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New Agencies
Page 36

Ownership Limits
Set by FCC
Page 44

BS Key Executives
Duties Broadened
Page 78

FEATURE SECTION
Beginns on Page 85

THEN YOU WATCH IT SELL!

KOTV - KFMB- TV

23rd year

THE NEWSWEEKLY
OF RADIO AND TV

Channel 6
WRATHER-ALVAREZ, INC.
TULSA, OKLAHOMA

Channel 8
WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIFORNIA

NETWORK AFFILIATIONS: CBS, NBC, ABC
Exclusive National Representative: EDWARD PETRY & CO.
More tv installers watch
this test pattern in Eastern Iowa

than in NYC, Chicago and
Pago Pago combined!
WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!
Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn’t draw the map... its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.

Mr. Channel 8

Represented by MEEKER

WGAL
AM FM TV
Steinman Station
Clair McCollough, Pres.

New York Chicago Los Angeles San Francisco
GEN. MARK W. CLARK, who recently retired as Army's top-ranking officer, has become associated with Jefferson Standard Broadcasting Co. to counsel it on educational activities, which include radio and television commentaries. Gen. Clark becomes president of The Citizen March 1, and Jefferson Standard, which operates WBT and WBTV (TV) Charlotte, N. C., has just procured construction permit for channel 8 in Florence, S. C. (see story page 56).

IT WAS DONE quietly, but with Bill Ryan's resignation as Broadcast Advertising Bureau president, effective Feb. 1 [BT, Nov. 23], Board Chairman Charles C. Carey, WMBD Peoria, asked three-man group headed by Edgar Kobak, station owner, consultant and longtime BAB leader, to serve as standby committee to advise BAB management on policy questions that may arise needing prompt board-level attention. President Ryan continuing to run BAB until effective date of his resignation, and special committee's function is described as strictly consultative and having nothing to do with day-to-day operations. Serving with Mr. Kobak are Adrian Murphy, president of CBS Radio, and H. Preston Peters, president of Free & Peters.

ABC's Hollywood keys—KECA and KECA-TV—shortly expected to become KABC-AM-TV in three-way call change pending FCC approval. Storer Broadcasting Co., which recently acquired KABC San Antonio where it owns KEYL (TV), will change to KGBS-AM-TV while KGBS Harlingen, Tex., becomes KGVS. Latter is paid $7,500 by ABC to defray costs of advertising change.

FRANK K. WHITE, former NBC president, has returned to his home at Larchmont, N. Y., after three-month vacation on West Coast, Mexico and in South. He does not contemplate announcement regarding his plans until end of year, and disclaims knowledge of bid for his services by BAB as successor to Mr. Ryan (see above).

EARLY signs of college sentiment at National Collegiate Athletic Assn. regional meetings point to continued operation of football tv monopoly in 1954 with one major change—more multi-game Saturday telecasts to meet regional and conference demands. Incidentally, analysis of professional and amateur box office expected to show attendance in 1953 was at high level despite telecasts and radio play-by-play coverage of many events. Final figures available late January.

PROGRESS REPORT on American Broad- casting Co. since its fusion with United Paramount Theatres was presented to full FCC at informal conference in Chairman Hyde's office Tuesday. Present, in addition to FCC members (except John C. Doerfer), were Leonard H. Goldenson, AB-PT president; Edward Noble, chairman, finance committee, AB-PT; Robert E. Kintner, president, ABC; Robert H. O'Brien, financial vice president, secretary, AB-PT, and executive vice president, ABC; Robert H. Hickley, Washington vice president, ABC; W. W. Gross, vice president and general counsel, AB-PT; Frank Marx, vice president for general engineering, ABC, and Oliver Troy, director of radio network.

DETERMINED to settle problem on specialized uses in fm (functional music, store-casting, transiting, etc.), FCC soon may release proposed rule-making. Commission believed disposed to authorize these specialized uses, provided station actually has primary signal on air for general reception. Other services thus could be "multiplexed" on same channel.

WHILE ANSWER to conundrum of how to handle White House broadcasts on "news conference" basis hasn't yet been divulged, some notion as to thinking now is evident. President now holds periodic "press" conferences at which reporters (of all media) toss questions at Chief Executive, but cannot quote him directly without specific authorization. If there are "press" conferences, then why not "radio-television" conferences for simulcast? This would involve new techniques. It would get around "mugging" by reporters-turned-actors, because press, per se, would be excluded from camera view, but presumably could report on what they heard.

MOST CONSISTENT shortcoming of applicants appearing at competitive tv hearings before FCC examiners is conceded to be in film buying field. Observers have commented upon "appalling lack" of indoctrination on how to buy and exhibit films for video. Even those with motion picture background do not seem to know how to adapt film procedures to tv, FCC observers contend.

RE arrangements for St. Louis Cards' baseball radio-tv coverage next year, it's understood that some midwest minor league teams would be willing to permit telecasts into their territory under 50-mile rule for "reasonable" remuneration. Problem will be thrashed out at minor leagues' meeting this week. Minors' attitude said to be more important than any effect of recent rulings on sports and particularly baseball.

FOR FIRST time since merger of ABC and United Paramount Theatres last February, officials of parent theatre organization, headed by Leonard H. Goldenson, will attend regional affiliate meetings of network. Series begins January in New York and winds up month later in New Orleans.

IN THIS ISSUE

LEAD STORY
Radio-television dominate eastern annual conference of AAAA. Page 33.

ADVERTISERS & AGENCIES
Six advertisers appoint new agencies. Page 36.

PROGRAM SERVICES
With expiration of blanket tv licenses only month away, networks and stations will hold negotiation meetings with ASCAP this week. Page 40.

GOVERNMENT
FCC amends multiple ownership rules to prevent anyone from holding interests in more than seven am, seven fm or five tv stations. Page 44.

STATIONS
Seven new tv outlets begin operation, report weekly B&T summary of new starts and those scheduled for next 30 days. Page 68.

NETWORKS
Implication that President O'Neill may hand active direction of MBS to other officers seen in executive reorganization. Page 78.

National networks are deciding what to do about requests for time to reply to Sen. McCarthy. Page 82.

TRADE ASSOCIATIONS
NARTB Sports Committee launches drive to break down restrictions on broadcasts of sports events. Page 84A.

Ultra High Frequency Tv Assn., at twoday meeting, adopts objectives including development of all-channel receivers and higher-power transmitters. Page 84B.

California broadcasters pass resolution opposing license fees. Page 84C.

FEATURES
Summary of merchandising services provided by radio stations and networks. Page 88.

What's right and wrong with radio news: A newspaperman's criticism. Page 94.

INTERNATIONAL
How license fees have influenced broadcasting in Canada: A Special B&T report. Page 113.

FOR THE RECORD
Telesstatus weekly summary of all tv stations on the air and their estimates of tv set distribution. Page 127.

Commencement target dates of all tv grantees. Page 130.

PART II
In special supplement, B&T publishes station-by-station tabulation of national radio merchandising survey of Kenyon & Eckhardt.

November 30, 1953 • Page 5
You can advertise successfully

Local TV kids' programs work wonders...
...on audiences and sales.

They’re scheduled just when most kids can be reached in each market. And they’re tailored right to kids’ own interest...which makes the kids ask for products they see advertised.

When they do, parents buy. One national advertiser

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WSB-TV</td>
<td>Atlanta</td>
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<td>WBAL-TV</td>
<td>Baltimore</td>
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<td>WFAA-TV</td>
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<td>KSTP-TV</td>
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<td>WSM-TV</td>
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<td>KOTV</td>
<td>Tulsa</td>
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<td>KEDD</td>
<td>Wichita</td>
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*In operation on or about December 24th
put his product (a first aid supply) into 22,000 homes... all within a month... using only two participations weekly in one kid’s program.

Local TV kids' programs dig right into the markets where you sell your product. You'll have many extra merchandising opportunities. You'll have complete flexibility in buying just the time periods you need.
Our Boarding-house Reach

Covers Half a Billion in Sales!

When you reach for the ever-growing Savannah Seaboard Market, you're reaching for 79 rich counties in 3 states... and you're reaching for your share of over half a billion a year in retail sales!

That's right hefty reaching, brother. And the plain fact is, only WSAV has the reach it takes to cover all of the market all of the time.

WSAV at long-range 630 kc reaches out to more homes, to more people, than any other medium in the market... bar none. In short, WSAV gives your sales story the boarding-house reach it needs to cover this half a billion dollar market.

Don't take our word for it. Ask any Blair man for a look at S.A.M. or the latest Pulse. Then reach for WSAV!

It's 630 in Savannah

WSAV

represented by

JOHN BLAIR & COMPANY

Southeastern Representative: HARRY E. CUMMINGS
FCC Studies Staff’s Proposals for Color TV

FCC COMMISSIONERS read rough draft of its staff-recommended color tv decision over the weekend, are scheduled to resume discussion on document today (Mon.). Commission held 75-minute session on subject Friday afternoon, with all present but Comr. Freda B. Hennock. That Commission will approve NTSC standards, supported by virtually entire industry, is understood to be foregone conclusion. In Friday meeting, first on color tv since Oct. 15 New York demonstrations, no significant objections were raised to any ports of staff paper.

Under ideal conditions, FCC could, it is believed, call final decision on compatible color standards this week. Under normal circumstances, it is believed that another two weeks will be required for Commission discussion, staff revision and final draft of Commission’s instructions. This would bring final decision issuance week of Dec. 14. Since important FCC orders usually are issued after 3 p.m. on Fridays, best guess is that Dec. 18 may be the day.

Only portions of relatively slim report (20 pages) that may require detailed study are those dealing with technical matters, it is understood. These would be references to cost and complexity of receivers and station equipment, compatibility and “reverse” compatibility, definition, color faithfulness and detail of polychrome pictures.

Some questions have been raised in connection with patent holdings, but these are said not to be too serious.

Farm Directors Told Radio Sells ‘Double Market’

NEED by farm directors for presentation that “completely analyzes the tremendous sales potential in the farm market and radio’s penetration of that market” was highlighted in talk for delivery Saturday by William B. Ryan, BAB president, before annual meeting of National Assn. of Radio Farm Directors in Chicago.

Mr. Ryan made use of main features of new BAB presentation to be released in January, which maintains that radio provides “almost complete saturation” of “double market” of farm consumers and farm producers by reaching at least 97% of all U. S. farm homes.

Too many radio-tv executives “have not recognized the potential selling power” of farm directors and many stations have “dropped or lost the ball completely” on farm programming, Mal Hansen, WOW-AM-TV Omaha, told farm directors Friday.

In president’s report Mr. Hansen said “too many of our sales staffs don’t understand public service programs are good merchandise.”

Witting Joins WRS Board

CHRIS J. WITTING, DuMont network managing director, who becomes Westinghouse Radio Stations Inc. president Jan. 1, elected to WRS board. E. V. Huggins, vice president of parent company who resigns WRS presidency, remains on board. W. C. Swartley, WBZ-AM-TV Bos- tons, resigned from board but this does not affect his station position.

at deadline

**TV HELPS 49’ERS**

TELEVISION is helping make new customers and increase revenue for professional football teams, Victor Morabito, co-owner of San Francisco 49’ers of National Football League, declared in statement made public Friday by DuMont Television Network. Mr. Morabito credited televisioning of road games of 49’ers over DuMont with maintenance of average attendance of 44,000 for home games in contrast with 41,000 in 1951 when tv was not used. He noted that his team made profit of $195,000 last year under network, and expressed belief profit would be higher this year.

Networks Report 13% Boost in Oct. Sales

GROSS TIME SALES of the nationwide broadcast networks in October amounted to $376,186,342, a gain of 13.3% over the $332,873,340 combined radio-tv network gross for October 1952, according to Publishers Information Bureau tabulations of network gross revenue. Four tv networks showed 35.1% increase in gross time sales from October 1952 to same month of 1953; radio networks dropped 11.3% this October as compared to last.

Cumulative gross network time sales for Jan.-Oct. period this year are $311,539,591 for combined radio, tv networks, up 10% over comparable figure of $280,278,967 for like period of 1952. Tv networks showed 22.4% rise when 10-month period of 1953 is compared to same part of last year. Radio networks for 10 months are down 1.1% from year ago.

Network-by-network time sales figures, for radio and tv, October and Jan.-Oct., as compiled by PIB, follow:

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>1953</th>
<th>1952</th>
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<tbody>
<tr>
<td>Network 1</td>
<td>123</td>
<td>100</td>
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<td>Network 2</td>
<td>119</td>
<td>98</td>
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<tr>
<td>Network 3</td>
<td>115</td>
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<table>
<thead>
<tr>
<th>NETWORK TELEVISION</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network A</td>
<td>56</td>
<td>48</td>
</tr>
<tr>
<td>Network B</td>
<td>45</td>
<td>39</td>
</tr>
</tbody>
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BMI to Charge Movies

BMI on Jan. 1, 1954, will begin licensing movie theatre use of internet music, with annual fees of $5 for theatres with up to 600 seats to $15 for over 1,500. For drive-ins, fees run from $5 for up to 200 cars to $15 for over 500. If theatre is operated 26 weeks or less fees are halved. Announcing move Friday, BMI pointed out it is first direct charge made on movie theatres in BMI’s 13-year history.

Peers Vote British Tv Plan

CABINET plans of Prime Minister Churchill’s Conservatives to introduce commercial tv in Great Britain won approval of House of Lords by 157-87 vote, with full debate slated for House of Commons (early story page 114). Group of influential peers, including among them, opposite plan in two-day debate.

**BUSINESS BRIEFLY**

FALSTAFF PLANS * Agency’s 1954 advertising plans for Falstaff beer, including baseball broadcasts and radio-tv spot campaign, probably will be approved early this week when advertiser and its agency, Dancer-Fitzgerald-Sample, confer in St. Louis.

RED HEART TO EXPAND * Morrell-Red Heart dog food, Ottumwa, Iowa, through N. W. Ayer & Son, which started preparing radio and television campaign covering 12 radio and six tv markets last week, will expand (starting Feb. 1) into 22 additional cities in five southeastern states: Virginia, South Carolina, North Carolina, Georgia, Florida, Metropitan areas of 50,000 population and over will be used. Radio will dominate 39-week campaign, with tv added where warranted.

NESTLE PARTICIPATIONS * Nestle Co. (Nescanfe), White Plains, N. Y., through Sherman & Marquette, N. Y., understood considering women’s participation programs, starting in January. About 15 radio markets probably will be used.

WHITEHALL TO RENEW * Whitehall PharmaceTical Co., N. Y., which current radio-tv spot campaign for Ancain expires Dec. 31, is expected to renew practically all present schedules through March. John F. Murray, N. Y., is agency.

DRUG SPOTS * Lohn & Finks (proprietary drugs), through McCann-Erickson, N. Y., understood considering television spot announcement campaign to start early next year.


AFM Board Gets Down To Serious Business Today

DISCUSSIONS will be resumed today (Mon.) in New York by nine-man international executive board of American Federation of Musicians (AFL) which met last Tuesday, Wednesday and Friday to lay groundwork for upcoming renegotiations of contracts with radio and television networks, record industry, and major motion picture producers.

Spokesman told B&T Friday that board was expected to “get down to serious business” today. Contracts with networks expire Jan. 31. Though spokesman could not specify demands, it is believed board will include recommendations aimed at curbing what it has described as “television’s practice of supplanting live musicians with canned music,” and at barring domestic record companies from making cut-rate records abroad by using nonmembers or combination of nonmembers and union members. These demands were espoused as far back as last July by James C. Petrillo, AFM president.

Members of international executive board participated in discussions on Petrillo: Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, secretary; Harry J. Steeper, Newark, treasurer; and Herman D. Keitn, Portland; George V. Cleasby, Detroit; Stanley Ballard, Minneapolis; William J. Harris, Dallas, and Walter M. Murdock, Toronto.

November 30, 1953 * Page 9
to make your advertising dollars go further

Tom Harker, National Sales Director * 118 E. 57th, New York
National Representatives * Katz Agency
Merger Reduces Buffalo Applicants; Other FCC Actions

MERGER which reduces hearing for Buffalo's vhf ch. 7 applicants was filed with FCC Friday. New applicant, Great Lakes Television Inc., comprises former applicants Buffalo Courier-Express (WEBR), Copper City Broadcasting, (KTVK TVTV) Detroit (Rome, N. Y.), WPIT (Pittsburgh) Inc. and Cataract Theatre Corp. Latter two originally were partners in Frontier Television Inc. Each of first two own 33 1/3%, last two split 33 1/3%. WPIT is owned by John J. Laux and associates, who also own WFPG Atlantic City, WBMS Boston, WSTV Steubenville, Ohio. Mr. Laux personally owns WJJ, Niagara Falls, Copper City is owned by Kallet Theatre interests. Still competing for ch. 7 are WKBW Buffalo and Community Television Co., local businessmen.

Four Drop TV Bids

FOUR tv applicants dismissed their applications Friday, in one case opening way for grant. Diss- missal of application of WTVS Jackson, Tenn., forecloses pending application of WDKX same city. Other vhf dismissals, which still leave more than one application contesting, were: WPCG Albany, Ga., ch. 10; ELY Oakland, Calif., ch. 2, and Television Theatre of the Palm Beaches, Fla. (51% owned by Gene T. Dyer, owner of WATF Chicago), ch. 17.

Consolidate Aurel, TV Facilities Divisions

FCC announced Friday consolidation of Aurel Facilities and Television Facilities Divisions of Broadcast Bureau, with James E. Bart named chief of the new division. J. B. Graum, ex-chief of tv unit, is now with Joint Committee on Radio and Television.

Would Add 1540 Kc in Waterloo

PROPOSED rule making by FCC would add 1540 kc to list of channels to which 1-at-8 stations may be assigned upon 1957-1962 terms in Water- loo, Iowa. FCC placed in pending file application of J. W. Pur to modify EPI to specialty transmitter site and antenna for WHER in Columbia, Miss., using 10 kw daytime, pending outcome of above proceeding. Application of Radio Mid-Coast Inc. for station on kc 1 kw unlimited at The Dales, Ore., placed in pending file to move WTCM Hartford, Wis., to Fort Atkinson. Wis., continuing on 1460 kc with 250 kw daytime instead of 500 kw daytime.

More Noncommercial Channels for Tenn.

THREE more noncommercial educational channels have been approved for Tennessee; they are: ch. 11 to Lexington, ch. 7 to Rock Island and ch. 2 to Scotts Hill.

KSTM-TV Can't File for E. St. Louis

FCC has notified KSTM-TV St. Louis that application for CP to build tv station on ch. 11 in E. St. Louis, Ill., is not acceptable for filing.

Baldwin, Shumate, Others Promoted in KSO Changes

COMPLETE reorganization of board of di- rectors and station management has been an- nounced by KSO Des Moines, Iowa, with ap- pointments of Bill Baldwin, program director, as station manager and Gene Shumate, sports director, as commercial manager. Kingsley H. Murphy Jr., who succeeds late Kingsley H. Murphy Sr. as president, has moved family to Des Moines and is active in station operation.

Messrs. Baldwin and Shumate also elected vice presidents and named to board of directors. New alignment includes Floyd E. Bartley, chief engineer; Harry Lewis of Murphy Broadcasting Co., and Ove H. Strandskov, who succeeds late Herbert F. Holm, as comptroller. Other di- rectors: Vice President Clarence J. Mulrooney, Weyerhaeuser Tuesday at Paul, and Secretary Harry S. Carson, Minneapolis attorney.

STATION THREATENED

WPTX Lexington Park, Md., in St. Mary's County, became central figure in new Fulton Lewis Jr. (MSB) exposure of county's political wheels when politicians were said to have threatened to see that station lost all its advertising. WPTX is carrying Lewis series, which started last week. Commentator Ed that Ab. Joe and Joe Weiner, active in politics, had made threats to station and to WDWC Washington, where series originates. Mr. Lewis told BPT he had many hours of tape recordings which he said would show actual deals by gamblers and politi- cians. Series is based on months of research and use of concealed record- ing equipment. Mr. Lewis said Abe Weiner had made threats to WPTX, and his cousin, Joe Weiner, had threatened in letter to see WDWC. Text of letter was read on last Thursday's broadcast.

Three NARTB Committees Slate Meets This Week

MEETINGS are scheduled this week by three NARTB standing committees, continuing series of committee sessions started some weeks ago.

Television Circulation Committee, which has been working on tv station coverage project set in motion last December by NARTB TV Board, will meet Monday in New York. Committee chairman is Robert D. Sweeney, WDSU-TV New Orleans.

Television Information Committee will meet Wednesday-Thursday at NARTB headquarters in Washington. Committee has been studying impact of tv on public, reaction of public and organizations to tv programming and self-regu- lation. NARTB President Harold E. Fellows is committee chairman.

NARTB's Public Events Committee meets Friday at Ambassador Hotel, New York. Edgar Kobak, WTWA Thomson, Ga., is chairman. It will take up problems of radio and television access to judicial legislative proceedings.

Get on Air, Educators Told

EDUCATIONAL institutions should start slowly but get on the air, FCC Commissioner Frieda Hennock told 43d annual meeting of National Council of Teachers of English Friday at Los Angeles meeting. She warned that "opposition" and "prophets of adversity" would make false statements and spread confusion, adding that their gloomy forecasts were wrong.

UPCOMING

Dec. 4: Tennessee Assn. of Broadcast- ers, Andrew Jackson Hotel, Jackson- ville.
Dec. 4: NARTB Public Events Commit- tee, Ambassador Hotel, New York.
Dec. 4-5: Canadian Broadcasting Corp., house of governors, Parliament build- ings, Ottawa.

PEOPLE

KENNETH McALLISTER account executive, Procter & Gamble account Bowles & Bowles, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and member of account group servicing Pall Mall.

ALLAN H. KALMUS resigns as news bureau manager, Lever Brothers Co. public relations.

Before joining soap company in September 1952 he had been tv publicity manager for NBC.

DAWSON L. NEWTON, formerly of Rutherfand & Ryan Inc., N. Y., to Ellington & Co., N. Y., as account executive, effective immediately.

DANIEL CALABRAO, public relations manager for Trans-Com, La Crosse, Wis., to WIGS-TV Chicago as public rela- tions director. He formerly was with W. Stephen Epple Assoc.

JOHN FINLEY, NBC Radio Spot Sales, Chicago, re joins WBBM Chicago radio sales depart- ment.

KAL ROSS, sportscaster with WMGM New York, formerly disc jockey and announcer with WOR New York and before that with WPEN Philadelphia, to WCAN-AM-TV Milwaukee as director of operations and administrative as- sistant to owner-president Louis Politis, effective Dec. 5. He also will handle sportscasting assign- ments for stations and undertake realignment of WCAN programming as independent outlet when ABC network affiliation expires Jan. 1.

Atlass, Family Exercise Options on WHO-TV

FORTY per cent interest in WHO-TV Des Moines has been acquired by Independent Broadcasting Co. (H. Leslie Atlass, family) for $200,000. Purchase made according to ar- rangements agreed when Independent dropped tv application for Des Moines' vhf ch. 13 with grant going to WHO interests [B+T, Sept. 7]. At time, Independent received $25,000 for out-of-pocket expenses, received option to buy 40% of new $500,000 WHO-TV Inc. Agreement also gives WHO-TV Inc. right to buy back Independent's stock for $275,000. To exercise option, Independent sold KIOA Des Moines to Don Searle and family last month for $150,000 [B+T, Nov. 25]. Mr. Searle, former general manager, minority stockholder of KOA- AM-TV Denver, Independent owns WLOL Minneapolis.

Laithen Named at KIOA, Cassill Goes to WLOL

APPOINTMENT of Rex Lathen as vice presi- dent and general manager of KIOA Des Moines, Iowa, announced last week by Don Searle, presi- dent, Town & Farm Co., and executive vice president of KOA-AM-TV Denver. Mr. Lathen was vice president of KMMJ Grand Island, Neb., and KXXX Colby, Kan., also Town & Farm properties. Town & Farm bought KIOA from Atlas interests (H. W. [Dutch] Cassill, former manager of KIOA moves to Minneapolis Nov. 30 to supervise operations and tv planning of WLOL there. Station is applicant for vhf ch. 9.

WGN-TV Gets Cubs Rights

EXCLUSIVE tv rights to all 1954 Chicago Cubs home baseball games and pre-season city series obtained by WGN-TV Chicago, it was announced Friday by Frank P. Schreiber, gen- eral manager of WGN-AM-TV, and James Gallagher, Cubs business manager. Station also has same rights with White Sox on daytime home contests under four-year, pact, 1953-54. Signing marks seventh consecutive year for WGN-TV telecasts of two clubs.

November 30, 1953
### Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

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

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- 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. Taishoff, 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. Skee, Subscription Manager; Robert Deacon, Doris J. Frazier, Joel H. Johnston, Joel Millar.

### BUREAUS

- **NEW YORK**
  - 444 Madison Ave., Zone 22, Plaza 5-8355.
  - 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 Kotar.
  - John Osbon, 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 (33rd issue): $9.00. Annual subscription including BROADCASTING Yearbook (34th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 52 issues: $11.00. Rates: $1.00 per year for Canadian and foreign postage. Postage charges will be added in advance. (Postage cost to West Coast $4.00 per year.)

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SALES GIMMICKS?

AP NEWS Helps Station prove
Best Gimmick of All is...Quality!

By carefully analyzing a prospective sponsor's needs in terms of program calibre, WAIR of Winston-Salem came up with a winning combination.

Prospect was Central Carolina Motors, local Cadillac-Oldsmobile agency. Salesman Wally Voigt's exploratory conferences disclosed —

1) Prospect was highly quality-conscious, as might be expected.

2) To be successful, program had to provide coverage-in-depth among better-income groups.

WAIR proposed an Associated Press spot news program. To the station's own reputation for effective coverage was added the lure that "The AP is the Cadillac of the news field."

This was something the sponsor could easily grasp and believe. It appealed to his sense of suitability. He agreed to a 5-minute, Monday through Friday, program. Then sales of cars encouraged an expansion to 10 minutes. Today, it's a quarter-hour newscast.

Says Manager Jack Weldon:

"This is a success story without a gimmick—unless you choose to think quality is the best gimmick of all. Our sponsor believes Cadillac is the ultimate in automobile quality. We at the station believe just as firmly that the ultimate in news is AP. The marriage, you might say, was inevitable."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —

Those who know famous brands... know the most famous brand in news is AP.
Seattle's first station

1000 feet above sea level ...

most modern
TV Celebrates Start of 6th Year On the Air

...now going full power with new tower...

telecasting from the Pacific Northwest's

Radio-Television Center

5 years' solid local acceptance
+ Low Channel 5
+ 100,000 watts FULL power
+ Highest antenna
+ Highest-powered transmitter
Guarantees delivery of the Booming Pacific Northwest market.
WHO SAID

WE DID!

We've been turning them out in batches for all Southeastern Ohio... programs that is, not rabbits!

In only five months of operation, WHIZ-TV's highly competent production staff is already producing over 40 local and regional television programs every week.

Combining well chosen talent with production-minded television personnel, WHIZ-TV, complete with film service department, art studios, photography lab, continuity staff and newsroom, is doing a real job for the sponsor.

That's why over 100 national, regional and local advertisers are SELLING in Southeastern Ohio with...

WHIZ-TV

Zanesville, Ohio

Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

Page 16 • November 30, 1953

IN REVIEW

THE GEORGE JESSEL SHOW

Network: ABC-TV
Time: Sun., 6:30-7 p.m. EST.
Star: George Jessel
Producer: Mannie Manheim
Director: Edward Nugent
Writers: George Jessel and Sam Carlton
Musical Director: Rex Koury
Production Manager: Darrell Ross
Origination: New York

As sad a variety program as has passed before the discerning eye of a tv camera and subsequently into view of ABC-TV's Monday evening audience is The George Jessel Show. The blame for this shabby excuse for entertainment must rest with Mr. Jessel, the telecast's mc.

His guest performers who bring their specialties to the series every week are headliners in the entertainment world. On the Nov. 8 show, singers Monica Lewis and Cab Calloway were on hand along with Frank Fontaine, a comedian who can be very funny, material permitting.

