBKB, whose general manager, Sterling C. (Red) Quinlan, reports at least half a dozen realty firms interested in his station's expansion plans, currently is housed in the Civic Opera Bldg. and in the Daily News Bldg. The station has three years before its current lease expires. It pays about a quarter million dollars each year for the lease.

Under consideration by WBKB is the downtown Chicago Greyhound Bus Depot, among others. Reports of a proposed Television City for ABC in the Windy City were labeled "premature" by Mr. Quinlan.

WBBM-TV wants a property to house combined radio and TV operations. The station, whose transmitter is at the top of the American National Bank Bldg. and which has studios in the State & Lake Bldg. with other facilities and offices in the Wrigley Bldg., has stalled present plans and its actual power boost to 100 kw until its dispute with Zenith Radio Corp. on ch. 2 is resolved.

WNBQ is in the Merchandise Mart and originates NBC's Welcome Travelers from Studabaker Theatre although it reportedly seeks additional floor space in the mart. Formerly, the station sought other properties.

WTVI (TV) in Black
ALTHOUGH on the air only two months, WTVI (TV) Belleville, Ill., which covers the St. Louis market, has reported that the station is "in the black." WTVI (ch. 54) is the first uhf station in the St. Louis area, and according to Joseph Weid, president of Weid Television, national representatives for the station, its success can be attributed to excellent planning. Declared Mr. Weid: "There were 66,799 conversions to WTVI's ch. 54 on June 30—six weeks prior to the station's official debut. This increased to 127,000 as of Oct. 19. Conversion is averaging 500 sets a day and servicemen report they are 30 to 60 days behind on conversion orders. The bow-tie antennas are all aimed at WTVI's transmitter and the uhf strips in the converted receivers are set for ch. 54."

WRTV (TV) Appoints Three

APPOINTMENTS of Richard Behrman as producer-director of WRTV (TV) Asbury Park, N. J., and of G. Ted Levy and Allen I. Previle to the sales staff were announced last week by Harold Burke, station managing director. The station, which will operate on uhf ch. 58, has scheduled test pattern operations for the first week in December.

GM DIESEL
Stand-by GENERATOR SETS

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12 1/2 to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES...16 to 273 H.P. MULTIPLE UNITS...Up to 840 H.P.

It pays to Standardize on
Write for Generator Set Catalog 6 SA 20.
WCCO Bows With Bunyan, New Spot Radio Package

COMBINATION appeal to the advertiser is claimed by WCCO Minneapolis-St. Paul which is offering "a new concept in spot radio designed to make the advertising dollar go farther and link sponsors with several outstanding programs".

The radio program package is labeled the "Paul Bunyan Power Plan." General Manager Larry Haeg says the advertiser taking part "receives five important benefits—association with well-known personalities, king-sized audiences, adult listeners, frequency and the support of a solid merchandising plan."

Each Bunyan package is made up of three top shows sold as a group to three participating sponsors, according to Mr. Haeg. Shows are scheduled on three different nights at varied times each night. Each sponsor has a full minute commercial in each of the three shows, plus credit acknowledgment at the open and close of each show.

An example package cited by the station comprises Freedom U. S. A. with Tyrone Power, a dramatic show; Meet Your Match with Ed Viehman the m. c., an audience participation program, and The Showboat starring Bob DeHavon, a musical variety show.

Ohlman Sells KVAS To Pacific Bcstg. Co.

SALE of KVAS Astoria, Ore., to Pacific Broadcasting Co., which includes Al Capstaff, Hollywood radio-tv producer, and station representative Tracy Moore, was reported last week, subject to FCC approval. Consideration is about $30,000.

KVAS is transferred to the new firm from W. R. Ohlman, receiver appointed by Federal bankruptcy court, under authorization of Circuit Court Judge Howard K. Zimmermann. Licensed to KVAS, Inc., of which L. E. Parsons is president, KVAS has been closed and in receivership since early August.

Mr. Capstaff plans to be general manager of KVAS. Station will purchase new equipment and move to John Jacob Astor Hotel with new programming concentrating on music, news and sports. Third principal in Pacific Broadcasting is T. R. Williams, head of Astoria Navigation Co.

WWOR-TV "Names Advisors"

WWOR-TV, Worcester, Mass., new uhf ch.14 station which plans mid-December commencement, last week announced formation of an advisory council of local citizens to aid in program planning. John Z. Buckley, president of Salisbury Broadcasting Corp., petitioner of the station, said "the purpose of the WWOR-TV Advisory Council will be mainly to enable the 14 television programs to provide a worthwhile and progressive contribution to the citizens of greater Worcester and the WWOR-TV coverage area by way of programming events and special shows that will be a credit to Worcester's first tv station."

WLWA (TV)-Sales Up 66.5%

WLWA (TV)-Atlanta billings increased 66.5% for the period February-October 1953 over the similar period of 1952. W. P. Robinson, president of Crosley Broadcasting of Atlanta Inc., Crosley Broadcasting Corp.-owned licensee, said last week. Sales for October 1953 showed an increase of 77% over the same month last year, he said.
NEW home of WJIM Lansing, Mich., housing all radio and tv facilities, will look like this when it is completed next spring (target date for the opening is June 1954). WJIM President Harold F. Gross says work already has started on the East Saginaw St. site. Of modern country design, the building will have a large tv studio equipped to house eight sets, a smaller tv studio, three radio and recording studios and two master control rooms. The building will house WJIM-TV's new 100 kw transmitter when it is delivered in February and also will have facilities for installing color tv. Clients' room, film department, public viewing room, art studio, club and dining room, dressing rooms and an outdoor tv patio round off facilities.

To Pour or Not to Pour

WCUE Akron, Ohio, is carrying a unique system of weather broadcasts, beamed especially to building contractors.

The J. P. Loomis Co., the city's largest concrete contractor, is sponsoring the weather and temperature reports on the Akron independent, using a daily saturation schedule. The emphasis is on temperature, a factor of great concern to contractors ready to pour concrete.

The broadcasts advise them if the temperature is right for pouring. If the mercury is dangerously low, they are advised of proper steps to safeguard freshly-poured concrete.

The broadcast series is merchandised to contractors by means of pocket-size cards carrying a schedule of broadcasts. These cards have been mailed to several hundred Akron area contractors and supervisory personnel.

Cincinnati Educ. Tv Pushed

DRIVE for the final $150,000 needed to complete financing for Cincinnati's educational television channel, uhf ch. 48, got underway in that area last Monday, according to a report by the National Citizens Committee for Educational Television. Application for ch. 48 was filed with FCC last May.

Why continue paying rent for your transcription library year after year, when you can own your own and save a substantial hunk of money? It's yours for keeps when you buy the STANDARD Transcription Library ... and it costs you thousands of dollars less than rental.

Service includes 5,000 All-Time favorite musical selections by Tommy Dorsey, Spike Jones, Bob Crosby, Doris Day, Frankie Laine and a host of other famous performers... plus 600 program and commercial aids.

Start cutting your music costs immediately with STANDARD OWN-YOUR-OWN Library. Write for complete cost information, today.
AT color demonstration of WPTZ (TV) Philadelphia (BT, Nov. 16) are (1 to r) Les Qualey, in charge of radio for N. W. Ayer & Son; Alex Dannenbaum, WPTZ sls. mgr.; Dick Borden, adv. mgr., Atlantic Refining Co., and Ayer's Nort Cottonell.


ACCEPTING congratulations for putting KDEF Albuquerque, that city's newest AM station, on the air, is Frank Quinn (r), owner-general manager. Wishing Mr. Quinn and KDEF well are (1 to r) Leif Erickson, chief of the AP News Bureau; Robert Tripp, president, Albuquerque Chamber of Commerce; John McManus, president, Albuquerque Symphony Society, and T. D. Cornam, chairman, County Commission. The news and music independent went on the air in September with 1 kw on 1260 kc.

WMAQ 'Sends' Them
IF you want to sell people on taking excursion trips—better use spot announcements. At least, that's the thinking of WMAQ Chicago. Station claims credit for complete sellout of 950 excursion trips from Chicago to Niagara Falls on the Nickel Plate Road because of 15 spots it aired for the railroad. WMAQ was the only medium used by Nickel Plate, whose executives wrote that "this response is certainly a fine testimonial to the effectiveness of your handling of the announcements." Sellout represented a 3,000% return on the advertising investment, according to the NBC O & O outlet.

Blair Names Smith in S. F.
APPOINTMENT of Heber Smith Jr. as manager of the San Francisco office of John Blair & Co., national representative of radio stations, was announced last week by Richard D. Buckley, Blair president. Mr. Smith, who joins Blair on Dec. 1, replaces James Richards, who has resigned to join General Teleradio Inc. in New York.

Mr. Smith formerly was an account executive in the San Francisco office of NBC Spot Sales. Previously he had served as an account executive for KBS San Francisco and with the advertising department of the Oakland Tribune.

NLRB Atlanta Ruling
RULING of a regional director of National Labor Relations Board, overruling IATSE challenge of one ballot in an election at WLWA (TV) Atlanta, was sustained by the full board in a decision made last Monday. Board ordered the regional director to open and count the ballot, which affects the result of a close election. IBEW is intervenor in case.

Station Shorts
Edward Lamb Enterprises Inc. announces opening of new offices on fifth floor, Edward Lamb Bldg., Toledo, Ohio. Telephone is Main 1254, 1255, 1256.

Representatives
WMIN St. Paul, Minn., appoints George W. Clark Inc. as national representative.
KSLA Shreveport, La., appoints Paul H. Raymer Co. as national representative.
CFRA Ottawa appoints, effective Jan. 1, Stephens & Townedrow, Toronto, as representatives at Toronto and Montreal.
WANN Annapolis, Md., appoints John E. Pearson Co. as national representative and Dora Clayton as southern representative.
Donald Cooke Inc., radio and television station representative, has moved its N. Y. office to 331 Madison Ave., N. Y. 17, N. Y. Telephone remains Murray Hill 2-7270.


One Flag—$15,300
A WELL-TRAVELED Texas flag was worth $15,300 to the Houston Charitable Institutions, largely through the efforts of News Editor Pat Flaherty of KPRC there.
The flag had been given by Gov. Allen Shivers to a Brenham, Tex., man who carried it in the Salt Grass Trail Ride in 1952. Mr. Flaherty drove the chuck wagon on the 70-mile drive from Brenham to Houston. Then the flag was sent to Sgt. Bob Doughtie of Willie, Tex., then on duty in Korea. Sgt. Doughtie flew the emblem in combat there. Then the flag came back to Texas—and to a charity auction. It will be placed in the trophy room of the U.S.S. Texas.
Wright Opens Office

LOWELL R. WRIGHT, for six years head of the Civil Aeronautics Administration's Air Space Utilization Branch, has opened an office in Washington as aeronautical consultant on radio and television tower sites as well as air traffic control. His office is located at Herndon, Va., Washington suburb. Mr. Wright took an active part in writing FCC Rule 17, adopted last year to govern aeronautical studies of radio and tv tower sites. He was a Dept. of Commerce member of the Washington Airspace Subcommittee.

Shipley, St. Lewis Merge

CARL L. SHIPLEY, radio-tv attorney, and Roy St. Lewis, former Assistant Attorney General of the U. S., last week announced their association in the general practice of law before the various courts, administrative agencies and departments of the Federal government. Their office is in the National Press Bldg., Washington, telephone Sterling 3-1063. Mr. Shipley also is special assistant to the U. S. Attorney General and is former general counsel of the Young Republican National Federation.

MILESTONES


EVERETT MITCHELL, NBC Chicago farm commentator and m.c. of the network's National Farm & Home Hour, is celebrating his 30th anniversary in radio this month. The veteran broadcaster started his career as a singer on a Chicago station and began his own farm program in 1926.

KRON-TV San Francisco marked its fourth anniversary Nov. 15. The ch. 4 outlet, which began operation with just 20 hours of weekly programming, now offers 105 hours per week.

NBC's Voice of Firestone radio program will celebrate its 25th anniversary Nov. 30 with a special simulcast on NBC Radio, 8:30-9 p.m. and NBC-TV, 8:30-9:30 p.m. EST. The radio show is said to be the oldest coast-to-coast network musical program.

IN PUBLIC SERVICE

WOR Christmas Fund

WOR New York launched its ninth annual Christmas Fund campaign last week on behalf of needy children in hospitals in the greater New York area. Cash contributions from the drive will be used to buy clothing and toys for youngsters in the "free" wards of 23 hospitals in the area.

GETS $41,700 FUND PLEDGES

WHEN the city of North Platte, Neb., bagged down $35,000 short of reaching its goal of $250,000 as its part of $700,000 needed for a new hospital, KODY there aired a 450-hour marathon urging families to join a "one hundred dollar club" by contributing $100 each to the hospital fund. More than 400 families responded, according to John Alexander, KODY manager, to bring total pledges to $41,700 during a single afternoon.

Detroit Torch Fund Drive

WWJ-TV Detroit and the Detroit Federation of Musicians, United Foundation and WWJ, WIR and WXYZ Detroit cooperated in presenting a two-hour musical program to boost the city's 1953 Torch Fund Drive Nov. 9.

$13,000 to Community Chest

KROD-TV El Paso's 14-hour telethon on behalf of the Community Chest campaign brought

take a shot at a

HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area.

Population: 595,700 E.B.I. $578,686,000

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: WNK- TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

PALMETTO RADIO CORPORATION

Studies: 1811 Main Street • COLUMBIA S.C.

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FOR its part in helping the United Good Neighbor Fund-raising campaign reach its goal of nearly $3,500,000, KING-AM-FM-TV Seattle receives a special award, said by KING to be the only one presented. At presentation are (l to r) Lee Schulman, KING-TV program director; Otto Brandt, vice president and general manager of King Broadcasting; Joseph E. Candy, chairman, United Good Neighbor Fund, and Henry B. Owen, vice president of KING Broadcasting.

$13,000 in pledges, the station has reported. KROD-TV said more than 400 entertainers participated in the telethon, which was supervised by Bernie Bracher, program director.

WLWA (TV) Atlanta says its campaign on behalf of an open house at the Atlanta Naval Air Station doubled the crowd which turned out for the event. WLWA and its president, William P. Robinson, were presented a Navy certificate of merit. The crowd, estimated at 70,000 to 80,000, compared to 32,000 attending the event last year, when it was not promoted on TV.

$16,000 to Christmas Fund

WLWT (TV) Cincinnati reports its viewers have contributed $16,000 to Ruth Lyons' annual Christmas fund which is used to furnish toys and other recreation in children's hospitals.

KRLD-TV Polio Telethon

KRLD-TV Dallas' 16-hour telethon Nov. 7-8 brought more than $235,000 in cash and pledges for the United Cerebral Palsy fund and a throng of 30,000 visitors to the Baker Hotel where the station staged its "Parade of Stars" program, according to Clyde W. Rembert, KRLD-AM-TV president. Warren Hull, star of CBS-TV's Strike It Rich, was m.c. of the telethon, which featured a number of stars.

Glis See NBC Kinescopes

SOME 5,734 kinescope prints of major NBC Television Network programs have been made available to the Armed Forces TV Film Recording Division since December 1951, it was reported last week by Frank C. Lepore, manager of NBC's film and kinescope operations. Included among the programs, with commercial messages deleted, have been Your Show of Shows, The Colgate Comedy Hour, Milton Berle show, Dinah Shore show, Your Hit Parade and Mr. Peepers. The kinescopes, supplied by the NBC Film Division, have been shown to members of the armed forces in Korea, at military installations throughout the world and aboard naval vessels.

KVOE Aids Go-to-Church Drive

A CHURCH attendance campaign by the Santa Ana, Calif., Kiwanis Club chapter received a boost from KVOE there when the station recently tape-recorded 100 short interviews of Kiwanians urging people to take their families to church on Sundays. Transcribed interviews are being used as spot announcements twice daily during November.

Do You Know This Man?

He is A. P. Skinner, Manager of WOLS, Florence, South Carolina. He says—

"WOLS is a 250-watt fulltime independent station in the heart of an agricultural section of South Carolina. We have been a subscriber to the SESAC Transcribed Library for more than a year and together with records it fulfills our every need—and the price makes it the best library buy for us. The quality of the discs is superior too—the fact that the SESAC Transcribed Library does not duplicate records is an important asset to any radio station which seeks to give listeners the best in all segments of music."

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.
Pro Football Unhurt By TV—DuMont Network

Neilisen and NFL reports show that both attendance at games and viewers in home are up.

DuMONT TV Network last week cited attendance figures and television ratings to show that pro football attracts big audiences in the stands as well as in the living room.

The network noted that A. C. Nielsen Co. reports show DuMont's Saturday night and Sunday afternoon pro football telecasts scoring ratings between 24 and 26.5, and quoted figures released by the office of National Football League Commissioner Bert Bell as indicating paid attendance at this year's games will exceed 1952's record total of 2,149,662 customers.

For the first 42 games this year, attendance at league games exceeded by 133,853 the total for the first 42 last year, according to the report.

DuMont executives cited the ratings and attendance figures as proving their contention that televising sports events creates new fans.

As for the ratings on its telecasts of the pro games, DuMont said its Oct. 4 coverage of the San Francisco '49ers-Los Angeles Rams game from the West Coast—which meant that in the Midwest and East the game had to compete with some of the top early Sunday evening programs—ranked up a Nielsen rating of 26.5, surpassing most other shows seen during this period and exceeded only by two.