On a production level, the Jessel program gets more attention than it deserves. Guest's numbers, generally speaking, are expertly handled. In particular, the lighting and camera work on Cab Calloway's spot on the Nov. 8 telecast merited favorable comment. The singer's fine performance was matched with equally fine production. But celebrities and production personnel working hand in glove can't possibly rescue this one. Mr. Jessel is still on camera more than he ought to be.

It is shallow over-confidence that is Mr. Jessel's most irritating trait. The "humility" bug that has been biting everyone in television these last few weeks has certainly bypassed Mr. Jessel.

The theme of the Nov. 8 program was "Show Stopping." Minimum comment was made on shows Mr. Jessel's guests may have stopped but after watching the telecast any viewer might have delivered a 10-minute oration on how time and again Mr. J. had rolled 'em in the aisles.

Mr. Jessel devoted his introductory remarks to radio-tv critic John Crosby. A recent Crosby column carried an item that received anything but a graceful reception from the m.c. He was unaware that a polished showman would have chosen to ignore Mr. Crosby's unflattering reference.

Critics notwithstanding, any theatrical offering will ultimately be judged by an audience. Half-hearted applause at the Jessel show in question might well indicate there was more truth in the Crosby statement than Mr. Jessel cared to admit.

* * *

COLGATE COMEDY HOUR

Sponsor: Colgate-Palmolive Co.
Time: NBC-TV, Sun., 8-9 p.m. EST, Nov. 22
Star: Donald O'Connor
Guests: Ralph Bellamy, Corrine Calvet, Dorothy Benedict, Sid Miller
Exec. Producer: Sam Fuller
Producer-Director: Ernie Glucksman
Tv Director: Jim Jordan Jr.
Art Director: Forth Ullman
Music Director: Al Goodman
Writers: Sid Miller, Sid Miller, Snag Wef.
Exec. Producer in Charge of Color Coordination: Barry Wood

THE FIRST color broadcast of an NBC-TV commercial program, the Colgate Comedy Hour

BROADCASTING • TELECASTING
You're up with the chickens...

...If you keep up with the Southwest farmer! While most of us are still a-bed, WFAA's wide-awake farm editor, Murray Cox, teams with his wife Polly on WFAA-570 to make hay with farm and ranch families across the Southwest before they go to market or begin the day's work.

From their breakfast table every morning at 6:40, "Mr. & Mrs. R.F.D." broadcast a helpful, informative service. Murray discusses timely farm news and events, and Polly rounds out with hints on homemaking.

Murray and Polly have always worked with farm people and agricultural groups. Murray is recognized "one of the best friends of farmers in Texas" for his tireless and conspicuous work in soil conservation and pasture improvement. It's said that more farm folks know Murray than the Governor of Texas, and proof lies in the large and loyal following of the breakfast show and "Murray Cox, R.F.D." — Murray's 12:15 to 12:30 daily program on WFAA-820.

If you're cultivating the wealthy Southwest farm market, plant your sales story where it'll grow—with the fertile farm and ranch following of "Mr. & Mrs. R.F.D." You'll harvest a bumper crop — just ask a Petry man!

If you want the facts and figures about North Texas farm folks' listening habits — and their decided preference for WFAA and Murray Cox — you'll ask a Petry man to show you the new 1953 Whan Survey, a comprehensive, independent study by Dr. Forest L. Whan of Kansas State College.

WFAA
820 • 570
5000 WATTS
DALLAS
NBC • ABC • TQN

EDWARD PETRY & CO., National Representatives • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS
of Nov. 22, came off with—if the expression be permitted—flying colors.

Whatever the standard of the show as entertainment, which is primarily the standard by which viewers across the nation had to judge it, the dramatic quality as witnessed on color receivers set up for the purpose by NBC was up to any past yet seen in color television demonstrations.

There were instances of greenish flesh tones, occasional color fringing, once in a while a pinkish hue that didn't belong. But the over-all result was pleasing.

Donald O'Connor was starred in this particular program, which was permitted by FCC to be telecast in color as a network-station operation test [BWT, Nov. 23] of the compatible color system, and insofar as color was concerned—he or the program—was at his best in the various, gaily bedecked dance sequences.

Color trappings also showed up to good advantage in a sequence featuring songstress Dorothy Dandridge, and in skills featuring Mr. O'Connor and Sid Miller, and Mr. O'Connor with Ralph Bellamy and Corrine Calvet, although the Calvet-Bellamy-O'Connor bit came off duller as entertainment than as an exhibition of television in color.

To this reviewer, however, the best bit of color television was in the Halo commercial—the only commercial done in color. In this segment, which was integrated into the program rather than offered as a separate bit on film, the flesh tones of the model appeared true beyond criticism, and the glitter of the hair gave bright promise of the lure of color TV as an advertising medium.

For viewers across the nation, of course, the test of the colorcast lay in its appeal as entertainment, and in the reproduction of the color signals on black-and-white sets. Whatever their reaction to the entertainment quotient, they could hardly have been dissatisfied with the monochrome picture, which came through with clarity and strength on black-and-white sets that NBC had set up alongside its color receivers.

They also were ably abominated by Mr. O'Connor need not go excited; that color sets are not here yet; that they should remember that monochrome receivers will bring in color signals in black-and-white whenever there is compatible color programming, and that, if they're in the market for a TV set now, they should have no hesitancy to buy black-and-white.

**LIFE WITH FATHER**

Network: CBS-TV
Time: Sun., 7:00-7:30 p.m. EST
Origin: Hollywood
Cast: Leon Ames, Lorenne Tuttell, Ralph Reed, Fredric Marsh, Ronald Keith, Harvey Grant, Dorothy Bernard, Richard Bane, Mary Adams, Don Beddoe, Mary Lawrence, Maurice Marace
Producer: Fletcher Markle
Associate Producer: Vincent McGonell
Executive Producer: Ben Felner Jr.
Director: John Claar
Editorial Advisors: Katherine B. Day, Howard Lindsay, Russel Crowe
Set Designer: Robert Tyler Lee
Announcer: Bob Lemand
Sponsor: S. C. Johnson & Son Inc.
Agency: Needham, Louis & Brovby Inc.
Writer: William Roberts

LIFE WITH FATHER, and its whimsical domestic situations which keep comic registers in a Broadway box office ringing for eight record-breaking years, is at last on TV. Life With Father, starring Leon Ames and Lorenne Tuttell as Father and Mother Day, made its video bow on Nov. 22.

This fable of family life a generation or so ago can boast a varied career. It was originally a collection of short stories by Clarence Day, then a series of three books, finally a play and a movie, and now the new CBS-TV weekly comedy series.

Perhaps the most appropriate comment that can be made on the debut telecast is that it fits the superlatives used in the avalanche of publicity that preceded the show. The big build-up, seldom realized in production, was completely justified by Mr. Ames, Miss Tuttell and supporting players who artfully recreated memories of a socially correct family in the 1880s.

Interpretation of both lead roles differed from the standard Mother and Father Day characterizations. Father on tv is more bombastic; Mother more reserved and mild. Still the charact
A salute to the nation's
General Electric Offers You the Industry's Highest Power UHF-TV Equipment!

G-E 12-KW UHF TRANSMITTER
Carrier separation accurately maintained, long-life klystron tubes, independent driver unit operation, simplified installation, factory-tested.

G-E 12-KW AMPLIFIER
Can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers.

G-E HELICAL ANTENNA
The only antenna capable of handling highest power—up to 60 kilowatts—without change. You can set as much as 1° beam tilt and 20 db null fill-in with no measurable gain reduction of main beam; custom directionalized for your market area.
Features—outstanding simplicity of construction, unusually high power gain of 5 per bay, low installation cost, current for de-icing is fed through helical radiator, uniform close-in coverage, special hurricane design.

G-E KLYSTRON TUBE
Designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

Complete television equipment for UHF-VHF

General Electric Company, Section 2113-30, Electronics Park, Syracuse, New York
General Electric

Congratulates

Television's High Power Pioneers
outstanding UHF-TV stations

WGBI-TV, Scranton, Pa. G-E transmitter equipment and antennas are located 2350 feet above sea level on West Mountain. WGBI-TV coverage extends into New York and New Jersey.

WEEK-TV, Peoria, Ill. Studio personnel set G-E studio camera before putting local show on air. This central Illinois UHF station is completely equipped with and powered by G-E TV broadcast equipment.

WEEU-TV, Reading, Pa. Harold E. Schearer, Asst. Dir. of Tech. Operations, uses equipment in the station's mobile unit to measure the field strength of the broadcast signal from any given point within the wide radius of the station's transmitter.

WVEC-TV, Norfolk-Hampton, Va. James E. Swafford, Vice-Pres. in charge of Engineering, and Frank R. Hannah, Art Director, inspect their station's new G-E 12-kw transmitter prior to the outlet's opening date.
WWLP, Springfield, Mass. Lewis Chenevert makes a final inspection of GE rack-mounted equipment prior to the station's opening date.

WHYN-TV, Springfield-Holyoke, Mass. Architect's conception of building which will house studios and administrative offices. Ground was broken for its construction October 16, 1953.

WKAB-TV, Mobile, Ala. GE 12-kw transmitter in this modern building brings the first television service to the greater Gulf Coast area. WKAB-TV began operating with 12 kw August 5, 1953.

WENS, Pittsburgh, Pa. Scheduled for completion in late November, studio and transmitter building is located on the highest broadcasting site in Pittsburgh. It will also house prop and carpenter shops, offices and engineering space.

WHUM, Reading, Pa. GE engineer Ralph Thompson (bottom) assembles the wave guide on WHUM's 1000-foot tower. The station went on the air with 12 kw equipment in February, 1953.

WILK-TV, Wilkes-Barre, Pa. This converted residence is the home of WILK. The antenna, a GE Helical, is on Penobscot Mountain, elevation 2350 feet.
MODERN PIONEERS are still those who go before, preparing the way for others. And that is exactly what the broadcasters honored here have done in the field of high-power television.

These pioneers, at the outset, realized they first had to achieve maximum field strength in order to reach their ultimate goal. They also realized the only way they could do this was with G-E UHF broadcast equipment—the industry's highest power UHF-TV equipment. They ordered this equipment because they had confidence in it. Their confidence was rewarded when they successfully answered the challenge of high-power broadcasting.

The forces behind the march forward have been their bold spirit, their adventurous quest for greater horizons, and their indomitable desire to improve their particular phase of communications. With these forces driving them on, they have successfully met and conquered this unknown realm of broadcasting. They have unselfishly blazed the trail for others to follow.

General Electric is exceptionally proud of these broadcasters. Not only because of their outstanding enterprise but also because every one of them demonstrated absolute faith in G-E high-power equipment.

General Electric appreciates the co-operation of these broadcasters during the pioneering stages of high-power TV. And General Electric is proud to know that its equipment played—and continues to play—such a dominant role in this electronic achievement.
OPEN MIKE

When Listeners Inform Others...

"I heard it on WGAR"

It means these names arrest attention! Reliable reporting of latest news... fast and accurate on-the-spot coverage... makes listeners keep tuned to WGAR.

CHARLES DAY

WGAR's news director dominates a dinner-hour audience at 6 with the Day's News.

JIM MARTIN

Three early morning news casts have drivers and shift workers quoting Martin throughout the day.

JACK DOOLEY

Summarizes the day's news events daily at 5 P.M. and 11 P.M.

JACK PERKINS

Covers weekend news events; frequently features on-the-spot reports and interviews.

Able coverage by these top-flight newsmen, in Northern Ohio's oldest established radio news room, gives listeners what they want. No wonder they give WGAR the "badge of authority!"

In Northern Ohio

WGAR

The Spot for Spot Radio

Cleveland 50,000 watts

CBS

Eastman Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry L. O'Neil Co.
In Canada by Radio Time Sales, Ltd., Toronto

November 30, 1953 • Page 25

Editorial Comment

EDITOR:

AMEN TO YOUR GREAT "HITCH HIKE" EDITORIAL [B+T, NOV. 23]. NETWORK PERFORMANCE IN GRANTING MCCARTHY TIME WAS THOROUGHLY UNEQUITABLE AND COWARDLY. SENATOR MCCARTHY HIMSELF MADE IT OBVIOUS WHEN HE REMARKED HE WAS GOING TO DEVOTE VERY LITTLE TIME TO TRUMAN'S CRITICISM OF MCCARTHYISM. UNANIMOUS NETWORK DECISIONS COMPROMISED AFFILIATES AND MADE IT IMPRACTICAL FOR US NOT TO GO ALONG. SINCE FORTHRIGHT LEADERSHIP IS UNLIKELY FROM NETWORKS, PERHAPS NAIRB SHOULD SPEARHEAD ATTEMPT BY STATIONS TO SET UP GROUND RULES FOR AVOIDING OF PUBLIC ISSUES ON BASIS OF FAIRNESS AND EQUITY RATHER THAN SURRENDER TO INTIMIDATION.

VICTOR A. SCHOLIS

VICE-PRESIDENT AND DIRECTOR WHAS-AM-TV LOUSIBVILLE

EDITOR:

Your editorial, "The Great Hitch-Hike," indicates you do not spend much time listening to the radio. Sen. McCarthy is sneered and smeared by the left wing network commentators around the clock. It would take not just half an hour but a thousand hours of radio time for the senator to equalize the radio time of his opposition.

Richard F. Lewis Jr.
Owner and Gnl. Mgr.
WINC Winchester, Va.

[EDITOR'S NOTE: The question is not right vs. left. See editorial this issue, page 132.]

Profession of Consistency

EDITOR:

In the CLOSED CIRCUIT column of the Nov. 23 issue of B+T you report:

Along with other Government agencies, FCC is still having difficulty in filing 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 Dept. of Justice. Among candidates is Leon C. Paulson, now with Federal Trade Commission. Comr. Sterling (he and Chairman Hyde are only holdovers Republicans) hasn't consistently voted with new Republican majority on filing of personnel vacancies but GOP Comr. Donner and Lee have gone down line.

When you state that I have not consistently voted with the new Republican majority on the filling of vacancies, you infer that this has taken place on more than one occasion. This is not in accordance with the facts.

Since the President designated Rosel H. Hyde as chairman of the Commission on April 18, 1953, the facts will show that I have backed Chairman Hyde in his nominations for appointments in 16 cases coming before the Commission, one of which was the new general counsel of the Commission. In only one case, still unresolved, have I differed with his recommendation. This case is one in which the chairman proposed to bring an inexperienced man from another agency to fill a vacancy, thereby denying the opportunity for promotion of an employee having a Civil Service status with over 18 years of service, including a fine war record as a Naval officer and who has amply demonstrated, in my opinion, his ability to perform the duties of the position and is now serving in the position as Acting Chief of the Division.

The position I have taken in this case, I believe, is consistent with the desire of the Administration to preserve the integrity of the Civil Service System.

It is my opinion that, if the Commission considers that this position is one falling within the category of policy-making, then it should recommend to the Civil Service Commission that it be listed among the "Schedule C" positions and if approved by the Civil Service Commission, then full consideration should be given to those who have supported the administration and who are seeking government positions and who have the support of the party. I might add that I believe there are other positions on the staff of the Commission which should be given consideration for inclusion in the "Schedule C" category.

George E. Sterling
Commissioner, FCC
Washington

[EDITOR'S NOTE: We are pleased to publish Comr. Sterling's comments. The FCC employe to whom he refers is Port. J. Rawson, acting chief of the Hearing Division.]

Thank-You Note

EDITOR:

Through your columns, I should like to give credit where credit is due. I should like to pay tribute to a very capable group of technicians and program people at WTOP-TV Washington.

They set up, on very short notice, what amounted to a complete studio in the Mayflower Hotel ballroom in Washington, and operated in the manner of the most seasoned pros.

Byron Paul
CBS Director
Anti-Defamation League
"Dinner with the President" Nov. 23, 1953

What To Pound

EDITOR:

A very low bow to B+T for its editorial on the new uhf association, and its appraisal of the questionable usefulness of such an organization.

We are having no trouble selling television in Norfolk. It all boils down to this one basic, business principle: There is no substitute for intelligent, competitive planning, capable, enthusiastic personnel, and pounding the pavement—not the desk.

Robert Wadson, Vice Pres.
WTOP-TV Norfolk, Va.

Incompatibility

EDITOR:

The headline accompanying the story on page 50, issue of Nov. 16, seems slightly amiss, especially in view of the fact that the fifth paragraph is not compatible.

Any action with regard to a merger with the Chicago Television Council would first need Chicago Radio Management Club membership approval, a step which has not yet been taken nor is it a part of any future Chicago Radio Management Club agenda. I... Howard A. Meyers, Pres.
Chicago Radio Management Club

Where's Telestatus?

EDITOR:

... each week I try to find TELESTATUS in the index, and it's never listed...
John S. Hayes, Pres.
WTOP-AM-FM-TV
Washington

[EDITOR'S NOTE: Telestatus appears in "For the Record" weekly.]
some spots are better

Kids are kids—and a good thing for advertisers, too! Tots or teenagers, they know what they want and they ask for it loud and clear. Three out of four of them (Advertest) ask their parents to buy products advertised on TV shows—and they get them, too!

The eleven TV stations represented by NBC Spot Sales have all created local children's shows that are howling successes. One of them, for instance, packs a wallopiong 14.2 ARB rating—highest rating of any local multi-weekly show in the market. It even beats all network kids' shows with one exception—which it ties!

Children's shows in these markets are all low-cost-per-M shows—in fact,

For the best spot, at the right time, at the right place
than others

one delivers 1,000 viewers for only 26 cents! Personalities on these programs pull like Pied Pipers. One of them chalked up a mail pull of more than 72,000 in response to a non-premium promotion.

Ask your NBC Spot TV Salesman to fill you in on these hot properties. He also has complete stories on:

- Herb Sheldon in New York
- Animal Playtime in Chicago
- Commander Comet in Los Angeles
- C'mon to Uncle Pete's in Philadelphia
- Big Brother in Boston
- Noontime Comics in Cleveland
- Mike Henricutt Show in Washington
- Friendly Fireman in Schenectady
- Toymaker in Portland, Ore.
- KONA Kids' Circus in Honolulu, Hawaii

representing

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NBC SPOT SALES
50 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* *Bomar Lawrance Associates
to JAMES WILLIAM SEILER

THE ONLY time Jim Seiler ever got off the track was during wartime; otherwise the lanky, 37-year-old director of the American Research Bureau—a postwar entry in the broadcasting research field, and one which has made good—has been on the rails right from birth.

Aside from his proficiency in research—he is a 1939 A.B. in psychology from George Washington U., Washington, D.C., and he was promotion and research chief for NBC's WRC Washington—he has a flair for languages. He can speak, read and write French, German, Spanish and Portuguese, and he has a working knowledge of Italian and Russian. This latter ability won for him a pre-Pearl Harbor Navy Intelligence reserve commission as an ensign.

So what happened after that fateful Dec. 7, 1941? The Navy called him up and sent him to South America! He spent the whole war with our Latin American neighbors. No Russian.

Precision is a virtue in an analyst and it comes naturally to this soft-spoken researcher. His father was a professor of mathematics at the U. of Colorado's famous School of Mines. Later the senior Mr. Seiler was Wyoming State bridge engineer and then chief engineer of the American Wood Preservers Assn. Consequently, young Mr. Seiler traveled around quite a bit before settling in Washington where AWPA has its headquarters.

James William Seiler was born in Evansville, Ind., Nov. 18, 1916. He lived in Golden, Colo.; in Cheyenne, Wyo.; in Miami, Fla., and since 1931 in Washington.

His primary schooling began in Cheyenne, continued in Miami and was completed in Washington. After graduation from high school, Mr. Seiler spent a year on the detail desk of the Washington Daily News, and then enrolled at George Washington U., where he majored in psychology. Languages were a subsidiary major.

For one of his term papers, Mr. Seiler did a study of radio listening in the Nation's Capital. He circulated the results among Washington's then live radio stations, and the work caught NBC's eye. He was hired on a part-time basis to continue this analysis.

After graduation in 1939, young Mr. Seiler joined NBC as the promotion manager for WRC. In May 1941, he was called up by the Navy and served throughout the war in various Latin American capitals. He returned to the States, and was discharged in 1945, a lieutenant commander. He rejoined NBC as promotion manager and director of research. In 1947, Mr. Seiler was made assistant to General Manager Carleton D. Smith.

One of Mr. Seiler's jobs at NBC was a continuation of his study of the Washington radio audience. Results were so significant that a majority of the now 13 am and fm Washington stations asked NBC for permission to share in the costs and the results of the project. NBC said okay, and that was the genesis of the American Research Bureau.

Not long after the other Washington stations began to share in the NBC audience studies, Mr. Seiler realized that there was a market for an independent research organization to meet this demand.

Establishment of the American Research Bureau became an actuality in the summer of 1949. At first, radio and tv audience measurements were undertaken, but shortly after its founding, the firm decided to concentrate on tv exclusively. From Washington, ARB crept northward to Baltimore, Philadelphia and New York. Today, it issues a local audience rating for all tv programs in 35 cities; it also issues a national rating for all network tv programs covering all tv markets.

When ARB was first set up it comprised Mr. Seiler, his wife, Betty, and eight other employees. Now there is a full-time staff of 70, with offices in Washington, New York and Los Angeles. What occupied 20 part-time interviewers four years ago now takes up the time of more than 175 question-askers.

Today's 200-plus clients of ARB number 54 tv stations in the top 32 markets, plus agencies, advertisers and networks. Fees range from $250 a year for a local market report to $10,000 a year for the entire basic service.

Although there are many ways of determining audience likes and dislikes, the high-domed Mr. Seiler (his hairline has been receding perceptively during the last few years) has implicit faith in the diary method. It is his conviction that only through the diary-keeping system can a broadcaster know intimately what people like, what kind of people are watching (men, women or children) and get that information at costs within the normal research budget.

Since ARB puts out both a local and a national service, there is a third selling point which Mr. Seiler uses: Only by using rating reports employing the same methods and covering the same time periods can a valid comparison be made between cities and between network and city ratings for the same programs.

ARB also has done special jobs on reading vs. broadcast listening and/or viewing, color tv, and most recently a study of uhf set penetration in new and old tv markets.

Mr. Seiler married Elizabeth Chapman of Moline, Ill., in 1949. He had met her in Washington during the war when she was a WAVE ensign on duty at the Pentagon. Mr. and Mrs. Seiler (there are no children) live on 2½ acres in Maryland, where Mr. Seiler, when not flying around the country to oversee ARB's research, works diligently to improve his vegetable patch.

Latest project is soil testing and the addition of the required potash, lime or phosphorus as indicated.

"You ought to see the gigantic produce," Mr. Seiler says with a grin. "Biggest damned weeds you ever saw."
"Doc, one of those superiority complexes is eating on me," said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested "an examination of all the facets" of his patient's personality.

"You mean for me to talk on a couch, like in the movies?"

"That's it—psychoanalysis."

"I'll never work, doc. It's my mother-in-law that's got it."

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo's trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in retail sales last year (a frenzied $5,794 per family).

If these facts motivate feelings of guilt about gilt you're missing, don't repress them. KGNC has comfortable couches—and schizophrenes can choose radio or tv.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency.
MEMO TO: All ad agency television and radio people . . . . all advertising personnel of companies using television or radio.

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

SUBJECT: "NAME THIS MARKET" CONTEST

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

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

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

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

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

Your Hollingbery man has complete details.

sharing time

KSBW-TV 8 KMBY-TV
SALINAS, CAL. MONTEREY, CAL.

Thomas Dwight Murray

on all accounts

THOMAS DWIGHT MURRAY, vice president in charge of television and radio for the Coca-Cola Bottling Co. of New York, is able to tap the reservoir of assorted skills acquired over the years as an advertising production man, account executive and copy writer; as a radio and television writer, producer and director; and as a song writer.

Not the least of his skills, Mr. Murray confides, is song writing, though he explains that fashioning lyrics, "will always be a hobby, but I hope, a profitable one." His most profitable song has been "God Bless Us All."

All types of writing have interested Mr. Murray since his days at Boys High School in Brooklyn, from which he was graduated at the beginning of the depression. He was born at Flushing, L. I., Aug. 20, 1913, and received his higher education at Columbia U. and the U. of California.

In 1940, Mr. Murray joined George Bijur Adv. as a production manager, became production manager shortly afterwards and cut his teeth on advertising copy writing before moving to Grocery Mfrs. of America in 1941 as assistant public relations director. He was in the Army from 1943 to 1945.

His song-writing hobby led to Mr. Murray's first job after army service when he was hired as a lyricist for an M-G-M motion picture. It was a short-lived project and Mr. Murray afterward joined Green-Brodie Adv., New York, as a copy and contact man on the Thomas A. Edison account. He remained until 1950, and during this period wrote scripts free-lance for outstanding radio and tv programs.

From 1950 to December 1952, when he joined Coca-Cola Bottling Co. of New York as radio and television coordinator, Mr. Murray free-lanced as a radio and television writer and directed and produced much of his own output. He was elected to his present post late last month.

Among the firm's radio and tv activities supervised by Mr. Murray are Sense and Nonsense on WABD (TV) New York; Kit Carson on WHNT (TV) New York, and the Notre Dame football games on WMCA New York, plus several tie-up programs and radio and tv spot announcements.

Pointing out radio and television are allocated the largest portion "by far" of the company's ad budget, Mr. Murray declared he is convinced these media are superior in creating a desire for and actually selling Coca-Cola.

Mr. Murray, who has been married 10 years, lives with his wife in New York City.

BROADCASTING • TELECASTING
From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

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

KFYR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
Reliable way to determine coverage and audience response

KYW's New "Audience Action" Maps Provide Far More Reliable Measurement of Listenership Than Any Coverage Survey!

New KYW Audience Action Maps—based on 100,000 actual fan letters and orders for daytime offers received from our audience—provide a continuing and much more reliable measurement of listenership than any coverage survey.

We think you'll want to know more about these Audience Maps—and use them as well. So we've prepared a simple, single-sheet explanation of their compilation and advantages.

We'll be glad to send you a copy and sample map. Just drop us a line or contact your Free & Peters representative.
RADIO-TV DOMINATE TALKS AT TWO-DAY AAAA MEETING

Although one session was set aside for radio and tv at AAAA's two-day eastern annual conference, the broadcast media—particularly video—kept cropping up at all the talks. Noteworthy were the tv success stories of American Machine & Foundry, Universal C.I.T. Credit Corp., Lincoln-Mercury and Sylvania, some successful tv commercials and the effects of radio-tv on media departments.

ALTHOUGH the American Assn. of Advertising Agencies devoted a full afternoon meeting of the two-day eastern annual conference to radio and television production problems (see story page 34), the broadcast media—particularly television—seemed to be too dominant in agency thinking to be confined to narrowly, and in one phase or another they showed up practically every one of the conference sessions.

Some highlights of the discussion of broadcast media topics presented during the AAAA conference held Monday and Tuesday at the Hotel Roosevelt, New York, are reported herewith.

One postwar diversification program which added government work and consumer products to its previous production of machinery for industry was responsible for the entry of American Machine & Foundry Co. into television, Gen. R. L. Maxwell, AMF vice president in charge of personnel and public relations and coordinator of advertising, told the AAAA Trade & Industrial Group meeting on Monday.

"We needed greater recognition of the AMF trademark both in government circles and among the ultimate consumers of the products of our new subsidiaries," he said. "We were aware of the great impact carried by television and set our sights accordingly. But we wanted a high-level network show with a large continuing following which could get our diversified story over, sell our trademark better and at the same time exert a considerable influence in getting AMF into the defense program's 'charmed circle.'"

Omnibus Sponsorship

So, AMF became an Omnibus sponsor on CBS-TV, feeling this "program's experimental approach had a great deal in common with the work of AMF," Gen. Maxwell said. "We set up a threefold pattern of commercials: (1) a series of messages which would stress the importance of our part of the defense program and give high military officials an opportunity to impress upon the American public the importance of American industry in general to the defense program; (2) integrate the company's diversified product line under the AMF trademark; (3) make the trademark itself widely known." Results of the Omnibus campaign, which AMF continued this year, were "immediate" and "impressive," Gen. Maxwell said, producing sales of industrial equipment and consumer products. "Omnibus," he stated, "did the job we hoped it would do for us. We are satisfied that it has made the trademark 'AMF' mean something to the American public—and to military circles as well. It has put us on the map."