NBC-TV to Air Parades

TELECASTS of the Thanksgiving Day parades in New York and Philadelphia will be carried again this year over NBC-TV. The Macy's Parade in New York on Thanksgiving Day will be telecast from 11 a.m.-12 noon EST, and is expected to feature such network personalities as Dave Garroway, Mr. Muggs (the Today chimp), Sid Caesar, Imogene Coca, Wally Cox, Hapalong Cassidy and Gabby Hayes. DuMont's Parade in Philadelphia will be carried on NBC-TV (except WNBT (TV) New York) at 10:30-11 a.m. EST, and will present such network headliners as Roy Rogers, Dale Evans, and Burt Tilstrom and Fran Allison of Kukla, Fran and Ollie.

Seven TV Stations Affiliate With ABC-TV

SEVEN more stations have become affiliated with ABC-TV, bringing total number of affiliates to 181, it was announced Thursday by Alfred R. Beckman, national director of the ABC station relations departments. New affiliates are: WIFE-TV Dayton (ch. 22), owned and operated by Skyland Bstg. Co., Herbert Stewart, general manager, effective Oct. 26; WTVH-TV Peoria (ch. 19), owned and operated by the Hilltop Bstg. Co., George B. Norman, general manager, effective Dec. 1; WCHP-TV Jack- sonville (ch. 36), owned and operated by the Jacksonville Journal Co., Tom Gilchrist, general manager, effective Dec. 1; WEAR-TV Pensacola (ch. 3), owned and operated by Gulfport Bstg. Co., Mel Wheeler, general manager, effective Dec. 1; WIDM-TV Panama City, Fla. (ch. 7), owned and operated by WIDM-TV Inc., Mel Wheeler, general manager, starting Dec. 1; WBUC-TV Salisbury, Md. (ch. 16), owned and operated by the Peninsula Bstg. Co., Charles J. Truitt, general manager, starting Jan. 1, and WISW-TV Elkhart (ch. 52), owned and operated by the Truth Publishing Co., John F. Dille Jr., general manager, starting Feb. 1.

A spokesman said that ABC-TV is "America's fastest growing network." He noted that in the month ending last Thursday, ABC-TV has announced the affiliation of 23 stations, which he described as "an average of one new station every 32 hours."

CBS-TV Adds Stations

ADDITION of WSVA-TV Harrisonburg, Va. (ch. 3), and KFYR-TV Bismarck, N. D., (ch. 5), to CBS-TV as affiliates has been announced by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WSVA-TV, which is owned and operated by Shenandoah Valley Bstg. Corp., joined the network Oct. 4 and KFYR-TV, owned by Meyer Bstg. Co., joined Oct. 1.

NOW... ON THE AIR!
WROTV
CHANNEL 41
ALBANY
SCHENECTADY
TROY
3rd MARKET
IN N.Y. STATE
35th MARKET
IN THE UNITED STATES
ABC
DU MONT
SELECTED CBS SHOWS

THESE veteran members of DuMont Television Network win gold pins marking 10 years association. Doing the honors is Chris Witting (r), managing director of DTN who is resigning in January. His successor, Ted Bergman (l), currently is DTN's general manager. Awarded citations (l to r) are Henry C. Milholland, manager of the network's technical operations; Edmund R. Besares, Philip L. Tantillo and Michael A. Demoyer, all of DuMont engineering. All those cited began their DuMont careers at the Allen B. DuMont Labs and were associated with WABD (TV) New York, then an experimental station.
Committee standards NBC received the program that commercialization yesterday’s (Sunday) Colgate Comedy FCC SPECIAL temporary authority Of ley, of Comrs. consideration The sponsor of the program Originated test. Adds up INCREASE WHBF 1954, has approved NTSC's compatible color would be used in the programming, if it is believed this is the first regular commercial show to go color.

Originated by NBC’s WNBT (TV) New York, Comedy Hour was to be fed in NTSC color to the network stations “for station operating experience, subject to announcement by the originating station at the beginning and end of the program that this color test (which can be received in monochrome but not in color on standard TV receivers) is ‘pursuant to special authorization by the FCC as a test of the NTSC technical signal specifications’.”

The NTSC proposal currently is under consideration by FCC.

The color test STA did not meet the approval of Comrs. E. M. Webster and Robert T. Bartley, who disented on the grounds that it was not shown that further experimentation with color TV was necessary.

NBC To Air Oscar Awards
NBC Radio and Television networks will carry the 26th Annual Academy Award presentation of the Academy of Motion Picture Arts & Sciences on March 24, 1954, it was announced last week. The sponsor of the program will be announced at a later date, NBC said. It is speculated that color would be used in the programming, if FCC has approved NTSC’s compatible color standards by that time.

WHBF + CBS
Adds up to: BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Quad Cities’ favorite WHBF AM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knudel, Inc.

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NBC’s Truman ‘Beat’
NBC-TV claimed it had scored “an unusual news beat” Nov. 13 in placing on its early-morning Today program films of former President Harry S. Truman strolling up New York’s Park Ave. “within 25 minutes” of time they were taken. Footage, according to NBC-TV, was shot by network cameraman Cy Avnet and taken immediately to NBC film laboratory for processing. NBC reporter Irving R. Levine, who had accompanied Mr. Avnet and other newsman, delivered films to Today headquarters, had them placed on network and supplied running narration of sequence.

NBC O&O’s Make Plans For Promotion in 1954
PLANS for the 1954 year in promotion, merchandising and publicity were discussed at a four-day clinic in New York Monday through Thursday for managers in those departments of NBC’s 10 owned-and-operated radio and TV stations.

A spokesman said that “many fruitful ideas” evolved during discussions and these would be implemented during the coming year. Approximately 40 persons attended the clinic, which consisted of talks by specialists in promotion, advertising and publicity, followed by group sessions of personnel in each area (B&T, Nov. 16).

H. W. Shepard, manager of promotion and new business for NBC Spot Sales, served as chairman of the clinic sessions, with Max E. Buck, merchandising director for NBC’s WNBC and WNBK (TV) New York, and Robert Blake, publicity director for the o&0 division, as co-chairmen.

‘Opry’ Open for Co-op Sales
NBC reported last week that its veteran Grand Ole Opry program is being offered for co-op sales on a local or regional network basis in some 100 markets not included in R. J. Reynolds Tobacco Co.’s sponsorship of the program (Sat., 9:30-10 p.m. EST).

MANUFACTURING

DUMONT LABS NAMES 3 VICE PRESIDENTS
New DuMont Labs vice presidents are Thomas T. Goldsmith Jr. for research, Irving G. Rosenberg for tubes and government and C. Edwin Williams for instruments and transmitters.

APPOINTMENT of three new vice presidents of Allen B. DuMont Labs—Thomas T. Goldsmith Jr. for research, Irving G. Rosenberg for tubes and government, C. Edwin Williams for instruments and transmitters—has been approved by the corporation’s board of directors, Allen B. DuMont, president, announced in a statement for publication today (Monday).

Dr. Goldsmith, who joined DuMont in 1936 as director of research, is a board member of the company and also is president and a director of its wholly-owned Canadian subsidiary, DuMont Television & Electronics Ltd. He is active on various committees of NARTB, RETMA, IRE, SMPTE, AIEE and NTSC.

Mr. Rosenberg, formerly director of operations for the DuMont receiver and cathode-ray tube divisions, joined the company in 1942 as a production control specialist, becoming manager of the cathode-ray tube division in 1946. He supervised the planning and layout of production facilities in 1950, when the plant was moved from Passaic to Allwood, N. J., and its production capacity increased to a million tubes a year. Before joining DuMont, he had served in the manufacturing and merchandising departments of the steel and automotive industries.

Mr. Williams, formerly director of operations of the instrument and transmitter divisions and director of government and special contracts, came to DuMont in 1945 as general manager, after four years of wartime service as a staff member of the radio and radar division of the War Production Board. Previously, he had held administrative and executive positions in business and newspaper fields. From 1933 to 1947 he was secretary-manager of the Chamber of Commerce of the Passaic industrial area.

GE, RCA Report Gear Shipments
GENERAL ELECTRIC Co. reported shipments of transmitting equipment to eight television stations last week, plus receipt of one additional order for January delivery.

Company spokesmen said 12 kw amplifiers went to KJEO-TV Fresno, Calif. (ch. 47); KSTM-TV St. Louis (ch. 36), and Michigan State College’s WCEW-TV East Lansing, Mich. (ch. 60); a 12 kw transmitter to WGMT (TV) North Adams, Mass.; a 5 kw transmitter to WAPA-TV San Juan, P. R. (ch. 4); a 35 kw amplifier to WOIT-TV Ames, Iowa (ch. 5); a six-bay antenna to KDUB-TV Lubbock, Tex. (ch. 13), and a 12-bay antenna to WSLI-TV Jackson, Miss. (ch. 12).

The order for January delivery was from WINT-TV Waterloo, Ind. (ch. 15) and called for a complete 12 kw station.

Complete shipment of a 25 kw low band VHF transmitter to WEWS (TV) Cleveland was reported last week by RCA Victor Div. The station, operating at channel 5, will use the new equipment to raise its maximum visual output from 16 kw to 93 kw as authorized recently by the FCC.

Broadcasting • Telecasting
Zenith’s Herriott Dies; Wright Named Successor

REORGANIZATION of its legal department was announced by Zenith Radio Corp. last Thursday, with Joseph Wright appointed as general counsel to succeed the late Irving Herriott, 67, who died last Tuesday after a two-month illness.

Funeral services for Mr. Herriott, were held in Chicago last Friday.

Mr. Herriott was a founder of NAB (now NARTB). A member of the firm of Montgomery, Hart, Pritchard & Herriott, he helped found Zenith, which was incorporated in 1923, and served in his legal capacity until his death. He represented both the Chicago Radio Lab and Condr. E. F. McDonald Jr., Zenith president, in forming the organization in 1921.

He is survived by his wife, Juanita Howard; his father, David, and one daughter, three brothers and a sister.

Mr. Wright has been associated with Zenith for many years and previously was an attorney for the Federal Trade Commission. Also named were Francis Crotty, as assistant general counsel in charge of patents; Thomas McCausland, to the legal staff, and Thomas McConnell, who is retained to represent Zenith in anti-trust action involving RCA and other firms.

Mr. McCausland has been associated with Mr. Herriott’s law firm.

Dage, Raytheon Show Relay Radar via Tv

USE of television to relay radar information back from an airport to a remote location was demonstrated by Dage Electronics Corp., Beech Grove, Ind., and Raytheon Manufacturing Co., Waltham, Mass., in Washington, D. C., a fortnight ago.

Two Dage cameras were set up at National Airport’s Planned Position Indicator with the mixed signal being relayed to Washington’s Raleigh Hotel about five miles over Raytheon’s KTR-100 microwave relay system. Total cost was estimated at about $15,000 ($5,000 for cameras, $9,000 for relay gear). The Dage cameras are equipped with a Vidicon tube. Raytheon’s equipment uses 7,000 mc.

Among the new equipment shown by Dage was a remote control and tilt mechanism for attachment to regular cameras. Cost adds about $500 to that of the camera. Dage also showed a remote focus iris control priced at $400. A utility closed circuit camera, weighing 7½ lbs. and measuring 4x9x6-in., also was shown, priced at $845.

Mfrs. Radio Planning May Have Eye on Fm Band

SPECULATION that a portion of the fm broadcast band may be sought for expanded two-way radio services of manufacturers was advanced last Monday by observers attending a demonstration and dinner tendered FCC by the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers.

Committee spokesmen declined to say whether they would or would not ask for their extra channels in the fm broadcast band since engineering reports are in preparation and full details will be revealed in a formal petition before FCC in three weeks. It will ask establishment of a “manufacturers radio service.”

Jeremiah Courtney, however, speaking for himself and not in his capacity as counsel for the committee, told B& T, “it seems ... the reallocation of the fm broadcast band is just a question of when, not whether. He noted the growing demand for mobile channels in contrast to the “substantial non-use” of the fm broadcast band and predicted multiplex proposals by fm broadcasters to provide secondary services for small communities with stiff opposition from local common carriers.

All that I am authorized to say as counsel for the Committee on Manufacturers Radio Use is that a request will be made for a substantial number of exclusive frequencies for uses which will be concussively shown to serve the highest public purposes and the interests of the entire population. Whether our request will or will not involve the fm broadcast band, I cannot say. The committee petition will be filed in the next three weeks and will speak for itself.

As an observer of activities in the mobile field and not speaking in my capacity as counsel to the committee, it seems to me, however, that the reallocation of the fm broadcast band is just a question of when, not whether. The Commission now has outstanding proposals in the mobile field that will cut back many types of radio use formerly found to be in the public interest. How are those proposals, for example, to be squared with a substantial non-use of the fm broadcast band?

Of course, it is no answer for the existing fm broadcast licensees to suggest that they will meet the demands for mobile radio service by multi-plexing their present facilities and supplying such service, presumably on a charge basis. There are existing communications common carriers that, in almost every community of any size, will vigorously resist any such effort and there is a curious inconsistency in the reasoning of those who, in one breath, voice their resistance to any reallocation of the fm-band for non-broadcast purposes and, in the next, announce their plans for supplying such service there.

The manufacturers now are using channels in the 150 mc area of the spectrum for their two-way, fm mobile communication systems which must share frequencies with other services.

All FCC Commissioners attended the Hotel Statler dinner except Comr. John C. Doerfer, who was in Boston for the address before the Radio & Television Executive Club of New England (story page 56).

Effectiveness of industrial mobile radio was demonstrated in a scale model steel mill built by the Timken Roller Bearing Co., Canton, Ohio, and in a slide presentation by Thompson Products Inc., Cleveland.

Roemer of IT&T Dies

HENRY C. ROEMER, 55, vice president in charge of administration of domestic divisions for IT&T, died of a heart attack Nov. 15 while walking near his home in New York. He had served the company since 1927, and from 1951 until he assumed his present post in September, had been president of Federal Telephone & Radio Co., an associated IT&T company.

EVEN ROME WATCHES WHEN

Once you see one lion devour a martyr, you’ve seen ’em all. Entertainment on Channel 8, however, is so rich in variety that all Rome gives thumbs-up to WHEN. Incidentally, Rome is only one of the communities in the rich heart of N. Y. that brought the Syracuse market by WHEN. Interested in collecting Roman coin? WHEN’s loyal Roman legions have well-lined togas, and a good golden stream of denarii flows into Syracuse. Don’t fiddle around while the TV tubes in Rome burn for other sponsors—get aboard that chariot!
Edward White Warns Against Over-Expectation in Sciences

ASSERTING that "we are engaged in making better use of electronics, not newspaper headlines," Edward S. White, chief engineer of the Advanced Development Department of CBS-Columbia, admonished forthrightly that the public should not expect too many electronics-television marvels overnight.

"The rapid advances of electronics and television on the public scene have led the public to think that all advanced development engineers are blood brothers to Buck Rogers or Superman, and can come up with their "comic strip" brand of electronics wizardry overnight," he told a dinner meeting of the Vermont Television Guild.

"Nothing can be further from the truth. It is true that television and electronics have made tremendous strides but behind the startling announcements were always years of research and development work."

CBS-Colortron at $125

PRICE of $125 has been set by CBS-Hytron for its new color television picture tube, the CBS-Colortron, John Q. Adams, vice president in charge of sales, announced last week. He said this price will be charged by set manufacturers for sample 15-inch tubes, competing with a cost of $200 for the more complicated Planar-mask tube. The CBS-Colortron is described as a "revolutionary, low-cost and greatly improved picture tube, simple to mass produce." It was first demonstrated at CBS-Hytron's plant at Danvers, Mass., last month.

THE UNIVERSITY
of HOUSTON
announces

a recurrent two-week professional training course in television production and operation. This course provides an excellent opportunity for professors to acquire television skills in the actual operation television station KUHT-TV.

Training is comprehensive: competence in production, direction, camera operation, lighting, settings, engineering, film operation, and sales will result from the intensive training acquired in this university short course.

Personnel from the following stations have already been trained at KUHT-TV:

WWL—New Orleans, La.
KTRH—Houston, Tex.
KHTV—Houston, Tex.
KLPR—TV—Oklahoma City, Okla.
KNOE—TV—Monroe, La.
KSIX—TV—Corpus Christi, Tex.

Course rates are $150 per person. Dormitory facilities are available.

The University invites inquiries from station managers. Please contact:

PROFESSOR GEORGE ARMS
KUHT-TV
THE UNIVERSITY OF HOUSTON
HOUSTON, TEXAS

'Accurate' Color TV News Urged by Motorola Exec.

HOW to work with newspapers on color tv publicity was the subject of a Nov. 9 statement to all distributors by Allen Center, Motorola public relations director. He urged distributors to use their influence with local newspapers, particularly in the writing of headlines. Much of the information from authoritative sources "is substantially correct," Mr. Center wrote, "but the headlines are often startlingly inaccurate and misleading."

In a suggested letter to the local distributors to use in contacting the editors of their local newspapers, Mr. Center makes the point that if it is not written to influence editorial policy, but "toward a degree of accuracy in handling the news which will preclude any inadvertent hurt to local television business."

"Specifically, this refers to the writing of headlines on stories about color television. As an example, quite recently a nationally circulated-Sunday supplement carried a story about the status of color tv evolution. The story was essentially accurate, but the headline screamed 'COLOR TELEVISION IS HERE.'"

"Such a headline should have been written to indicate that color tv is here 'experimentally, rather than by its presence or imminent appearance in the marketplace.'"