How Universal C. I. T. Credit Corp., a company with no consumer advertising at all, used a closed-circuit tv show as a sales training tool was described at the same session by George R. Lyon, account executive, Fuller & Smith & Ross. Pointing out that U. C. I. T. is an auto financing company that works with car dealers who want their salesmen to understand what financing is so they can use time payment plans as sales clinchers, Mr. Lyon said holding sales meetings in car dealerships is an important function of U. C. I. T. sales representatives.

Early this year, he said, U. C. I. T. executives decided to replace their men's easy presentations with a more dramatic presentation—a film tied in with the 50th anniversary of Ford Motor Co. But the time element—less than two months—the scope and cost of the project, presented difficulties.

Provides Answer

"The use of television facilities gave a unique solution that answered all our needs," Mr. Lyon said. "The sales training story fitted easily into tv's particular dramatic style. By using kinescopes for our film a program could be written, directed and staged in a matter of weeks. And by using local tv studio facilities it was possible to exercise close supervision over the entire production. But most important, we felt that use of this medium for this purpose would lend the illusion of immediacy, news value and excitement to the entire program far beyond that of an ordinary film."

The film, which he showed to the AAAA audience, demonstrated the way U. C. I. T. operates, using typical Ford and Lincoln-Mercury dealers as examples, with John Daly, ABC vice president in charge of tv news, as commentator. The film first was shown to Ford executives who "encouraged U. C. I. T. to show it to as many Ford and Lincoln-Mercury dealers as possible," Mr. Lyon reported. "They felt that with competitive selling ahead every Ford salesman could benefit from seeing it."

In addition to the thousands of car salesmen to whom the film has been shown, U. C. I. T. is using it in its own salesmen's training schools, service adjuster training course and in orienting new employees, Mr. Lyon said.

"Whatever your visual training program seems to be, it will be worth your while to think of the capacity of television," he advised in conclusion.

Ten tv commercials "I would like very much to have made" were presented at the Tuesday afternoon Copy and Art Group meeting by Fairfax M. Cone, president, Foote, Cone & Belding. The ten—For Kent cigarettes, Ford motor cars, Beautyrest mattresses, Johnson's wax, GMC trucks, Hamm's beer, Finesse shampoo, S.O.S. cleaning pads, Kraft caramels, and Gillette safety razor blades—"certainly are not the only good commercials," he said, noting that he "can't possibly have seen more than a fraction of the year's production," but "all 10 sell as hard as their different subjects allow" and at least "thoroughly entertaining—by which I mean the exact opposite of boring," he declared.

Television, Mr. Cone said, removes all but three of the limitations of other advertising media: "You can actually sell your products advertised; you can't taste them, and you can't smell them—even when this might be highly desirable."

"But," he said, "you can see them in use—in action. And, since the picture on the screen is your total tv experience at any given second, you can have your boy eating pie and the pie, and the recipe, and the package, each in maximum display and accompanied by the strongest selling arguments you can devise."

Reorganization of media departments in agencies is being given constant consideration, George C. Dibert, vice president, J. Walter Thompson Co., New York, told the group meeting on media department organization, Monday, because the "advertising business is a business of constant change."

"There are two basic types of media organization," he said. "One might be termed vertical, the other horizontal. In the first instance, the workload is distributed primarily by account and in the second case, it is distributed primarily by classifications of media. Both of these systems have inherent strengths and weaknesses... Under some circumstances, a third type of media organization, which is a combination of the first two, is both feasible and advantageous to the agency."

"Basic media planning has always been a function shared to some degree by the top media and creative personnel," Mr. Dibert pointed out. "If we go back just a few years, we find there was a tendency to use the media department primarily for its facilities in handling the mechanical or physical side of media; that is, the placement of commercials and setting up schedules, working out details of the merchandising plans, checking position and reproduction."

"Very often, account representatives were
able to blot up enough media knowledge from day to day to enable them to offer competent judgment on relative media values.

This was true when 90% of the advertising budgets were made in newspapers and magazines," but now that radio and television have entered the picture and both newspapers and magazines have continued to grow and expand, "the flow of media values that is produced by the media themselves, deserves and requires careful study and evaluation by the agencies. Who at the agency should do this?" Mr. Dibert asked. "Sheer volume makes it impossible for the account representative to do it," he answered himself, but "through proper media department organization, it can be done far more comprehensively and far more effectively."

New Job: Negotiation

"Another important point for agency management to recognize is that the two great media, radio and television, have introduced an additional function in media work; namely, that of negotiation. The print media, for example, deliver the same circulation at the same cost for a given space unit to two different advertisers. An account representative may receive a slightly better break in position than the other although the media departments, working in behalf of the two advertisers involved, both endeavor to produce the best results for their own client."

"In radio and television, however, this difference in position can produce an alarming difference in the delivered cost of the medium. A one-minute spot in Class 'A' time on the same station will represent the same cost to two different advertisers but, because of adjacencies involved, one advertiser may reach an audience two or three times as great as the other. Securing these desirable adjacencies is a matter of negotiation as is true of the one-man media department is past," he asserted.

As for the training of new, young employees, Mr. Dibert advised that they get at least a year's experience in selling at the retail level before applying for a job in the media department.

William C. Dekker, chairman of the meeting and vice president of McCann-Erickson, discussed the merits of the group system organized by clients of media departments, while William C. Steers, executive vice president of Doherty, Clifford, Steers & Shenfield, discussed the merits of the media department organized by class, with media specialists in each medium. Mr. H. H. Dobberteen, vice president in charge of media, Foote, Cone & Belding, talked about the combination type—specialists plus "group coordinators."

Public Relations Panel

Efforts by agencies to direct their publicity and promotion more closely to the point of the sales were discussed at a public relations publicity meeting on Monday morning. Panel participants were Herbert Landon, publicity director of Kenyon & Eckhardt; Thomas J. Maloney, president-elect, Cecil & Presby, and John Dromey, public relations director, Anderson & Cairns.

In a talk titled "Extra Mileage From a Television Show," Mr. Landon outlined a promotional program he had been operating for a magazine that has produced a book for a magazine that has produced a book for the television program. He said that the agency had undertaken, starting in 1952, for the Lincoln-Mercury dealers on behalf of Ed Sullivan's Toast of the Town program (Sun., CBS, 7:00 p.m. EST). Mr. Landon asserted the campaign fulfilled the objectives that had been established for it—"to sell Mr. Sullivan, Toast of the Town, and Lincoln Cars."

The agency had done very well, Landon explained, that the best sales approach for a car in Lincoln's high-priced class was to identify and associate it with the "modern way of life." In order to dramatize this theme, he continued, the agency and advertiser decided to expose the car to the widest possible audience, first in the form of a television show, furniture show or similar activity, with Mr. Sullivan as m.c. of the program. Mr. Landon noted that a praiseworthy adjunct of the show was that it was tied in with an important local, and sometimes national, charity.

Mr. Landon said this type of promotion not only sells merchandise and makes the client happy, but also creates good will in the community through philanthropy by raising funds for local organizations.

Mr. Maloney, in a speech titled "Showmanship in Selling" demonstrated a sales film of the same name produced for the Sylvania Electric Products Co., which stressed that many of the techniques employed in the entertainment field could be applied to products to build favorable public relations and sales appeal. The film took cognizance of the Sylvania Television Awards and the Sylvania "million tube" promotion, both of which honored outstanding personalities in the entertainment field and publicized Sylvania products.

Bellomy Presides

Presiding over the public-relations-publicity meeting was Richard Bellomy, director of publicity for Benton & Bowles.

Television in Argentina is developing as it did some years ago in the U.S. Shirley Woodell, vice president, J. Walter Thompson Co., said Monday at the relative advertising sessions in reporting results of a survey made in Buenos Aires last June-July, some nine months after the introduction of TV there. Upper and upper-middle income groups own most of the sets, and when TV families are classed by occupation of heads of family, business men account for 40%, professional for 22.8% and industrialists for 18.4%, or more than 30% of all set-owners in these three categories.

Argentine men's viewing preferences, in descending order, are for programs of boxing, football, shows from theatres, musical programs, movie films, comic programs, concerts and ballet. Women like telecasts of shows from theatres, fashion shows, musical programs, dramatic programs, movie films, and household and cooking shows. Unlike U.S. audiences, Mr. Woodell said, wrestling appeals to only 5.2% of Argentine men viewers and no women.

The general meeting concluding the two-day conference presented a talk by Earle Ludgin, president of Earle Ludgin & Co., Chicago, and chairman of the board of AAAA, on "Things to Come and the Future." Contending that young people have formed unfa- vorable attitudes toward advertising largely because of "excessive claims" and "the very weight of advertising itself," Mr. Ludgin said: "Before one program that I watch, and in this regularity, there is a closing commercial then a hitch-hike on a different product for the same sponsor, then a 20-second commercial sold locally, and an eighth-second commercial for the station's billboard, another eight-second quickie, and then the opening commercial for the show I am waiting for. It's quite a lot to digest!"

As examples of advertisers' approach in the right direction, he cited the 20-second anniversary telecast of last June with its absence of commercials and "the number of ads which now tell their selling story in the briefest possible words."

Bernard C. (Ben) Duffy, president of BBDO, declared, "There's no business like the advertising business" and challenged the belief that the advertising field is an insecure one. He maintained that many advertising agencies have been in business longer than the products they represent and the media used, notably radio and TV.

PROGRAM PLANS, NEEDS AND TIPS GIVEN AT 4A'S RADIO-TV PRODUCTION SESSION

Executives from networks, agencies and production firms analyze the problems in tv and radio. Changes in basic thinking on radio programming, in view of tv competition, is one of the facets discussed.

PRODUCTION problems confronting advertising agencies in radio and tv activities for their clients were given a thorough going-over Monday afternoon at the 1953 Eastern Annual Conference of the American Asn. of Advertising Agencies held Monday-Tuesday at New York's Hotel Roosevelt (see story, page 33). The group meeting on radio and tv production was presided over by Rodney Erickson, manager-commercial programs, Young & Rubicam.

The session opened with a discussion of current trends in radio production by Oliver Treyz, director of ABC Radio network; Ted Cott, operating vice president of the NBC Radio Network, and Lester Gottlieb, president of Earle Ludgin & Co. Mr. Cott said that new programs are being planned by NBC which may save the network, more feature news, the kind of news that wins Pulitzer prizes, he stated. "There will also be new kinds of non-news shows, including five-minute programs that will be complete in themselves and will fit in with the rest of the program schedule, and more omnibus programs like "Weekend.""

NBC also will offer a diversification in points of origin of its programs. Mr. Cott said, noting that listeners "must get a little tired having
Check List For Agency Buying and Servicing a Package Show

THINK an agency's part in buying and servicing a package show is easy? Here's what it involves, according to Rodney Erickson, manager of account planning for radio and television, Young & Rubicam:

1. Media analysis for brand
2. Assignment of funds for tv and radio
3. Talent search for tv programs
4. Determining hundreds of availabilities to handful
5. Negotiation of prices of prospective shows
6. Negotiation of network time for prospective shows
7. Researching histories (if any) of prospective shows
8. Research time period history
9. Analyzing prospective shows
10. Product group meeting on prospective shows
11. Top agency executive meeting on prospective shows
12. Client meeting on prospective shows
13. Joint decision on single show
14. Final negotiation securing program
15. Final negotiation securing time period
16. Drawing of legal documents
17. Checking negotiations with client and talent
18. Planning commercial format
19. Planning show format
20. Writing commercials
21. Client and agency approval of commercials
22. Talent agency discussions on characterizations
23. Talent agency discussions on production details
24. Agency program and account viewing
25. Production supervision of show
26. Supervision of film prints or kinescope
27. Producing commercials
28. Processing commercials
29. Integrating commercials in show
30. Integrating commercials in prints or kinescope
31. Researching show (NTI)
32. Special research (flow charts, audience jury tests, etc.)
33. Evaluating cost per thousand of show
34. Researching sales effectiveness of commercials
35. Checking of cost of show
36. Representation in multiple union negotiations
37. Continuing network negotiation on costs and stations
38. Continuing line of research to improve show
39. Special top management spot checking of production
40. Daily handling of star temperaments, illness and entrees
41. Continuing search for better properties of scheduling of all tv program policy
42. Negotiation with networks for rebates, preemptions, etc.
43. Negotiation with networks for better time
44. Quarterly reviews of all phases of show with client
45. Research on summer policy
46. Selection of summer show or hiatus recommendation
47. Recommendations for following year

Whatever quality is there doesn't get lost in translating the developed network concept into a film. Bob Quigley, producer of On Your Account (also sponsored by P & G) for Benton & Bowles, warned "an audience participation show can only be good if the contestants are good," but said "often this is the most neglected element in the show." Quigley said, must first "have a desire to appear on the show" and next "have an outgoing manner and be able to talk, but not too much and not too long."

Commenting on criticism that these programs "commercialize on human misery and lower the dignity of people," Mr. Quigley said that when headline words like "heroism, strength and courage" are applied to ordinary people—the contestants, it "has a great effect on them and it makes the audience at home aware that they, too, in their own quiet, undramatic way, can be heroes and heroines—important people. The audience discovers that, no matter what someone has gone through, it is possible to have faith, hope and pride. This helps them in their own lives and their own problems. They are more likely to take things as they come themselves, who have been through what they have been through, than the words of a professional advisor."

In a debate on the merits of East Coast versus West Coast for tv film production, moderated by James C. Douglas, director of radio and television for Ted Bates & Co., Marion Parsonnet, president, Parsonnet Tele- vision, argued that the East wins on three points: economy—it being 15% less expensive to produce tv films in New York than in Hollywood, quality—based on the superior quality of the talent found in New York, where theatre-trained actors can memorize lines and think for themselves in an emergency, and liaison—with production in New York permitting greater ease of contact between the agency and sponsor and the film's producer.

Speaking for the West Coast producers, Ralph Cohn, vice president and general manager, Screen Gems, tv subsidiary of Columbia Pictures, said Hollywood offers skilled camera men, directors and producers with long backgrounds in motion pictures for theatre-showing who are capable of providing expert assistance to films for television as well.

On the business end, he said, Hollywood producers were "first to realize that advertising budgets and production costs were in conflict" so they developed new concepts of buying and selling tv programs as a whole. He cited the limited market deal, giving the producer the right to sell programs in markets not bought by the primary advertiser, and re-runs and "Hollywood offers skilled producers, "which he said have encouraged first-rate film-makers to enter tv."

Color Tv 'No Shock'

Color television will be no shock to men trained in making motion pictures in color, Mr. Cohn said. Mr. Parsonnet countered that while today it may be true that color experts are largely in Hollywood, the imminent advent of electronic color cameras and the use of tape instead of film for recording tv programs will shortly make the advantage academic.

Control of good taste in tv programming is an important advertising agency function, Mr. Erickson asserted. He led off a discussion of the contributions of agencies to package tv programming. "While networks have their censors," he said, "I believe that agencies and clients, in respect for the many sensitivities of the consumer, go much deeper in setting criteria of good taste. We then, agencies, must continue to exercise rigid control of this intangible but vital factor in show business."

Another problem that must be faced by agencies, Mr. Erickson said, is while most nighttime tv shows are produced by talent agencies or package producers, "57% are controlled by networks and the advertiser cannot move these shows to another network. Agencies also, he said, are responsible in selecting men to service accounts. These men must command the respect of the packagers and networks."

John Gibbs, president of his own package program production organization, backing this view, said he was in the hands of the agency, which represents the man who pays the bills. But, this agency control succeeds or fails in terms of people—the agency representative and the control is a theory or a paragraph in a contract. Control is a man." He urged agencies to select mature men, men with strength, men with authority to "defend his decisions to you and to us. Don't let him be cheap and don't make him be a messenger between the package producer and somehigher echelon at the agency."

Mr. Gibbs attacked the networks for selling programs as well as time and facilities, charg-
ing that when a network becomes a competitive producer—"competitive with agencies and with package producers—it has automatically split its loyalties. You, the agencies," he declared, "can't take competitive products; the networks provide good shows to their competitors. In addition, they serve in the curious double role of landlord to some shows, and producer-landlord to others."

Networks are not competitive with agencies, Harry Ommerle, program director, CBS Television. "Agencies are our market," he said. "We get our advertisers through them." The reason agencies don't produce their own TV shows, he said, is that only networks can maintain the staff of about 1,500 persons required, with color about to expand that number.

Louds Agencies

Praising the agencies for providing commercial programs that get big station hookups and for supplying constructive criticism needed by network producers, who are too concerned with the job of getting today's show on the air to stand back and review their work critically, Mr. Ommerle asserted that "to go it alone without the help of the agencies would be murder."

Color TV, final topic for the afternoon, was discussed by three NBC executives: Barry Wood, executive producer, color coordination; Dick Day and Stan Parlan, color consultants. Mr. Wood reviewed programs already telecast in color by NBC and said they have proved what color adds to musical and variety programs. But future colorcasts will be necessary to determine what color will mean for quiz, panel and news programs, he said.

To learn those and other answers, he said, NBC plans to devote the first year after approval of compatible color to broadcasts in color of every NBC-TV commercial program. During this initial color year, NBC also will continue color clinics for agencies, he said. He said the network is not charging for any colorcasts during this introductory period.

Recalling his motion picture experience where movie advertisements often provided a clue to correct composition of a close-up shot, Mr. Day said he thought that while agency personnel are being taught, NBC's color production men themselves will learn how to get better color pictures, programs and commercials. He also announced plans for special NBC studios to be used only for color commercials.

Describes Color

Demonstrations of TV programming on color film have begun, Mr. Parlan said, following the development of workable projection equipment by RCA [BWT, Nov. 2]. How well color film pictures reproduce on color receivers, he said, depends on the light contrast range and on pictorial content, which result from lighting and color values used. Color film telecasts produce highly acceptable pictures on a monochrome receiver, with a gray scale greater than currently achieved by black-and-white films.

Mr. Parlan suggested color film commercials be made on 35mm film to give superior quality to both the picture and sound. These films can be used for 35mm monochrome prints for immediate use on TV networks, he said, or reduced to 16mm. Whether commercials should be shot in color now, he said, depends on whether they will be usable in a year or more when the audience for color is large enough to make colorcasting commercially feasible and what value the experience of making color films is to the agency today.

SIX ADVERTISERS & AGENCIES

Among those appointing new agencies are U.S. Tobacco Co., Household Products Inc., Hans Holterbosch Inc. (Lowenbrau beer), House of Westmore, Group Health Insurance and Plaskon plastic products.

At least six advertisers last week appointed new advertising agencies to handle their accounts. They were: U. S. Tobacco Co.; Household Products Inc.; Hans Holterbosch Inc., American agency for Lowenbrau beer; House of Westmore; Group Health Insurance, and Plaskon plastic products.

U. S. Tobacco named C. J. LaRoche & Co., New York, effective Jan. 1, to handle advertising of its Scotch snuff brands in the South and Southwest in addition to its Sheffield cigarettine.

Household Products, Stamford, Conn., is returning to Herschel Z. Deutsch & Co., New York, for handling of advertising for "Sulphur 8" hair preparations, after being serviced by another agency for more than a year. Plans for 1954 call for the combined use of radio, magazines, and newspapers on a considerably expanded basis.

Names FS&R

Hans Holterbosch appointed Fuller & Smith & Ross, New York, to handle its advertising.

House of Westmore named Kiesewetter, Baker, Hagedorn & Smith, New York, to handle the entire line of Westmore cosmetics, including such products as Tru-Glo Liquid Make-up, Westmore Hollywood lipstick, and Party Puff Cream Powder Make-up. A national advertising campaign is being planned.

Group Health Insurance, New York, a non-profit corporation which offers medical and surgical insurance to employed groups, named Blaine Thompson Co., New York, to handle advertising, publicity, and public relations.

Plaskon plastic products and resins will be handled by McCann-Erickson, New York, after Jan. 1, according to Thomas J. Kinsella, president of the Barrett Division of Allied Chemical & Dye Corp., which purchased the Plaskon division of Libby-Owens-Ford Glass Co., Toledo, on Oct. 7.

Two Buy on 'Smith' Show

PARKER BROS, Salem, Mass., through Badger, Browning & Parcher, Boston, and American Hair & Felt Co., Chicago, through Grant Adv., Chicago, have signed for participations in The Kate Smith Hour (NBC-TV, Mon.-Fri., 3-4 p.m. EST) under the divided-segment plan by which one-half of a 15-minute period may be purchased. Beginning Dec. 23, Parker Bros. will sponsor one-half of Wednesday, 3:15-3:30 p.m. segment for six participations, and American Hair & Felt, starting Jan. 13, one-half of the same time and day period on alternate Wednesdays for nine participations.

McElroy Joins Baker

PAUL E. McELROY, formerly director of advertising, sales promotion and public relations for the Ethyl Corp., New York, has joined Frederick E. Baker & Assoc., Seattle advertising agency, as an associate. Mr. McElroy has also been associated with BBDO and Fuller & Smith & Ross Inc., in Detroit, New York and Chicago.

Andrews Leaves Maxon

S. JAMES ANDREWS, director of radio and television, Maxon Inc., New York, has resigned effective Dec. 31. Mr. Andrews has been with the agency in that position since 1949. Formerly he was with Lennox New York, New York, as vice president in charge of radio and television and with Paramount Pictures as writer-producer-director. He did not announce future plans.

Compton Elects Owen V. P.

JOHN H. OVEN, member of Socony-Vacuum Oil Co. group, Compton Adv., New York, has been elected a vice president of the agency. He has been with the firm since 1943.

NEW BUSINESS

Procter & Gamble (Tide), Cincinnati, expanding its sponsorship of NBC-TV's On Your Account (Mon.-Fri., 4:30-5 p.m. EST) to include Mon. and Thurs., 4:45-5 p.m. segments, effective Dec. 3, in addition to all Tues., Wed., and Fri. periods. Agency: Benton & Bowles, N. Y. Program is on 88 NBC-TV stations.

Carter Products, which dropped sponsorship of City Hospital last summer, returns with it to CBS Radio, effective Jan. 9 (Sat., 1-1:30 p.m. EST). Agency: Ted Bates & Co., N. Y.

Weanbley Inc. (men's ties), New Orleans, signs for one participation per week on NBC-TV's Today show (Mon.-Fri., 7-9 a.m. EST and CST) for 52 weeks, effective Feb. 3. Agency: Fitzgerald Adv., New Orleans.
BROADCASTING • TELECASTING

PROMOTIONS for four executives of William Esty Co., New York, were announced last week by James J. Houlehan, president of the agency. They are (1 to r): George I. Chatfield, vice president, to executive vice president; James F. Bohan and John Pecco, to vice presidents, and Wendell Adams, to radio director.

Buick Div., General Motors, signs for two CBS Radio shows and participations in two others during week of Jan. 4. It will interview Jan. 4 and Jan. 6 broadcasts of Julius LaRosa Show (Mon.-Wed.-Fri., 7:35-45 p.m. EST) and, under CBS Radio's Power Plan, FBI in Peace and War (Wed., 8-8:30 p.m.) and Meet Millie (Thurs., 8-8:30 p.m.). Agency: Kudner, N. Y.

SPOTS

Phillips Industries of Canada Ltd., Toronto (tv receivers), has started spot announcement campaign featuring interviews with well-known Canadians, on a number of Canadian stations. Agency is Erwin, Wasey of Canada Ltd., Toronto.

RENEWALS

Assn. of American Railroads renews The Railroad Hour on full NBC Radio Network for 13 weeks, effective Dec. 28 (Mon., 8-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Borden Co., N. Y., has renewed Treasury Men in Action (NBC-TV, Thurs., 8:30-9 p.m. EST) for 52 weeks, starting Jan. 7. Agency: Young & Rubicam.

AGENCY APPOINTMENTS

Bercraft Corp. appoints Garfield-Linn Co. to handle advertising for CBS-Columbia receivers. Radio will be used.

American Thermo Appliance Co. (Featherway way steam irons) and Jungers Stove & Range Co. (oil furnaces and space heaters), both Grafton, Wis., appoint Mearcklein-Nelson Adv., Milwaukee.


Keystone Co., Memphis (Longhair straightener), recently serviced by Kastor, Farrell, Chesley & Clifford, N. Y., names Frank B. Johnston, N. Y., as its agency.

Homac Stone Ground Millers, Florence, Ala., and Chicago (bread), appoints Goodkind, Joice & Morgan, Chicago, as advertising and marketing counsel. Local media, probably including radio and tv, to be used initially and nationally advertising later.

Mark Scott & Assoc. (Hayr Application, which is claimed to grow hair) appoints Frank Bull Adv. Henry B. Kozlowsky is account executive assisted by Rudy Perkal. Tv will be used.


Farmers Bank of the State of Delaware names Doremus-Eshleman, Phila., to handle its advertising.

Standard-Toch Chemicals Inc., Staten Island, N. Y., and Chicago (paints, varnishes and related products), names Kiesewetter, Baker, Hagedorn & Smith as its advertising agency for newly developed "automatic color carousel," which provides all pigments for unlimited range of shades.


AGENCY SHORTS

Idaho Adv. Agency, Boise, moves to 715 Grove St., that city.

Eachen & Roe Co., S. P., moves to 57 Post St., that city.

C. B. Juneau Inc., Beverly Hills, recently broke ground for additional wing to present quarters at 8447 Wilshire Blvd.


Pay-See Poll

IN Minnesota 41% of tv set owners would pay $1 to see a Big Ten football game, reports the Minnesota Poll, maintained by the Minneapolis Tribune, in a study on sports fans' preferences for pay-as-you-see television. The poll indicated 35% would not pay, with 2% undecided.

The poll indicated Minnesotans were less interested in paying to see other sports. Some 38%, for example, said they would pay $1 to see a championship fight on tv, while 38% said they wouldn't pay and 2% were undecided.

Only 23% said they would pay to see professional baseball, 53% said they would not pay and 2% were undecided.

The percentage was lower for championship wrestling, with 16% willing and 60% unwilling to pay.

Of the total tv owners, 78% (90% of men, 65% of women) evinced interest in watching sports on tv, while 22% said they had little or no interest.

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TWO Kesyen & Eckhardt, New York, accounting executives named vice presidents: George C. Oswald (II), who is account executive on the agency's Lincoln-Mercury Dealer Assn. account and with the firm since 1952, and Douglas J. Coyle, account executive on the Richard Hudnut account, with K & E since 1951.

November 30, 1953 • Page 37
GT, MOVIE TONE PREVIEW FILM SERIES

FILM series produced under the joint auspices of General Telecasting (tv subsidiary of General Teleradio) and Movietone News [BTC, Oct. 12] will be previewed Thursday by executives and members invited by T. F. O'Neil, General Teleradio president, to a private showing at the 20th Century Fox screening room in New York.

The series is said to comprise 26 quarter-hour programs. Each comprises, in historical events and personalities, compiled and edited from the Movietone library of Movietone News. Among the first programs to be completed is a production of Babe Ruth.

Dealers of General Tire & Rubber Co. (parent of General Teleradio) are sponsoring the series on a spot basis in some 50 cities across the country, it is understood, with the series syndicated to other advertisers, who are not competitors of General Tire dealers, in other markets.

Film Group Nominates Slate for Elections

SEVEN-MAN nominating committee of the National Television Film Council last week submitted to its membership a candidate slate for elections to be held Dec. 16 or 23, with the stipulation that an opposition list might be filed within 15 days. Nominees are: Melvin L. Gold, National Screen Service, president; John Schneider, Biow Co., executive vice president; Arche Mayers, United Television (retiring president of council), distribution vice president; Bert Hecht, Bill Sturmy Screen Productions vice president; Rod Rodman, WABC-TV New York, stations vice president; Jim Ellis Jr., Kudner Agency, agency vice president; John Berger Jr., Radio-TV Daily and Film Daily, membership vice president; Sally Perle, Harry Lawrence Assoc., executive secretary; Sidney Mayers, Unity Television, general secretary, and Samuel Spring, law firm of Spring & Eastman, treasurers.