The letter concludes with an offer to contact at no expense RETMA member "of unimpeachable integrity," to verify authoritative reports on color tv.

Philco Income Reported Up

PHILCO Corp. last week reported sales in the third quarter of this year, totaled $96,649,000 compared with $82,277,000 for the same period last year. Net income was $3,202,000 or 88 cents per common share after preferred dividends, compared to the 1952 third quarter net of $1,784,000 or 48 cents per share of common stock. William Balderston, Philco president, also said sales for the first nine months of 1953 totaled $335,171,000 and net income $10,102,000 or $2.78 per common share. Non recurring income from sale of WPTZ (TV) Philadelphia (to Paris Mutual Hldgs) and prior years' adjustments in the second quarter (after taxes) amounted to $5,316,000 or $1.51 per common share. Mr. Balderston predicted a "very satisfactory volume of business "for the foreseeable future.

The Philco board declared a 5% dividend on the firm's common stock, payable Dec. 23 to stockholders of record Nov. 27. The board said "in view of this year's satisfactory operating result and the substantial profit realized from the sale of television station WPTZ," it felt that a special year end dividend should be declared.

The board also declared the regular quarterly dividend of 40 cents on the common, payable Dec. 12 to stockholders of record Nov. 27, and the regular quarterly dividend of 93 cents on the preferred, payable Jan. 1 to stockholders of record Dec. 15.

Siragusa Says Price Line Firm

ADMIRAL Corp. last week amplified its stand to hold the present price line on 1954 tv receivers [B&T, Nov. 16].

President Ross D. Siragusa notified distributors:

"We are now entering the peak television selling season. Despite price-cutting on over-produced and over-priced competitive lines Admiral anticipates excellent Christmas business. We can see no reason for reducing either distributor or consumer prices. Our sets now represent greatest values in industry."

DuMont Labs Dividend

ALLEN B. DUMONT Labs. board of directors last Thursday declared a regular quarterly dividend of 25 cents per share on its outstanding shares, payable Dec. 15 per cent convertible preferred stock, payable Jan. 1, 1954, to preferred stockholders of record at the close of business on Dec. 15.

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BRITISH TV WOULD GO COMMERCIAL UNDER GOVERNMENT'S CURRENT PLAN

T. E. Kruglak, former Katz Agency account executive and presently on leave as chairman of the Journalism Dept., Long Island U., sends a special report from London on the present situation in British tv.

A "COMMERCIAL TV" system which is likely to satisfy no one appears to be the result of the long struggle to provide competition for BBC. That seems to be the outlook in London following the issuance of the Government white paper on the television situation.

Earl de la Warr, the Postmaster-General, pointed out in presenting the new statement that commercial television would not be American television, but a British form aimed at preserving the sanctity of programs. To observers here, it is obvious that the Government is trying to develop a commercial television system as far removed from the American system as possible, even at the cost of initiating practices which American stations discarded in 39 days.

In brief, the plan is to organize a new public corporation, presumably non-profit in nature, which would borrow roughly a million-and-a-half dollars from the British treasury in order to finance the erection of tv stations. The corporation would then be empowered to lease the stations to private operators for specific programs and times of telecasting. Advertisers will not sponsor programs but be "allowed" a three or four-minute commercial preceding or following programs.

The sale of time will boil down to a time franchise system and brokerage of time—two practices which went out of the window in the early days of U. S. radio. In practice it would work out with Package Producer A buying the 8 to 9 strip, producing shows to fill the time and then in turn selling the preceding and following announcements.

The Postmaster-General did not specify the minimum program unit to be sold, which in turn leaves the door open to a number of for-seeable abuses. A Package producer with a franchise on "pure gold" time—as Paul Adanti of WHEN (WHEN TV, Syracuse) used to describe it, would find it more profitable to sell 10 minute units or quarter hour units and then peddle the adjacencies to different advertisers.

In place of the standard half-hour evening shows emphasized in American tv, the program structure of British tv would fall into smaller units.

Agencies Aren't Talking

Advertising agencies are not talking about the new plan for obvious reasons. Great enthusiasm on their part would inevitably be used as ammunition in the hot battle which is anticipated when the Government bill is presented to Parliament. Privately the opinion is that the Government has straddled the fence quite successfully by beating American tv over the head and at the same time braging about the British system.

Lest American advertisers start rushing to London to start lining up time franchises, a word of caution: The Government plan will not be submitted to Parliament until after the first of the year, and a hot battle is expected with the Labor Party presenting a unanimous opposition, while the Conservative ranks are divided. Whether the Churchill Government will risk a vote on the matter is still a question, although the party is betting on the anti-American phase of the tv policy to keep its members in line.

Another problem to be overcome before commercial tv gets underway is that of facilities. There are approximately three channels available, and at the moment for five stations. The Post Office is considering the advisability of moving the taxi transmitter, aircraft navigational aids, and other services out of Band Three, and opening it for tv. But there would still be a time lag as the present sets are not equipped for the new channels, and extensive conversions would be necessary. Whether the British viewer is ready to put out the $30 necessary for the converter—and in most sections install new antenna—is another question, especially when viewed against the truncated programs and other restrictions.

Can't Bid Against BBC

An indication of the type of restriction: The new corporation cannot bid against BBC for the telecasting of sporting events. All such events will be on a pooled basis. Since BBC will carry the important events, the big impetus of exclusive telecasting on the commercial system is eliminated.

Optimistic Government spokesmen predict that commercial tv will be in operation by next summer, but this presupposes that the hundreds of applications for licenses and program facilities already on file—and the big rush for the others is yet to come—will be processed before that time. Whether the new corporation will face the problem BBC has been battling in trying to get allocations of steel for transmitters is another question.
TV's HIGH COST NECESSITATES COMMERCIAL SYSTEMS IN EUROPE—MARX

Director of DuMont Labs' International Division gives a rundown report on television in Europe after his return from a survey of tv there.

POSSIBILITY that economics of television may bring about commercial telecasting on a scale far larger than was ever achieved in radio was reported Wednesday by Ernest A. Marx, director of the International Division of Allen B. DuMont Labs, just back from Europe where he surveyed the television scene.

Rumors that commercial tv stations may be built in Monte Carlo and Saarbrucken were circulating in Europe while he was there, Mr. Marx said, but he stressed that they were only rumors and that so far all telecasting on the Continent is done under government auspices. England, farthest along in developing television of any country in the world outside the U. S., with four tv stations and several million receiving sets, may add a competitive commercial service to the present BBC monopoly next year, if the Parliamentary debate now in progress results in the expected approval of this innovation.

Beginning Behind Curtain

West of the Iron Curtain, most European countries have at least the beginnings of a television service, although some are very small. Mr. Marx reported. The price of sets, roughly $300 to $500, is equivalent to eight months' income for the average worker, he said. Sales are small and in all European countries tv homes can be measured by the thousand—10,000 in this country, 20,000 in that. License fees from such small numbers of set-owners will not support state tv operation as radio license fees have financed the radio broadcast service.

If tv is to flourish it apparently will either have to go commercial or—much less likely—be paid for out of general taxes. West Germany, foremost in television in the Continent, shortly will have seven stations on the air in Berlin, Frankfurt, Dusseldorf, Hamburg, Weinbiet (Heidelberg), and Munich, Mr. Marx said. These stations will be hooked up by microwave relays which already extend from Hamburg to Frankfurt, he said. Interest in tv is high in West Germany, he said, reporting that during one day in September more than 60,000 people attended the television exhibition at Dusseldorf. Commercial tv in Germany is probable, he said.

Italy, second to West Germany videowise, now has stations operating in Milan, Turin and Monte Penice, between Rome and Milan, with a station planned for Rome. The Vatican also will have its own station, he said. As in Germany, the Italian stations are linked by microwave relay and Mr. Marx predicted that by next year, possibly in conjunction with the all-Europe tv exposition planned for June, an international European tv network will be functioning.

First international tv, he said, was at the time of the Coronation, when BBC pictures were relayed across the channel for rebroadcasting in France. A major problem was the fact that the British telecasts employ 405-line pictures whereas the new French tv system has 819-line images. This was solved, Mr. Marx explained, by receiving the BBC program on an English receiver in Paris and photographing that image with a French camera for the re-broadcast.

Other European countries use 625-line pictures, except Belgium, which has attempted to match its video service to its tri-lingual population by using a modified version of the French system in the west and a modified version of the other system in the east. As programs from France spool over into Belgium at one side and programs from Holland and Germany at the other, a four-way receiver has been developed for use by Belgians who want to receive all four types of video transmission, Mr. Marx reported. Broadcasting has started in Brussels, but with very low power, 300 watts, and limited time, he said.

And Elsewhere

Elsewhere, Mr. Marx said, Holland has a single tv station in Borsum, outside of Amsterdam, with a 3 kw transmitter at Utrecht, operating a few hours two or three days a week. Switzerland's first tv station now is operating experimentally at Zurich, two hours a day, three days a week. Five stations are planned to cover the country. Sweden has a 1 kw experimental station in Stockholm, but with only spasmodic programming. Denmark's 500 w tv station in Copenhagen is on the air two hours a night, five nights a week. Norway has an experimental 500 w transmitter, but the funds allotted for tv are exhausted and things temporarily are at a standstill.

Turkey has an experimental tv station at the Technical University of Istanbul and plans a regular tv service. Spain, Portugal and Ireland have no tv to date. Behind the Iron Curtain, there are stations in East Germany, Moscow and Leningrad. The French are planning a three-station network in Morocco, to operate on the 819-line system used in France.

Programming in Europe today is about on a par with that in the U. S. in 1946, crude but making progress, Mr. Marx reported. Much of the programming is on film, including all Danish and Italian programs. With 50-cycle current in place of the 60-cycle in America, Europeans use a frame frequency of 25 per second instead of the 30 here, Mr. Marx said. This creates a slight flicker when the brilliance is turned up, so most European viewing is done in darkened rooms, requiring less brilliance on the screen. Most European sets have 14-inch or 17-inch viewing tubes, he said, with a few 21-inch sets.

Except in Italy, where a quantity of American receivers have been imported, almost all European tv sets are made in the country where they are sold, Mr. Marx said. There is a market for American studio equipment, cathode ray tubes and some components, like capacitors and resistors, he reported.

There is some talk of color, but no real interest in it as yet, Mr. Marx said, since the Europeans want regular tv first, much as we did some years back.


FIRST ten evening radio network shows in Canada during October included leading U. S. shows piped into Canada, according to the national ratings report of Elliott-Haynes Ltd., Toronto. Leading were Radio Theatre, rating 22, Our Miss Brooks 21.6, Amos 'n' Andy 21.4, Great Gildersleeve 15.2, Arthur Godfrey 15.2, Ford Theatre 14.3 (Canadian), Suspense 14, The Tyders 13.8 (Canadian), Wayne & Shuster 13.7 (Canadian), and Radio Show 13.6 (Canadian). Leading daytime network shows were Mr. Perkins 15, Pepper Young's Family 13.9, Right To Happiness 13.5, Aunt Lucy 12.2, and Road Of Life 12.

Evening French-language network shows were led by Un Homme et Son Poche 36.3, Chanson de l'Escarbille 26, Metrople 23.7, Tambour Battant 23.7, and Fou Comme Brac 21.7. Daytime leading French-language network shows were Les Joyeux Troubadours 25.4, Je Vous ai Tant Aime 25.4, Jeannes Doree 25, Francine Louvain 24.8, and Rue Principale 24.6.
ON of the Board

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BERTA,
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Ch.

Power increases for

Five stations, managed
by

power increase from

1570 kc.

1230 kc;

600 kc;

a

Power increases for tv stations are being asked by CJCB-TV Sydney, N.S., on ch. 4, from 24 kw to 99.5 kw video, and 12 kw to 59.7 kw audio; by CKSO-TV Sudbury, first independent tv station on the air in Canada, on ch. 5, from 1.25 kw to 1.74 kw video, and 625 w to 870 w audio; and Central Ontario Television Ltd., Kitchener, has requested a directional antenna at height of 501 feet instead of 202 feet, to give output of 16 kw video instead of 17.9, and 8.45 kw audio instead of 10.72 kw, on its license on ch. 13.

New am stations are being sought by Camrose Broadcasting Co. Ltd., Camrose, Alberta, 250 w on 1230 kc; by Gibson Bros. Ltd., for North Vancouver, 250 w on 1230 kc; by D. C. Hunt at Cornerbrook, Newfoundland, 1 kw on 600 kc; by Harold J. Reader at Cornerbrook, Newfoundland, for a similar 1 kw station on 600 kc; and by Daniel Chantal for a station at Drummondville, Que., for 250 w on 1340 kc.

5 Ask Name Changes

Five stations, managed by Northern Broadcasting Co., Toronto, and partly owned by this organization are requesting changes in corporate name. CJKL Kirkland Lake, CFCH North Bay, and CKGB Timmins, all owned by Northern Broadcasting Co., and CKWS Kingston, and CHEX Peterborough, owned by The Brookland Co. Ltd., are requesting the name changes without affecting control of ownership. CFPA Port Arthur, and CKVL Verdun, are requesting change of name from license to corporate organization. Eleven stations are requesting permission to make share transfers.

CHLO St. Thomas, is asking for transfer of control of ownership from CHLO Ltd., to Ernest M. Warwick of Blenheim, Ont. CFOR Orillia, is requesting a power increase from 1 kw to 5 kw on 1570 kc.

CAB Accepts 2 Agencies

TWO MORE Canadian advertising agencies have been franchised by the Canadian Assn. of Broadcasters, bringing the total to 76 agencies. They are Stevenson & Scott Ltd., Montreal and Toronto, and Walsh Adv. Co. Ltd., Windsor, Toronto and Montreal.

PERSONNEL RELATIONS

Unions Claim Lockout In WOL Ownership Shift

WASHINGTON, D. C., locals of two unions were conducting what was termed an information campaign about WOL, that city, following transfer of the station at 1 a.m. Nov. 18 from Peoples Broadcasting Co. to new owners, Washington Broadcasting Co.

Union representatives termed “informants” were stationed in front of the WOL studios by AFTRA and IBEW. The unions claimed their WOL employees were locked out by the new owners. The owners then refused to leave their premises.

WOL was off the air the rest of the day but went into operation under the new owners with new announcing-engineering employees at 6 a.m. Wednesday.

Couriers were sent by the unions to inform agencies and advertisers about developments, union officials stated, claiming the campaign was showing results.

Charles Dillon, general manager, and Henry Rau, former Memphis appliance dealer and president of the new WOL ownership, said the former employees had been replaced by combination men.

After learning Tuesday of the new owners’ employment plans, Peoples directed that all affected employees receive two-week terminal pay plus accumulated vacation pay. Salaries and clerical employees were retained at the station. Affected by the releases were George Bernstein, station manager; George W. Campbell, program director, and Harold Reed, chief engineer.

Mr. Dillon said the station has adopted a new program policy based on hit tunes, news as it happens, and announcements instead of using disc jockeys.

Gerhard Van Arkle, AFTRA counsel, said the union was considering filing unfair labor practice charges with National Labor Relations Board as well as a civil suit based on a contract clause construed as binding the new owners to the AFTRA contract. IBEW spokesmen were considering similar action.

Mr. Bernstein said WOL’s former employees had been assured wholesale staff changes were not contemplated with transfer of ownership.

Evelyn Freymann, head of the AFTRA local, insisted the union was “not on strike.” She said two announcers had turned down other jobs after assurance the new owners would not make radical staff changes.

Washington purchased WOL for $125,000 in October [BT, Oct. 19], with FCC approving the transfer a fortnight ago [BT, Nov. 16].

Authors, Writers Units Set Meet to Plan Merger

AUTHORS League of America and Screen Writers Guild will hold a constitutional convention to form one organization of writers in all fields on Dec. 11 in New York.

The date was set at a three-day meeting in Hollywood at which representatives of component guilds of the Authors League and a six-member delegation of the Screen Writers’ Guild established areas of agreement in principle.

Representatives of the Radio Writers Guild and Television Writers Group agreed that problems affecting radio or TV will be handled in the East by a joint body.

ON TOP

In Idaho

...Idaho’s ONLY TV Station

Affiliated with NBC • CBS • DUMONT

Heart of the 5th Market
of The Great Northwest
...Purchasing Center
for a tremendous area
400 miles from any other metropolitan center or TV station.

KIDO-TV

BOISE

CHANNEL 7

EFFECTIVE

RADIATED POWER

Video

26.5 kw

Audio

850 ft.

ANTENNA HEIGHT:
Above Terrain

Represented by

BLAIR TV inc.

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GOLDSMITH WINS IRE FOUNDER'S AWARD

"Other high awards will go to Alda V. Bedford, Dr. Robert R. Warnecke and Dr. Harold A. Zahn at the annual convention of the Institute of Radio Engineers in New York next March. IRE names 76 Fellows.

DR. ALFRED N. GOLDSMITH, noted engineer, last week was designated to receive the Founders Award of the Institute of Radio Engineers next March during the annual convention of the international society, composed of more than 35,000 radio engineers and scientists. The Founders Award, given only on special occasions, was one of several IRE honors whose winners were disclosed last week. At the same time some 76 scientists and engineers were named Fellows of the IRE.

Dr. Goldsmith, co-founder of the IRE and credited with numerous important inventions in the radio, television, color television, phonograph, and motion picture fields, was named to receive the Founders Award "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

Formerly with General Electric Co. and Marconi Wireless Telegraph Co. of America, he was associated with RCA from 1919 to 1933 in various capacities, including director of research determining chief broadcast engineer, vice president of RCA Photophone, and vice president and general engineer of RCA. He subsequently has been a consulting engineer. He has been editor of the IRE continuously since the society was formed in 1912, except for one year when he was president. He also was secretary from 1918 to 1927.

Other IRE award winners named last week included:

Alda V. Bedford, RCA Labs Div., was designated to receive the Vladimir K. Zworykin Television Prize Award for 1954 "for his contributions to the principle of mixed highs and its application to color television." This award is presented annually to engineers judged to have made the most important contributions to electronic television.

Dr. Robert R. Warnecke, technical director of Company Generale de Telegraphe Sans Fil, Paris, was given the IRE's Morris Lieben Memorial Prize "for his many valuable contributions and scientific advancements in the field of electron tubes, and in particular the magneto class of traveling-wave tubes."

Dr. Harold A. Zahn, director of research, Signal Corps Engineering Labs, Fort Monmouth, N. J., was named recipient of the Harry Diamond Memorial Award for 1954 "for his technical contributions, his long service, and his leadership in the U. S. Army Signal Corps research program only.

The awards will be presented at IRE's annual banquet at the Waldorf-Astoria Hotel in New York next March 24, during the society's national convention. Presentation of awards and citations to the named Fellows—highest membership grade offered by IRE and bestowed only by invitation upon those who have made outstanding contributions to radio engineering or allied fields—will be made at the same time. Recipients of the Fellow award are as follows:

**Foreign**


**Canadian**

J. E. Hayes, Chief Engineer, Canadian Broadcasting Corp., Executive, Toronto; Associate Professor, University of Toronto, President, Sinclair Labs. Toronto; B. H. Tupper, Manager and Chief Engineer, Northwest Telephone Co., Vancouver, British Columbia.

**United States**


**Research Services, RCA Labs. Div.**


**Other high awards will go to Alda V. Bedford, Dr. Robert R. Warnecke and Dr. Harold A. Zahn at the annual convention of the Institute of Radio Engineers in New York next March. IRE names 76 Fellows.**

For MINUTE spots to SELL
Youngstown, Ohio

**WFMJ**

**Radio and Television**

101 W. Broadman St. . . . . . . Phone RI 3-4121

Page 82 • November 23, 1953

**AWARDS**

**MICHIGAN AP radio trophy goes to WZKO Kalemmazoo for the second straight year. WZKO News Director Frank Bencec (c) accepts the award from Milton Greenbaum, WSAM Saginaw and outgoing president of the AP.**


For MINUTE spots to SELL
Youngstown, Ohio

**WFMJ**

**Radio and Television**

101 W. Broadman St. . . . . . . Phone RI 3-4121

Page 82 • November 23, 1953
Yes, WREC leads the field in the rich $2 billion Memphis market. Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC-600 as Memphis' top radio station. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience with a single schedule on WREC. You'll be pleased to learn that rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man today.
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously... 54.6% more people... 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

**HEIGHT COUNTS MOST!**

**WAVE-TV Delivers:**

**66.7% GREATER COVERAGE AREA**
then any other television station in Kentucky and Southern Indiana

**19.8% GREATER CIRCULATION**
then the area's leading NEWSPAPER!

**627.3% GREATER CIRCULATION**
then the area's leading NATIONAL MAGAZINE!

In VHF television, Tower Height is the most important factor in "reaching out" to fringe areas. Low Channel is next most important and Power is third.

WAVE-TV's tower soars 1585 feet above sea level — 419 feet higher than Louisville's other VHF station!

WAVE-TV is Channel 3 — the lowest in this area!

WAVE-TV radiates 100,000 watts of power — the maximum permitted by the FCC for Channel 3!

Write direct or ask your Free & Peters Colonel for all the facts about WAVE-TV's tremendous new coverage and about the great WAVE-TV television market.

**LOUISVILLE'S**

**WAVE-TV**

**Channel 3**

**FIRST IN KENTUCKY**
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives
A Radio Free Europe story

Needling the Reds by Radio

LATE in August, Radio Free Europe in New York received a report from its Frankfurt correspondent that the women of the small Czech village of Skalsko, rebelling at doing their washing by hand, had badgered their husbands into making 40 washing machines for them from parts used at the agricultural repair shop where they worked. The theft was discovered and the men were subjected to grueling questioning by the police, but the wives refused to give up the washing machines and the Communist police let the whole matter drop. This unusual outcome prompted Rita Whearty of the Free Europe Press Dept. to take the story to NBC as a feature news item.

*News of the World* editors liked the story and that night a nation-wide audience heard W. W. Chaplin tell it.

Immediately after the broadcast, Morgan Beatty at NBC Washington received a phone call from Ripon, Wis. W. A. Royce of the Speed Queen Corp. wanted to match those 40 Skalsko makeshift washing machines with new American models "if Radio Free Europe could figure out how to transport them anywhere behind the Iron Curtain." When the offer was relayed to Radio Free Europe, a special meeting was held. It seemed that the offer had an enormous propaganda potential for Radio Free Europe broad-casts and even though FRE had never been able to get anything behind the Iron Curtain except messages by balloon and radio, there was always the possibility. That night *News of the World* broadcast "Radio Free Europe accepts Mr. Royce's offer with thanks and will make every effort to effect delivery."

The first thing to do was find out the letter of the Czechoslovak law and to comply with it. RFE found out that as of Sept. 1, 1953, gift packages from abroad will be admitted only if accompanied by an import license which the receiver inside Czechoslovakia must obtain and mail out to the donor. In order not to compromise the workers of Skalsko, RFE selected 40 Czech and Slovak villages from all sections of the country and prepared a letter for the Speed Queen Corp. to send to the Local National Councils (Communist) offering a washing machine as a free and postpaid gift to be used wherever it would do the most good in the community and instructing them to obtain the license. No answer was ever received from any of the 40 letters.

Being fairly certain that this would be the case, the Free Europe Press went ahead with plans to ship the machines to the Czech customs house at Eger on the German-Czech frontier. By this time, Procter & Gamble had contributed 40 cases of Tide. Speed Queen sent the machines to New York bearing a large banner "Bound for the freedom-loving people of Czechoslovakia," and the Crusade for Freedom which supports Radio Free Europe is sponsoring their transportation across the ocean via U. S. Lines and from Bremen to Eger by rail. The machines and soap sailed last Tuesday aboard the *American Shipper*.

In Europe, RFE Munich will take over, supervising the delivery of the machines to the border. If they are finally refused, they will be distributed by the Free Europe Citizens Service to Czechs in the refugee camps of Western Germany.

Since the washing machines left Wisconsin, Radio Free Europe has regularly reported their progress over the Voice of Free Czechoslovakia.

*News of the World* neatly recapped the whole project on Nov. 4 when W. W. Chaplin said "Forty washing machines left Ripon, Wis., today on a long journey of friendship to housewives behind the Iron Curtain ... The Red government of Czechoslovakia may try to stop them, but Radio Free Europe will tell housewives behind the curtain what we tried to do for them ... but that we were stopped by a form of government which depends on forced poverty to ensure forced subservience."
LOCALIZING A NATIONAL

By Jerry Crowley

WEBSTER doesn't have it, but an advertising man's definition of Utopia might: "A state where dreams become realities, i.e., execution of an advertising campaign that satisfies everyone."

Two elements of that fanciful campaign would (1) create and increase national confidence in the product and sponsor (2) make the citizens of a community think favorably of the sponsor's local man first as their neighbor and then as the representative of his company, which too often is considered an impersonal giant in a distant city. No excuse need be made for the millions of dollars and hours of effort spent on national advertising, but any campaign will come a step nearer perfection if it can be pin-pointed to benefit the local man.

The Metropolitan Life Insurance Co.'s advertising, according to impartial and recognized authorities, through the years has done an effective job in meeting point No. 1 above. It now has a promotion aimed to do a public relations job for the local man and also serve as a means of explaining how he can derive greater personal value from the national campaign.

The promotion is centered on the publicizing of events of national importance by originating the Allan Jackson-CBS Radio news program from various cities. The important angle is that all arrangements for the broadcasts are made so that local Metropolitan men receive complete credit in the press and from the prominent citizens always associated with such events for creating the welcome nationwide publicity.

Guests on the program and groups tied up with have included Massachusetts Governor Paul A. Dever, Boston, dedication of Museum of Science; King and Queen of Cotton, Memphis, Cotton Carnival; General Motors Vice President Harry W. Anderson, Detroit's 250th Birthday Festival; Judge Edwin A. Lewis, Philadelphia, Anniversary of Signing of Declaration of Independence; Minnesota Governor E. C. Anderson, acceptance of award to Metropolitan by State Health and Radio Council; Mercantile Bank President Gale F. Johnston and Postmaster General Arthur E. Summerfield, St. Louis, Festival of Progress.

Special salutes to Dallas and Memphis were made with the respective mayors being heard as guests. The broadcast also originated in Phoenix as a part of the promotion announcing the opening of a new Metropolitan office in the city. Two added attractions there were the placing of a sign on the main street welcoming Metropolitan to the city and a 30-minute "Open House" broadcast over KOOL following the network program directly from the new office. Leaders in civic affairs, banking, commerce and industry and other fields were heard being interviewed and wishing Metropolitan well in the area.

**Metropolitan's Control**

Press releases, contacts and general supervision are, obviously, controlled by Metropolitan's advertising promotion office. This is an asset, rather than a liability. That phase of the operation might be compared to an advance man performing details that are necessary but not to be done by the stars of a road show.

Metropolitan's own advertising promotion office supervises the local promotions. The show in general is handled by Young & Rubican.

When approval is given for the broadcast to originate in a city, the local Metropolitan man then can contact the group involved on the basis of, "I think I can arrange to have my company's network news program broadcast from here. We could have a member of your committee tell the nation of your plans, etc., etc." The value of this type of approach is clear. He is doing a favor for his fellow citizens and their community.

All Metropolitan personnel in the area are then advised of the broadcast to stimulate enthusiasm. Leaflets and window cards publicizing the broadcast are produced for distribution to policyholders and the general public.

Charles Oppenheim, CBS Radio sales promotion and advertising manager, alerts the outlet to be used and prepares a special publicity kit for use by the station and newspaper editors. The kit includes transcriptions made by Mr. Jackson in New York and copy directed at special audiences on news, women, sports and sustaining programs for use in advance of the the date the program will originate in the city.

Mr. Jackson is also scheduled for radio and tv interviews. The interviews concentrate on his activities as a correspondent in this country and abroad but, logically, explain why he is visiting the city.

An attempt is always made to have a news picture published showing local Metropolitan managers and civic leaders making arrangements for the broadcast. The word "local" is emphasized because the entire philosophy of the promotion would be dissipated if men from the home office were in this picture. The aim is to build the local man in the eyes of his community. He is the one on the local firing line that should receive credit. Fortunately, Metropolitan is blessed with officers who appreciate this reasoning. That, I know, would be close to Utopia in many companies.

Every national company today is, or should be, interested in furthering the thought that its agents are local businessmen just as the butcher, the baker and the banker are. That thought could not be better stated from the public standpoint than in the words of Atlanta Mayor William B. Hartsfield.

**Mr. Crowley is advertising promotion manager of Metropolitan Life.**

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The Metropolitan Life Insurance Co. uses local originations of its CBS Radio show to give local agents added stature in their communities.

Referring to the broadcast from Atlanta, he said, "This recognition of Atlanta which will tell the world of our industrial and general growth was made possible by the interest of local Metropolitan men. That is gratifying evidence that while they are representatives of a great national company, they are local businessmen interested in their community just as all other citizens."

From the company standpoint, a quote by a Metropolitan manager in the Memphis Commercial Appeal illustrates how the promotion can help establish the local man as an individual concerned with his community. It read, "We wanted Mr. Jackson here for the Cotton Carnival because we wanted Memphis to know how interested Metropolitan is in our city and the Mid-South."

The local Metropolitan man may offer Mr. Jackson as a guest speaker at service club luncheons. In most instances he introduces Mr. Jackson at the luncheon or, with his colleagues, is recognized for having made available a speaker who would ordinarily command a substantial fee. Again, goodwill is being built on the local level.

The amount of time devoted on the program to the guest does not interfere with the regular presentation of the day's news. The hard news precedes the interview. Mr. Jackson then concludes with a feature related to the community. He and his assistant, Dick Roll, have been successful in unearthing interesting facts unknown to the average person which have resulted in additional publicity following the broadcast.

Recordings of the broadcast and photographs made at the studio are made and given to the local Metropolitan man for personal presentation to the guest. Thank you letters are sent to the guest and individuals concerned, by the local manager—not from the home office.

Metropolitan managers and agents, where the number permits, are invited to the broadcast and a meeting following the program. The general format of the meeting with local men is as follows:

A. Talk by station official on value of radio in general and potential impact of Metropolitan messages over his station in particular.

B. Talk by Allan Jackson on experiences as correspondent followed by question and answer period on current events. Psychologically, an informal meeting of this type with local men can give them the feeling of being on the bench with the coach rather than up in the stands. Evidence has shown that following the meetings the local men have had a more personal interest in the program. They know Mr. Jackson as a friend rather than a voice.

C. Talk on Metropolitan's national advertising campaign covering both radio and magazines with particular emphasis on how the local man can benefit by personal association with it. It is no strange statement that a general talk on national advertising is not necessarily the most popular subject at a local meeting. The theory of Metropolitan's health and welfare advertising has at these meetings, however, been accepted more readily than usual because of the simple fact that the national advertising has just been directed to benefit the men present. That's human nature.

Success Story

One story of how two Chicago agents used the Jackson program is definitely in the realm of reality and not theory. They knocked on doors in a cold canvas and after identifying themselves as representatives of Metropolitan said, "We'd like to ask you just two questions: Are you using the Metropolitan Life Insurance Co.'s 'Good Hints for Good Health'? We are calling in conjunction with our company's radio program featuring Allan Jackson from Monday through Friday on station WBBM. He gives you the latest news plus 'Good Hints for Good Health.' We have some booklets here which you may have. Here's one called 'Common Childhood Diseases.' On this page you will see that every childhood disease is charted—the cause, how it is spread, when it is spread, how it is controlled, and so forth. We also have many other booklets on specific diseases such as. . . . Would you be interested in having copies? We'll be glad to bring them to you."

By following up this approach with questions pertinent to the insurance needs of the particular home for one day a week, they increased their earnings $4,225 in one year. That's irrefutable reality.

Allan Jackson's willingness to cooperate is responsible for much of the success of the plan. He, too, has the rare faculty of retaining the appeal of a correspondent while becoming one of the family. One manager reported, "Allan Jackson made a hit with everyone."

Reactions from Metropolitan men have shown appreciation for the effort to help them locally. One manager wrote, "It is without a doubt the finest bit of public relations work that has been done by our company in any area where I have been located during my 19 years." Another, referring to the talk on national advertising, said, "I feel certain that such contacts will go a long way toward selling our men on our health and welfare advertising."

The president of the Cotton Carnival in Memphis wrote, "The Metropolitan Life Insurance Co. is certainly a definite part of our community. We feel that you are home folks down South."

The promotion is an indication of one method by which national advertising can be used to increase the prestige and acceptance of the local man whose individual efforts are responsible, to a great degree, for the success or failure of any company.
THE ENTRANCE of uhf television into a market sets up difficult and brand new management problems that broadcasters have met with perseverance and ingenuity—plus, of course, some innovations in technical instruction that startle professional educators and molders of public opinion.

Since the first commercial uhf station, KPTV (TV) Portland, Ore., approached its debut a little over a year ago, telecasters have been confronted with one of the most difficult problems facing a new industry. It is actually a three-prong problem: (1) preparing the public to accept another television service; (2) explaining the special qualities of uhf, and (3) stimulating the purchase of new uhf receivers or conversion gear.

These are promotional problems, aside from the array of management problems that harass any new television project, particularly the embryo uhf station.

The situation facing the new uhf station is different in each case. Each market, too, offers its special conditions.

Numerous techniques and devices have been used to launch uhf enterprises around the nation. The results have been astonishingly successful in some cases, disappointing in others. There are areas that have achieved from 90% to practically 100% uhf saturation in television homes. Then there are markets that have responded poorly to intensive promotion of uhf service.

A number of uhf stations have supplied B*T with summaries of its uhf promotion techniques. The cumulative package represents an extensive array of methods and planning. It is not submitted as a cross-section of the best—or the worst—in uhf operation. Rather it is designed to show what has been done in a number of cities in scattered parts of the nation. In some of the cases only a portion of the campaign is outlined. In others the promotions are completely reviewed.

The uhf campaigns, as received by B*T, follow in summary form:

WCAN-TV Milwaukee felt the announcement of its uhf ch. 25 grant last February was received with "reserved enthusiasm" but Lou Poller, general manager and largest stockholder, had cracked major markets before with radio ventures.

Within 24 hours he had full-page ads in both local papers plus eight others in neighboring cities. A week later a goodwill luncheon was held for servicemen, dealers and civic leaders. Ben Adler, president of Adler Communications Lab., gave a 3½-hour talk about uhf. Then followed what Mr. Poller and his associates called "Operation Go It Alone." Every conceivable method of keeping Milwaukee posted on progress was utilized. When new sets were sold they carried a WCAN-TV promotion card. Airplane streamers, billboards, car cards, newspaper ads and radio announcements were used but still there wasn't any mad rush towards conversions. Complicating factor to viewers was the vhf station's channel switch.