'Match Girl' on Film

TV FILM version of Hans Christian Andersen's Christmas story, The Little Match Girl, has been completed and is being released by RCA Recorded Program Service, it was announced last week. The 30-minute show features a cast of more than 60 actors and dancers, plus a full symphony orchestra. Spokesmen said portions of the musical back round are taken from Tchaikovsky's "Nutcracker Suite," which is in the public domain, and that original music composed for the film has been cleared for tv use, so that no license or performance fees are required.

Film Sales

TWO regional transactions highlight sales recently completed for Your All-Star Theatre television film series. John H. Mitchell, vice president in charge of sales for Screen Gems, tv production and distribution subsidiary of Columbia Pictures Corp., announced last week. The series was purchased by Standard Oil of Texas, through Dan White & Associates, El Paso, in El Paso and Midland, Tex., and in Albuquerque, and by Manor House Coffee, Chicago, through Earle Ludgin Adv., Chicago, in Peoria, Rockford and Green Bay. Other sales on Your All-Star Theatre were for showing in London, Ont., and Vancouver, B. C., and Rochester, York, Bakersfield, Baltimore, Fresno, Medford, Ore., Wheeling, W. Va., Columbus, Ga., and Charleston, S. C.

General Baking Co., New York (Bond bread), has purchased quarter-hour Linkletter and the Kids for showing in 16 new markets: New York, Boston, Philadelphia, Washington, Kansas City, New Orleans, Louisville, Buffalo, Syracuse, Norfolk, Wheeling, Toledo, Indianapolis, Providence, New Haven and Richmond. Filmed by John Gueld Prodluctions and distributed by CBS-TV Film Sales, the series has now been sold in 63 markets. Agency is BBDO.

SERIES OF 60-second film commercials is being produced by Sarra Inc. for Evinrude Motors, and claimed to be the first time use of tv advertising by an outdoor manufacturer on a national, widespread scale. First two commercials have been completed and another three are in production, with 10-second opens for local dealer tie-ins. Agency is Cramer-Krauss Co., Milwaukee.

Production

Stock Car Film Co., Chicago, has completed a series, Stock Car Champions, which is being offered to tv stations in 52-, 26- and 12-minute segments. Two basic half-hour units may be coupled to make a full hour program, and a half-hour unit may be cut to make two quarter-hour shows. Five commercial breaks are edited into half-hour units. Program features stock races from the Medley Sweepstakes in Miami and already has been sold to two stations in Wisconsin, according to Gerald Presson, president of firm. Technique is to use tri-camera method allowing cameramen to follow races and obtain instantaneous close-ups as they occur on track. Firm uses Duggar Productions, Chicago, as studio.

Telle-Ad Co., San Gabriel, Calif., has been newly formed by Bob Roderick to produce live and animated film commercials in addition to family situation comedy half-hour tv film series, Ten Plus Two. Production on the series is scheduled for Feb. 1.

Random Shots

NEW color testing service designed to aid advertisers in showcasing their products for color-casting was announced last week by Cascade Pictures, Culver City, Calif. Advertisers will be able to see in advance how their products will look and allow them time to make changes prior to going before the camera for filming or live presentation. Test shots are made using various types of color negatives, with packages photographed under different lighting conditions and again with different backgrounds. When changes are indicated in design, package is again tested in color and monochrome to assure maximum effectiveness over both systems, the firm said.

Pearson & Luce, S.F., tv film production firm, moves to 26 O'Farrell St.

S. W. Caldwell Ltd., Toronto, has been appointed exclusive Canadian representative of CBS Television Film Sales.

Broadcasting • Telecasting

Direct Mail Ads Up

DIRECT Mail Advertising Assn. has reported that estimated dollar volume of direct mail advertising for the first nine months of 1953 amounted to $906,302,333, which was said to represent a gain of nearly 6% over the figure for the corresponding period of 1952. For September 1953, DMAA said estimated dollar volume was $100,098,332 as against $99,862,486 for September 1952.
With a 5-fold increase in power, WOWO FORT WAYNE will soon extend its signal to cover 20 additional counties—1,700,000 more listeners!

Our new quarter-million-dollar transmitter—now almost completed—will provide blanket coverage of 69 counties in the great, rich Midwestern market. Full 50,000 watts will give WOWO greater intensity and clarity, too—greater value for advertisers—than ever before. Another example of Westinghouse's continuing faith in radio, yours for audience action.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales
ASCAP, TV STATIONS, NETWORKS SLATE PARLEY THIS WEEK ON MUSIC USE PLAN

Representatives of tv networks and ASCAP spokesmen and stations will hold separate meetings with ASCAP spokesmen this week in an attempt to reach agreements on the terms of continued use of ASCAP music on tv.

WITH the end of the year 1953—and the concurrent end of ASCAP's blanket licenses for television—only a month away, negotiating committees representing tv stations and ASCAP will meet with similar groups of ASCAP representatives in an attempt to reach agreements on terms that will permit the continued telecasting of ASCAP music.

It is anticipated that the network representatives will meet with an ASCAP delegation early this week following a two-month hiatus after earlier meetings had failed to show any signs of progress or even any indications of possible change from the present position of each side: the networks firmly insisting that they can accept no terms only if the present terms are radically reduced, ASCAP maintaining with equal stubbornness that the present terms are the best it will offer.

The present blanket license fee call for payment of 3.025% of the gross income by networks for the right to telecast ASCAP tunes, roughly 10% more than the network radio license rate. The three tv networks which accepted these licenses in 1951—ABC, CBS, NBC—will get tv's greatest increase in rates, more than matched by its greater expenses, so that the percentage of gross amounts to a much larger part of the net income than is true with radio's music fees. Although DuMont did not take out an ASCAP license, a representative of this tv network has attended the negotiations sessions as an observer.

Wednesday Meet

Wednesday is the date when the All-Industry Local Tv Music License Committee will begin its discussions with ASCAP. This group, headed by Dwight W. Martin, vice president, General Telematvics, was organized in 1953 in the NARTB convention to negotiate music licenses for all U. S. tv broadcasters except the networks and their oaks stations. At the time of its formation four years ago, this committee's jurisdiction covered only per program licenses, but past spring its scope was enlarged to include both types of music agreements. Attempts of the committee to work out suitable per program terms were fruitless and in March 1951 ASCAP broke off negotiations and issued a unilateral per program license with such terms that it has not been accepted by a single tv station operator.

In July 1951, a group of more than 50 tv stations went into Federal court in New York, as provided for in the terms of the consent decree accepted by ASCAP 10 years earlier at the time of its break with radio, and asked the court to declare fair and reasonable fees for the use of music in television. Today, some 90 stations are parties to that petition and it is hoped that it will be heard before the end of the court calendar.

When the All-Industry Committee began negotiating with ASCAP in the winter of 1949-50, interim payments were set up for the continued use of music during negotiations, to be adjusted up or down when a scale finally was agreed upon. With the breakoff of these discussions, ASCAP also terminated these interim payments and since March 1951 has accepted no fees from non-licensed tv stations. The backlog of uncollected fees since that time is growing constantly and could constitute a major problem itself if the fees are finally determined, either by negotiation or by the court.

To alleviate that problem, counsel for the tv litigants last week asked the court to hear argument this week on a request that interim fees be paid. DuMont agency. This week, the tv broadcasters in their original petition and by ASCAP in its reply, filed the following month, August 1951, but neither side has made any attempt to activate it until now.

Packager Brings Suit For Copyright Infringement

SUIT charging breach of contract and infringement of copyright has been filed in Los Angeles Superior Court against ITC, a tv package. Charles N. Stahl Adv. Agency; John Courjager, agency radio-tv director; Bill Murphy Motors, and Allied Show Business Inc, agency subsidiary. The plaintiff is Tom-My-MacLeod Hollywood program packager and publicist.

Action involves the weekly quarter-hour Red Sanders Show, sponsored on KJH-TV by the automobile firm. Mr. MacLeod charged that last year he took the program idea, featuring the UCLA coach, to the advertising agency. Then called Red Sanders' Pigskin Clinic, it was later sponsored by Owl Drugs, through the year. According to the suit, the same agency is using the format under a new title while failing to give the plaintiff his share in the profits. Claiming rights to a 50% interest, Mr. MacLeod is asking a total of $200,000, consisting of $150,000 for value destroyed and $50,000 for jeopardizing the program's sale to a network.

First Pay-Tv Service Begins in California

FIRST commercial subscription tv service was scheduled to begin Saturday night in Palm Springs, Calif., but the whole plan is on a closed circuit basis and thus has no broadcast connotation.

Under the aegis of International Telemeter Corp., which operates a community television system in the California desert resort city, Paramount Pictures $1.25 million comedy ture. Price that is paid by televisioners desiring the feature through a 4x4x8-in. coin-box at tacular the telecast was not known last week. International Telemeter Corp., is 50% owned by Paramount Pictures.

ITC feeds programs from Los Angeles' seven tv stations, giving Palm Springs homes, clubs and hotels a choice of three services on vhf channels 2, 4 and 5. The film showings, which run simultaneously with regular local film theatre showings and at the same "admission price," utilizes vhf ch. 6. On tuning to that channel, viewers are given an aura "pitch" for the picture but see nothing but a hash of lines. A window in the coin-box tells the price and a magnetic tape inside the attachment registers the amount inserted and actuates an "on" mechanism when the correct sum is de posited. Installation of the coin-box involves a $20 fee.

Hired in a special capacity for the Palm Springs operation was Will Baltin, special consultant to the group of vhf stations which is advocating FCC authorization to use subscription tv on a broadcast basis. Mr. Baltin is former executive director of Television Broadcasters Assn., which merged with NARTB some years ago.

ITC's community television operation has been in existence for more than a year. It charges $150 for connections and $3 per month for service. There are 450 subscribers, it is understood.

SOA TO CONFER ON SUIT TONIGHT

Action against NARTB, BMI and others is to be discussed at New York's Belmont Plaza.

SONGWRITERS of America, group that has gone to court in an attempt to dissolve NARTB, divorce BMI from broadcast industry ownership and, in the process, to collect $150 million for alleged damages have invited all writer members of ASCAP to "an important meeting of songwriters" at 8 p.m. tonight (Monday) in New York's Belmont Plaza Hotel.

Letter from John Jacob Loeb, SOA chairman, stated that "our esteemed attorney [John Schulman] will be present and there will be a full discussion of the action which was commenced recently on behalf of some 3,000 composers and authors against Broadcast Music Inc., various broadcasting and television companies, publishing companies and others for $150 million damages and an injunction."

The 33 writers who are plaintiffs in the suit are all ASCAP members, but Mr. Loeb said that their legal action was taken solely on behalf of those not affiliated with ASCAP, whose membership includes publishers as well as writers. However, the name of Stanley Adams, ASCAP president, is prominent in the list of members of the SOA steering committee printed on the letterhead carrying Mr. Loeb's meeting call.

Complaint filed in the Federal Court in New York by SOA asks for payment to some $3,000 professional authors and composers of music who are said to have been injured by the allegedly illegal acts of the suit's defendants. Presumably tonight's meeting was called to elicit their interest in the action.

The SOA complaint called for an answer from the defendants within 20 days of the time of service on them, which would be early this week. Industry attorneys said that an extension would be sought to permit more time for the preparation of their answers, which they said probably would not be completed until after the beginning of 1954.

Negro Dramatic Serials

AVAILABILITY of four Negro dramatic series as a block program on hour package, has been announced by Robert LeShufy, vice president of Negro Radio Stations, New York. The four shows are being offered to radio stations in areas with large Negro populations as well as to national advertisers seeking to reach city-by-city Negro marketing areas throughout the country.
MORE COVERAGE! MORE POWER!

Truly an Area Station!

WJIM-TV
Channel 6
Lansing, Michigan

NOW IN OPERATION -
...new 600 ft. tower
...power increase from
19 kw to 31 kw

H-R TELEVISION, INC.
"YES, THAT TOP"

REPRESENTING LEADING VHF TELEVISION STATIONS:

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* Starting February 1, 1954
Very big things have been happening recently, here in Free & Peters TV.

Today more than ever, the size of our television operation matches its quality. Our television staff alone now boasts more people than the entire F&P organization of a few years ago.

We are happy to confirm the promises made to ourselves at the inception of television — that our growth as an organization would more than match the growth of the medium — in size, in calibre and — we hope in value to you.

Free & Peters, Inc.

Pioneer Station Representatives Since 1932

Chicago Atlanta Detroit Ft. Worth Hollywood San Francisco
GOVERNMENT

FCC SETS OWNERSHIP LIMITS: TELEVISION 5; AM, FM EACH 7

Commission sticks to its policy of the past, with the exception that the fm limit is raised by one to come even with am. At the same time, FCC gives new emphasis on minority interests. Uhf-vhf differential plan shelved for now.

AFTER pending before FCC for more than five years, the controversial multiple ownership case settled by the Commission last week in a final decision which (1) limits tv station interests to five for the same person or firm, (2) fixes seven as the am maximum and (3) boosts the fm maximum from six to seven, matching am.

Limitations apply not only to stockholders, but also to directors and officers, FCC said. Existing licenses and persons now holding more than the limit set by the new rules, to become effective 30 days after publication in the Federal Register, will be given three years to divest themselves of their excess interests.

Throwing over earlier plans to allow minority holdings in additional stations on a graduated scale basis, the Commission majority voted that a minority interest is equal to controlling interest for the purpose of counting the limit.

FCC explained that the "influence" which may be exerted over a station by the minority stockholder is a variable and hard-to-determine factor.

The new ruling, not applicable to noncommercial educational fm or tv stations, was taken by the full Commission on Wednesday and announced early Friday. Comr. Frieda B. Hen- nock concurred in part and dissented in part.

A "grandfather clause" is contained in the new rule which allows a pending tv applicant such as CBS, which has full ownership of three tv stations and minority holdings in two others, to continue in hearing on its bids for additional stations if it asks waiver. But should a grant be made for the sixth interest, one of the existing holdings would have to be dropped.

Full Quota Applicants Not Affected

This waiver, however, does not apply to pending applicants who already have their quota of full ownerships. Concurrently, FCC dismissed Storer Broadcasting Co.'s bid for vhf ch. 10 at Miami since Storer already is licensee of five tv outlets.

Show cause orders also were issued to CBS and J. Elroy McCaw concerning disposition of standard station interests in excess of the new limits. CBS owns six am stations and has minority holdings in three others, FCC indicated, while Mr. McCaw has interests in eight am outlets. They will have three years to effect the changes.

How many others might be affected by the new rules, FCC was not ready to estimate at this early date.

In explanation of the changed emphasis on minority interest, FCC's public notice said:

Because the holder of a small interest in many cases may exert a considerable influence on the station's operations and because of the difficulty of determining from the face of the application what the extent of the influence will be, was determined, in view of the di-versification policy, that no distinction be made between minority (noncontrolling) interests and wholly owned Coe interests.

The limit of seven for am "was fixed in view of the expansion that has been achieved within the framework of that limitation and to avoid undue disruption of present holdings. The few parties having interests in excess of seven am stations will be issued orders to show cause why they should not divest themselves of their excess holdings within a period of three years."

Hereafter, the am limit has been set seven only by Grand, not by multiple.

The quota of fm holdings was increased from the present ceiling of six to seven, the same as am, since FCC felt it was "desirable to have the same figure for fm because of the two services' inter-relationship and the present status of fm's growth."

Television Limit

The Commission's notice explained the limit of five "is the end limit," but retained "because it has proven practicable and desirable."

"The question of whether a distinction should be made in this field between uhf and vhf was deferred to an over-all uhf study," the notice stated. FCC for some weeks has had under the provision the "progress" of uhf and vhf stations, having sent questionnaires to both stations and networks. [B&T, Sept. 28]. Network affiliation policies and practices also are in issue.

FCC pointed out that in applying the provisions of the new rule to corporations having more than 50 stockholders, "only those stockholders need be considered who are officers or directors or who own 1% or more of the outstanding voting stock."

No changes were made in the "duopoly" or overlap provisions of the rules "because recent developments, particularly in tv, compel reconsideration of this question," the Commission said.

Comr. Hennock concurred in the majority's action limiting multiple ownership in am and fm to seven and tv to five. She dissented over FCC's failure at this time to adopt specific provisions governing overlap situations and the "failure to provide a definite geographic limitation on the number of stations in which a person may hold an interest."

She further objected to the waiver made possible for tv applicants having minority holdings in up to five outlets who may continue in hearing if they divest themselves of excess interests after grant.

FCC noted there were numerous objections to the amendments originally proposed to the rules in August 1948, but that these fall generally into two categories.

Authority Challenged

The "first group," the Commission said, "challenges the authority of the Commission to adopt rules of general applicability dealing with the subject of multiple ownership of broadcast stations, while the second group objects to specific provisions of the proposed amendments."

The decision detailed precedents in the Communications Act, the courts and general ad-

BROADCASTING • TELECASTING
NOW YOGERT & WHEY
had the final say
On the placement for Zilch's SPARKIT,

And no one could complain
about the campaign
Laid out for the Omaha market,

It was brilliant and thrifty, and really a nifty
Done in the most modern mode . . .

You can bet your last buck that it just wasn’t luck
That KOWH CARRIED THE WHOLE BLOOMIN’ LOAD!

Moral
EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- Largest total audience of any Omaha station, 8 A.M.
to 6 P.M. Monday thru Saturdays! (Hooper, Oct., 1951,
through October, 1953.)

- Largest share of audience, of any independent station
in America! (Oct., 1953.)

Kowh
OMAHA

“America’s Most Listened-to Independent Station”

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
Great strides are continually being made in farm progress, as evidenced by the new Corn Picker and Sheller shown at the Show.

ABOVE: Actual demonstrations showed interested spectators the greater yield resulting from scientific soil treatment.

BELOW: Winners of Land Judging Contest, which was one of many competitive events held at the WLS Farm Progress Show.

How WLS Serves ... and Why

75,000 Midwestern farm people ... by conservative estimate of the Highway Police Patrol ... attended the first Annual Farm Progress Show sponsored by WLS and held near Armstrong, Illinois on October 2, 1953.

They came by auto ... 10,000 cars. They came by airplane ... 165 privately owned planes. They came by train and bus. They came to see; to listen; to learn. They came because they knew WLS could be depended upon to show them the newest developments in farm and home equipment ... 144 such exhibitors; the latest in crop production de-

Clear Channel Home of the National Barn Dance
890 Kilocycles—50,000 Watts—ABC Network
Represented by John Blair and Company

Thousands of enthusiastic listeners had a chance to see as well as hear their favorite WLS Stars at the WLS Farm Progress Show.
Farm Listeners

It Holds Them!

developments and the entertainment which they enjoy most and listen to regularly.

The crowd, vast as it was, represented only a small percentage of the Midwestern farm people who consistently depend on WLS for news, information, helpful service and entertainment. They can be reached more effectively and more economically through WLS than through any other single source. May we show you the figures?

New plowing equipment which attracted much attention from midwestern farmers at the WLS Farm Progress Show.

Above: Winners of Tractor Driving Contest, who demonstrated their skill by most effectively maneuvering their machines.

Below: Martha Crane, WLS Home Maker, interviewing housewives as she broadcast her program from the WLS Farm Progress Show.
Text of New Multiple Ownership Rules for Am, Fm and TV Stations

This is the text of the new multiple ownership rules for, as was adopted by FCC last week and to become effective 30 days after publication in the Federal Register.

(Full text of the majority's conclusions, as adopted by the five-congressional economist, Comr. Frieda B. Hennock, will be published in For the Record in next week's issue of B.W.T.)

Sec. 3.35 Multiple Ownership—No license for a standard broadcast station shall be granted to any party or parties under common control 12 if (1) such party directly or indirectly owns, operates, or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of, any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcastation in a manner inconsistent with public interest, convenience, or necessity, as determined by the Commission.

Sec. 3.36 Multiple Ownership—(a) No license for a standard broadcast station shall be granted to any party (including all parties under common control) if (1) such party directly or indirectly owns, operates, or controls another standard broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, or has any interest in, or is an officer or director of, any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcastation in a manner inconsistent with public interest, convenience, or necessity, as determined by the Commission.

In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

Sec. 3.24 Multiple Ownership—No license for an fm broadcast station shall be granted to any party or parties under common control 13 if the following competitive service conditions as stated, "was the desire expressed for reasons of public interest, convenience and necessity will be served through such multiple ownership situation; or

(1) such party directly or indirectly owns, operates, or controls another fm broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, or has any interest in, or is an officer or director of, any other fm broadcast station if the grant of such license would result in a concentration of control of fm broadcastation in a manner inconsistent with public interest, convenience, or necessity, as determined by the Commission.

12 In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

13 The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

FCC cited the argument that the tv station limitation should be the same as am since television operations now need to be buttressed by the profits of the am operation while the latter [am] may need such service from the former in the future.

On Profitable Basis

The Commission pointed out the "period when television operations were largely supported by am profits has passed, and television stations, by and large, are either now operating at a profit or can reasonably look forward to such operations in the future. . . . In the absence of circumstances which we do not now foresee, we believe that the policy of diversification requires the adoption of the five station limitation in television.

In its separate orders to CBS and Mr. McCaw respecting their am station holdings, the Commission quoted the following from its decision:

"Only a very few parties have holdings in excess of seven. As to these latter few, orders to show cause were directed, and it was only stated that the holdings of six or more of such holdings as it necessary that some alternative rule, different rules, will be issued. Decision as to whether or not, only those within a period of three years from the license date of this order (Nov. 27), make such divestiture of its present holdings as to bring them into conformity with the seven station limitation."

CBS' am stations owned outright include

Broadcasting • Telecasting
You know what a sensation Fulton Lewis, Jr.'s co-op radio program has been...

NOW...this supercharged personality is on TV for the first time with a weekly fifteen-minute program that's unique in format and viewer appeal. The Fulton Lewis, Jr. Show is not a news program that rehashes stale events. It's a behind the headlines report of eyewitness facts by people who know... and who tell all.

The Fulton Lewis, Jr. Show is filmed each Friday morning in Washington, D. C. It's processed in special high-speed newsreel labs and rushed air-express to TV stations the same day for telecast far ahead of the headlines.

Here's a program that's unique in every sense of the word. It's forceful...it's fascinating...it's a real rating builder...a pre-proved sales booster for any local sponsor. Act fast to skim the cream off what will undoubtedly be the fastest audience snatcher on any local TV Station. The Fulton Lewis, Jr. Show will be ready January 8...but we urge you to get in touch with UTP TODAY.
Territorial Class II Grants Seen on Clears

ON THE HEELS of its ruling to allow assignment of Class II stations up to 50 kw on Mexican clear channels in the U.S. territories [B&V, Nov. 9, Sept. 14], FCC last week announced proposed rule-making to allow similar territory assignments on U.S. clear channels.

Proposing to amend Sec. 3.25 of its rules, the Commission explained that "the purpose of this proposal is to make the frequencies concerned available for assignment in Alaska, Hawaii, Virgin Islands and Puerto Rico in the same manner in which they are presently being used, or may be used, in other countries of the North American region that are closer to the continental United States" than are these U.S. territories.

For example, heretofore a Class II station could not be assigned on a U.S. clear channel in Alaska but such a secondary station could be built in Canada if it were 650 miles from the U.S. border.

Comments are due on the proposed amendment by Jan. 15 with replies thereto 10 days later. The proposed amendment reads:

3.25 Clear Channels: Class I and II stations. The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given. (a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations within the contiguous 50 states operating limited time or daytime o-3 y/o: 600, 650, 660, 670, 700, 720, 730, 760, 770, 780, 820, 840, 860, 870, 880, 920, 1020, 1040, 1100, 1120, 1160, 1180, 1200 kc.

There also may be assigned to these frequencies Class II stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 8 microvolts per meter groundwave day or night or 20 microvolts per meter 10% time skywave at night at any point within the continental limits of the United States. The power of the Class I stations on these channels shall not be less than 50 kw.

Propose 1 tv Grant to WNOP For Cincinnati Uhf Ch. 74

INITIAL decision proposing to grant Cincinnati's uhf ch. 74 to nearby WNOP Newport, Ky., was issued last week by FCC Hearing Examiner Annie Perl-Hunting.

The ruling was made possible by the withdrawal a fortnight ago of a competitive ch. 74 application by Gordon Broadcasting Co., operator of WABC and WOR New York. The Ohio River separates Newport from the Queen City. WNOP is headed by James G. Lang, president and 52.3% owner.

President's Group Urges Pre-Hearings

STONG recommendation that all government administrative for the lead of the FCC and require pre-hearing conferences was adopted by the President's Conference on Administrative Procedure, which met for two days in Washington last week.

The conference also recommended a recommendation that an Office of Administrative Procedure be established in the Department of Justice.

Report on pre-hearing conferences was made by a special committee headed by FCC Commissioner John C. Doerfer. Among its members was J. D. Bond, FCC hearing examiner.

In essence, Comr. Doerfer's committee recommended, and the Conference unanimously adopted, that a pre-trial hearing be held before any administrative hearing begins to clarify the following: (1) simplification of the issues, (2) amendments, (3) stipulations, (4) limitation on number of expert witnesses, (5) other matters to aid in the "speedy" determination of the hearing. It also suggested that hearing officers be given authority to keep hearing length and issues to a minimum.

Although the final report of the Conference is not binding on any government agency, its recommendations will carry weight, it is understood. Methods being studied are those of decreasing the length, expense and record of administrative hearings and court appeals [B&V, May 4 et seq.].

Seek FCC Approval For KRMG Tulsa Sale

APPLICATION for approval of the sale of KRMG Tulsa from Kerr-Mcgee interests to the Altus (Okla.) "Times-Democrat" for $305,000 was filed with the FCC last week. The Altus newspaper owns 50% of KWHW Altus, and in turn is owned by the Wimberly family, who also own the remaining stock in the radio station.

The four-year-old Tulsa radio station is being refinanced by Sen. Robert E. Kerr and D. A. McCork, because of their association with KVOS Tulsa principals in the Tulsa uhf ch. 2 application of Central Plains Enterprises Inc. KVOS WYTV Cleveland, has a duopoly with KRMG operates on Channel 940 kc with 50 kw daytime and 25 kw nighttime. Sen. Kerr and family own more than 60%; Mr. McCork 15% of KRMG. Sen. Kerr and family also own 72%, and Mr. McCork 15% of WEEK-AM-TV Peoria, Ill. Newsp. Kerr and McCork own 50% and Mr. Skelly the other 50% of Central Plains.

In an Oct. 31, 1953 balance sheet, filed with the license transfer application, KRMG showed total current assets of $25,939,353.96 and total assets of $355,584.96. Current liabilities were $10,583.43 and a deficit of $158,178.47 also was shown. Initial investment was listed as $305,000, with replacement value put in excess of $300,000.

A new company, Western Broadcasting Co., wholly owned by Altus Times-Democrat, has been formed to take over the license of KRMG. Principals in the Altus newspaper are former Federal Power Commissioner Harrington Wimberly and Frank E. Wimberly, president and general manager of KWHW. The 250-w Altus station (on 1450 kc) is carried on the newspaper's books at $7,500 for half interest.

Application declaring that no change is contemplated in present personnel, KRMG is managed by Frank S. Lane.
Ridin' High....

in the

Fabulous Southwest

More TV viewers in El Paso look up to KROD-TV and look at KROD-TV programs than any other station in the Southwest.
KROD-TV has the highest and the finest transmitter location in the Southwest – 1,585 feet above downtown El Paso.
KROD-TV has been operating on full power—56,300 watts—since August 1st.
KROD-TV has wider coverage than any other TV station in the Southwest.
KROD-TV carries top-rated CBS, DuMont, ABC Network shows plus unrivalled local programs.

Add E.P.* to the above and You'll Sell More on Channel 4

*K.E.P. means Effective Promotion.
KROD-TV is affiliated with KROD (600-CBS-5000 watts) and the El Paso Times.
There's a New Sound

for the ENTIRE FAMILY
And of course it's coming from Station WMAQ, for more than 30 years the leader in Chicago and Middle West broadcasting. Once again this radio pioneer is showing why millions of Midwesterners turn to 6-7-0 on the dial for Quality Programming, Quality Entertainment and Quality Service.

**New Personalities...**

- Howard Miller, often called number one disc jockey in the nation, now is a member of the WMAQ staff of disc emcees which also includes Charles Chan, Henry Cooke, John Holtman, Wed Howard, Jim Lowe and Dick Noble.
- "Uncle" Johnny Coons, top-rated local daytime television personality, now is featured in a new radio series for youngsters.

**New Programs...**

- "Three-Star Final," a nightly roundup of weather, news and sports by Clint Youle, Jim Hurlbut and Norm Barry.
- "Point Blank," a straight-from-the-shoulder commentary by Nancy Terry on people and events.
- "Bill Bailey Show," daily presenting the new national favorite—country music.
- "Musical Adventures," Norman Ross, Jr., with recorded action music for children.

**New Services...**

- Chicago school families now hear an item of special interest for them at the same time every weekday morning. More similar listener services soon will be scheduled.

All fitting additions to a Quality Schedule designed for a Quality Audience to do Quality Selling for Quality Advertisers. A schedule that continues to present other outstanding entertainment features. A schedule that continues to present top reporters in newscasts each individually written by a news staff that has won more awards than any other Chicago radio station.

Yes, THERE'S A NEW SOUND IN CHICAGO RADIO—once again proving to listeners and advertisers that

**The QUALITY STATION in Chicago Radio is...**

Quality Programming
Quality Service
Quality Audience

Represented by NBC Spot Sales
Newhouses Acquire 50% KOIN-AM-FM-TV

Five other transfers are approved by FCC. Also in Newhouses' agreement was the dropping of a bid for Portland's vhf ch. 6.

TRANSFERS of stations were approved in six instances by the FCC last week, including the assumption of 50% ownership of KOIN-AM-FM-TV Portland, Ore., by Samuel I. Newhouse Jr. (Portland Oregonian) and wife.

As agreement for dropping its application for Portland's vhf ch. 6—which went to KOIN—the Newhouses were given an option to purchase 50% of Mt. Hood Radio & Television Broadcasting Co., licensee of the KOIN stations. Purchase price was $100,000 plus the amount received from the sale of KGW-AM-FM Portland, which had to be disposed under the Commission's duopoly regulation before the Newhouses could exercise their option.

The KGW stations were bought by KING-AM-TV Seattle (40%) and others. North Pacific Television Co. had control of $50,000 last month [BST, Oct. 23]. North Pacific is a tv applicant for Portland's vhf ch. 8. Theodore R. Gamble and associates retain the other 50% of the KOIN stations.

Also approved by the FCC last week were the transfers of KUGN-AM-FM Eugene, Ore., and KJHR Hood River, Ore. Control of the KUGN stations was transferred from C. H. Fisher to his son C. O. Fisher for a consideration of approximately $85,896. This was a part of the requirement when the Commission granted vhf ch. 13 to Eugene Television Inc., which is one-third owned by C. H. Fisher. Eugene Television also includes as one-third owner Lee Bishop and associates (KORE Eugene). KJHR, owned jointly by C. H. and C. O. Fisher was assigned to the elder Fisher by his son for a credit of approximately $15,985 covering one part of the purchase price of the Eugene stations.

In other actions, the FCC granted transfer of control of WDEC Americus, Ga., from W. G. Pearman and associates to John E. Gilmore Jr. and associates for $32,000; acquisition of control of WLAG Panama City, Fla., by E. L. DuKate for a consideration of $28,405; transfer of control of Hutchinson Publishing Co., to John P. Harris and family for a consideration of $20,160. Hutchinson Publishing Co. owns KIUL Garden City, Kan.

KROD-AM-TV Transfer Filed

APPLICATION for the transfer of KROD-AM-TV El Paso, by Roderick Broadcasting Corp. to El Paso Times Inc. for $1,450,000 was filed last week with the FCC.

Purpose of the sale is to consolidate the business interests of Dorrence D. Roderick and his family who own more than 75% of KROD and of the El Paso Times. Sale price is an inter-corporate transaction.

Fm Changes Announced

ADDITION of Class B fm ch. 239 to DeLand, Fla., deleting it from Lakeland, was announced Nov. 25 by the FCC. Other changes: ch. 250 to Huntsville, Ala.; delete 230 from Birmingham and ch. 251 from Chattanooga, Tenn.

Airway Moved

IT ISN'T often that the CAA moves an airway to accommodate a tv tower, but for the second time this year one has been moved.

With the approval of the New York regional and the Washington airspace subcommittees, the CAA has agreed to move Blue Sky Airway west approximately three-tenths of a mile at the tower site so WCAU-TV Philadelphia can build a 1,000-ft tower in the northwest section of Pennsylvania. The decision was taken at the Oct. 29 meeting of the Washington air space subcommittee. WCAU-TV, which has a CP to go to maximum 316 kv for its vhf ch. 10 operation, filed an application to modify the grant for the 1,000-ft. tower Nov. 12.

Earlier this year, the CAA and the regional and Washington airspace subcommittees approved a change in an airway in order to permit the establishment of a tv tower "farm" northwest of North Miami Beach serving the Miami area.

In both cases, no changes in minimum instrument flight rules or present aviation procedures were affected.

Sonnenborn Sells KLAC-TV To Copley Press Inc.

APPLICATION for transfer of KLAC-TV Hollywood by Mrs. Dorothy Schiff Sonnenborn, publisher of the New York Times to Copley Press Inc. was sent to the FCC last week [BST, Nov. 16].

Purchase price of $1,375,000 covers fixed assets, including the Mt. Wilson transmitter building equipment and the 1,000 Calabasus Blvd. studio-office executive office building with equipment, on long-term leased land. No real estate is involved. The sale does not include KLAC, am station, which Mrs. Sonnenborn will retain. Both stations are currently operated by her son, M. H. Hall.

Negotiations for change in ownership had been under way six weeks and were concluded Nov. 20, with Blackburn-Hamilton Co. as broker. Besides James Copley, chairman of Copley Press, and Jack Heintz, vice president and general manager of KSDO San Diego participants in the transaction were John P. Hearne, attorney for Mrs. Sonnenborn and Mr. Hall, and the law firm of O'Melveny & Myers, representing the buyers.

Under the agreement KLAC is to move to other quarters within six months of FCC approval of the sale. KLAC-TV will remain at the Calabasas Blvd. address.

Change of call letters will be requested by the new owners of the ch. 13 outlet. Mr. Heintz will become general manager of the tv station, it is understood. Copley Press publishes 15 newspapers in California and Southern California, including the San Diego Union, which has an interest in KSDO.

WHBF-TV 'Time' Bid Fails

WHBF-TV Benton Harbor, Mich., was advised last week by the FCC that its application for additional time to build could not be granted on the basis of insufficient data. The station was given an opportunity to reply. Benton Harbor News-Palladium station received a uhf ch. 42 grant last February. This is one of the first "get time" type requests and, since it issued a policy notice two weeks ago regarding tv grantees who ask for extension of CPs [BST, Nov. 23].

TV DROPOUTS EASE COMPETITIVE CASES

KONO San Antonio and Bexar County Television Corp. drop ch. 12 bids, then re-apply as Mission Broadcasting Co., with KONO chief owner and Bexar principals as minority stockholders. Competitor is KTS.

THE THREE vhf ch. 12 contestants at San Antonio, Tex., were reduced to two last week as two of the applicants merged into a single bid.

KONO San Antonio and Bexar County Television Corp. both dropped their ch. 12 bids, but a new application under the name of Mission Broadcasting Co. was tendered, chiefly owned by KONO but including Bexar principals as minority stockholders. Ch. 12 competitor remains KTS San Antonio.

At Richmond, Va., ch. 12 triangle there has been reduced to two contestants as Larus & Bro.'s WRVA dismissed its bid and acquires 60% interest in Richmond Television Corp., whose original stockholders will retain the other 40% holding. Also seeking ch. 12 there is WRNL, owned by Richmond Newspapers Inc.

Uhf ch. 14 Richmond became unopposed last week for Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.) upon withdrawal of Dixie Television Corp.

David Haber, operator of WFEC Miami, gave up ch. 10 bid there leaving four applicants for the channel: WKAT Miami Beach, L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. and Public Service Television Inc. (National Airlines). Storer Broadcasting Co.'s (WFSB) bid was dismissed by FCC concurrent to issuance of the new multiple ownership rules (story page 44).

KBON Omaha dropped its uhf ch. 7 bid, leaving in competition KFAB and the Herald Corp., Omaha.

WPIC Sharon, Pa., gave up its uhf ch. 39 application, leaving unopposed the ch. 39 bid of Leonard Shafrir.

Uhf ch. 10 triangle at Norfolk, Va., was reduced to a two-way contest as WNAV Norfolk withdrew leaving Chesapeake Services Inc. and Beachview Broadcasting Corp.

WLOF Orlando, Fla., gave up its original application, but WLOF's new owners, Joseph L. Brechner and associates (WGAY Silver Spring, Md.) ruffled in the name of MidFlorida TV Corp. Other ch. 9 contestants are WHOO and WORZ Orlando.

Charles H. Gurney, whose uhf ch. 16 application at Waterloo, Iowa, was left unopposed several weeks ago upon withdrawal of a competing bid by L. E. Kelly, dismissed his own bid last week. Ch. 16 now is open there.

Brazy Granted New Fm

NEW Class B fm station on 97.1 mc has been granted by the FCC to Nicholas M. Brazy, Glendale, Calif. The station will operate with 1 kw power using 1750 antenna height.

Change in antenna height was granted WHAT-FM Philadelphia. Other changes: WJPB (FM) Fairmont, W. Va., to change ERP from 4.8 to 2.8 kw, antenna height; WMFD-FM Wilmington, N. C., change ERP from 10,000 to 12 kw, antenna height; WNMR-FM Reno, Nev., change ERP from 10.5 to 2.3 kw, antenna height; WVAM-FM Altoona, Pa., change ERP from 140 to 360 w, antenna height.

Page 54 * November 30, 1953
ELLARAINES

"JANET DEAN
REGISTERED NURSE"

A suspenseful, unusual TV film show based on a nurse's exciting adventures among the rich and poor... in big cities and small towns... in peace and war... at home and abroad!

JANET DEAN available for local, regional, and national spot sponsorship is ready for March 1, air date with 39 half-hour custom-made films!

AUTHENTIC—each dramatic show is based on an actual case history!

HIGHLY ACCLAIMED—personnel of the Air Force Nursing Corps have called the Janet Dean show a tribute to the nursing profession!

PRODUCED BY EXPERTS—filmed by Cornwall Productions—William Dozier, executive producer; Joan Harrison, producer; Peter Godfrey, director!

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

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Here are the MPTV properties available to you now:

DUFFY'S TAVERN
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FLASH GORDON
JANET DEAN, REGISTERED NURSE
more to come
WORD gets Spartanburg, S. C., ch. 8; Jefferson Standard wins Florence, S. C., ch. 8; WTCM takes Traverse City, Mich., ch. 7.

THREE new vhf television stations were authorized last week as FCC granted ch. 7 at Spartanburg, S. C., to WORD; ch. 8 at Florence, S. C., to Jefferson Standard Broadcasting Co.; and ch. 7 at Traverse City, Mich., to WTCM.

At Spartanburg, the ch. 7 award to Spartan Radiocasting Co., WORD licensee, was made pursuant to withdrawal of a competing application by WSPA there. WORD has purchased WSPA for $400,000, subject to FCC approval. The transfer bid will be filed later. Spartan then will sell WORD and retain WSPA.

Jefferson Standard, operator of WBT and WBTB (TV) Charlotte, N. C., won the ch. 8 grant at Florence upon dismissal of a conflicting bid by Pee Dee Telecasting Corp., which included plans in WIMX Florence.

Com. Robert T. Bartley concurred in the Florence grant but upon condition Jefferson Standard be subject to the new multiple ownership rule if its provisions are applicable (story page 44).

WTCM's ch. 7 application was unopposed. Midwestern Broadcasting Co., the grantee, also operates WATT Cadillac, Mich., which in-cludes WPAT Alpena, WBNK Manistee and WGST North Battleford, all Mich.

President of the firm is Les Biederman.

May or June Date

Mr. Biederman predicted the new ch. 7 outlet would be on the air by next May or June depending upon weather. RCA equipment is planned. A Stainless Inc. tower is to be built.

The tv plant will be separate from WTCM.

WORD's proposed purchase of WSPA Spartanburg is unique in that Walter J. Brown, president of WORD and principal owner with his wife, is the founder of both stations. FCC's duopoly rule required divestment of one of the stations.

Following FCC consent to Mr. Brown's acquisition of WSPA, it is proposed that WORD will be sold and WSPA retained.

The Commission's grant of ch. 7 to Spartan Radiocasting bore the usual condition that the authorization was "without prejudice to any change the Commission may take with respect to any future application which is filed to effectuate the agreement dated Nov. 24 between Spartan Radiocasting Co. and Broadcasting Co. of the South (WSPA) and set forth as a part of the grantee's application."

In 1940, Mr. Brown became general manager of WSPA and built it up from a kw independent outlet to its present status as a CBS station. Mr. Brown was minority stockholder. Concurrently, Mr. Brown formed Spartan Radiocasting Co. to buy back WORD, which now is an NBC outlet on 910 kw with 5 kw, directional night. At the same time, Mr. Brown built WORD, then a 250-w station on 910 kw. He subsequently sold WORD when FCC adopted its present rule regarding ownership in more than one station in the same market.

Seven years later, Broadcasting Co. of the South, a Surety Life Insurance Co. subsidiary, purchased WSPA from Spartan Advertising Co., in which Mr. Brown was minority stockholder. Concurrently, Mr. Brown formed Spartan Radiocasting Co. to buy back WORD, which now is an NBC outlet on 910 kw with 1 kw, directional night. During the television allocation proceeding, WORD fought for the assignment of ch. 7 to Spartanburg instead of to Columbia.

Broadcasting Co. of the South, aside from ownership of WSPA, is owner of WIS Columbus, S. C., and WIST Charlotte, N. C. The company is one of five stockholders of WIS-TV Corp., which holds the permits of vhf ch. 10 WIS-TV Columbia. Remaining WIS-TV stock is held by a group formerly in WMSC there, once a ch. 10 competitor.

WIST is in competition for vhf ch. 9 at Charlotte with three other applicants: WSOO, Piedmont Electronics & Fixture Corp. and Dan Nicholas.

In FCC's McFurland letter to Broadcasting Co. of the South regarding its former Spartanburg bid, the Commission raised the question of Grade A signal overlap between the firm's proposed station there and its proposed station at Charlotte. FCC also questioned whether the parent firm, Surety Life Insurance Co., was legally authorized to commit approximately 33% of its total assets and over 50% of its capital and surplus to the three vhf ventures.

Jefferson Standard Broadcasting Co., besides WBT-WBTB TV and the new Florence ch. 8 permit, also owns WBIG Greensboro and holds 17% interest in WFMY TV Greensboro. It announced several weeks ago it plans to acquire additional television properties in North and South Carolina (BT, Nov. 24).

Concurrent with this announcement, it was reported that the parent firm, Jefferson Standard Life Insurance Co., had purchased 14,500 shares of newly issued preferred stock in Storer Broadcasting Co. for $1.45 per share. The purchase of the Storer stock was detailed last week in the amended application of Jefferson for ch. 8 at Florence.

The Jefferson Standard tv outlet at Florence plans to be a basic CBS outlet but also will carry DuMont.

It will be under the direction of Charles H. Crutchfield, executive vice president and general manager of the company. Melvin H. Purvis, general manager of WOLS Florence, will be associated in the tv operation.

E. E. Stone, president of Pee Dee Television, said his firm withdrew "in order to expedite television for Florence."


Details of the new tv grants:

Florence, S. C.—Jefferson Standard Broadcasting Co. granted vhf ch. 8 with effective radiated power of 316 kw visual and 191 kw aural; antenna height 790 ft. above average terrain.

Spartanburg, S. C.—The Spartan Radiocasting Co. (WORD) granted vhf ch. 7; ERP 516 kw visual, 294 kw aural; antenna height 2,490 ft. above average terrain. WORD proposes to buy WSPA there, formerly ch. 7 competition.

Traverse City, Mich.—Midwestern Broadcasting Co. (WTCM) granted vhf ch. 7; ERP 61.3 kw visual, 30.9 kw aural; antenna height above average terrain 760 ft.

Wilson Lauds Ad Council

DEFENSE Secretary Charles E. Wilson last Monday applauded The Advertising Council's support of the Ground Observer Corps program which, he said, during the past year "helped us [Air Force and Dept. of Defense] to recruit over 200,000 volunteer members" for the GOCC. Secretary Wilson was principal speaker at The Advertising Council's Duquesne Club meeting at Pittsburgh.

FCC EXAMINERS NOW TOTAL 17

THE total number of FCC hearing examiners is now 17, with appointment last Monday of Charles J. Frederick, Isadore A. Honig and Harold L. Schilz (Curtis Circ., Nov. 23).

Mr. Frederick, who has been in private practice of administrative law during the past three years, from 1949-50 was assistant attorney general of Iowa. Before that, 1944-48, he was trial examiner for the Civil Aeronautics Board. An Army veteran, Mr. Frederick received his LL.B. in 1941 from Southern Methodist U.

Mr. Honig for five years has been trial attorney for the Office of Rent Stabilization and Office of Housing Expediter and from 1946-48 was research attorney for OHF. An Army veteran, Mr. Honig received his B.A. in 1933 from Cornell U. He received his LL.B. in 1938 from the U. of Michigan Law School and his M.L. in 1947 from National U. of Law School. Born in Morristown, N. J., in 1911, he now is a legal resident of Port Jervis, N. Y.

Mr. Schilz was an attorney in the Office of General Counsel, National Production Authority from 1951-53. He was in private practice from 1945-51 and has been assistant to the Attorney General in the Justice Dept.'s Anti-Trust Division from 1932-45. He received his LL.B. in 1932 from the National U. Law School. Born in Mulliken, Mich., in 1906, he now considers Dunkirk, N. Y., his home.

New Am Granted by FCC; CP Changes Also Made

NEW am daytime station on 1230 kw with 250 w in Deming, N. M., was granted Nov. 25 by the FCC to Luna County Broadcasting Co. A CP was granted to Hugh S. Thomas of Brownfield, Tex.

KIXY Shelby, Mont., was granted a CP to change from 1230 to 1240 kc, 250 w unlimited. WOKE Oak Ridge, Tenn., was permitted to change its CP from 1290 kc to 1290 kc 500 w N 1 kw LS directional at WJMW Athens, Ga., was given a power increase on 730 kc from 500 to 1 kw daytime. WHBS Huntsville, Ala., was granted a CP to change its daytime directional pattern.
FASTEST GROWING AUDIENCE
OF ANY TV STATION
IN THE CINCINNATI AREA*

7 AM to 12 Noon 100% Increase
(No. 1 Station)
12 Noon to 6 PM 100% Increase
(No. 1 Station)
6 PM to 12 Midnight 22.5% Increase
(No. 1 Station)
Local sales up 31.3%
National sales up 64.5%
Average total sales increase 46.6%

* October Pulse
Ask about the CDC—Tri-State Network

WKRC-TV
Channel 12

KENNETH W. CHURCH
National Sales Manager
Radio Cincinnati, Inc.

Owners and operators of WTVN, Columbus, Ohio

FROM EVERY ANGLE ... IT'S WKRC-TV

REPRESENTED BY THE KATZ AGENCY
Broadcasting • Telecasting

CBS TELEVISION NETWORK
November 30, 1953 • Page 57
Never before such exciting portrayals such a galaxy of dramatic talent!
These leaders have RENEWED FOR 2ND YEAR!

- BLATZ Beer in 3 markets!
- DREWrys Beer in 9 markets!
- OLYMPIA Beer in 6 markets!
- GENESSee Beer in 5 markets
- SCHAEFER Beer in New York City

GREAT YEAR IN PRODUCTION!

New total of 78 magnificent half-hours.

OLPHE ENJOU
OUR HOST AND STAR IN
VORITE TORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

ENT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!

TOP RATINGS in market after market!

- SEATTLE, 1st Place!
  Sat. eve. - rates 32.3 - Telepulse, June 1953
  Boots Robertson, Montgomery, & Rubs, Northside Eddies
  Columbia, Ford Theatre, Playhouse of Stars.
- WASHINGTON, D. C. - 2nd Place!
  Tues. eve. - rates 27.4 - Telepulse, Aug. 1953
  Boots Jackson, Seabury, Kraft TV Theatre, Playhouse of Stars.
- KANSAS CITY, 1st Place!
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Boots Robertson, Montgomery, & Rubs, Northside Eddies
  Columbia, Ford Theatre, Playhouse of Stars.
- PITTSBURGH - 1st Place!
  Thurs. eve. - rates 41.5 - Telepulse, Aug. 1953
  Boots Robertson, Montgomery, & Rubs, Northside Eddies
  Columbia, Ford Theatre, Playhouse of Stars.
- SAN ANTONIO - 2nd Place!
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Boots Robertson, Montgomery, & Rubs, Northside Eddies
  Columbia, Ford Theatre, Playhouse of Stars.
- PORTLAND - 2nd Place!
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Boots Robertson, Montgomery, & Rubs, Northside Eddies
  Columbia, Ford Theatre, Playhouse of Stars.
FCC, Networks’ ‘Giveaway’ Argument Set for Jan. 11

ORAL argument on the giveaway case before the Supreme Court has been postponed from Jan. 4 to sometime the week of Jan. 11, it was reported last week.

This requires the FCC to file its brief by Dec. 21 and the networks—ABC, CBS and NBC—to file reply briefs by Jan. 4.

The Supreme Court accepted jurisdiction in the four-year-old legal battle last October [B*T, Oct. 19]. Appeal was made by the FCC which had lost the case in a New York Special Court earlier this year [B*T, Feb. 9]. In a two to one decision the lower court held that the FCC’s regulations regarding giveaway programs misconstrued the Lottery Law and violated the no-censorship provisions of the Communications Act. Appeal from the FCC’s regulations were taken originally by the three networks. Originally, the Supreme Court scheduled oral hearing Dec. 10. This was postponed to Jan. 4 and latest date is tentatively fixed for sometime the week of Jan. 11.

VOA Airs Eisenhower Report

A REPORT on U. S.-Latin American Relations made by Dr. Milton Eisenhower and delivered to the President was the subject of an exclusive interview broadcast worldwide by Voice, according to Theodore C. Streibert, director of the U. S. Information Agency. Mr. Streibert also said Voice broadcast highlights of the report in a half-hour program in Spanish to Latin America. The motion picture and press facilities of USIA also were enlisted to give the report wide dissemination, he said.

Zenith Hearing Scheduled

HEARING on Zenith Radio Corp.’s appeal against the FCC’s dismissal of its ch. 2 application for Chicago will be heard by the U. S. Court of Appeals in Washington Dec. 1 at 11:30 a.m. This is a postponement from Nov. 27 [B*T, Nov. 16]. The Commission dismissed Zenith’s 1948 application for Chicago’s ch. 2 on the grounds that it had not participated in the rule-making proceeding nor in the WBKB (TV) Chicago renewal hearing. Zenith is being opposed by the FCC and also CBS which bought the facilities of WBKB, originally on ch. 4, now operating temporarily on ch. 2. In its end-of-freeze report, the Commission deleted ch. 4 from Chicago and ordered WBKB (now WBBM-TV) to move to ch. 2.

Final Decision Favors KLMR Over KGAR on 950 Kc

FINAL decision granting KLMR Lamar, Colo., a construction permit to change from 1340 kc, 250 w unlimited to 920 kc, 1 kw daytime, 500 w directional night, was issued last week by the FCC.

The grant reversed a May 7 initial decision proposing to grant the competing application of KGAR Garden City, Kan. (now on 1050 kc, 1 kw daytime), and denying comparative consideration to KLMR on grounds it failed to establish financial qualification.

The final decision concluded KLMR will bring a first primary service to a greater population.

WTVU (TV) Becomes Tenth To Ask FCC for Fee-Tv

THE PUBLIC should have the opportunity of choosing between free tv and fee-tv, WTVU (TV) Scranton, Pa., told the FCC last week in petitioning for the institution of rule-making to permit subscription television.

The tenth station subscribing to subscription tv [B*T, Nov. 23]; the uhf ch. 73 Scranton outlet also added that it “does not believe that the public is best served under a system where broadcasting revenues are derived almost exclusively from the advertising budgets of the sellers of goods and services.”

Current drive for the establishment of subscription tv was initiated by four uhf tv stations last summer [B*T, Aug. 10]. They were WDHN (TV) New Brunswick, N. J.; WIP-TV Philadelphia, Pa.; WEL-TV New Haven, Conn., and WSTF (TV) Stamford, Conn.

Asks Interim Operation

GORDON BROWN, operator of WSAY Rochester, N. Y., petitioned FCC last week for three-way interim operation of vhf ch. 10 there pending settlement of his sec. 309(c) economic protest of share-time grants on ch. 10 to WVEI and WHEC Rochester. FCC already has denied his protest, but he has pending a petition for reconsideration [B*T, Aug. 10]. Mr. Brown suggests an interim operation similar to that for vhf ch. 12 at Shreveport, La., pending final decision in the comparative hearing there [B*T, Sept. 21].

Worthy waiting for!

On the air Christmas Eve...

NBC

FULL 100 Kw. POWER

CHOICE CHANNEL 4

The Denver Picture

CALL PETRY
Biscayne TV Bid Would Buy WIOD, Sell WQAM

SALE of Cox newspapers' WIOD Miami to Biscayne Television Corp., vhf ch. 7 contestant there, and the ultimate disposition of Knight newspapers' WQAM Miami, was set forth in an amendment to the Biscayne bid filed with the FCC last week.

In its pre-hearing McFarland letter to Biscayne, the Commission questioned how the tv station and the operations of WIOD and WQAM could be kept competitively separate. Biscayne is owned principally by WIOD and WQAM principals, with Niles Trammell, former president and board chairman of NBC, holding substantial minority interest.

Biscayne will acquire WIOD for $404,128.80 should it win out in the ch. 7 competitive hearing. WQAM will be sold to "strangers." The new agreement further provides that the Knight interests will loan Biscayne $500,000 to help finance the tv station. The Cox group will loan about $96,000.

Other ch. 7 contestants include Jack Stein, who has filed a new application, South Florida Television Corp., in which ex-FCC Chairman James Lawrence Fly is a principal [B&T, Nov. 23]; East Coast Television Corp., and Mel Foster-Harold Hoensch, who a fortnight ago surrendered their permit for uhf ch. 36 KDJO (TV) Davenport, Iowa [B&T, Nov. 23].

Biscayne's proposed ch. 7 station will cost an estimated $1,888,226 to construct and $1,106,840 annually to operate with revenue estimated at $1,271,675.

The amended Biscayne application lists Mr. Trammell as president and 15% owner. John S. Knight, president and 50.3% owner of Knight Newspapers Inc., is vice president and 17.5% owner. Another vice president is James M. Cox Jr., 30.5% owner, who is a principal in the Cox newspaper and radio-tv ventures. James L. Knight is treasurer and 10% owner of Biscayne.

Other Biscayne officers and stockholders include: James Leonard Reinsch, executive director of Cox radio-tv properties, director and 5%; C. Blake McDowell, attorney for Knight interests, director, 5%; Lee Hills, executive editor, Miami Herald, 5%; Owen F. Uridge, WQAM general manager, 5%; James M. LeGate, WIOD general manager, 3.5%; Milton C. Scott, WIOD chief engineer, 3.5%; John L. Foyle, WIOD secretary-treasurer, secretary; Daniel J. Mahoney, WIOD president, director.

Knight Newspapers Inc. is sole owner of the Miami Herald and WQAM. It also owns the Beacon Journal Pub. Co., which has 45% interest in WAKR Akron, Ohio. Knight newspapers holds 48.126% and the Miami Herald 23.6% in the Chicago Daily News, which in turn owns 27% of WIND-AM-TV Chicago.

The Cox interests, aside from WIOD and the Miami Daily News, include WHIO-AM-TV Dayton, Ohio, and WSB-AM-TV Atlanta.