Dealers Push Uhf

Dealers finally began to mention uhf in their advertising. The first conversion survey showed 10% already equipped for uhf. In another month the figure was 16% of sets. It was somewhere around 20% or more when the station took the air and now American Research Bureau shows over 29% uhf saturation in late October. The figure is now placed at one out of every three tv homes after two months on the air. WCAN-TV ran a newspaper ad in August showing cost to equip each of the 21 most popular sets for ch. 25 reception. A primary CBS-TV affiliation pact was signed Aug. 24.

A strong supporter of the theory that good programs bring uhf conversions is J. L. Bowden, station director of WKBW-AM-TV Youngstown, Ohio. Shortly after taking the air last winter on ch. 27, WKBW-TV carried the Presidential inauguration, an event that was thoroughly promoted and thus served to draw wide interest.

With the nearest vhf stations in Cleveland and Pittsburgh, each 65 miles away, Youngstown was a logical location for uhf. With WMJ-TV going on the air in early March, the city has gone for uhf in a big way and the uhf count as of mid-November is placed at 105,000 sets.

Mr. Bowden cites WKBW-TV special events in listing programming techniques that bring uhf installations. He said WKBW-TV has two camera chains, two slide turrets, three cameras and much other equipment not in the original plans.

Warren F. Williamson Jr., WKBW-AM-TV president and general manager, said the tv programming follows the 27-year-old radio policy. He observed that manufacturers are rapidly overcoming conversion problems and the public is kept informed of progress. Power increases are promised for 1954. The new WKBW radio-tv home is a two-story plant housing equipment, studios and offices, with 31,500 square feet of floor space including 131 rooms. It is located on a 60-acre site, with a 540-ft. tv antenna and four-tower radio array.

Leonard E. Nasman, commercial manager of WFMJ-TV Youngstown, is planning an intensive promotion for the 1,000-foot tower now being erected for the ch. 73 operation. It will be promoted as "the highest structure in Ohio" and surrounding towns will be kept informed as construction progresses. They will be told, too, of the improved service to be provided by the tower.

Mr. Nasman said WFMJ-TV has heavily promoted its NBC-tv programming and such events as the All-Star baseball game, World Series and NBC-tv-NCAA football games. It has run newspaper advertising discussing uhf problems such as ways of installing antennas and need of tubular lead-ins. It has promoted, too, the solution of tube trouble in converters through development of new types.

WFMJ-TV takes the air at 7 a.m., he added, a service that has brought favorable comment from the industrial populace because of night-shift schedules in the mills.

Last September KTVQ (TV) Oklahoma City, approached its opening in an established vhf market with this theme—the station would be "a friendly, sales-minded, hard-hitting operation." A piece of showmanship centered around the antenna—a tower located atop the 35-story First Na-
The Uhf Audience

According to John Esau, president, KTVQ's "all-out conversion-adapter promotion" consisted of a series of projects. Speakers attended large numbers of dealer and club meetings. Display pieces were provided along with 40 full-color 24-sheet billboards on a cooperative basis. A radio saturation campaign started Sept. 1 for 60 days, using all seven Oklahoma City stations.

Each radio spot was a music jingle: "Two and Five, Man Alive, Adapt to ch. 25," followed by a tag giving name, address and phone number of a cooperating dealer or serviceman. Acknowledging the presence of top-flight competition, Mr. Esau put the situation this way, "We'll get our share through some hard selling, through resourcefulness in building circulation, through showmanship, through careful spending. Once we get it we'll keep it through promotion, and through service to the advertiser and the viewer."

One of the numerous KTVQ promotion gimmicks was a Mov-I-Graf card showing a hunter with a flexible face producing countless profiles when the card is tapped.

Less than three months after it took the air in late summer, KAFY-TV Bakersfield, Calif., reported over 88% of all tv sets in the signal area had been converted for ch. 29 reception. Dealers haven't been able to keep up with calls for sets, strips and converters, according to the station.

KAFY-TV started out last summer with a 30-day radio build-up on KAFY, offering a tv set to the first person who saw the ch. 29 test pattern and had it verified by a dealer. Radio remotes and news stories highlighted ground-breaking ceremonies and various steps in the construction.

Radio was used to promote tv personnel for upcoming local television programs, syndicated film shows and top network features. Dealers were sent regular progress bulletins, as were radio stations and newspapers. KAFY and KAFY-TV personalities emphasized the approach of "Kern County's National Bank, flood-lighted to draw added attention at night.

First Television Station." Illustrated talks were given at service clubs and schools, describing uhf and the importance of tv to the area. Regular meetings were held with dealers and distributors to keep them posted so they would encourage rapid conversion.

Two newspapers put out special tv issues at the time of the opening. Logs are sent to newspapers in the area. "These are just a few of the ideas that were used," according to Naum Healy, station manager.

WKNB-TV New Britain, Conn., took the air last March with only 17,000 sets equipped to receive ch. 30, according to Peter B. Kenney, general manager. A fortnight ago the number had reached 97,000, according to Mr. Kenney, who said WKNB-intensive conversion promotion in already established vhf market.

TV's programming and personnel problems had been "met and conquered with the familiar tools of success, plain hard work and Yankee ingenuity."

John Shipley, WKNB-TV chief engineer, provided listeners with basic uhf information, urging them to "demand perfection" in uhf viewing. "Uhf has set a new standard of technical excellence," he said, and ascribed poor pictures to antenna or receiver trouble.

He pointed to the need of using special uhf lead-in cables, with a drain-hole where it enters the wall. He recommended an outside antenna and explained antenna installation problems this way: "Move the antenna vertically and horizontally to locate the best

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picture. Do not arbitrarily mount it on the existing mast unless this proves to be the spot where best pictures are received."

Once a uhf station goes on the air the best possible promotion is programming, in the opinion of John S. Booth, WCHA-TV Chambersburg, Pa., and WTVE (TV) Elmira, N. Y.

Before WCHA-TV took the air in September on ch. 46 it faced some interesting problems—mostly vhf problems. Viewers were getting pictures from four Washington and three Baltimore stations plus Johnstown, Altoona, Harrisburg and Lancaster. Few, however, could get all 10 of the better signals available, and there were many "bad nights," according to Mr. Booth, due to mountains to the east and mountains to the west.

Conversions are moving along nicely, with a fourth of possibly 50,000 sets now picking up WCHA-TV. In Elmira the conversions are estimated at 20,000.

Community-minded, WCHA-TV is moving into downtown studios for the first time and plans to keep its two live cameras busy when the setup is ready, at the same time cutting down on film programming.

Promotion started last June with weekly reports to dealers, agencies and advertisers. "See yourself on tv" visits to dealers started in early August, the Dage camera feeding several sets on the floor. Promotion kits were sent around the area and the community angle was emphasized.

An effective gimmick was a "Bow Tie" slogan contest. As each uhf set was sold, the customer filled out a card with a slogan. Winners were given all-expense weekends in New York. The contest was heavily promoted, including 10 announcements on WCHA plus plugs in regular dealer advertising. Dealers were enthusiastic over the idea.

In Elmira WTVE is ready to start a Christmas promotion sponsored by Gorton-Coy, major department store in the city. A merry-go-round has been installed in one of the studios for a series of 20 half-hour holiday programs starting the day after Thanksgiving. Coca Cola will give studio audiences free cokes and a caterer will supply sandwiches.

All through the long months of planning and the early period of actual programming Mr. Booth has kept one theme uppermost: "WCHA-TV and WTVE must give them something they can't get anywhere else."

WTVE (TV) Asbury Park, N. J., opened its promotion barrage last summer with a kit for dealers, distributors and servicemen. A feature is a two-play financing plan to stimulate credit sales of tv sets.

Allenhurst National Bank & Trust Co., Eatontown, N. J., provided what it called an "Easy Charge Plan," issuing credit cards to individuals or families with approved credit. This card is accepted by stores taking part in the plan, with merchants mailing sales slips to the bank and the bank in turn sending their checking account 5% or 6% discount. Customers are billed on a cycle billing basis used by department stores, with payments either to the bank or to merchants.

Personal Finance Co. and distributors qualified dealers for participation in its credit plan. The dealer phones brief information to PFC, which promptly investigates and reports its credit decision to the dealer. If approved, the dealer takes the customer to PFC or gives an introduction card. The customer signs PFC papers, receives a check which he endorses to the dealer. The prevailing PFC personal loan rate is charged.

**In the Black at Start**

While engineers were checking andределing around the new WBLN (TV) Bloomington, Ill., last week preparatory to putting out a test pattern, Cecil W. Roberts, owner and manager, refused to indulge himself the privilege of uhf television birth pangs.

Mr. Roberts had reason to scoff at the technical troubles that beset installation engineers, and it was a fortuitous and unusual reason—WBLN will take the air with an assured profit.

Its ch. 15 outlet has 50 local advertisers under contract, all but three on a 52-week basis. It hasn't had much time to go after national accounts but there are at least a dozen on the books.

Expenses at the station will run over $100,000 the first year, a modest figure according to tv standards. The investment runs over a quarter-million dollars, about par for the uhf course in small and medium markets.

Like other uhf stations in small markets, WBLN faced the twin problem—delivering salable tv at low cost. Since a million-dollar investment and quarter-million operational expense were out of the question, Mr. Roberts decided to bring in experienced radio personnel from several of his radio stations (KCLO Leavenworth; KCRB Chateau, Kan.; KERI Farminston, KNEM Nevada and KCCH Chillicothe, Mo.) instead of hiring experienced tv people "with delusions of grandeur."

All of these radio men are able to double and even triple in brass. There are no set designers, floor managers, directors, assistant directors or other such executives.

While promoting its ch. 15 project thoroughly in the Bloomington-Normal area, heart of McLean County in Central Illinois, the station devoted special attention to the need of adjusting operations to the market. It decided to save "a great deal of money by being inde-
**On The Air NEXT MONTH**

**DECEMBER**

**KWTV**

**OKLAHOMA CITY**

This is our first step toward providing advertisers with the greatest TV coverage in Oklahoma. From December until we go on the air full power, KWTV will cover the Oklahoma City trading area from a 300-foot tower with 6 Bay Super Gain RCA Antenna. 10,000 Watts RCA Transmitter. 55,000 ERP. Availability secured now will have an enormous premium value in just a few months.

**OKLAHOMA TELEVISION CORPORATION**

**OKLAHOMA CITY 14, OKLAHOMA**

**EDGAR T. BELL**

Executive Vice-President

**FRED L. VANCE**

Sales Manager

Represented by

**avery-knodeL, inc.**

AFFILIATED MANAGEMENT — KOMA — CBS RADIO

**EARLY BIRDS GET THE PICK**

and in just a few months...

**THANKSGIVING FOOTBALL GAME**

TWENTY-SIX Alabama radio stations are scheduled to carry the annual charity Thanksgiving football game sponsored by WAPI and WABT (TV) Birmingham with *Birmingham News* for the benefit of the Crippled Children's Clinic. A championship for the Birmingham area, the game is expected to pull more than 30,000 spectators paying from $2 to $25 a ticket, the stations report. Sponsorship of the game for the past 13 years has built and helps support a $2 million hospital for crippled children. President of the hospital is George Mattison, president of WILD Birmingham.

**COMPLIMENTARY RAILROAD PASS**

WWDC Washington is sending to its friends a complimentary railroad pass good on all American railroads — subject to a few regulations. These are that the pass is not good on day, night, fast, or slow trains. But pass is good on freight trains. The station adds: "However, you always get a good ride for your advertising dollar, and good listening for your dialing at... WWDC."

**BABY'S CRY OPENS HOSPITAL**

THE CRY of a 2-day old baby, the last to be born in the soon-to-be-closed Methodist Hospital in Fort Wayne, Ind., broadcast by WOWO there, opened a new $5 million hospital. The sound of the cry, relayed by wire from the old hospital to the new Parkview Memorial Hospital, activated a mechanism which opened the doors during the hospital dedication ceremonies.

**Plenty of Bull**

FIFTY television directors and timebuyers received a bit of bull from KVT in (TV) Sioux City, Iowa. Packed in a box resembling a book titled "A Tail of Sioux City's" with "What the Dickens?" as author, was a genuine bull's tail. Instructions on the inside front cover told recipients to "Keep this Tail of Sioux City's handy to dust off accounts which do not realize that... Sioux City is America's 34th largest wholesale market..." A card tacked to the tip of the tail stated that it's no bull that KVT sells Siouxland.

**ADV. BOOKLET FROM XL**

THE XL stations (KXL Portland, Ore., KXLY-TV Spokane, Wash., KXLF-AM-TV Butte, KXLJ Missoula, KXLJ Helena, KXLJ Great Falls and KXLO Bozeman, all Mont.) have printed a small booklet to be left with their advertisers after the salesman has called upon them. Headed, "Your advertising policy directs a great power!," the booklet lists six basic rules to help form an effective advertising policy.


Charles A. Feld named manager of merchandising department of Cecil & Pressbrey Inc., N. Y.

Roger M. Johnson, director of research, Erwin, Wasey & Co., L. A., adds duties as director of media.


Gus V. Vigoloole and Maury Powell, both L. A. free lance public relations representatives, have formed Vigoloole & Powell, public relations and advertising, in Ambassador Hotel, that city. Telephone number is Dunkirk 5-2333.

Herbert A. Carlson, formerly senior account executive with Leo Burnett Co., Chicago, has opened his own office as advertising and public relations consultant at 626 Skinner Bldg., Seat- tle 1. Telephone is Main 1217.


Howard Garnitz, formerly with Simmonds & Simmonds Inc., Chicago, has opened his own agency, Howard Garnitz Adv., at 236 N. Clark St., same city.

J. Alden Joice, Goodkind, Joice & Morgan, Chi- cago, appointed director of research and marketing and assistant to president.

Lawrence Woolf, producer of Quiz Kids and Down You Go at Louis G. Cowan Inc., Chicago, production firm, to Schwimmer & Scott Inc., Chicago advertising agency, as tv producer.

Brice Dique Jr., formerly with Compton Adv., NBC and BBDO, returns to Compton Adv. as member of creative department.

Robert W. Smyth, formerly with copy depart- ment at Leo Burnett Co., Chicago, to Sherman & Marquette, same city.

John F. Tucker Jr., Benjamin Foster Co., to Eldridge Co., Phila., as copywriter.


George D. Lewis Jr., advertising department of Remington Rand Inc., N. Y., to Wilson, Haight, Welch & Grover Inc., Hartford, Conn., and N. Y.

John Ball Jr. and Stuart Sneed to copy staff of John Falkner Arndt & Co., Phila.


Robert T. Butler and J. H. Trux Jr., to plans and merchandising dept.; Dick Watson to service dept.; Murray E. Morse Jr. to public relations staff; Albert E. Stoot to outdoor advertising, and Duane Gordon to art department, N. W. Ayer & Son, Phila.


Ann Smith, McCall's and Swiss Fabric Group, to staff of Robert B. Orady, N. Y., advertising agency.

Stations

Boyd Phelps elected vice president and general manager of WRR Rockford, Ill. Dick Wells, industrial sales executive of Lew Bon Co., ap- pointed commercial manager, and John Rhodes named program director of station. Named to head promotion department is Mrs. Georgeanne Steimer, and chief engineer is Marvin Moberly, formerly with WKJ PA Sprita, Wis.

Ray Dexter, manager of KNBY Newport, Ark., to KVTC Little Rock in same capacity. Glen H. Robertson, KVLC, transfers to KGKO Dallas.

H. Needham Smith, account executive with WBNSTV Columbus, Ohio, named sales man- ager with WTRF-TV Wheeling, W. Va.

Don Weldon, account executive, KCKC Tulaire, Calif., promoted to manager. Bob Lee, station program and sports director, transfers to KCKC-TV that city as sports and events director.

George H. Larue appointed regional sales man- ager for Sacramento area by KTUU (TV) Stockton, Calif. He was formerly sales man- ager with KFBK-AM-FM Sacramento.

Charles R. Friborg, former program director at WOC-TV Davenport, Iowa, named administra- tive assistant to manager in charge of program- ming for KWW2-WTV Waterloo, Iowa. Jack Torley, former program manager at KOB- TV Albuquerque, N. M., named production manager for KWW2-TV.

Howard W. Maschmehr, formerly general man- ager of WPTR Albany, N. Y., named assistant to general sales manager, WFLI Philadelphia.

Foster H. Brown Jr., director of sales promotion at KXOK St. Louis, to KMOX there in same capacity.

George (Marshall) Hutchinson appointed pro- gram director, WHTN Huntington, W. Va.

Val Thomas appointed publicity director for WGAY Silver Spring, Md.

John Dragomier appointed promotion director of WOOD-AM-TV Grand Rapids, Mich., re- placing Bob Garrison, who has been called into service.

Charles Faulkner, WVVW Fairmont, W. Va., appointed program producer and chief announcer at WRDB Redensburg, Wis.

Douglas G. Cole, formerly chief engineer at WPTV (TV) Duluth, Minn., returns to station in same capacity. He served as chief engineer at WREX there prior to its merger with WDWM Superior, Wis.


Broadcasting • Telecasting

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Morris C. Barton Jr., formerly with DuMont Labs, appointed chief engineer, KSLA Shreveport, La.

James A. Lilly, executive producer, KOY-TV Phoenix, to KBIF-TV Fresno, Calif., as production manager.

Don Hix, former member of exploitation department, Universal-International, to KTLA (TV) Hollywood, as assistant to publicity director Howard Wormser.

Robert Bowman, L. A. tv program packager, to KHI-TV there as national account executive. He succeeds Guy Reilly, named local account executive for station.


Jim Lyon, newswriter at KOA Denver, promoted to news editor. Carl Slaskind, KHAS Hastings, Neb., to KOA newsroom.

Bruce Palmer, State Dept. information officer and press attaché at U. S. Embassy in Colombo, Ceylon, named news director for KWTW (TV) and KOMA Oklahoma City. Mr. Palmer formerly was news director at WXY that city.

Jack E. Meyers, announcer at KLY Oakland, Calif., appointed chief announcer for KOLN Lincoln, Neb.

Mr. Palmer

Ken Carey, account executive, KPAC Los Angeles, to KMPC Hollywood in similar capacity.

William E. Heenehan to WSPR and WWLP (TV) Springfield, Mass., as account executive.

Don Knowles, advertising display manager for Bangor (Me.) Evening Commercial, to WABI-AM-TV Bangor, as account executive.

Russell J. Jensen, former instructor and music director, Frederick H. Speare Radio School, Hollywood, and one-time program director, KPRO Riverside, to KSON San Diego as music director.

Charles (Chuck) Bernard, sales account executive for WINS New York, to WABD (TV) New York, in similar capacity.

Bob Colville, advertising manager, Byron Jackson Co., Vernon, Calif., and Ted Jobson, one-time member of Kelly-Nason Adv. promotion department, to KGJ Hollywood sales staff.

John Scott, WHDH Boston, to WYDA that city, as disc jockey. Eleanor Barrett, WLSh Lansford, Pa., to sales staff of WYDA.


Russ Brown, singer and m.c. at WLWT (TV) Cincinnati, transfers to station’s sales staff.

John E. McLendon, recently discharged from U. S. Marine Corps, to promotion and merchandising department of KROD-TV El Paso.


Anthony P. Perry, WRAL Raleigh, N. C., to
HELP WANTED
TV STATION

...wanted in Pittsburgh to help sell our many fine products to the 981,000 families in the area. See National Advertisers.

WHLM Bloomsburg, Pa., as announcer.
Guy Ayliward, announcer and disc jockey with WFOY St. Augustine, Fla., to announcing staff of WMAL-AM-TV Washington.
Jack Metzger appointed continuity director and Wes Wycoff, announcer, at WTHS-FM Miami.

Networks
Jack Donahue, account executive, CBS Radio Spot Sales, S. F., named manager succeeding Bert S. West, recently transferred to Columbia Pacific Radio Network as general sales manager.
Bill Downs, CBS Radio correspondent in Washington, appointed radio network’s Rome correspondent, effective Nov. 27.
George Jenkins, prominent stage, screen, and television scenic designer, named head of color television design department of CBS-TV.
Jack Fields, recently with John Irving Fields Assoc., N. Y., public relations firm, named exploitation writer for ABC Radio publicity department, and Myles Ellen, formerly assistant to chief of copy and continuity at WNEW New York, appointed to publicity staff of network’s WABC New York.
John A. Thayer Jr., space salesman for Esquire Inc., and previously with Reuben H. Donnelly Corp. in similar capacity, appointed account executive in sales department of DuMont Television network.
William J. Youna, member of NBC Central Division network advertising and promotion staff, promoted to radio network account executive. Charles Linzer appointed radio network sales service manager at division.
Jean-Marie Beaudet, musician and conductor, appointed director of program planning and production for Canadian Broadcasting Corp., with offices in Ottawa.
James Richards, manager, John Blair & Co., S. F., to Don Lee Broadcasting System, Hollywood, as Eastern sales representative, with offices in N. Y.
Christopher Serpell, BBC Rome correspondent, appointed BBC chief correspondent in Washington succeeding Leonard Milli, who returns to London.

Film
Robert Max, formerly assistant sales promotion manager for Welch Grape Juice Inc., N. Y., to Kagran Corp., N. Y., radio-tv program production firm, as merchandising executive. Dan Kuglheir, previously film production manager for CBS-TV, appointed to Kagran’s tv film production department as associate producer for Johnny Jupiter tv film series.
John McCormick appointed midwestern sales manager for Screen Gems, tv subsidiary of Columbia Pictures Corp. Mr. McCormick served most recently as general manager of NBC’s WNBK (TV) Cleveland.
Gene Adam, account executive, WDTV (TV) Pittsburgh, to United Television Programs Inc. as branch manager of newly opened office, that city, at 550 Grant St.
Frank Beckwith, Howard Hughes Productions and Warner Bros., named executive producer in charge of all commercial and tv film production, International Motion Picture Studios, N. Y.

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Gil Braun assigned to write and direct 39 five-minute tv programs, Capsule Mysteries, distributed by Charles Michelson Inc., N. Y. Glenn Langan, 20th Century-Fox, will star in series.

Arthur Ripley, Hollywood writer-director, to Jack Denove Productions Inc. to write and direct second Cavalcade of America tv program to be produced by Denove.

Jim Davis signed by Studio City Television Productions Inc., North Hollywood, to star in initial series of 52 tv features titled Outlaws of the Century.

Manufacturers
Dr. P. S. Christaldi promoted from assistant manager to manager of Instrument Div. of Allen B. DuMont Labs. Dr. Christaldi replaces Rudolf Feld who has resigned.


David Bell appointed manager of quality control department of Raytheon Mfg. Co., Television & Radio Div., Chicago. He was formerly manager of quality control at Capehart-Farnsworth Co., Fort Wayne, Ind. James M. Flora appointed general manager at Chicago branch of Raytheon Distributor Inc.

Vernon A. Kamin, previously regional manager of West Central Division of RCA and formerly regional sales manager and later merchandising manager at Motorola Inc., to Zenith Radio Corp. as central sales manager.


J. Harry DuBois, vice president of engineering, Mycalex Corp. of America, Clifton, N. J., elected director.


Myles Spector, U. S. Air Force, returns to Insuline Corp. of America, Long Island City, N. Y., in charge of company’s new product development program.

Robert G. Horner, George Waas and Harold Metter appointed to Special Products Division of CBS-Columbia’s Long Island City plant with assignments in color tv receiver design and production engineering.

The best way to sell the KANSAS FARM MARKET
use the KANSAS FARM STATION
WIBW
CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN

Representatives


Nicholas Pitsas, formerly sales representative with Cleworth Pub. Co., N. Y., on Power Equipment and Maintenance magazines, appointed to sales staff of N. Y. office of George P. Hollingbery Co., radio and television station representative.


Sheila Joanne Friedman of Headley-Reed Co., N. Y., has become engaged to Robert E. Harris, BAB publicity director. January wedding is planned.

Program Services

Herbert J. Goldstein, advertising manager for Stuart F. Loucheim Co., distributor for Columbia records, replaces Harry Ascola as promotion and merchandising manager in Columbia Record Division. Mr. Ascola takes over as district representative.

Charles Burr, musician and writer, to advertising department of Columbia Records, N. Y., where he will prepare flyleaf copy and other promotional and advertising material for Masterworks Recordings.

Robert Goldeman of script and production departments of Nova Films, to Sandy Howard Productions, N. Y., radio-tv production company, as program and agency director.

Heinz Kubica, chief recording engineer for Television Adv. Assoc., to Nola Recording Studios, N. Y., as recording engineer.

Services

Al Joyce, director of publicity, Gross-Krasne Inc. and United Television Programs Inc., Hollywood, and Mickey Gross, former director of publicity, Republic Studios, have consolidated their activities to become J & G Enterprises with headquarters at Calif. Studios, that city.


Dr. James L. Thomas, former chief of Resistance Measurement Section of National Bureau of Standards, Washington, appointed chief of newly-organized Resistance & Reactance Section of Bureau's Electricity Div.

Trade Associations


Howard H. Bell, NARTA assistant to tv vice president, father of boy, Jeffrey Chandler, Nov. 12.

The tube that ... puts money in the bank

When it comes to saving money on tube power cost, the RCA-5671 is a real penny pincher. In fact, if you are still using old-style tubes in the modulator and power amplifier circuits of your 50-kw AM transmitter it will pay you to convert to the RCA-5671. Stations* that have made the conversion are consistently saving over $100 per month on filament power alone . . . enough to more than pay for the cost of conversion in one year. And these savings continue to mount up because of the long life of the 5671. Reports from stations that have changed to these tubes four to six years ago, show tube life figures of from 35,000 to 45,000 hours of service . . . another big saving in actual tube cost per hour of operation.

For economy, performance, and dependability the RCA-5671 is unmatched in the broadcast tube field. Check into the possibility of converting your 50-kw AM transmitter now, and take advantage of the extra bonus these tubes offer.

For quick delivery on RCA Broadcast tubes, call your local RCA Tube Distributor.

RCA-5671. High-power triode for 50-kw AM transmitters.
Station Authorizations, Applications (As Compiled by B • T)

Nov. 12 through Nov. 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power STC—stereo transmission carrier. AM—amplified microwave amplifier. uhf—very high frequency. uhf—very high frequency antenna. visual—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local station. mod.—modulation. trans.—transmitter. vhf—very high frequency. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. FCC (file and hearing docket numbers given in parentheses).

FCC Commercial Station Authorizations

As of Oct. 31, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>2,479</td>
<td>558</td>
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<tr>
<td>CAs on air</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>CAs not on air</td>
<td>106</td>
<td>28</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,495</td>
<td>586</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,403</td>
<td>586</td>
</tr>
</tbody>
</table>

New stations reported

Facilities change request

XIP and applications pending

Licenses deleted in Sept.

CAs deleted in Sept.

*Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Am and Fm Summary through Nov. 18

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
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Television Station Grants and Applications

Since April 1, 1952

Grants since July 11, 1952

| Commercial | 218 |
| Educational | 10 |
| Total Operating Stations in U. S. | 215 |

Applications filed since April 1, 1952

New Am and Fm Grant

| Commercial | 855 |
| Educational | 234 |
| Total | 989 |

Note: Amended procedures and revised city priority list (continuing those with contested applications) are now in effect (B • T, Oct. 26).

Lake Charles, La.—Calcasieu Bestco. Co. (KPLC) granted VHF ch. 7 (174-180 mc). ERP: 1,033 kw visual, 27.5 kw visual; antenna height above average terrain 290 ft., above ground 307 ft. Estimated construction cost $18,500, 15 year operating cost $250,600, first year operating cost $175,000, revenue $175,000. Post office address: P. O. Box 1502, Lake Charles. Studio location: 255 Publo St., Transmitter location: Maplewood Rd. at Columbia Southern Rd. 4.3 mi. of Lake Charles. Geographic coordinates 30° 13' 43" N., 93° 17' 15" W. Long. Transmitter and antenna GE. Legal counsel Krey, 46-33.5° N. Lat., 80° 11' 25.5" W. Long. Transmitter GE, antenna GE. Consultant engineer George F. Adair, Washington. Granted Nov. 12.

First Again

Advertising Agency Magazine's subscribers in agencies now total:

20% more than Advertising Age

62% more than Printers' Ink

297% more than Tide

New never before has any advertising publication won such commanding leadership in the field of advertising—center of influence for 98% of all national advertising expenditures.

The reason? Only Advertising Agency Magazine is specifically edited for agency executives whose time-buying decisions affect you!

Advertising Agency

48 West 38th St.
New York 18, N. Y.

First Again

Advertising Agency

48 West 38th St.
New York 18, N. Y.

Advertising Agency

48 West 38th St.
New York 18, N. Y.

Advertising Agency

48 West 38th St.
New York 18, N. Y.

Broadcasting • Telecasting
**Perfomance?**

Always dependable, after the famous Western Electric "Salt Shaker" with the same efficient pressure unit in a smaller case. It is ideal for broadcasting and recording. Its power output level—57 dbm into a 30 ohm load; frequency response 30 to 12,000 cps.

**Altec's 660 microphone**

out-performs them all!

Small size and light weight make the 660 perfect for hand use even though primarily designed for use on a stand. Over-all dimensions: 4" long and 1-11/16" diameter.

Temperature or humidity and normal shock have no effect on the 660's performance. It can be used indoors or outdoors with the same fine efficiency.

**Model 660A**

- 11 oz. 30 ohm impedance—$45.00 net
- Model 660B 13 oz. 30, 150/250 or 20,000 ohm impedance—$52.00 net

---

**APPLICATIONS AMENDED**

North Little Rock, Ark.—Arkansas Telecasters Inc. amends application for new tv station on vhf ch. 2 to specify studio location as 615-617 Main St. North Little Rock. Filed Nov. 3.

Stockton, Calif.—KXOB Inc. (KXOB) amends application for new tv station on vhf ch. 2 to specify President Joseph E. Gamble as sole owner; change ERP to 200 kw visual, 116 kw aural; transmitter location to 10 miles N of Livermore, Calif.; studio location to 2265 E. Main St., Stockton; antenna height above average terrain 1,882 ft. Filed Nov. 9.

Stockton, Calif.—Radio Diablo Inc. amends application for new tv station on vhf ch. 13 to specify President Leonard Hoffman as sole owner; change ERP to 250 kw visual, 116 kw aural; transmitter location to 10 miles N of Livermore, Calif.; studio location to 2265 E. Main St., Stockton; antenna height above average terrain 1,882 ft. Filed Nov. 9.

Jacksonville, Fla.—Florida-Georgia TV Co. amends application for new tv station on vhf ch. 12 to change ERP to 316 kw visual, 200 kw aural; studio and transmitter location to 3 miles SE of White Lake and Georgia Sta. Jacksonville; antenna height above average terrain 300 ft. Filed Nov. 13.

Lexington, Ky.—Bluegrass Bcstr Co. amends application for new tv station on vhf ch. 33 to specify ERP of 198 kw visual, 116 kw aural; antenna height above average terrain 297 ft. Filed Nov. 10.

St. Louis, Mo.—250 Television Inc. amends application for new tv station on vhf ch. 4 to specify James A. Dunaway as treasurer and Lillian K. Shanker as secretary. Filed Nov. 4.

Wilmington, N. C.—Wilmington TV Corp. amends application for new tv station on vhf ch. 3 to specify ERP of 161 kw visual, 3,600 kw aural; antenna height above average terrain 230 ft. Filed Nov. 9.

Cleveland, Ohio—United States Inc. (USKO) amends application for new tv station on vhf ch. 19 to change ERP to 200 kw visual, 1,882 ft. Filed Nov. 13.

 Ft. Worth, Texas—W. W. Lechner t/as Lechner TV Co. amends application for new tv station on vhf ch. 20 to specify ERP of 198 kw visual, 116 kw aural; antenna height above average terrain 272.8 ft. Filed Nov. 10.
APPLICATIONS DISMISSED

Indianapolis, Ind.—Tv Indianapolis Inc. FCC dismissed bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Nov. 17.

Lexington, Ky.—Central Kentucky Bestco. Co. FCC dismissed bid for new tv station on uhf ch. 67 at request of attorney. Dismissed Nov. 17.

Lake Charles, La.—Sowela Tv Inc. FCC dismissed bid for new tv station on vhf ch. 7 at request of applicant. Dismissed Nov. 16.

Pittsfield, Mass.—Greylock Bestco. Co. FCC dismissed bid for new tv station on uhf ch. 64 at request of attorney. Dismissed Nov. 16.

Houston, Tex.—W. W. Lechner Jr/ as Lechner Television Co. SCC dismissed bid for new tv station on uhf ch. 13 for lack of prosecution. Dismissed Nov. 16.

San Antonio, Tex.—Jacob A. Newborn Jr. FCC dismissed bid for new tv station on uhf ch. 41 at request of applicant. Dismissed Nov. 12.

**Existing TV Stations**

**ACTIONS BY FCC**

**KCOV-TV** Tulare, Calif.—Sheldon Anderson F.C. of West VHF Co. asked for reconsideration of granting to a new entity of change in location to transmitter at Bear Mt., 76.9 miles ENE of Fresno; FCC granted Nov. 12; announced Nov. 17.

**WRDW-TV** Augusta, Ga.—Radio Augusta Inc. FCC granted for new vhf station on ch. 53 to change studio location to transmitter location at Bear Mt., 76.9 miles NE of Fresno; S.C. Granted Nov. 12; announced Nov. 17.

**WRBL-TV** Columbus, Ga.—Columbus Bestco. Co. granted STA to operate commercially on vhf ch. 14 to change EIRP to 160.1 kw visual, 60.7 kw average antenna height above average terrain 1200 ft. Granted Oct. 17; announced Nov. 17.

**WEVE-TV** Swannas, Mass.—New England TV Co. FCC granted for new tv station on uhf ch. 48 at request of attorney. Deleted Nov. 6.

**WJOC-TV** Jackson, Tenn.—WJOC—Anniston-Bestco. Co. granted STA to operate commercially on vhf ch. 17 for noncommercial educational purposes; deleted Nov. 5.

**KECT (TV)** St. Louis, Mo.—St. Louis Educational Television Co. granted modification of CP for vhf ch. 18 to change antenna height above average terrain to 1060 ft. Granted Nov. 10; announced Nov. 12.

**WMUR-TV** Manchester, N. H.—The Radio Voice of N. H. Inc. granted modification of CP for vhf ch. 9 to change EIRP to 112 kw visual, 67.6 kw average; antenna height above average terrain 1050 ft. Granted Nov. 10; announced Nov. 12.


**KCBJ-TV** Minet, N. D.—North Dakota Bestco. Co. granted modification of CP for vhf ch. 13 to change location to a new area of interest; antenna height above average terrain 450 ft. Granted Nov. 12; announced Nov. 12.