Censorship Bar Lowered

INFORMATION doors in Washington, D. C., are opening. The Defense Dept. last Monday in a directive stated information and material formerly classified "Restricted—Security Information," shall be declassified Dec. 15, thus opening the way for scores of thousands of documents to be made public. This follows an order of President Eisenhower earlier in the month setting up new standards for safeguarding security information [B&T, Nov. 9].
what a row of beans can amount to... with wfmy-tv

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

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

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

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

wfmy-tv

Basic CBS Affiliate — Channel 2
Greensboro, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

STATIONS

GRAY NAMED V.P. AT WOR-AM-TV

Gordon Gray, vice president in charge of Goodwill stations' eastern office, is named to succeed James M. Gaines Jan. 1 as vice president in charge of General Teleradio's WOR-AM-FM-TV New York.

GORDON GRAY, vice president in charge of the eastern office of the Goodwill stations and widely known throughout the broadcasting field, has been named vice president in charge of the WOR Division of General Teleradio Inc., President James F. O'Neill is announcing today (Monday.)

Mr. Gray will succeed James M. Gaines, who resigned the post to become vice president and general manager of WOAI-AM-TV San Antonio [B • T, Nov. 16]. Both changes become effective Jan. 1.

In his role of vice president in charge of the eastern office of WJR-Detroit and W GAR Cleveland Mr. Gray has headed the selling operations for the Goodwill stations the past two and a half years.

In announcing his selection to succeed Mr. Gaines, General Teleradio President O'Neill said that "in my acquaintance over many years with Gordon Gray, I have been impressed with his qualities of leadership in broadcasting. I am confident that his wide and successful experience in the industry will quickly become manifest to WOR and WOR-TV listeners, viewers, and advertisers."

John F. Patt, president of the Goodwill Stations, said that "all of us naturally regret the decision of Gordon Gray to leave us, but we rejoice with him in the big new job he is undertaking as head of one of America's leading broadcasting stations. Mr. Gray has done an outstanding job of sales and public relations for our companies and we wish him all the best in his new position."

Mr. Gray, whose successor at the Goodwill Stations was not disclosed, was vice president and member of the Board of Directors of WIP Philadelphia from 1946 until 1951, when he joined WJR-WGAR. He gained his early broadcast experience in the Midwest, where he was general manager of the Stuart stations in Minneapolis, Omaha, and Lincoln. Long active in broadcast affairs, he was on the founding committee of BAB and is a member of the Radio & Television Executive Society.

WRJM Becomes WADK

WRJM Newport, R. I., changed call letters to WADK last Wednesday following FCC approval for the purchase of control by Milton E. Miller for $22,500 [B • T, Nov. 23]. Assigned 1 kw daytime on 1540 kc, WADK stands for the Island of Aquidneck and is licensed to Aquidneck Broadcasting Corp.
IT'S HERE!

TV CHANNEL 15

STRATEGICALLY LOCATED TO SERVE 100,000 HOMES IN THE GREAT STAR MARKET OF CENTRAL PENNSYLVANIA

HIGH ANTENNA ELEVATION
Most Important factor in UHF coverage
1,472 Feet above sea level
572 Foot tower on top a 900 Foot mountain

I LED THREE LIVES FAVORITE STORY
BOSTON BLACKIE STORY THEATRE
THE CISCO KID THE UNEXPECTED
YOUR TV THEATRE

LARGEST AUDIENCE
When the five other stations carry the programs of only two networks, Channel 15 gives viewers a third choice. Our top rated film shows and high quality live programs booked exclusively on WLBR-TV are sure to garner the largest share of audience when the audience for the two networks shows are split up among five different stations.

DIFFERENT PROGRAMS
Network? No! But if we carried the top network shows, we would only be duplicating the same programs that are already broadcast on two or three of the five other stations which serve this area.

LOW FREQUENCY—CHANNEL 15
Low channel UHF more comparable to wide VHF coverage with all interference-free characteristics of UHF.

GREATEST COVERAGE
Antenna has line of sight into Lancaster—17 miles
Harrisburg—20 miles
York—23 miles

BEST RECEPTION
Line of sight insures perfect reception. Excellent reception also reported in the Reading and Pottsville areas, with good signals received up to 80 miles.
NOW ON THE AIR

November 1, 1953, was a red-letter day for television in Oklahoma City. For on that day viewers in this booming market were able to get a choice of TV programs for the first time in history. Yes, with KTVQ on the air the television picture is brighter in Oklahoma City. Now you can get live clearance for your programs. We have a big, enthusiastic audience. To reserve time on KTVQ, write, wire or call KTVQ Sales Manager Raymond Ruff, or H-R Television, Inc., our national representatives.

JOHN ESAU, President

WOW Reports Sales Up 30%

STRESSING that specialized programming can be profitable, Joseph N. Curl, sales manager, WOW New York, announced last week that revenue of the station for October 1953 was 31% over that of October 1952. The station divides its broadcast time equally between English- and Italian-language programming.

The station, which has a single rate policy applicable for both local and national advertisers during the day and evening, slants its English-language broadcasts principally toward the Negro market.

KNX-FM Moves Transmitter

BETTER FM reception for listeners of KNX-FM Hollywood is expected after move of the station transmitter to its new antenna site, located at sister CBS station KNXT (TV) on Mt. Wilson overlooking the Los Angeles area. Effective radiated power was increased from 59 to 67 kw. KNX-AM's transmitter located in suburban Torrance, was not affected by FM relocation.

KAIM (FM) Goes on Air

KAIM (FM) Honolulu, which claims to be Hawaii's first commercial FM station, is on the air on ch. 238 (95.5 mc) with 5.7 kw power. The station is licensed to Christian Broadcasting Assn., a non-profit corporation, which says it will file an application for an AM station in Honolulu in the spring of 1954. KAIM operates from 6 a.m. to 10 p.m., with 10 hours daily of "good music," allowing for only one spot announcement on station breaks each half-hour. Cornelius Keur is general manager-program director. Charles R. Palmquist Jr., former manager of WSTR Sturgis, Mich., is station manager, and E. H. Munn Jr., station director of WTVB Coldwater, Mich., is consulting engineer.

INTERCONNECTED  ABC  CBS  INTERCONNECTED

OKLAHOMA CITY
KTVQ
CHANNEL 25

NOW ON THE AIR

November 1, 1953, was a red-letter day for television in Oklahoma City. For on that day viewers in this booming market were able to get a choice of TV programs for the first time in history. Yes, with KTVQ on the air the television picture is brighter in Oklahoma City. Now you can get live clearance for your programs. We have a big, enthusiastic audience. To reserve time on KTVQ, write, wire or call KTVQ Sales Manager Raymond Ruff, or H-R Television, Inc., our national representatives.

INTERCONNECTED  ABC  CBS  INTERCONNECTED
radio gets off to an early start in Detroit . . .

By 8 A.M., the men are off to work, the kids are off to school, Mom's up, the radio's on . . . and radio audiences have reached the highest sustained level of the day, averaging 20.5 until late evening.

Right from the start, WWJ reaches the largest audience of the Detroit area's eight radio stations. Pulse ratings show that 21% of the home-listening audience, from 8 to 9 A.M., is tuned to WWJ's "Minute Parade," a program of concert music sponsored for more than 19 years by The J. L. Hudson Company, Detroit's largest department store.

Hudson's is only one of the many successful, selective local and national advertisers who, year in and year out, use WWJ profitably. And because it delivers the most listeners per dollar, WWJ is the most economical radio-buy in Detroit.

Whether you just want to "get the facts," or get a list of availabilities, get in touch with WWJ or your Hollingbery man.
SKF Sets Color Schedule Of Medical Meets in 1954

SCHEDULE of color telecasts for 1954 medical meetings has been made known by Smith, Kline & French Labs., Philadelphia.

SKF has sponsored and produced colorcasts at 50 medical meetings since 1949. Pioneer in the field of medical color television, SKF began in cooperation with CBS but in 1952 hired its own technical staff, now numbering seven: Donald J. Hart, chief engineer; Louis W. Crist, assistant chief engineer and project supervisor; Clarence E. Booi, cameraman and technician; Alex J. Mattison, cameraman; Sidney Sherman, technician; Wayne E. Nelson, technician; Robert I. Sigrist, assistant technician. Messrs. Sherman, Nelson and Sigrist operate two projection-type receivers equipped with 45x6-ft. screens.

SKF's 1954 schedule is as follows:


Jury Hears WOHI Tape

TAPED recording made by WOHI East Liverpool, Ohio, of a murder confession was played before the jury at the trial of the accused man last month in Common Pleas Court in Lisbon, Ohio.

Bill Siebenthal, WOHI chief engineer, taped the confession of Richard Elliott after Mr. Elliott surrendered himself on the night of the fatal shooting of a Jethro, Ohio, housewife. Judge Joel H. Sharp permitted the playback of the recording after hearing it while the jury was excused from the room.

The confession was made in a conversation between the accused man and G. William Brokaw, assistant prosecuting attorney. Court observers felt it might have been the first time an Ohio jury was permitted to listen to a tape-recorded confession.

KDYL-TV, U. of Utah Medical Telecasts Lauded

HAILED as a "complete success" by officials of the U. of Utah College of Medicine were the series of telecasts over the regular, open TV channel of KDYL-TV Salt Lake City bringing postgraduate medical education to busy isolated physicians in Utah and southern Idaho.

The first one-hour telecast was Nov. 10 from 7 to 8 a.m. The telecast originated from Salt Lake City General Hospital and featured a clinical discussion of x-ray diagnosis of calcification with the use of x-ray films.

Comment was unanimously favorable, Dr. John Z. Bower, dean of the medical school, and Dr. Robert H. Warner, director of the division of graduate and postgraduate school of medicine declared. Both physicians said they had found television to be a much more flexible medium than they supposed. Dr. Douglas Volland, a member of the American Medical Assn.'s Council of Medical Education and Hospitals, flew to Salt Lake City to watch the first production.

Medical school officials and KDYL-TV worked out the series of four programs in an effort to bring a plan of continuing medical education to physicians of the region who cannot spare the time to come to Salt Lake City for a more extensive postgraduate instruction course.

New Medical Series Set

THIRD in a new series of "March of Medicine" progress reports will be presented on more than 70 NBC-TV stations under the sponsorship of Smith, Kline & French Labs., Philadelphia, from the clinical meeting of the American Medical Assn. in St. Louis Thursday, 10-10:30 p.m. EST, in the time period normally occupied by the U. S. Tobacco Co.'s Martin Kane program.

Palsy Fund Telethon

A 21-HOUR telethon for the United Cerebral Palsy fund will be presented over ABC's WABC-TV New York, starting at 8 p.m. Dec. 12 and concluding at 5 p.m. EST, Dec. 13, it was announced last week by Leonard H. Goldenson, president of Alt-PT and president of United Cerebral Palsy Assn., Inc. This will be the third annual Celebrity Parade for Cerebral Palsy.
RADIO stars with personalities aren’t the only ones getting fan mail these days. This very nice letter from Mr. Hugh Fite, president of Station WERH is the kind of fan mail coming to our radio star, the Collins 21E 5 kw transmitter. We’re pleased, of course, but not surprised. The advanced design, up-to-the minute engineering and complete reliability carefully built into the 21E can’t help but give virtuoso performance. It’s a top performer when it comes to operating economy and convenience too.

Contact the Collins office nearest you for complete information.
SEVEN NEW TV OUTLETS GO ON AIR

Six started on Thanksgiving Day with KQTV (TV) Fort Dodge, Iowa, beginning earlier in the week, WRTV (TV) Asbury Park, N. J., announces its rate card—it plans commercial operation early in January.

SEVEN new TV stations started commercial operation last week, six on Thanksgiving Day and another, KQTV (TV) Fort Dodge, Iowa, on Nov. 23, giving Webster County's 45,000 population their first chance to tune in to a home outlet.

KQTV, a uhf ch. 21, operation, is represented by John E. Pearson TV Inc.

On Thanksgiving these stations began regular programming:

WTVT (TV) Fort Lauderdale, Fla., uhf ch. 17 (DuMont), represented by O. L. Taylor Co., was started Nov. 24, represented by Joseph McGillicuddy Inc.

WFYI (TV) Biscuit Nation, Fla., uhf ch. 15, represented by John F. H. Raymond, Inc.

With the Thanksgiving inaugurations, the number of operating stations reached 325, 215 uhf and 110 uhf.

KOBI (TV) Boise-Meridian, Idaho, represented by IUO co., to start regular programming Nov. 27.

WNOV-TV York, Pa., started commercial operation Nov. 10 on uhf ch. 49, Lowell W. Williams, general manager, reported. The station is a DuMont affiliate and features local shows.

Using RCA transmitting equipment, WRTV (TV) Asbury Park, N. J., expects to start test patterns Dec. 7 with commercial operation set for early January, according to Al Floersheimer, advertising director. A basic rate card of $150 per hour has been announced. Ten-second spot announcement is $10.32, to attract the local merchants to the medium. The uhf ch. 58 station has no network affiliation, stressing local and community programming.

Scheduled to go on the air Dec. 10, WSTV-TV Steubenville, Ohio (ch. 9), affiliated with CBS, is adding the finishing touches to a new transmitter building, a station spokesman said.

WWOB-TV Worcester, Mass., testing its ch. 14 signal, reported being received clearly a minimum of 40 miles away, according to Leonard V. Corwin, commercial manager.

WBTM-TV Danville, Va. (ch. 24), will start test patterns Dec. 10 and commercial programming in mid-January, Milton N. Adams, program director, announced.

Late delivery of antenna has postponed the target date of KFBB-TV Great Falls, Mont. (ch. 5), to "early 1954," R. Roy Stahl, director of television, reported. The station originally was slated to be on the air in November.

WKNY-TV Kingston, N. Y. (ch. 66), has held a meeting with 304 dealers and service men, according to George P. Hollingbery, Inc. RACY (TV) is represented by Headley-Read TV Co., uhf ch. 14 (CBS, ABC, DuMont), represented by Everett-McKean-Davies Inc.

KACY (TV) Festus, Mo., uhf ch. 14, represented by RKO Radio Inc.

KQTV-UHF, represented by H. R. Maynard, Co., is operating.

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WJR Takes Its Mountain

IF YOU are convinced your station has lots of radio talent and good programming and you want to tell the "show city" of New York about it, why not take the talent to the big city?

WRJ Detroit did. As the Goodwill Station expresses it, a "mountain of midwestern talent" is being taken to "Mohammed in the Mecca of show business—New York City."

More than 75 WRJ entertainers from the CBS Radio affiliate were in New York Dec. 10 to put on a one-hour show to a select group of about 450 advertising agency, sponsor and network executives as well as news representatives, according to WRJ.

The show has a name too, "Goodwill Calvacade." It will be presented at the Waldorf-Astoria's Starlight Roof after a dinner for the guests.

WRJ said last week that a prominent role in this showcasing of talent will be young soloists, a mixed chorus and a male chorus from the Mike Way For Youth chorus directed by Don Large. The program originates from WRJ and has been on CBS Radio the past seven years.

Other talent featured will be Bud Guest, to Mohammed in Mecca.

Sunsyide Reporter, the WRJ Orchestra conducted by Max Lebow, Maureen Bailey, teen-age songstress; Marie Sabbe, soprano; Casey Clark and the Lazy Ranch Boys; May Hawks and her guitar; Jimmy Clark Quartet with Judy Carroll; Renee McKay, song stylist; a mixed quintet, and Fred Kendall, tenor and former Talent Scout winner.

WRJ officials pointed out that the program will give a representative display of the station's programming and is "in any way associated with any specific promotional or sales project."

John F. Patt, president of WRJ, said the group, assembled with radio, will get "a relaxing evening of entertainment to let them see at first hand the character of WRJ programming." He said the station was "just proud enough to want to show them [the guests] on many friends in the New York area who know WRJ only through reputation or through contact with our management and sales executives."

The Starlight Roof will be taken over by the station all day, Dec. 10, for rehearsals, a reception, dinner and the program.

WJOT-TV Portland, vhf ch. 6 (ABC), represented by WLHappy Inc., Dec. 15.


KSBT (TV) Shreveport, vhf ch. 6 (NBC), represented by Radio-TV Sales Co., Dec. 13.


WFTV (TV) Orlando, vhf ch. 26 (CBS), represented by Compass Media, Dec. 15.

WFLP-TV St. Petersburg, vhf ch. 13 (CBS, ABC, DuMont), represented by Bill Schmide, Dec. 15.

WGRZ-TV Buffalo, vhf ch. 2 (CBS), represented by the Young Agency, Dec. 15.

WHAM-TV Rochester, vhf ch. 14 (CBS, ABC, DuMont), represented by Whitmore Media, Dec. 15.

WBFO-TV Buffalo, vhf ch. 25 (CBS, ABC, DuMont), represented by Whitmore Media, Dec. 15.

WCVB-TV Boston, vhf ch. 5 (CBS, ABC, DuMont), represented by the Young Agency, Dec. 15.

WBTV (TV) Charlotte, vhf ch. 31 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WFGA-TV Atlanta, vhf ch. 5 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WBMA-TV Birmingham, vhf ch. 11 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

Waho TV (TV) Pittsburgh, vhf ch. 19 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WHIC (TV) Milwaukee, vhf ch. 18 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WABC-TV New York, vhf ch. 7 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WTOC (TV) Savannah, vhf ch. 11 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WHDG (TV) New York, vhf ch. 7 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WBBF (TV) Chicago, vhf ch. 3 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WNY (TV) New York, vhf ch. 11 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WMT-TV (TV) Des Moines, vhf ch. 6 (ABC, NBC), represented by Ted Shrader, Dec. 15.

WHEC-TV Rochester, vhf ch. 10 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WAFN-TV Nashville, vhf ch. 2 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WAGA (TV) Atlanta, vhf ch. 2 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WJKH (TV) Houston, vhf ch. 11 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.

WJLA (TV) Washington, vhf ch. 7 (CBS, ABC, DuMont), represented by Ted Shrader, Dec. 15.
YOU MIGHT GET A 1600-lb. BULL MOOSE*—

BUT . . . YOU NEED WKZO-TV TO BAG TV AUDIENCES IN WESTERN MICHIGAN

WKZO-TV gets more than twice as many viewers as the second Western Michigan station, morning, afternoon and night. Here's why:

WKZO-TV has a higher TOWER . . . lower CHANNEL . . . greater POWER . . . better RE-LAY FACILITIES . . . finer PROGRAMMING!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger television market than is available in and around such cities as Rochester, New Orleans or Denver!

Get all the facts and you'll choose WKZO-TV, the dominant station in Western Michigan and Northern Indiana.

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV

The Fetzer Stations

WKZO - KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOUN — LINCOLN, NEBRASKA
KOUN-TV — LINCOLN, NEBRASKA

Associated with

WHERD — PEORIA, ILLINOIS

*F. D. Fetherston and D. G. MacDonald got one this size on Mississippi River, Quebec, in 1889.
BROADCASTING CORPORATION
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WHLI Plans to Inaugurate 'Community Servant' Series

WHLI Hempstead, Long Island, will start between now and the end of the year 29 new "Community Servant" programs to stimulate interest in its overall public service programming.

A station spokesman said last week the programs will touch upon the daily lives of the more than two million people who live in the station's primary coverage area of Nassau, Suffolk and Queens Counties.

Among the programs planned by WHLI are those centering around reports to the people of Long Island by local Congressmen and from New York State senators and assemblymen from the area; a Face the Issue series, which will present discussions on controversial topics facing residents; a Teen Town Hall, featuring teenagers in forum discussions, and various shows exploring health, educational facilities and veterans affairs.
a TV picture developed in Radio

This is a television advertisement that begins with a statement about radio.

Or to be exact—about a specific radio station, WSM.

Never has any radio station been so publicized in so many national magazine stories. The Saturday Evening Post—Collier's—Wall Street Journal—American—Coronet—Nation's Business—New York Times Magazine. These are but a few of the journals which have told the WSM story of talent, production know-how, technical facilities. To quote one, an excerpt from Collier's: “The Nashville muse has won the entire nation ... If the rest of the radio industry is in the doldrums, WSM has more business than it can handle ...”

Our point is this—
The formula for success that has built WSM into its unique position in the radio industry has been used in shaping the future of WSM-TV.

We have the writers, the producers, the unique talent staff of over 200 nationally famous stars who now are on the combination WSM and WSM-TV payroll.

We have the technical skill developed by the radio station. As proof, witness the longest privately owned TV micro-wave relay in the world which our engineers built from Louisville to Nashville to bring network TV to this market 3 years before the cable could be completed.

We have the know-how which has enabled WSM to become the only radio station outside New York—Chicago—Hollywood production centers which during the past year originated and fed over 1200 network shows throughout the nation.

For four years now a maximum effort—both creative and financial has gone into the building of WSM-TV into a dominant entertainment and advertising medium. As a result we make this suggestion:

If you as an advertiser or agency time buyer are interested in reaching the 132,630 television homes (impressively larger than the daily circulation of either Nashville newspaper) contact us or any Petry Man for additional details. We believe you will discover that WSM-TV is a station that is unusual in its selling power—the Number 1 television station in a prosperous market.
Strictly on the up and up

There's an upward trend in Baton Rouge.

Vertical tendencies were noted in the 1950 Census, as Baton Rouge averaged among the nation's top family incomes: $3,593.

Analysts sat up and took notice last July, when Baton Rouge production workers averaged the country's third highest weekly wages: $33.74.

This rate of climb continued in November. Sales Management showed Baton Rouge as a "High Spot City," topping the national average in retail sales.

Strictly on the up and up, there's a boom in Baton Rouge. Make yourself heard on WJBO, NBC's top voice in a top market.

Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

STATIONS

WTOP PROMOTES BORDLEY, SAUNDERS

TWO APPOINTMENTS at WTOP-AM-FM-TV Washington, Washington Post-CBS stations, were announced last week.

Robert A. J. Bordley, in the radio sales department since August 1950, has been named general sales manager for WTOP-AM-FM-TV, George Hartford, vice president in charge of sales, said. He succeeds Richard Wheeler, who has joined WTRI Troy, N. Y., as manager.

Donald H. Saunders, engineer in charge of radio and tv technical operations, has been named station executive of WTOP radio and television, WTOP Inc. President John S. Hayes announced. Mr. Hayes said the position was newly created by the stations' move into its new $2 million Broadcast House.

WMGT (TV) to Start Off-Air Pickups of WPIX (TV) Shows

WMGT (TV) North Adams, Mass. (ch. 74), is slated to start off-the-air pickups and rebroadcasts of certain WPIX (TV) New York programs on Christmas Day, Fred M. Thrower, vice president and general manager of WPIX, announced last week.

The announcement noted that WMGT is the third station to adopt WPIX's plan making certain of the New York outlet's programs available for off-the-air pickup by uhf stations on the fringe of WPIX coverage. The first to sign was WTVU (TV) Scranton, Pa. [B*T, Nov. 16]. WMGT plans to carry the Tuesday, Wednesday, Thursday and Saturday sections of WPIX's Parade of Sports.

WMGT was described in the announcement as having the highest tv transmitter east of the Mississippi. It is located atop Mt. Greylock, 3,750 feet above sea level. The Dec. 23 starting date for participation in the WPIX plan coincides with the station's target date for commencement of operations.

Stag Ups Radio on KMOX

STAG beer is pushing to the forefront among radio and tv advertisers in the Midwest, according to KMOX St. Louis which announced last week that Griesedieck Western Brewery Co., brewer of Stag, has contracted with the station for a 53 hour-per-week disc show. This puts Stag's number of radio hours sponsored to 39, KMOX said. Program, Stag Beer All-Night Record Bar, is broadcast midnight to 5:30 a.m. CST, Tuesday through Sunday, with Jim Butler the host. John H. Morris, Griesedieck president, said Stag purchased the show "in the interests of reaching and entertaining all those folks who work on the 'other side of the clock.'" KMOX said Griesedieck already has been established "as the leading tv advertiser in the St. Louis area."
It's taken months and months of dogged research.
It's taken ingenuity, experiment and more experiment.
It's taken testing, again and again, over and over,
under conditions that man-handled equipment.

But now United Press has it—the facsimile newspapers process
invented to order for television, the sharpest, the fastest
in the world today.

Here's what United Press facsimile does, what only
United Press facsimile can do:
Transmit all its facsimiles direct from original prints—right over the
U. P. Telephoto network—to assure the utmost sharpness and contrast.
Transmit facsimiles direct from more than 100 key
sending-points the nation over.

Transmit these facsimiles in seven minutes—as quickly as Telephotos.

Television stations throughout the country are adding United Press
facsimile as fast as the machines can be assembled. At the right is
a list of charter clients. For facsimiles that screen better,
get to you sooner, join them.

United Press Facsimile . . .

CHARTER CLIENTS
Albuquerque, N. M. . . . . . . . . . . . .KOAT-TV
Albuquerque, N. M. . . . . . . . . . . . .KOB-TV
Ashland, Ky. . . . . . . . . . . . . . . . . . . . . . . . . . WPTV
Bloomington, Ind. . . . . . . . . . . . . . . . . . . . . . . . WTTV
Decatur, Ill. . . . . . . . . . . . . . . . . . . . . . . . . . . WTVTP
Denver, Colo. . . . . . . . . . . . . . . . . . . . . . . . . . KLE-TV
Eau Claire, Wis. . . . . . . . . . . . . . . . . . . . . . . . WEAU-TV
Jacksonville, Fla. . . . . . . . . . . . . . . . . . . . . . . . WJBF-TV
Knoxville, Tenn. . . . . . . . . . . . . . . . . . . . . . . . . KROL-TV
Lincoln, Nebr. . . . . . . . . . . . . . . . . . . . . . . . . . . KOLN-TV
Longview, Tex. . . . . . . . . . . . . . . . . . . . . . . . . . . . KTVE-TV
Oklahoma City . . . . . . . . . . . . . . . . . . . . . . . . . . KOKF-TV
Peoria, Ill. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . WEER-TV
Pine Bluff, Ark. . . . . . . . . . . . . . . . . . . . . . . . . . . KATV
Pittsburgh, Pa. . . . . . . . . . . . . . . . . . . . . . . . . . . . WQTV
Portland, Me. . . . . . . . . . . . . . . . . . . . . . . . . . . . . WCCT-TV
Rochester, Minn. . . . . . . . . . . . . . . . . . . . . . . . . . . KROC-TV
Rockford, Ill. . . . . . . . . . . . . . . . . . . . . . . . . . . . . WREX-TV
Rock Island, Ill. . . . . . . . . . . . . . . . . . . . . . . . . . . . WHBF-TV
Waterbury, Conn. . . . . . . . . . . . . . . . . . . . . . . . . WATR-TV
Wheeling, W. Va. . . . . . . . . . . . . . . . . . . . . . . . . . . . WITV
Youngstown, O. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . WUTV
United Press
TODAY'S PICTURES WITH TODAY'S NEWS TODAY
KXOK Gets Rights For Cards, Billikens

KXOK St. LOUIS will have exclusive live coverage rights to home and road games of both the St. Louis Cardinals baseball team and the St. Louis U. Billikens basketball club.

KXOK will carry the full 27-game schedule of the Billikens in the Missouri Valley Conference, with Harry Carey handling play-by-play. This was confirmed last week by the station, the agency (D’Arcy Adv. Co.), and the public relations firm, Fleischman & Hilfer, for Anheuser-Busch (Budweiser beer) which sponsors baseball and basketball coverage. Basketball broadcasts start Dec. 4 and probably will be aired only on KXOK.

KXOK is expected to feed the Cards baseball contests to a regional network of some 80 or 90 stations, with the number or lineup still not set. Stations will not be identified until after forthcoming meetings of baseball executives. Budweiser will sponsor all games live.

The major league is expected to meet in New York Dec. 2 and the minor league in Augusta, Ga., today (Nov. 30).

It was reported most of the details on regional coverage will depend on discussions at the minor league session because of the question of airing broadcasts and telecasts in minor league territories. The problem is of particular importance to Anheuser-Busch plans because the brewery is the sponsor and owner of both the Cards and a minor league system.

Plans also are under study, it was learned, for televising some Cards road games to St. Louis, according to August Busch, president of the brewery, who previously announced the retention of Mr. Carey on a two-year contract. Also in the mill is a plan for telecasting certain games into areas in which no minor league club is represented.

What St. Louis tv station would get rights to the coverage has not yet been determined. Three outlets there are possibilities: KSD-TV, vhf; KSTM-TV, and WTVI (TV) Belleville, Ill., both uhf.