**KOTV (TV)** Tulsa, Okla.—Whither-Alvarez Inc. granted modification of CP for vhf ch. 60 to change antenna height above average terrain 480 ft. Granted Nov. 12; announced Nov. 12.

**WNOV-TV** York, Pa.—The Helm Coal Co. FCC granted for new tv station on uhf ch. 49 for the period ending Jan. 5. Granted Nov. 12; announced Nov. 12.

**KEYL (TV)** San Antonio, Tex.—San Antonio TV Co. FCC granted for new tv station on uhf ch. 42 to operate commercially on uhf ch. 49 for the period ending Jan. 5. Granted Nov. 12; announced Nov. 12.

**PERMIT DELETED**

**KDKO-TV** Davenport, Iowa—W. M. Foster and Harold Norricia. FCC deleted CP and call letters for tv station on uhf ch. 26 at request of attorney. Deleted Nov. 18.

**APPLICATIONS**

**KCAF (TV)** Fresno, Calif.—John H. Poole Jr/ as John H. Poole Jr. Belco. Co. applied for a new CP on uhf ch. 53 to change EIRP to 460 kw visual, 250 kw average; transmitter location to On Bear Mt., 76.9 miles ENE of Fresno; FCC granted Nov. 12; announced Nov. 17.

**WWTV-TV** Peoria, Ill.—Hilltop Bestco. Co. seeks modification of CP for uhf ch. 38 to change antenna height above average terrain 2230 ft. Filed Nov. 12; granted Nov. 17.

**WKLO-TV** Louisville, Ky.—Mid-America Bestco. Co. applied for a new CP on vhf ch. 21 to change EIRP to 249 kw visual, 127.6 kw average; antenna height above average terrain 715 ft. Filed Nov. 12; granted Nov. 17.

**WONQ-TV** New Orleans, La.—Community TV Corp. seeks modification of CP for uhf ch. 32 to change EIRP to 62 kw visual, 31 kw average; antenna height above average terrain 472 ft. Filed Nov. 12; granted Nov. 17.

**KETC (TV)** University City, Mo.—St. Louis TV Commission seeks modification of CP for vhf ch. 9 to change antenna height above average terrain 2200 ft. Filed Nov. 12; granted Nov. 17.

**WTHI (TV)** Schoenectomy, N. Y.—Van Carter Bestco. Inc. applied for a new CP on uhf ch. 35 to change EIRP to 142 kw visual, 73.1 kw average; change antenna height above average terrain 894 ft. Filed Nov. 13; granted Nov. 17.

**WBAP (TV)** Fort Worth, Texas—Carter Publications Inc. applied for a new CP on uhf ch. 5 to change antenna height above average terrain 1000 ft. Filed Nov. 14; granted Nov. 17.

**WBAP (TV)** Fort Worth, Texas—Carter Publications Inc. applied for a new CP on uhf ch. 5 to change antenna height above average terrain 1072 ft. Filed Nov. 9.

**New Am Stations**

**ACTIONS BY FCC**

Ottumwa, Iowa—Lee E. Baker, granted 1460 kc, 500 kw day time; antenna 190 ft; estimated construction cost $53,000, revenue $65,000. Sole owner of applicant is Lee E. Baker, of Ottumwa. Stockholder of KKDK Clinton, Mo. Post office address 1330 S. Fremont Ave, Springfield, Mo. Granted Nov. 12.

Alexandria, La.—Winston O. Ward Jr. as Rapid Bestco. Co. (KIMP Mt Pleasant, Tex. and KXIL, Edna, Okla.), granted 1700 kc, 600 w day time. Estimated construction cost $7,000 (transmitter, antenna, and other equipment $5,000; site development $2,000); first year operating cost $30,000, first year revenue $35,000, P. O. address in Alexandria, La. Granted Nov. 12.

Morningide, Md.—Harry Hayman, granted 1560 kc, 250 w daytime. Estimated construction cost $5,000, first year revenue $80,000, P. O. address 333 E. 2nd St., Covington, Ky. Mr. Hayman is a former operator of station WWX. Granted Nov. 12.

Lubbock, Texas—Texas Telecasting Inc. (KDUB—Payback), granted 1580 kc, 750 w daytime, unlimited hours of operation, antenna 150 ft. Principals include President W. D. Rogers Jr. (25.1%), Vice President Verace Ford (25.7%), Secretary-Treasurer N. D. Towsend (25.7%), and others. Granted Nov. 12.

**Existing Am Stations**

**ACTIONS BY FCC**

WEAS Decatur, Georgia Inc. granted CP to increase w to 1000 kc from 10 kw daytime to 50 kw daytime. Granted Nov. 18.
A bountiful Thanksgiving is the wish of Art Mosby

The Art Mosby Station

1290-5,000 W

MISSOULA MONTANA

THE TREASURE STATE OF THE 48

Representatives: GILL-FENNA

New York, Chicago, Los Angeles & San Francisco
THE ULTIMATE TAPE RECORDER

- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
- Frequency response flat from 50 - 15,000 cps ± 2 db.
- Conversion kits quickly adapt your equipment for all special services.

For demonstration, see your Classified Telephone Directory under "Accord," or write

[Company Name]

Dept. 8-11A • 225 West Ohio Street, Chicago 10, Illinois

FOR THE RECORD

standard of
broadcasters
the world around

THE PROFESSIONAL TAPE RECORDER

light
the way...

...to extraordinary lighting effects...
...at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For show
lighting...at fewer dollars...
...for complete lighting service that includes installation and removal where you are...you've headed the right way...

[Image of equipment]

[Logo]

JACK FROST

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., N.A. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

Broadcasting • Telemarking

[Contact Information]

ALLEN KANDER
Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

[Image of station]

[Logo]

Page 100 • November 23, 1953
**SPORTS**

Johns. York needs salesman and managers...guaranteed monthly income. Tremendous opportunity. Good salesmen and saleswomen wanted to sell radio, news, packages, etc. You must have experience in a local radio station in the area you want to sell. Full details will be given on request. Write Box 271A, B-T.

Guaranteed monthly income $600.00, against 14 percent commission, protected territory, account list for experienced salesman. Established Illinois Independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company paid pension plan. Fast growing community in competitive position, good commission plan. Personal interview necessary. Write details of training, experience, age, Box 411A, B-T.

Southern group that operates several stations has opening for two experienced salesmen that can sell and still play sports. Excellent opportunity to get in. Excellent money proposition with chance of stepping into managerial position later. Must have full time sales experience and be married, sober and reliable. Write Box 841A, B-T.

Progressive independent in top market near New York needs salesman with ideas for his accounts. Guaranteed 50%. Resume to Box 542A, B-T.

Need experienced salesman to sell top rated network station in central California. KSBW, Salinas, California. Send all information, references and photo first letter. Resume, photo. Write Box 283A, B-T.

Several salesmen needed for Florida's fastest growing station with tv affiliation. Contact Myles Jones, 1327 Seabreeze, Fort Lauderdale, Florida. Resume, photo. Write Box 141A, B-T.

**Help Wanted**

**Salesmen**

Good opportunity for man who can sell radio in small, single station market in Ohio. Must have strong reputation and ambition to build good account basis. Box 372A, B-T.

In West Virginia—opening for salesman with opportunity to become sales manager. Need sober, dependable producer who can sell quality. Salary open. Good guarantee against commission. Tremendous opportunity. Box 389A, B-T.

**Help Wanted—Cont'd**


Am-tv station in southeastern market of 100,000 is enlarging announcing staff. Am and tv duties with control board. Salary $75.00. Starting salary $75.00. Good experience, photo and tape or disc to Box 549A, B-T. Excellent opportunity for the right man. Box 5BCT, B-T.


Two experienced announcers wanted by southern small market station that’s really on the ball. Must be experienced in permanent position. Good salary and living conditions. Must be married, men preferred. Write Box 546A, B-T.

Need combo man with good strong voice for night shift. Must be experienced and in permanent position. Write Box 275A, B-T.

Technician needed immediately to super- vises radio and tv, Radio and tv, Waterloo, Iowa. Send full details. Resume to Box 271A, B-T.

First class engineer and tv editor for midwest kilo- watt directional. No announcing. Permanent job with tv future. Box 412A, B-T.

Technical

Men with at least 10 years of electronic experience, preferably sales, preferably amateur or professional, needed to make sales calls to regional TV and radio stations. Must have excellent knowledge of audio and video. Must have driver’s license. Transposition supplied. Good salary plus complete list of experiences, references and enclosed a personal photograph. Photo will not be returned. Box 66W, B-T.

**Production-Programming, Others**

Opening southwest, 1000 watt station for experi- enced announcer and copywriter. Send background, salary requirements, samples, letter. Send background, resume and references. Resume, photo. Write Box 5BCT, B-T.

Immediate opening for combination copywriter- announcer, excellent position for recent graduate, light on experience. Must have ability and be willing to learn. Contact Program Director, WAAM, Dayton, Ohio. Resume, photo. Write Box 5BCT, B-T.

Program director. Want man who can produce programs not just names on a log. Must have considerable programming experience, and be able to produce programs with taste and originality. Resume, photo. Write Box 5BCT, B-T.

**Classified Advertisements**

**TOP PERSONNEL AVAILABLE**

The sale of WOL, Washington, D. C., by the Peoples Broadcasting Corporation makes available a group of experienced, highly-competent radio personnel including the:

- **Station Manager**
- **Chief Engineer**
- **Top Announcer**

These are outstanding people with our unqualified recommendation and we would like to see them placed in good locations. We welcome all inquiries. Write to: Herbert E. Evans, Vice President, Peoples Broadcasting Corp., 246 N. High St., Columbus, Ohio.

**Help Wanted**

First rate announcer with ticket or permit. Must have the years experience to run combo. Steady job. 250 watt independent. Excellent salary. WHW, Hudson, New York.

Gals! DJ's! Several needed for air work. All gal stations must have good personality, voice, looks and figure. Contact Ted Nelson, 1357 Seabreeze, Fort Lauderdale, Florida.

**Situations Wanted**


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**East coast major market independent wants first class combination man. Excellent salary and working conditions. Will be on the road continually. Must have driver’s license. Transposition supplied. Good salary plus complete list of experiences, references and enclosed a personal photograph. Photo will not be returned. Box 66W, B-T.**

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**Classified Advertisements**
Situations Wanted—(Cont'd)

Station selling, Working manager available. Excellent sales and rating. Excellent contract. Box 567A, B.T.

Announcer

Announcer, recent broadcasting school graduate, No experience. Third class ticket. Box 474A, B.T.

Announcer. Recent broadcasting school graduate. No experience. First class ticket. Box 474A, B.T.

Good announcer-engineer. First phone, plenty of heavy commercial experience. Available immediately. Box 501A, B.T.

Announcer, desires position in Boston area. Am currentlyal training. Will accept good offer im-
mediately. Permanent position desired, with tv possibilities. Tape and photo on request. Box 564A, B.T.

Staff announcer, radio, television, 2 years experience, Yes, work well with state. Distant. West. Married, car, prefer, west. Good references. Box 515A, B.T.

Announcer, control board some experience. Excellent references. Free to travel. Box 508A, B.T.


Excellent play-by-play announcer desires position with sports minded station. Presently doing football in No. one million. Also has sports experience. Box 512A, B.T.

Personal: “Country DJ” Eight years of experience, with top 4001A in Denver and the Rocky Mountain-Boater. Wants permanent position with TV or radio station. Proven sales record. Please reply to Box 509A, B.T.

Announcer. Have 10 years radio, 2 years tv experience. Male, 30s. Desire experience as staff announcer on small station. Excellent references. Box 510A, B.T.

Announcer, experienced, all phases, good commercial, news delivery, reliable, veteran, good potential, references. Free to travel. Box 506A, B.T.

Announcer-deejay. 27, married. 5 years all phases. Moving up, prefer midwest. Interested in tv. Box 502A, B.T.

Announcer, first phone. Deep sincere voice, 2 years diversified network. Independent, experi-
enced. Michigan, Indiana. Box 518A, B.T.

Announcer, news-DJ, fine commercials. College graduate, 28. Prefer northeast or north-central location.


Singing disc MC, currently employed, seeks position with stn. in No. one million. Can do almost any sports, also direct and produce. Have check records, personnel. Box 507A, B.T.

Newcaster, announcer, DJ, 16 years experience am, tv. Excellent voice, network calibre. Proven ability. All phases. Good market. Mobile, Desi-

Television

Manageral

Tv merger makes relocation advisable for top talent, economy-minded, nationally respected manager. Will welcome opportunity to discuss your station. Will accept lesser capacity with good location. Presently two years successful broadcast-
ning background. Box 531A, B.T.

General or commercial. Experienced all phases. Proven record. 30 years experience. Desires employed. Will work on straight commission. Box 654A, B.T.

Television

Technical

Combo tv engineer-production, Degrees, first phone, vet., married. Experienced master, studio, camera, transmitter, want permanent position, Desires position with opportunity for direct-

Production-Programming, Others

Tv director-operations director: thoroughly experienced in tv station (and network) and ad-
vertising agency radio-television department. Have produced tv production, film spots and commer-
cials, tv sports and drama. Married, family, want better living conditions than New York offers. Box 505A, B.T.

Planning tv news? Let me help. Now employed radio-television news director. Will move if price, market and station constitute advancement. Box 505A, B.T.

Newman RTNDA member six years experience all phases of radio news. Bs journalism top un-
iversity. Excellent reference for work or agency experience in tv station promotion. Will not pass up suitable opportunities. Available two weeks. Excellent references. Box 516A, B.T.

Six years experience, combination salesman-an-

announcer. B.S. 1953. $795.00 month minimum. Excellent performance record. Box 516A, B.T.

Television program director. Presently employed. Experienced all phases tv operation. All offers considered. Box 533A, B.T.

Situations Wanted—(Cont’d)

Producer-director, film editor, small market and College radio. Box 510A, B.T.

For Sale

Stations


Equipment, etc.

Leigh self-supporting tower. CAA lighted, 140 feet, with extra heavy base. Equipped with base in-

Situations

RCA-TE5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

For sale-400-watt transmitter. Ready to install. Also 300-watt transmitter with local oscillator. 

Make offer for lot or part.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Wanted to Buy

Television scripters, timesaver dictionary, 6,000 witticisms $9.00 cash. Box 501A, B.T.

AVAILABLE IMMEDIATELY

TELEVISION TRANSMITTER

(Continued on next page)
Help Wanted (Cont'd)

GOLD MUSIC ANNONCER

Most have been mature voice. Some formal classical background, but more important is that personal music taste is from pop concert to classical. Position is part announcing and assistant to musical director. Local's rate 75.00 to $85.00 per week, but salary will be determined not by length of service, but ability. Read audition and full background material. Fred Russell. Owner. KGSOS. Box 770, Salinas, Calif.

Production-Programming, Others

WANTED IMMEDIATELY

Assistant Sales Manager—Program Director

50,000 watt Southern Network Station. Rush full details, photo. Box 553A, B-T.

Television

Announcers

A dominant CBS-TV station (vhf) in the south needs two strong men. One for news and general announcing, the other for announcing and program direction. Salary will be adequate for right man. Enclose recent photo together with resume of successful experience in radio or television. Box 490A, B-T.

Situations Wanted

Production-Programming, Others

TOP SPORTS DIRECTOR RADIO & TV

Seeking position with executive future. I have 13 years two strong men. One for news and general announcing. Sales with 50,000 w in Philadelphia past 8 years. Outstanding record in community activity. 35 years of age. Married. Available January 1st. Box 550A, B-T.

Television

Managerial

TV EXECUTIVE

8 years TV station experience. Presently director of TV operations and programs for middle west station. Desire change to South or Southwest with new TV station. Box 552A, B-T.

WANTED (Cont'd)

Help Wanted

Salesmen

Experienced radio salesman needed. Will guarantee excellent list of accounts on air and top selling salary until established. Contact Walt Dennis, WILS Radio Station, Lansing, Michigan.

Announcers

Midwest major market regional needs man capable of sincere, forceful, sales-productive announcing. Knowledge of popular, western and hillbilly recordings. Invulnerable tv potential. Send brief employment resume, salary requirements, tape or disc and snapshot first letter. Our employees know of this ad. Box 494A, B-T.

FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including: 2 sets of crystals, 1 set of operating tubes, filterplexer, and 1 TIC-1B Control Console. 1 RCA TBU-248M Antenna, 10 kw, gain 24, 1 RF load & wattmeter. Equipment now tuned for Channel 36. Complete package can be tuned from Channels 31-50. Available around January 1, 1954. Call or wire KSTM-TV, St. Louis, Missouri for details.
November 12 Decisions

BY COMMISSION EN BANC

Extension of Authority

BURNS AVE.-Baptist Chureh, Detroit, Mich.-Granted extension of authority for period of one year to licensee to programs to CRLM Windsor, Ontario. (BRF-249).

Denied Request

Rev. Earl R. Shaye, Anchorage, Alaska—Is being advised that application (BRF-863) for new station to operate on UHF channel 14, 620 GHz, does not comply with rules; denied request for waiver.

McFarland Letter

Scott Country Broadcasters, Inc., Miss.-Voice of the Confederacy, De Kalb, Miss.; WCHU Columbia, S.C.—Being advised that their applications indicate need for additional hearing. (BRF-250)

Voice of the Confederacy seek new am stations on 550 kHz, 1310 kHz, 1420 kHz, 1430 kHz, and 1580 kHz from 1360 kHz, 250 w, unlimited, to 550 kHz, 500 w, 1 kw, LS, D.A., unlimited.

Renewal of License

The following stations were granted renewal of license: WGGG, Elgin, Illinois (BRF-251); KXGJ, Columbus, Ohio; KNOG Nogales, Ariz.; KBLI Blackfoot, Idaho; KMBC; KXLY, Yakima, Wash.; KATZ, New York, N. Y.; WLQI, Rome, Ga.; WAWZ Zarephath, N. J.; KVLO, Des Moines, Iowa; WERL Columbus, Ohio; KFEZ Madison, Wis.; WQRM, Detroit, Mich.; KAFF Petaluma, Calif.; KCNO Alturas, Calif.; KMA, Aud. Los Angeles, Calif.; KPLF, San Francisco, Calif.; KGO San Francisco, Calif.; KOJY Los Angeles, Calif.; KXOC San Diego, Calif.; KFAY Los Angeles, Calif.; KQCV Glendale, Calif.; KIKT Santa Barbara, Calif.; KXLC San Francisco; KFBF Paso Robles, Calif.; KSAN San Francisco; KXOZ Stockton, Calif.; KSJO (FM) San Jose, Calif.; KTEM Temple, Tex.; KXOA (FM) Springfield, Ark.; KBRE (FM) Redding, Calif.; KXOA (FM) Sacramento, Calif.; WFMF (FM) Hollywood, Fla.; KXRC-San Francisco, Calif.; KXRC Los Angeles, Calif.; KXIV (TV) San Francisco; KRON-TV San Francisco; KRON-TV Los Angeles; KXTV Los Angeles; WTVI (TV) Charlotte, N. C.; WFTM (TV) Chicago, Ill.; WHHF-TV Rock Island, II.; WBNQ Chicago; KNX-FM Hollywood.

November 13 Decisions

BY COMMISSION EN BANC

McFarland Letter

WPAT, Paterson, N. J., North Jersey Broadcast Co.—Is being advised that application (TCB-1462) for acquisition of control of Union Broadcasting & Investment Co., through sale of 50% of stock from James P. Walden and First National Race Track Co., Trustees, indicates necessity of hearing.

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

DUCHAM Radio Corp., Durham, N. H.—Be advised that application (BRF-163) for acquisition of control of Union Broadcasting & Investment Co., through sale of 50% of stock from James P. Walden and First National Race Track Co., Trustees, indicates necessity of hearing.

November 23, 1953

Page 105
November 18 Applications

Renewal of License

Following stations request renewal of license: KIBS Seward, Alaska, Alaska Broadcast Co. (NR-2168); Bob McNaney Sr., West Point, Miss. (BR-1652).

November 23, 1953 • Page 107
First Radio ... then FM ... and now KCMO serves Kansas City with Television on Channel 5.

To top it all off, the well-known KCMO radio brand of “strong sell” has found new and powerful expression on Channel 5.

Many of the same KCMO people who helped promote sales gains for KCMO radio sponsors are now moving goods on Channel 5. Radio-tested skill and experience make these people “naturals” on television.

And KCMO’s sales-minded management is pouring years of selling know-how into KCMO Television. Seasoned technical personnel add the punch to bring this “strong sell” alive in Mid-America homes.

In Kansas City, try “the same strong sell” ... tested and seasoned in radio ... now available on KCMO—Television—Channel 5.
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>Sets in Station Area</th>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
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<td>Tucson</td>
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<td>Yuma</td>
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...and the audience is growing every day. Put your sales message on Channel 6.

Represented nationally by The Katz Agency
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<th>City</th>
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"Big Mo" Has Changed the St. Louis Picture!

Yes, the "sold out," "no availabilities," "one station programming" flags are being hauled down from St. Louis' television fort. These days, television means "a variety of the best" and "choice availabilities" in a multiple-station-market.

"Big Mo," St. Louis' ABC affiliate, is now bombarding area television screens with a sparkling array of network and local shows. Individual televiewers are now in a position to make their personal choice of programs, and advertisers have a wider selection of program and spot availabilities.

Yes, the St. Louis television picture has changed . . . thanks to KSTM-TV. Get on the deck now! Join the steadily growing list of important forward-looking national and regional advertisers aboard "Big Mo" . . . St. Louis' most-welcome, new television battlewagon.

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

KSTM-TV

CHANNEL 36 SAINT LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
<table>
<thead>
<tr>
<th>Location</th>
<th>Information</th>
<th>Details</th>
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<td>Missouri</td>
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<td>New Hampshire</td>
<td>Keene, WKEN-TV (45), 4/22/53-Unknown.</td>
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<td>New Jersey</td>
<td>Asbury Park, WERT (38), 10/25/52-Dec. '33 (tests due Dec. 1).</td>
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<tr>
<td>New York</td>
<td>Atlantic City, WOCR-TV (21), 1/18/53-Unknown.</td>
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For the record, looking for information on the actual dates of the grants. The New Grantees' Commencement Details and Dates mentioned in the list are for the months of July and August 1953. The list includes a variety of locations across the United States, each accompanied by their respective call letters and channel numbers. The dates range from September 1st, 1953, to December 31st, 1953. The information provided is for television stations, and the details include the month, year, and sometimes the network associated with these grants. The list is comprehensive and covers a wide geographical area, indicating the diverse landscape of television broadcasting in the United States during this period.
Information in following order: Location, call letters, channel, time period, starting target date, network and representative.

NEW MEXICO
Clarae, KPATH (TV) (12), 3/5/51—Unknown.
Santa Fe, KTV (TV) (2), 1/23/53—Unknown.

NEW YORK
Albany, WNYT (TV) (23), 6/10/50—Unknown.
Albany, WNYT (TV) (23), 5/30/50—Unknown.
Blalington, WNYT (TV) (46), 8/14/53—Unknown.
Buffalo, WNYT (TV) (23), 7/7/52—Unknown.
Ithaca, WNYT (TV) (23), 7/7/52—Unknown.
Jamestown, WNYT (TV) (23), 7/7/52—Unknown.
Kingston, WNYT (TV) (23), 7/7/52—Unknown.
New York (NY), WNYT (TV) (23), 7/7/52—Unknown.
New York, WNYT (TV) (23), 7/7/52—Unknown.
Poughkeepsie, WEOR (TV) (23), 11/26/54—Jan. 54.
Schenectady, WNYT (TV) (23), 7/7/52—Unknown.
Springfield, WNYT (TV) (23), 7/7/52—Unknown.
Syracuse, WNYT (TV) (23), 7/7/52—Unknown.
Watertown, WNYT (TV) (23), 7/7/52—Unknown.

NORTH CAROLINA
Chapel Hill, WUNC-TV (74) 4/30/53—Sept. '54.
Durham, WUCG (TV) (26), 4/30/53—Unknown.
Goldsboro, Goldsboro TV Corp. (53), 9/20/53—Unknown.
Greensboro, WGIN-TV (TV) (27), 11/12/53—Unknown, ABC, Belli.
High Point, WPLO-TV (TS) 9/11/52—Fall '53, Clark.
Winston-Salem, WMFT (TV) (8), 6/20/53—Spring '54.

NORTH DAKOTA
Volley City, KBUS-TV (5), 8/5/54—Early '54, Wbd, Wea TV.

OHIO
Cincinnati, WCINC-TV (54), 11/14/53—Spring '54.
Cleveland, WERE-TV (45), 6/18/53—Fall '53.
Pittsburgh, WBTB (BC) Co. (42), 4/15/53—Fall '53.
St. Louis, WOSU-TV (15), 7/15/53—Unknown.
Lima, WINA-TV (33), 12/4/52—Spring '53, Wbd, Wea TV.
Mansfield, WMAN (TV) (47), 4/16/51—Fall '51, Patry.
Youngstown, WNTV-TX (9), 9/12/52—10/25/52, CBS, Avery-Kendall (granted STA Sep. 26).
Youngstown, WYBF (TV) (5), 9/22/51—1/5/54, Patry.

OKLAHOMA
Miami, KMHV (TV) (58), 4/21/53—Unknown.
Oklahoma City, KTVN (TV) (9), 7/25/52—12/15/53, CBS, Avery-Kendall.

OREGON
Eugene, Eugene TV Inc. (13), 5/14/53—February '54, Holl.
Portland (Or.), KOIN-TV (20), Initial Decision 10/15/53.
Portland, WADD-TV (TV) (15), 4/20/53—Unknown.
Lima, WUNA-TV (33), 12/4/52—Spring '53, Wbd, Wea TV.
Mansfield, WMAN (TV) (47), 4/16/51—Fall '51, Patry.
Youngstown, WNTV (TV) (9), 9/12/52—10/25/52, CBS, Avery-Kendall (granted STA Sep. 26).

PA (PA)
Erie, Great Lakes TV Co. (35), 10/14/53—Unknown.
Harrisburg, WCNP (TV) (13), 7/7/53—12/15/53, Cann.
Hartford, WATS-TV (40), 12/18/52—Unknown.
Hartford, WATS-TV (40), 12/18/52—Unknown.
Fort Worth, WJTL (TV) (13), 12/18/52—Unknown.
Portland, WKOP (TV) (13), 12/18/52—Unknown.
Pittsburgh, WGQD (TV) (13), 5/14/53—1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVG (TV) (47), 12/23/53—Fall '53, Headl.
Swarthmore, WJSC (TV) (13), 12/18/52—Unknown.
York, WNYO (TV) (47), 7/27/52—Nov. '53, Dubl, Holling.
(Spartanburg, WSCV (TV) (17), 7/20/53—Jan. '54.

PHILADELPHIA
Byrne, WIBZ (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.
Allentown, WFMZ (TV) (67), 7/16/53—Unknown.

RHODE ISLAND
Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WNET (TV) (16), 4/8/53—Unknown.

SOUTH CAROLINA
Aiken, Allen Electronics Advertising Corp. (54), 10/21/53.
Anderson, WAM (TV) (40), 9/21/53—Unknown.
Camden, WAM (TV) (40), 9/21/53—Unknown.
Spartanburg, WSC (TV) (5), 7/5/52—12/15/53.

HOWARD E. STARK
Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York, 22, N. Y.

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BETTER
hi-frequency
response with SOUNDCRAFT PROFESSIONAL RECORDING TAPE it’s micro-polished

High frequency signals require a smooth tape surface for perfect recording head contact. To produce this surface all Soundcraft Professional Recording Tape is Micro-Polished: polished, buffed and re-polished to produce a mirror-like surface. Micro-Polishing results in improved high frequency response, greater output uniformity, lower distortion, less friction and longer life.

Why settle for less than the best? Next time be sure to ask for Soundcraft Professional Tape . . . the one and only Micro-Polished tape!
A Familiar Voice, a Picture . . .

ALL BUT ignored in the welter of hot news during the last fortnight were the thought-provoking comments of White House Secretary James C. Hagerty on the handling of news about the President.

In an off-the-cuff talk to the delegates to the national convention of Sigma Delta Chi in St. Louis the other day, Mr. Hagerty (to us news, rather than press secretary) disclosed the creation of the new White House pool of newsman, representing all media. Appointed for specified hitches, these men follow the President wherever he goes. They went with him to the White House shelter during the recent air raid drill. They are "on call" from the White House switchboard around the clock, on equal footing with key White House personnel.

That much was reported in comparatively short dispatches. But Mr. Hagerty went farther. He underscored the importance of the President's voice on the air, or in the newspapers, after an attack he hoped would never come. He stressed the value of the "familiar" voice of a radio reporter or commentator in such circumstances. The public then would know that their President is safe and that the seat of government continues. (Under the Connel Plan, only am radio would continue operating on two pre-selected channels, so that broadcast signals could not be used for target location by raiding planes.)

The observations of Jim Hagerty seem particularly timely, when the news centers around Communist espionage and intrigue in highest places. And the wisdom of setting up Connelrad, spear-headed largely by Comr. George E. Sterling, becomes more apparent with each passing day.

Radio—am radio, because of its propagation characteristics—indeed shoulders a tremendous responsibility in these seething times.

. . . and the Fight for Freedom

THE ST. LOUIS Convention of Sigma Delta Chi also produced another little-noticed result of far-reaching importance to the broadcast media in their unrelenting crusade for full freedom. The 23,000 members of this professional journalistic fraternity, which cuts across all media, performed a service that the organized broadcasters could not do for themselves. They resolved that radio and tv are entitled to the same free access to news, wherever it may break, as the pen and pencil reporters of the newspapers.

When the NARTB speaks, it speaks for the interests of its members and of the fields they serve. When the American Society of Newspaper Editors erupts against censorship, it talks for those newspapers represented in its membership. The Motion Picture Assn. speaks only for its industrial sphere. And so on, down the line.

But Sigma Delta Chi embraces in its society the working reporters, editors, writers, of the press, radio, tv, magazines, trade press, and public relations men. It embraces also the newsmen of tomorrow—the undergraduate journalism students. Among the professional men are also publishers, station owners and outstanding commentators. Such men as E. Lansing Ray, Roy W. Howard, Donald Ferguson, John L. Knight, John Cowles, Bill Henry, Ed Murrow, Lee Hills, Robert U. Brown, Walter Lippman, Robert K. Richards, to mention just a few. They can say for radio and television what these media cannot say as well for themselves. And what did they say, in the name of their fraternity?

It is patently unfair to allow the public only a reporter's version of what takes place in . . . hearings and in court trials, and to deny the public the fuller coverage provided by the microphone and the camera which projects the event itself beyond the confines of the hearing chamber of the courtroom.

All media share the responsibility of informing the people as accurately and as fully as their facilities permit. Any elevation that an invasion of the people's right to know in one area of news coverage endangers the free flow of information for all, your Sigma Delta Chi committee has been equally vigilant to resist arbitrary restrictions on radio and television coverage of the news as well as impediments against free access by the press.

Those broadcasters who have been fighting the freedom battle over the years, could not have stated their own case with greater zeal or vigor. That they are supported by men in all walks of the journalism field clearly demonstrates the common interest of all people for belief in our free institutions and in our Bill of Rights.

The Great Hitch-Hike

THE acquisitiveness of some networks to Sen. Joseph R. McCarthy's demand for time to answer what he, if nobody of less inflammable nature, regarded as an attack by Harry Truman did not add to broadcasting's reputation for courageous judgment.

Whatever else may be said of Mr. Truman's performance, it was not in essence a personal criticism of the senator.

The fact that Mr. Truman referred to "McCarthyism," with a plain disclaimer of personal reference to the senator, did not entitle Mr. McCarthy to any $300,000 worth of broadcast time to get into an act which was quite completely cast without him.

It is hard to avoid the conclusion that Mr. McCarthy issued his demand out of purely opportunistic motives. Until Mr. Truman spoke the magic word, "McCarthyism," which the senator was able to translate as meaning "Open, Sesame" to the networks, Mr. McCarthy was not even in the wings. He could get back on stage in his favorite role of exposing Communists only by the unnecessary gift of a national radio-television audience.

The principles of fair play required the networks to present a legitimate answer to Mr. Truman's free-wheeling remarks. The answer was presented by both Mr. Brownell and J. Edgar Hoover at the thoroughly covered Jenner committee hearing. To go beyond that and let Mr. McCarthy into the act is likely to imply that some broadcasters are push-overs for any aggressive politician.

Coming Events; Color Shadows

THE announcement that RCA expects to have color tv tape perfected for commercial use in two or three years is, of course, of vast interest both from the economic and technical view. Like other announcements regarding color television, it may not have improved public understanding of what is in store.

As is always true of an announcement made so far in advance of technical fruition, this one may have contributed to what must already be a widespread impression that color tv in many forms and refinements is just around the corner. Certainly the expectations of early color availability are partly responsible for lagging sales of black-and-white tv.

Plainly, the black-and-white television market is not going to improve substantially as long as the public believes that color will be obtainable. Since color unquestionably will be obtainable, it is desirable that it be made so as soon as possible.

Although the FCC has not moved with untoward speed in considering the petition for approval of compatible color, the chances are good that it will act reasonably soon. An indication of the Commission's favorable disposition toward the petition may be seen in its approval last week of a special experimental colorcast of NBC-TV's Colgate Comedy Hour Nov. 22, the first commercial program to be telecast in compatible color.

To assure as orderly a transition from monochrome to color as possible, the Commission must authorize the compatible system without undue delay and the manufacturing industry must exert itself to produce color equipment. Possibly the less said now the better about developments scheduled for two years or more hence.
Think Chris had trouble trying to sell his idea back in the 1400's? You've got problems, too — when your sales ideas lack effective TV production facilities!

But no such problems when you turn your ideas loose on WLW-D! Here, in Dayton's rich, industrial market, WLW-D provides facilities and talent for live productions — you'd expect to find only in the "high rent" TV centers.

Weekly Auto Racing — Professional Wrestling right from the WLW-D studios are two big reasons why WLW-D ratings have been on top for over 3½ years! And exclusive client services exploit your ideas through active promotion and merchandising!

WLW-D gives "life" to selling ideas!

WLW-D dayton's favorite
if these TWO markets knew it... so show it on TV and just let them view it... speak of its merits, its true story tell... they'll love it and like it... 

THEN YOU WATCH IT SELL!

KOTV - Channel 6  TULSA, OKLAHOMA  •  WRATHER-ALVAREZ, INC.
KFMB-TV - Channel 8  SAN DIEGO, CALIF.  •  WRATHER-ALVAREZ BROADCASTING, INC.
Exclusive National Representatives  •  EDWARD PETRY & CO.
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