It was understood KMOX, WIL (which carried the Cards last year) and others had attempted to obtain Cardinal baseball broadcast rights this year.

[EDITOR'S NOTE: Through error, B-T, Nov. 13 reported KMOX St. Louis was about to sign for Cardinals broadcast rights. Call letters should have been KXOK St. Louis.]

Discreet Verdict

WBZ Boston and the governors of six New England states officially have decided a crucial problem—which state produces the best lobsters. At the official judging in the Statler Hotel kitchen in Boston, Vermont was tactfully selected as the winner in view of its lack of coastline.

WBZ sent lobsters by plane to the governors of the other 42 states and to President Eisenhower [B-T, Nov. 23].

The contest developed when Carl deSuze, WBZ disc jockey, mentioned on the air that he had enjoyed eating a Maine lobster. A hassle developed and Gov. Christian A. Herter of Massachusetts challenged his five neighboring governors to a lobster judging test.

ALL NEW ENGLAND waited breathlessly for results of the lobster judging contest instigated by Carl deSuze (r) of WBZ Boston, with the six New England governors taking part. Among those participating in the judging were Mrs. John Lodge, wife of the governor of Connecticut; Gov. Christian A. Herter, Massachusetts; Gov. Lodge; Mrs. Herter.

WFBG-TV Revises Rates

NEW rate card, No. 3, has been issued by WFBG-TV Altoona, Pa., according to Jack Snyder, managing director. Basic hourly rate is $400, running downward to $15 for a 10-second spot on a 260-time basis. WFBG-TV operates with 316 kw effective radiated power from a transmitter atop Wopsononock Mt.

BUCKLEY RESIGNS BLAIR PRESIDENCY

RESIGNATION of Richard D. Buckley as president of John Blair & Co., radio station representative, was announced Wednesday by Mr. Blair, chairman, who stated that he is resuming the office of president.

Mr. Buckley, who was away for a long holiday weekend and not available for comment on his future plans, has been with the Blair firm since 1938, when he joined as an account executive. He was appointed vice president and manager of the New York office in 1946 and became principal in 1971 when Mr. Blair relinquished that post and assumed the office of chairman.

WNB T Ups Rates in Pace With Tv Family Increase

NEW rate card (No. 13) for WNB T (TV) New York goes into effect tomorrow (Tuesday), Hamilton Shea, general manager, announced last week. The cards call for increases in rates for announcing program periods in line with the number of tv families in the New York area, which Mr. Shea said has risen to more than four million, an increase of 2,750,000 since Jan. 1.

Class AA time, 10:30-11 p.m. and 6:30-7:30 p.m. Sunday, goes from $4,800 an hour to $5,500. Class B time, 6-7 p.m. Monday-Saturday, goes from $2,750 to $3,150 an hour. There is no change in program time rates for Class A—7-7:30 p.m. Monday-Saturday—or for Class C, all other station time. Network time rates are unchanged.

Class AA break rates for Class AA time have risen from $975 to $1,050 for 20 seconds and from $500 to $565 for 10 seconds. There is no change in the price of station breaks in Class A time. In Class B time the 20-second cost has gone from $575 to $750, the 10-second cost price from $225 to $260. Class C—3-6 p.m. Monday-Saturday, sign-on to 3 p.m. Sunday, and 11:15 p.m. to sign-off daily—rates for 10-second breaks rise from $50 to $75 and for 10-second breaks from $125 to $150. In Class D time—sign-on to 3 p.m. Monday-Saturday—20-second breaks were $200, now are $250. 10-second breaks were $50, now are $65.

Current advertisers are protected at present rates for six months except station break advertisers in Class AA time, who get only three months’ protection. These Class AA breaks are not subject to discounts at all others.

Crutchfield to Moderate N. C. Information Panel

CHARLES H. CRUTCHFIELD, executive vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., will moderate a panel of judiciary, radio and newspaper executives Jan. 14 at a conference in Raleigh sponsored by the Freedom of Information Committee of the N. C. Associated Press.

N. C. Press Assn. and N. C. Attn. of Broadcasters will take part in the discussion which will cover obligations of press, radio and tv to courts and law enforcement agencies. Speakers will include Gov. William B. Umstead; J. Russell Wiggins, Washington Post and chairman of the American Society of Newspaper Editors' Freedom of Information Committee, and Gordon Gray, president of U. of North Carolina. Chairman of the N. C. committee is Hoyt McPherson, High Point Enterprise.

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KTAG (TV) Lake Charles, La., that city’s first tv station, began operation Nov. 15 (B-T, Nov. 16) with these men present (l to r): Sidney L. Gray, Lake Charles mayor; James W. Lucas, KTAG general manager; Brig. Gen. Raymond L. Winn, commander of 806th Air Division at Lake Charles Air Force Base, and Warren Berwick, KTAG executive vice president.
GET COMPLETE INFORMATION ON

PHILCO BROADCAST PRODUCTS

- Television Studio Equipment
- Television Microwave Equipment
- Communications Microwave Equipment

Write Department BT for full details—Today!

PHILCO CORPORATION
GOVERNMENT & INDUSTRIAL DIVISION, PHILADELPHIA 44, PA.
WCKY
50 GRAND IN WATTS

PROVIDING THE BEST
IN
PUBLIC
SERVICE

THE L.B. Wilson STATION CINCINNATI
WCKY
50 GRAND IN WATTS

DOING THE REAL JOB
FOR
THE ADVERTISER

THE J.B. Wilson STATION CINCINNATI
O'NEIL MAY LESSEN ACTIVE DIRECTION OF MBS, LATEST PROMOTIONS INDICATE

MBS president's designation of four administrative vice presidents seen as move to turn over active direction of Mutual to them and devote more of his own time to the parent General Tire & Rubber Co. Elevated are: J. Glen Taylor (policy), Robert A. Schmid (sales, advertising), E. M. (Pete) Johnson (engineering, station relations, production) and James E. Wallen (finance).

INDICATIONS President Thomas F. O'Neil of Mutual gradually may turn over more and more of the active direction of the network to other key executives and devote his own time more and more to the parent General Tire & Rubber Co. were seen in administrative changes revealed last week.

Mr. O'Neil designated Vice President J. Glen Taylor as administrative vice president in charge of policy matters and simultaneously broadened the respective authority of three other MBS vice presidents, who also were given "administrative" rank. Although it was emphasized no demotions are involved in any way and that the new plan was designed simply to increase coordination of operations, Mutual's four other vice presidents will report henceforth to one or another of those named as "administrative vice presidents" rather than directly to President O'Neil as in the past, authorities said.

In the executive realignment Robert A. Schmid, who has been vice president in charge of advertising, public relations and research, becomes administrative vice president in charge of sales and advertising; E. M. (Pete) Johnson, who has been vice president in charge of engineering and station relations, takes on the title of administrative vice president in charge of engineering, station relations and production, and James E. Wallen, vice president, secretary and treasurer, becomes administrative vice president in charge of finance.

Vice President Julius Seebach, in charge of production phases of programming, and Vice President Bert J. Hauser, in charge of co-op programs, will both report to administrative Vice President Johnson under the new setup, while Programs Vice President Herbert C. Rice unveiled its plan for an extension of its "Multi-Message Plan" of selling program participations, offering a new "MB Sunday Plan" in which advertisers may buy commercial messages in three MBS top Sunday shows at $2,000 to $2,500 per message, depending on number and frequency.

The rates to be quoted include:

- $2,000 to $2,500 per message, depending on number and frequency.
- $2,000 each for two weeks, and $2,300 each for three weeks, according to the MB Sunday Plan.
- The rates are $2,000 each for a one-week run.
- The rates include time, talent, and agency commissions.

Castelman, Carlberg Named In CBS Radio, TV Boosts

PROMOTION of George Castelman, member of the sales development department of CBS Radio Spot Sales, to manager of the department, effective today (Monday), succeeding Herbert A. Carlberg, who has assumed the post of director of editing for CBS-TV, was announced last week.

Before Mr. Castelman joined the CBS Radio Spot Sales unit in June 1951 he had been vice president and radio director of Bermingham, Castelman & Pierce, New York. He also had served the advertising department of the J. C. Penney Co. as a media assistant and copywriter.

Mr. Carlberg succeeds James Shattuck, who recently transferred to CBS-TV color sales, as director of editing. Mr. Carlberg first joined CBS' sales department as an account executive in 1933.
they're personal friends-
OUR AUDIENCE
and
OUR TALENT

And well might they be friends. For during the month of October WGY staff artists made more than 100 personal appearances in cities and towns that stretch across our coverage area—Cooperstown and Cobleskill, Cohoes and Saratoga. From Oneida in the West to Brattleboro, Vt., in the East. From Saranac Lake south through the river valleys to Catskill, our people are always out making new friends for WGY. It's great to be a good neighbor in such a beautiful neighborhood.

Bob Bender, WGY Sportscaster, talks baseball with Schenectady Little League.

Den Tuttle, WGY Farm Editor, addresses a group at the Farmers Museum at Cooperstown, N. Y.

WGY
A GENERAL ELECTRIC STATION
SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York * Boston * Chicago * Detroit * San Francisco
MBS AFFILIATES PLAN

The Mutual Affiliates Advisory Committee tentatively has set Jan. 18-19 for the sessions. Sure to be discussed: the currently-deferred 'program payment' plan.

AFFILIATES of the Mutual network will meet Jan. 18-19 in Biloxi, Miss., their first formal convention in a half-dozen years, under plans tentatively set up by the Mutual Affiliates Advisory Committee (Closed Circuit, Nov. 7). The meeting will be designed to consider proposals to give affiliates more and better programs that will bring more income to stations.

While no formal plans have been drafted, network and MAAC groups will discuss separately some of the ideas that have grown out of the MBS proposal to provide free programs for local sale rather than the normal network payments. This new affiliation concept fell through at a Nov. 4 MBS-MAAC meeting as the result of station opposition [B&T, Nov. 9]. Victor C. Diehm, WAZL Hazleton, Pa., chairman of MAAC, told B&T at the weekend that MBS stations responding to a memorandum suggesting the January meeting have been enthusiastic about the idea. MAAC members around the nation are contesting stations in their districts.

Shortly after sending his memo to 40 nonmetropolitan stations in District I (N. Y., Pa., Md., W. Va.), the replies started coming in, and he said, "Early indications are that the plan is being well received," he said. "We haven't received a single one that was not in favor of the plan," he said. "We have reserved dates at the Buena Vista hotel in Biloxi." The meeting is set for 9:30 am. EST, last Wednesday, in support of the muscular dystrophy campaign. A kinescope of the first show is being produced, and it will be used to promote the campaign. The program, which was a telethon and included no appeals for pledges, was designed as a "Salute to the Letter Carriers of America," who are collecting funds for the Muscular Dystrophy Asso. of America research program.

BILOXI PARLEY

Many of the network's affiliates, feeling MBS is a hookup of smaller stations in smaller markets, believe its service can be strengthened. They point out that MBS serves areas where television penetration is not powerful, areas that should remain strong radio markets during growth of TV. The Biloxi meeting will give MBS executives a chance to submit proposals for program service and payments to affiliates. After the network has presented its proposals its spokesmen will be expected to answer ideas of Loag and the meeting will have been held.

ABC Dystrophy Show

TWO-HOUR program titled "Dean Martin-Jerry Lewis Thanksgiving Party" was presented on 92 ABC-TV and 360 ABC Radio stations at 11 p.m. EST, last Wednesday, in support of the muscular dystrophy campaign. A kinescope of the show, featuring Bing Crosby, June Abis, Ken Murray, Danny Thomas, Jeff Chandler, and Phil Harris, was played on 31 other TV stations in succeeding days. The program, which was a telethon and included no appeals for pledges, was designed as a "Salute to the Letter Carriers of America," who are collecting funds for the Muscular Dystrophy Asso. of America research program.
SHALL WE SKIP OAK HILL, W. VA.?

NO, NO, NO!—UNLESS YOU HATE TO BUY RARE RADIO BARGAINS!

We'd be the first to admit that Oak Hill, West Virginia, doesn't measure up to the market potentials of New York (or even New Haven!). But there's more to it than you'd think. For instance, where else in America can you get so many listeners for so little money — 102,200 daytime families for a cozy $21.60? (1/4 hour, 26-time rate.)

We don't yet have a representative — but even so, our national business is constantly growing, with happy results for all concerned. Let us tell you more about us, including availabilities. Please write direct to Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
5000 Watts, Daytime
20,000 Watts FM
THE FREE time issue on a national, all-net- work basis, which still made news last week, was far from settled.

The issue started with Sen. Joseph R. Mc- Carthy's demand that radio and tv networks grant him equal time and facilities to reply to a reference made to "McCarthyism" in a radio- tv address by former President Truman in a network talk [B&W, Nov. 23]. His request was denied. The Wisconsin Senator spoke on all networks Tuesday 11-11:30 p.m. EST. By Wednesday, the Daily Worker, Communist newspaper, had a demand before the networks that it in turn receive equal time to reply to references made in Sen. McCarthy's speech.

At the same time, ABC and NBC reportedly were considering giving time to persons criti- zied by the Senator. NBC was quoted as saying for requests for facilities to reply to Sen. Mc- Carthy would be considered on individual mer- its. ABC was quoted as planning to evaluate requests to determine if they came within the scope of the controversy.

Among those criticized by the Senator were Dean Acheson, former Secretary of State; John Paton Davies, attached to the U. S. Embassy in Peru, and Owen Lattimore, former State Dept. consultant.

CBS and Mutual did not comment immedi- ately on what their policy would be on further requests.

The Democratic National Committee in Washington adopted a hands off policy. A spokesman, queried by B&W, said the commit- tee "was not planning to ask for time to reply to Sen. McCarthy. We feel that the network action (in granting free time to the Senator) poses an interesting question but we feel the press will explore that aspect." Reaction was summed up: "We are content to sit back and watch the Administration and McCarthy have at one another."

A check Friday revealed CBS Radio and CBS-TV were the only networks which had received the Daily Worker request for free time. Spokesmen at ABC Radio and ABC-TV, NBC Radio and NBC-TV and Mutual said they had received no request up to Friday afternoon. A CBS spokesman said the network was considering the request but had not reached a decision.

In a Definition

Although details were not given, it was be- lieved the demands of the Daily Worker were based largely on Sen. McCarthy's single refer- ence to the President in his talk. Sen. McCarthy asserted that Mr. Truman and the Daily Worker agreed on the definition of "McCarthyism"..."word for word, comma for comma.

The demand by Sen. McCarthy for equal time to reply to Mr. Truman rested largely on the former President's allusion to "McCarthy- ism" in a radio-tv talk on Nov. 16 at 11-11:30 p.m. EST. Originally both NBC Radio and NBC-TV and CBS Radio and CBS-TV had notified the Senator they could make available to him only 15 minutes, although ABC Radio and ABC-TV and also Mutual offered a full half-hour. Sen. McCarthy was adamant on a half-hour period in the same slot allocated to Mr. Truman and the networks acceded on Nov. 20.

Meanwhile, results of a 10-city Trendex sur- veys of Sen. McCarthy's talk on the three tv networks, made for NBC-TV, revealed the speech had attained a rating of 33.3. This compared with a 45.3 Trendex rating scored by Mr. Truman's speech. Trendex reported 38.8% sets in use at the time Sen. McCarthy spoke as against 48.3% at the time of Mr. Truman's talk.

Sen. McCarthy, in another and separate proce- eding, granted a request of the Radio-New- reelevision Working Press Asn. of New York for equal privileges with newsmen repre-

tenting printed media in covering hearings of his committee in New York, starting last Tuesday.

The association had called on Sen. McCarthy on Nov. 18 to make clear that he would per- mit films and recordings to be made of the proceedings, pointing out there had been re- ports that representatives of these media would be barred. Roy Cohn, counsel for Sen. Mc- Carthy, notified the association Monday that a proposed ban on the making of newsreel films and on recordings had been abandoned and that members were free to cover the hearings.

DUMONT BILLINGS IN OCT. UP 43%

GROSS BILLINGS of DuMont Television Net- work for October 1953 amounted to $1,373, 805, representing an increase of 43% above billings for October 1952, Gerry Martin, Du- Mont's director of network sales, announced last week.

"Strengthening that the October figures showed a "substantial gain" over billings for September," Mr. Martin pointed out that among the adver- tisers whose programs started on DuMont dur- ing the month were R. J. Reynolds Tobacco Co., Benson & Hedges Inc., American Chicle Co. and Benrus Watch Co.

"Potential advertisers are beginning to recog- nize the fact that DuMont, which always has ranked first in economical tv, is striking out into the field of high-calibre production with success," Mr. Martin observed. "Prospective sponsors who saw such shows as Foursome, One Minute, Please, Joseph Schildkraut, Colo- nel Humphrey Flick and Dollar a Second are becoming increasingly aware of DuMont's abili- ties in producing multi-set, large-cast programs that are still far below the costs run up by other tv outlets."

MBS Promotes Alugs

PROMOTION of Harold J. Alugs, a member of Mutual's press information department since 1948, to manager of press information was announced last week by Francis X. Zuzzolo, director of press information. Mr. Alugs fills a position that has been vacant for more than a year. In his new assignment, he will be re- sponsible for the company's public relations in- formation department's regular services to MBS affiliates and editors throughout the coun- try. He will continue to supervise the pro- duction of the network's syndicated feature page in addition to writing his "Uptown-Downtown" column.

Shakespeare on NBC

TWO-HOUR production of Shakespeare's "King Richard II" will be presented on NBC- TV's Hallmark Hall of Fame program on Jan. 24, 4-6 p.m. EST, under sponsorship of Hall Co., Inc., Kansas City (Hallmark Greeting Cards). The firm also sponsored NBC-TV's presentation of "Hamlet" last April.

Armchair vs. Grandstand

NBC estimated last week that 60 million persons would see last Saturday's Army- Navy football game on television, as against 102,000 in the sold-out stands. The service classic was carried on NBC-TV (starting at 1:15 p.m. EST) under sponsorship of General Motors, which also sponsored Army-Navy on NBC Radio as well as the full season of NCAA-approved telecasts of collegiate games on NBC-TV.
Effective December 1

THE KATZ AGENCY

will represent us.

KGNC AM
KGNC TV | Amarillo, Texas
**DuMont Honored**

DR. ALLEN B. DUMONT, president of the Allen B. DuMont Labs., has been elected to the "Hall of Fame in Distribution" by the Boston Conference on Distribution for his "contributions to the advancement of distribution through television." The Boston Conference is a permanent group sponsored by the Boston Chamber of Commerce and leading Massachusetts universities and colleges.

**RCA Ships Six Transmitters; GE Completes Six Orders**

-RCA Victor Div. reported the shipment of transmission equipment last week to six tv stations. Four stations were sent 25 kw vhf transmitters: WTVR (TV) Richmond, Va., ch. 6; WBNS-TV Columbus, Ohio, ch. 10; WSTV-TV Steubenville, Ohio, ch. 9, and Carolina TV Co.'s new station on ch. 4 in Greenville, S. C. Two outlets were shipped 10 kw vhf transmitters: KWTV (TV) Oklahoma City, Okla., ch. 9, and WEAR-TV Pensacola, Fla., ch. 3.

-General Electric Co. last week reported shipments of one transmitter, three antennas, and two amplifiers to tv stations. A 5-kw transmitter and two-bay antenna went to WGAN-TV Portland, Me., ch. 13; 12 kw amplifiers to WCOC-TV Meridian, Miss., ch. 30, and WCAN-TV Milwaukee, ch. 25; a 12-bay antenna to KOHL-TV Holdredge, Neb., ch. 13, and a five-bay antenna to WHJP-TV Jacksonville, Fla., ch. 36.

**BROADCASTING • TELECASTING**

**RCA Fellowships to Six**

RCA FELLOWSHIP Awards by RCA have been presented to five scientists and graduate engineering students for the 1953-54 college year; it was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. Recipients of the awards, which range from $1,800 to $2,700, are: Harold S. Rothman, New York; Robert C. Miller, New York; William Y. Stevent, Portland, Me.; Peter H. Lord, Englewood, N. J., and Robert A. Kudlich, Urbana, Ill.

**Smaller C-C Tv Camera**

DAGE Electronics Corp., 69 N. 2d St., Beech Grove, Ind., has announced "a new and smaller" tv closed circuit camera for use in industry, commerce and education, with a line of accessories. The camera, Model 50-A, is 4 1/4 inches wide, 6 1/8 inches high and 9 1/2 inches long, weighs 7 1/4 pounds and requires seven tubes. The unit is priced at "less than $1,000."

**Jerrold Ups Cooley, Tarlton**

CAYWOOD C. COOLEY has been named vice president and general manager of Jerrold Service Corp., Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, announced last week. Mr. Cooley formerly was assistant to the president in charge of engineering. Robert J. Tarlton, who formerly headed the service company, has been named manager of Jerrold's Community Operations Division.

**Stroboscope Used for Records**

IMPROVED fidelity in playing of phonograph records by means of a multi-speed stroboscope built in turntables is reported by Zenith Radio Corp. The built-in time pulse that keeps electric clocks on time has been adopted for accurate playing of records, according to Zenith's Research Division. The user can play all makes of records at exact recorded speeds—78, 45, and 33 rpm—with the new device, the firm claims. Heart of the Stroboscope is a special light bulb illuminating a small window at the side of the turntable. Setting a control makes passing dots stand still and gives exact readings.
NARTB SPORTS UNIT OPENS CAMPAIGN AGAINST RESTRICTIONS ON RADIO-TV

First meeting of the newly-formed committee initiates protests to the NCAA against its current limitations on telecasting of college sports events.

THE FIRST concerted drive by the nation's broadcasters to break down restrictions on radio-tv coverage of sports events—a No. 1 attraction for network and cable viewers—was launched last week by NARTB's brand-new Sports Committee.

On the heels of its initial meeting, a two-day New York session which ranged over a broad field of problems, the committee sent a telegram Wednesday to the NCAA TV Committee urging reconsideration of its restrictive collegiate football coverage policy in the light of public interest, the broadcasters' responsibilities, and the obligations and self-interest of the NCAA itself.

Overriding Obligation

"We believe the broadcasters share with you an overriding obligation to the public itself," Sports Committee Chairman George J. Higgins, KMB-C-AM-TV Kansan City, wired NCAA Telecasting Chairman Bob Kane of Cornell U. and NCAA President Albert B. Moore of the U. of Alabama.

"We believe this obligation is not met by current policies, and urge your committee to reconsider the current limitations contained in the NCAA television football schedule."

The telegram was drafted after lengthy committee conferences which also were attended by representatives of all of the nationwide networks except DuMont. It appeared significant that among the network executives sitting in was one from NBC, which was picked by NCAA to carry its '54 and last year's NCAA-approved football tv schedule.

The telegram was sent virtually on the eve of the NCAA TV Committee's own meeting yesterday (Sunday) in Washington.

Asa S. Bushnell, chairman of the NCAA TV Committee, told B&T Friday that the committee's Sunday meeting was "to review experiences of the past fall season. The meeting is held each year toward the end of the college football season in order to lay groundwork for the committee's annual report to the NCAA convention in January. Another item on the agenda will be a preliminary report for 1953 by the National Opinion Research Center, which has been conducting surveys for the NCAA for the past several years on the effects of tv on attendance at college football games.

While its first action was aimed at relieving NCAA restrictions on television coverage of collegiate football game the NARTB committee in its deliberations ranged over a variety of sports coverage questions and signified its intention of acting as it deems necessary to loosen shackles on radio-tv coverage of any sports and to help gain for the broadcast media—including the working sportscasters—the recognition it feels they deserve.

The committee agreed, for instance, that subject to approval the NARTB management it would send representatives to attend all principal sports meetings—the major and minor league meetings in baseball, for example; pro football league sessions; NCAA's regular conference meetings of the Big Ten, West Coast and other conferences in collegiate football, and corresponding sessions in basketball and other sports.

To strengthen its argument that NCAA restrictive practices arouse public objection and may harm rather than help collegiate football, the committee decided to ask a group of selected tv broadcasters across the U.S. to try to elicit a response of public reaction to the NCAA's current policies insofar as their own respective areas are concerned.

The committee, itself composed of representatives of many geographical sections, made clear in the telegram to the NCAA TV Committee that it felt that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions.

The telegram said: "The Sports Committee of NARTB has just completed a two-day meeting in New York. During the course of our discussions, much time was devoted to a review of the NCAA television plan. Members of the committee and spokesmen from the network circuits reported virtually unanimous support for the football telecasting schedule. As you prepare to review reaction to the NCAA plan, as evident in the 1953 football season, the committee felt you would be interested in its own frank appraisal of the committee members feel they should strongly urge upon you a serious consideration of this negative public reaction—which is the interest of the public itself, as well as in the interest of the NCAA's members and the nation's telecasters.

Restrictions Hurt Game

"The NCAA has contended that unrestricted telecasting of football games will destroy the game. This committee believes that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions.

"The FCC has predicted that there will be 500 television stations on the air by March 1954, and this number doubtless will increase by the time the next football season rolls around. Nearly all of these stations will be located near colleges and universities which have football teams—and near audiences which include thousands of individuals who can become fans of the game through exposure to it via television.

"We—all of us who are trustees of the broadcasting media—serenely feel that we fall in part to meet our responsibility to the public interest if we are not enabled to provide a full service of sports. We are enjoined from doing so by the present NCAA plan.

"We believe the broadcasters share with you an overriding obligation to the public itself. We believe this obligation is not met by current practices, and urge your committee to reconsider the current restrictions made in the NCAA television football schedule."

Aside from the NCAA tv question, sports subjects which came under committee scrutiny during last week's sessions, held on Monday and Tuesday, included that on "telecasting watchfulness" of major league baseball's 50-mile rule with respect to broadcast play-by-plays; promotion of the fact that radio and tv will increase gate receipts rather than lower them; high school bans on radio-tv coverage, based on contentions that broadcasts lessen gate receipts; closer cooperation between sports stations and sports writers; and the role of broadcasters in recruiting and promoting in support of local sports events insofar as possible in order to promote good will and combat unfavorable propaganda about broadcast coverage, and statements of policy or agreements arrived at between stations and school systems as result of membership and state association canvassing.

It was reported that members of one state broadcasters association have arranged a standard originat tion fee for each game, through a committee which handles all sports problems in the state which are referred to it.

"Another item dealt with is reported to be encountering various problems, ranging from bans on coverage of games to bans on inclusion of commercial advertising in broadcasts of games.

The committee decided to ask NARTB to arrange a survey of broadcasters to see what areas carry restrictions barring radio from college and scholastic sports events. The committee is recommended that broadcasters in other areas feel they should strongly urge upon you a serious consideration of this negative public reaction—in the interest of the public itself, as well as in the interest of the NCAA's members and the nation's telecasters.

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R. B. Hanna Jr., WRGB (TV) Schenectady; Harold Hough, WBAP-TV Fort Worth; Ben A. Laird, WDUZ Green Bay, Wis.; William B. McGrath, WHDH Boston; Charles F. Mallory, KSJO San Jose, Calif.; D. L. (Tony) Provorost, WBTV Charlotte, N.C.; Ben Stroum, WWD DC Washington; Robert Tincher, KVTV (TV) Sioux City; Gene Trace, WBBB Youngstown, Ohio, and M. C. Watters, WCPO-TV Cincinnati.

All present with the exceptions of Mersha. Hought and Watters, who were excused.

Additionally, the following attended from mastis:

Davidson Taylor, NBC; Judson Bailey and John Derr, CBS; Leslie Arries and Tom Velotta, ABC, and Roy Danish, Mutual.

Those on hand from the NARTB staff in- clude J. Ross Forbes, Jr., board chairman and gen- eral counsel; President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Thad Brown, vice president and counselor to the TV board; Mr. Richards; Robert Church, attorney, and Ralph Hardy, vice president in charge of government relations.

The next Sports Committee meeting is ex- pected to come shortly after the NARTB board meeting in January.

ILLINOIS COLLEGES OPPOSE NCAA PLAN

Lake Forest College athletic director, John Breen, reports seven small Illinois colleges (four of them NCAA members) don't like NCAA's restricted TV plan because it ignores their interests.

SOME smaller schools in Illinois are opposed to National Collegiate Athletic Assn.'s restricted TV program because it has shed away from collective action against it at this time, it was reported last week.

John Breen, athletic director at Lake Forest College Monday, said Wednesday that, on the basis of informal discussions he has had with directors of these schools, they felt they had been "railroaded" into accepting the plan. Mr. Breen, who is scheduled to chair a session of the Chicago Quarter Club a fortnight ago. He charged NCAA has ignored the interests of smaller schools, said telecasts do not hurt smaller colleges and that NCAA's TV Committee is "selfish and arrogant."" [BT, Nov. 23].

Mr. Breen reported on the sentiments of seven member schools of the College Conference of Illinois, four members of which belong to the NCAA, including Wheaton and Lake Forest. He said he introduced a resolution at CCI's meeting last week calling for disapproval of the plan but the conference decided it would take no action at this time.

Meanwhile, the Chicago Tribune's sports editor, Arch Ward, who has spearheaded a movement against NCAA TV policy, called on many school officials to protest NCAA membership in their own best interests.

In his "Wake of the News," Mr. Ward said the "ridiculous NCAA television program is all the fluff that we need to point out the necessity for collective action by Midwest universities." He added: "Maybe it's time to tell the NCAA to take a jump in the lake." He had noted that the Ivy League had taken such action by dropping the NCAA TV policy.

Mr. Breen said that unless NCAA relaxes the time of the February 1954 meeting.

At round-table seminars conducted at the meeting, the strongest complaint registered by uhf operators was the scarcity of all-channel TV sets in uhf markets. They declared the con- vention was not done adequately to assure that there were not enough trained repairmen to install and service uhf sets, and that set manu- facturers are lagging behind in the production of genuine all-channel receivers.

FCC Criticized

Station operators criticized FCC on grounds that Commission members are succumbing to "Congressional and political pressures to ac- celerate uhf grants even in cities which already have uhf grants."

Two new regional representatives elected by the board were Byrne Ross, KLPR-TV Oklahoma City, and Ben K. McKinnon, WGV-L TV Greenville, S. C. Officers of the group are Lor Lee, WATL-TV; John Breen, athletic director, ABC, and Roy Danish, Mutual.

Mr. Breen criticized NCAA's restricted TV plan, asserting that the TV plan "is not conducted to the public's interest. Athletics at our type of college are not conducted for gate receipts...The NCAA is not doing an intelligent job...The College Conference of Illinois comprises, besides Wheaton and Lake Forest, such schools as Elmhurst, North Central, Illinois Wesleyan, Millikin and Augustana, with registra- tion ranging from 600-800 students, except Wheaton with about 1,500.

RECOMMENDATION for an industry-wide project to result in the development and general distribution of "efficient" all-channel TV receivers and the production of high-power uhf transmitters highlighted a nine-point program adopted by the TVP board meeting in New York last week of the newly-formed Ultra High Frequency TV Assn.

Other objectives voted by the association's board of directors at the concluding session Tuesday were:

1. A public relations policy to center public attention on the positive superiority of uhf reception over vhf and the greater promise for the future of uhf.

2. Legal action within FCC to restore the balance between uhf and vhf facilities and to prevent new allocations of regulatory actions harmful to the public and the uhf industry.

3. Negotiations with the Commission and with networks to achieve better and more stable affiliation agreements for uhf stations.

4. Objectives: On the matter of production, conversion and distribution among the public to aid and encourage uhf advertisers.

5. Cooperative liaison with other trade asso- ciations in the TV field to provide better pro- gramming, more economical station operation, compliance with TV codes of good practice and improved service to the public.

6. Fact or FCC-Internal Revenue Service of special problems of equipment ob- solescence faced by the uhf industry, in order to obtain more realistic treatment of depreciation bases.

7. Cooperation with all governmental agen- cies to establish uhf as a fully competitive, inde- pendent television service, integrated with the national defense of the country.

8. Fifty new members of the association by its plan, the legislature (State of Illinois and elsewhere) may take a hand in the issue. Meanwhile, he said, he felt the NCAA program would continue to suffer with some easing of limitations on regional telecasts.

He asserted that "General Motors is not getting the best for its money" when it bowed to NCAA's restrictions on games to be tele- vised and in what sections of the country. He added that "maybe the sponsor will wake up some day and realize this."

Mr. Breen scored NCAA for not permitting smaller schools to vote on its TV policy by mail, insisting that in those universities athletic direc- tors serve "double duty" as football and basketball coaches and can't attend NCAA meetings. Only Wheaton and Lake Forest have attended these sessions, he added. Their athletic direc- tors could not be reached for comment.

"Television doesn't hurt us," Mr. Breen de- clared. "Small schools have their own follow- ings and our alums, coaches and friends will show up at our games no matter what is being televised. Athletics at our type of college are not conducted for gate receipts...The NCAA is not doing an intelligent job...."

The College Conference of Illinois comprises, besides Wheaton and Lake Forest, such schools as Elmhurst, North Central, Illinois Wesleyan, Millikin and Augustana, with registra- tion ranging from 600-800 students, except Wheaton with about 1,500.

Radio Free Europe Drive

CAMPAIGN to raise $10 million to aid Radio Free Europe was organized last week by The Advertising Council and the American Heritage Foundation, Henry Ford II, president of Ford Motor Co., will be chairman of the drive, which starts Jan. 1.

Thomas D'Arcy Brophy, president of the foundation, said the purpose of the drive is "to help and World War II." Radio Free Europe aims to reach 70 million people worldwide by regular broadcasts over a network of 21 transmitters. Radio Free Europe is staffed by Iron Curtain exiles.
RADIO-TV GROUP OPPOSES LICENSE FEES

Joint meeting of California and Southern California broadcasters also takes stand for continued support of educational TV and appears optimistic over radio's future.

OPPOSITION to a newly-proposed Federal license fee on radio and television stations, continued support of educational TV and optimism over commercial radio's future, highlighted the annual day-long joint meeting Nov. 20 of the California State Radio & Television Broadcasters Assn. and the Southern California Broadcasters Assn. at Hollywood's Roosevelt Hotel.

The radio-TV group unanimously adopted a resolution opposing the Bureau of Budget's new directive in fees. The resolution opposing the Bureau of Budget's new directive in fees was signed by J. P. Cunningham, executive vice-president; J. R. Martin, secretary-treasurer; and John W. Rider Jr., account executive, Young & Rubicam Inc., Los Angeles, who has been elected president of the Los Angeles Chapter of Alpha Delta Sigma, national professional advertising fraternity. Other officers for 1953-54 are: Phil Drexheimer, Hollywood account executive, KBIG Avalon, vice president; Norman Moeller, account executive, William W. Harvey Inc., secretary; D. J. Gould, general manager, KNBC Los Angeles, treasurer; D. J. Saudek, general manager, KDON Santa Cruz; George K. Sampson, general manager, KPHO Phoenix, and Harry Malisz, president, KPWB-AM-FM Hollywood.

Ad Fraternity Elects Rider

ROL W. RIDER Jr., account executive, Young & Rubicam Inc., has been elected president of the Los Angeles Chapter of Alpha Delta Sigma, national professional advertising fraternity. Other officers for 1953-54 are: Phil Drexheimer, Hollywood account executive, KBIG Avalon, vice president; Norman Moeller, account executive, William W. Harvey Inc., secretary; D. J. Gould, general manager, KNBC Los Angeles, treasurer; D. J. Saudek, general manager, KDON Santa Cruz; George K. Sampson, general manager, KPHO Phoenix, and Harry Malisz, president, KPWB-AM-FM Hollywood.

Detroiters to Hear Saudek

DETROIT Television Council will hear Robert Saudek, director of the Ford Foundation's Radio & Television Workshop, at its meeting to be held Dec. 10. Invited guests of the Detroit Television Council will be members of local media and advertising organizations. Mr. Saudek will discuss "Today's Television—Ceiling Unlimited."

FUNDAMENTALS of radio and TV broadcasting, plus historic material, are condensed for public information in a new booklet issued by NARTB. It is titled Radio—U.S.A. and bears this cover decoration with a functional motif.

NARTB Begins Distribution Of Booklet 'Radio—U.S.A'

NARTB has begun distribution of a new publication, Radio—U.S.A., designed to tell listeners the facts about the American system of broadcasting and how it operates. Author of the booklet is Fran Killey, NARTB manager of information.

Harold E. Fellows, NARTB president, in a foreward said, "In truth, radio has become a habit. Like any other habit, it is taken for granted—its origin often unexplored and its function accepted without question. Yes, to millions of listeners, radio is a mystery."

Radio Wave Behavior

The booklet will be distributed by NARTB and its member stations. Chapters deal with the behavior of radio waves, what happens when a sound is heard and then picked up by a microphone, tuning, regulation, FCC, Congress, operation of the commercial system, programs, history, advertising, extent of listening, program preferences, networks, transcriptions,fm, station operations, Conelrad and information programs.

N. Y. AP Group Names Benton

MONROE BENTON, news director of New York-owned WNYC, was elected president of the New York State AP Broadcasters Assn. at its annual meeting on Nov. 22 in Albany. Other officers elected were Martin Mannix, WIRY Plattsburg, vice president; and Norris Paxton, AP bureau in Albany, secretary. Named to the board of directors were Richard Tobias, WCLI Corning; Lassing Christman, WGY-WRGB Schenectady, and Albert Lawson, WALL Middletown.

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BAB BOARD NAMES ITS COMMITTEES

NEW MAKEUP of BAB board of directors' committee was announced last week. They were announced at the Nov. 17 board meeting [B&T, Nov. 23].

The executive committee, headed by Joseph Baudino of Westinghouse Radio Stations, also includes Simon Goldman, WJTN Jamestown, N. Y.; William J. Fineshirer Jr., NBC; Adrian Murphy, CBS Radio; William B. Henni, WMT Cedar Rapids; Kenyon Brown, KWFT Wichita Falls, Tex., and Allen M. Woodall, WDOK Columbus, Ga.

Finance committee consists of Ward D. In- gram of KHJ Los Angeles, chairman; Charles T. Ayres, ABC; Robert A. Schmid, Mutual; H. Preston Peters, Free & Peters, New York; Robert Dunville, WLW Cincinnati, and John H. Hayes, WTOP Washington.

Membership committee is composed of William McGrath, WHDH Boston, chairman; John Meagher, KYSM Mankato, Minn.; George J. Higgins, KMBK Kansas City; Arch L. Madsen, KOVO Provo, Utah, and James H. Moore, WLSL Roanoke, Va.

Bylaws committee is made up of Robert D. Sweeney, WDSU New Orleans, chairman; Howard Lane, KGIN Portland, Ore., and Donald W. Thornburgh, WCAU Philadelphia.

Plans Unit Inactive

The plans committee, its composition unchanged, consists of Donald W. Thornburgh, WCAU Philadelphia, chairman; Edward Burton, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBK Kansas City; Howard Lane, KGIN Portland; Winslow Leighton, WSNY Schenectady; Henry P. John- ston, WAPI Birmingham; Robert J. McCandrews, KBIG Avalon, Calif.; William A. Mc- Guineas, WON Chicag; Daniel C. Park, WIRE Indianola, Iowa; F. P. Washor, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Urgridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise; Ralph N. Weil, WOV New York; George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual; Ridgway Hughes, NBC; Eugene Katz, The Katz Agency, and Robert Meeker, Robert Meeker Assoc.

Ellsworth, Cranston to BAB

APPOINTMENTS of T. B. Ellsworth and Harold Cranston to the staff of BAB effective today were announced last week. Mr. Ellsworth, head of radio presentations for the Edward Petry & Co. station representation firm for the past four years, will be in charge of developing presentations for specific advertisers and will report to BAB Vice President Kevin B. Sweeney. Mr. Cranston, a sales presentation writer for CBS Radio Spot Sales, resigns that post to become a BAB sales presentation writer, reporting to Local Promotion Director John F. Hardesty.

AFR Meets Dec. 11

ADVERTISING Research Foundation will hold its annual subscriber business meeting Dec. 11 at New York's Hotel Biltmore. Directors will be elected and they in turn will elect officers for year.

NARTB Unit Gets Messages Urging Church Use of TV

RELIGION should continue its chief aim—communication—by using video, NARTB TV Information Committee is told by spokesmen for the Lutheran Church, Missouri Synod; National Council of Churches of Christ, and the Methodist Church.

USE of TV by religious organizations has been urged in three messages to the NARTB Television Information Committee. Sending the messages were the Rev. Herman W. Gockel, of the Lutheran Church, Missouri Synod; Broadcasting & Film Commission of the National Council of Churches of Christ, and the Radio & Film Commission of the Method- odist Church.

Rev. Gockel, producer of This Is the Life, said the program would avoid itself of radio in the early '20s when it started the Lutheran radio hour, heard on more than 1,000 stations in 50 nations and in 50 languages. "As long as the world continues," Rev. Gockel told NARTB, "the chief purpose of the Church will always be to continue to communi- cate it, will achieve this purpose best by using the latest and most effective medium which science can place at its disposal."

The National Council, distributing the Lutheran tv series, cites these reasons the Church should promote: to help the shut-ins as well as the shut-ins; to break through the shell of hardened church-goers; to reach the people for whom life has become a meaningless blur; to find the people who have no promises to live by; to discover the fearful and the insecure; to discover also those who are embalmed in security; to seek the forsaken and friendless; to enlighten the misinformed and convince people of the truth of God; to stimulate thoughtless Christians to rediscover their faith, and to win young people to Christ. A manual for local church use titled "Broad- casting the Church's Message" by the council. It is available at $1 per copy through the Council, 220 Fifth Ave., New York.

The Methodist group is offering a religious film series titled The Pussor, featuring Dr. Robert E. Goodrich Jr., First Methodist Church, Dallas.

Although concerned over crime and violence in plot motivation for some television shows and televised advertising for certain products deemed "morally harmful," Royer H. Wood- burn, field director of the Methodist group, wrote NARTB:

"We deeply appreciate the trend which we have noticed within the last twelve months toward a growing maturity and responsibility as indicated by the higher type of programs on some of the serious dramatic shows. We are interested in developing the best utilization of television to enrich the lives of people and to contribute to their moral and spiritual growth." He submitted a copy of a resolution adopted at the second annual Spiritual Life Retreat of the church in Des Moines. It urged greater use of radio and tv at the general and local church levels in proclaiming the Gospel and called for an investigation of means of supporting program production through contributions from foundations, local churches and viewers.
First with Hooper . . . First with Pulse . . . First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market with a single schedule. Cost??? 10% LESS, per thousand listeners than in 1946! Radio wise time-buyers are placing orders now for choice fall and winter availabilities—Get YOURS in Today!
The RCA VHF 25 KW is "air-cooled" throughout!

Air-cooled throughout, this 25-KW equipment is your answer for an economical high-power VHF plant. Add up these technical and money-saving advantages:

RCA's "25-KW" operates entirely without water pumps, water interlocks, tanks or plumbing (lower installation and maintenance expense for you).

RCA's "25-KW" uses the lowest priced P.A. tubes of any high-power VHF equipment (aural and visual amplifiers employ the "proved-in" RCA-5762—suggested price, only $195 each). You save on tube replacements. You save on tube inventory!

RCA's "25-KW"—with its modern "rollback" doors—eliminates door-swing space and saves you money by reduction of costly floor area. (Yes—and RCA 25-KW cubicles are small enough to move through standard doorways, and in and out of standard elevators).

IMPORTANT: This 25-KW VHF can be operated from 10 to 25 kilowatts (to remain within FCC Regulations for 100 KW ERP, if you operate "low band").

RCA 25-KW VHF transmitters and power amplifiers are being shipped to TV Stations regularly. For a delivery estimate and technical information, call your RCA Broadcast Sales Representative.

Low-cost RCA-5762 P.A. triode—"proved-in" in more than 8 years of service in TV, FM, communications, and industrial operations. Readily available at your RCA Tube Distributor.
URGING TV DOUBLE STANDARD

WEWS (TV) Cleveland is in a market already nearly saturated with television sets ($10,361 as of the Nov. 23 Telestatus report in B*T), but the station has launched a campaign to build still more circulation.

What WEWS is setting out to do is to encourage people to buy a second tv set. The station regularly telecasts spot announcements like the two illustrated at the right, using the imaginary before-and-after theme.

There's evidence that WEWS is riding what might become a trend. According to the station, the Cleveland Electric Illuminating Co. says that in the Shaker Heights-University Heights-Beechwood Village area, one of the high-income sections of the city, no fewer than 12.6% of tv homes have two or more television sets each.

The move to stimulate multi-set homes has successful precedents in the broadcasting industry. Several years ago Radio-Electronics-Tv Mfrs. Assn. conducted a successful radio-in-every-room drive that was credited with boosting radio set sales and listening.

The idea developed in RETMA's Advertising Committee. A campaign format was worked out by manufacturers, and broadcasters quickly joined in reminding the public that many programs are available at any given moment and members of a family have varying listening tastes.

In the case of television, post-freeze expansion in the number of stations on the air and the number of programs available has created interest among individual manufacturers in stimulating second-set sales. Thus far the set factories have spread the idea on their own initiative but RETMA has considered the multi-televison set matter informally.
WHAT MERCHANDISING
from radio stations

MORE than 1,500 radio stations offer some
type of merchandising or promotional serv-
vice to their advertisers, according to a survey
conducted in the spring of this year by
Kenyon & Eckhardt.

Full results of the survey—the first of this
type ever to be made for radio—show the
findings of Kenyon & Eckhardt's question-
naires sent to roughly 2,400 of the nation's
radio stations selling commercial time. Pub-
lished in the special Part II of this issue, the
results show the merchandising support each
station offers its advertisers, together with
information on whether the service is pro-
vided free, is charged for, is contingent on
a minimum purchase of station time, or is
limited to local advertisers only or network
advertisers only.

The idea of conducting a survey of station
merchandising to benefit advertisers and
agencies who are concerned with all ways of
maximizing advertising effectiveness, was
proposed by Hal Davis, Kenyon & Eckhardt
vice president in charge of merchandising
and promotion.

Publication arrangements were made with
B*+T, after which a questionnaire was pre-
pared and sent to the field by Kenyon &
Eckhardt's research department, under the
direction of G. Maxwell Ule, vice president
and director of research. Mr. Ule's staff
also tabulated the replies from each station
and prepared the summary table which ac-
companies this article.

Questionnaires were mailed on May 15,
1953, to all U. S. commercial stations. Fol-
low-up letters and questionnaires went out
a month later. "Overall response was high,"
Mr. Ule said. Approximately 65% of all
commercial radio stations cooperated.

In a summary of findings for all stations,
(Continued on Page 90)

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RADIO STATION MERCHANDISING-PROMOTION SUMMARY

<table>
<thead>
<tr>
<th>Service</th>
<th>Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required</th>
<th>Stations Offering Service For Which Both Network And Local Advertisers Are Eligible</th>
<th>Stations Offering Service That Charge The Advertiser For This Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE CALLS</td>
<td>95%</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Solicit and/or Place Displays</td>
<td>92</td>
<td>42</td>
<td>64</td>
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<tr>
<td>Store Checks</td>
<td>80</td>
<td>39</td>
<td>58</td>
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<tr>
<td>Solicit Tie-in Advertising</td>
<td>76</td>
<td>36</td>
<td>61</td>
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<tr>
<td>TRADE MAILINGS</td>
<td>91</td>
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<tr>
<td>Letter</td>
<td>85</td>
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<td>Post Card</td>
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<td>Merchandising Bulletin</td>
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<td>—</td>
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<td>ON-THE-AIR SUPPORT</td>
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<td>—</td>
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<tr>
<td>Give Away Prizes</td>
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<td>38</td>
<td>60</td>
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<tr>
<td>Product Mentions</td>
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<td>35</td>
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<tr>
<td>Tune-In Announcements</td>
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<tr>
<td>Client Participation In Special Program</td>
<td>58</td>
<td>28</td>
<td>55</td>
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<tr>
<td>Recorded Personality Interview in Client's Product</td>
<td>65</td>
<td>37</td>
<td>59</td>
</tr>
<tr>
<td>OTHER SUPPORT</td>
<td>83</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Aid Client Representative in Product Distribution</td>
<td>81</td>
<td>29</td>
<td>59</td>
</tr>
<tr>
<td>Merchandising Plan Offering Preferred Displays</td>
<td>27</td>
<td>46</td>
<td>47</td>
</tr>
</tbody>
</table>

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE: In the first
column, the entry of 95% for trade calls
indicates that 95% of the 1,527 stations re-
porting at least one merchandising service
will make some calls on the trade. The entry of
92%, immediately below the first entry, shows
that 92% of these 1,527 stations will solicit and/or
place displays.

In the second column, the first entry, 42%, indi-
cates that of all stations which report they solicit and/or place displays, 42% require minimum purchase of time.

In the third column, the first entry, 64%, means that 64% of the stations which re-
port they solicit and/or place displays make this service available to both network and localized advertisers. Remaining 36% are
those stations which make the service available to either local advertisers only, network advertisers only, or did not specify which
type of advertiser is eligible to receive the service.

In the last column, the first entry, 6%, means that 6% of the stations that report they solicit and/or place displays will charge the advertiser for this service.

Mr. Ule

Mr. Davis
AIDS ARE AVAILABLE
from radio networks

THE nation's four nationwide radio networks have historically been among the most active merchandisers in the media field but the special techniques they have developed follow diversified patterns.

Information furnished B&T by the networks presents in considerable detail the basic theories behind their merchandising and promotion services. This material was collected in connection with the extensive survey of radio station merchandising conducted by Kenyon & Eckhardt (see article opposite page and special K&E merchandising supplement).

In reviewing its promotion and merchandising activity, ABC told B&T that local stations are the basic source of campaigns. The network's function, it feels, is to build audiences. Affiliates are supplied with promotional aids. All the activities add up to one goal—purchase of the product or service advertised.

CBS Radio believes that "program promotion is merchandising." In seeking to build maximum audiences for clients the network offers a series of services to fit the specific needs of individual advertisers. CBS Radio is careful to see that its services are cooperative with station services, and not competitive.

Mutual has been paying special merchandising attention to the food and drug field. It has staged a number of concentrated campaigns, working on the theory that every day can't be sale day. The special campaigns have included such activities as "Wife Week" and "Western Week."

NBC Radio seeks flexibility. Feeling that only a nationwide network is geared to handle national merchandising, the network has set up a dozen field offices. First, the special needs of each client are analyzed. Then the field facilities are called on to join the campaigns. Field men are given extensive merchandising aids and special programs are worked up for affiliates. The field men make trade calls, presentations, spot checks, attitude surveys and enlist affiliate cooperation.

Following are statements of merchandising and promotion services as supplied to B&T by the networks in connection with the Kenyon & Eckhardt survey:

ABC: Importance of merchandising radio advertisers' products to the local distributors and dealers as well as to the public is given full recognition by ABC. The network recognizes also that the basic source of such merchandising and promotion must be the local stations inasmuch as listening habits are developed in the local community.

The purpose of the advertiser's program must be fulfilled in the community—that is, the purchase of the product or service advertised. The affiliate's merchandising work is made easier by ABC. The network supplies promotion and publicity material including audience promotion kits containing newspaper ad mats, program announcement copy, photographs, picture mats, publicity releases, suggested letters to dealers and mats for dealer postcards.

Affiliates themselves decide to what extent they use the materials supplied and the additional services they develop. These are matters to be decided by the individual station depending on facilities available, size of staff and budget.

The merchandising function of ABC is to build audience for its radio programs. The publicity staff devotes its entire facilities to this task, using daily news reports and direct teletype service to newspaper radio editors and columnists; feature story material for newspapers, national magazines and trade publications; national radio photo service, and exploitation of talent through personal appearances, special tie-ins with non-competing merchandising events, and other means.

Announcements promoting programs are regularly scheduled on network sustaining programs. ABC-owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco schedule similar on-the-air promotion locally and advertise network programs in local newspapers. Local merchandising activity is at the stations' discretion.

CBS RADIO believes that the most valuable supplementary service any network can perform for a client is the building of maximum audiences for his programs.

That's because program promotion is merchandising. For the first merchandising requirement for any advertising is that it be the best possible advertising . . . reaching the greatest number of customers and prospects.

In the last nine months, CBS Radio has

(Continued on Page 90)
STATION MERCHANDISING
(Continued from Page 88)

Mr. Ule listed the following to be the most significant:
1. Sixty-four per cent of all U. S. commercial radio stations (1,527 stations) reported some merchandising or promotional services. The remaining 36% either had no such services or did not reply to the questionnaire.

2. Of these 1,527 stations supplying some merchandising and promotion, 95% do some trade calls, which include soliciting and placing radio displays, store checks, and soliciting tie-in advertising; 91% offer trade mailings, including letters, post cards, broadsides, and merchandising bulletins; 90% support client advertising by use of newspaper tie-in ads, lobby windows, billboards, or car cards; 96% have some on the air support, such as give away prizes, product mentions, and tie-in announcements.

3. Of the same 1,527 stations, 81% will help a client representative in local problems of distribution, and 27% have a merchandising plan whereby certain outlets will give preferred space to client display material.

NETWORK MERCHANDISING
(Continued from Page 89)

averaged 22 out of Nielsen's "Top 29 Programs." These popular attractions had the powerful support of what we consider the most resourceful, effective program promotion in radio.

To supplement this basic merchandising and audience-building activity, CBS Radio also performs many additional services to fit individual advertisers' specific needs. Obviously, our clients' own merchandising activities vary greatly, and their needs for added help vary even more. Our experience indicates that network merchandising help is most useful where it is carefully tailored to the clients' special product and distribution requirements. Thus our services are supplementary and cooperative—never competitive—with our advertisers' existing activities.

Among the merchandising aids available to CBS Radio advertisers are: dealer letters from CBS Radio stars; dealer letters from network sales executives; special sales brochures for clients' sales staff; closed circuit broadcasts; window streamers and counter cards; general mailings to various trade groups; a monthly advertising campaign in food and drug publications.

Added to this, virtually all CBS Radio stations perform one or more of these same merchandising services. (In the past 12 months 42 of our affiliates have added special merchandising staffs totalling 81 people to their regular payrolls.)

These principal merchandising aids—by network and station—are the ones that have proved most flexible in dovetailing with our clients' own merchandising activities. They have proved to be the most efficient way to reach out to a vast distribution economy that numbers, in food and drug stores alone, more than 600,000 outlets. And they are provided by a merchandising staff that devotes its entire attention to a radio schedule of programs and advertisers.

MBS has been expanding its radio merchandising activity as promotional needs demand, with present efforts concentrated on the food and drug field.

After consulting experts in food merchandising, Mutual decided that media should follow regular cycles instead of trying to conduct "sales" every day in the week. After checking effectiveness of shorter campaigns it was decided that two-week promotions were the most effective.

Four years ago Mutual started its merchandising tests and quickly signed stores in seven cities. This experience at the retail level provided invaluable background for the successful projects conducted since that time.

In early 1953 "Wife Week" was conducted in 5,000 IGA food stores, pouring vast announcement and program circulation into the campaign. It included many more stations than a 1952 promotion, "Look Mom—It's a Picnic." Station reaction was enthusiastic, requests for a repeat.

WEAN and Providence, R. I., were selected as the station and model city for full-scale promotion. Activities at WEAN included announcements, jingles, special shows, street inter-

eronta

views, giveaway items, letter contest, displays, movie trailer. IGA delivered cooperation of wholesalers and stores; aided in displays; distributed bag stuffers; bought extra programs; used newspaper tie-ins; held store meetings, and issued bulletins.

And IGA "sold and delivered to stores five times their normal weekly supply of all 10 MBS featured grocery brands."

Reaction of the public was good; store sales jumped and the model-city technique was considered successful in this large metropolitan area.

Last May Mutual wound up its third annual Western Week with results described as highly encouraging. The week was launched with a movie tieup, starting with world premiere of Paramount's "Pony Express." Picture talent appeared on local MBS outlets.

The week included 150 network announcements, a rodeo quiz, local tie-ins including posters distributed by Dell, Bantam Books, Paramount, Kroger groceries and American Library Assn. Press material included special material and a western girl contest. Foldout brochures went to all stations, clients, agencies and "tie-in" concerns, along with kits. Ad mats were sent to stations as well as posters and streamers and movie trailers. Individual stations worked out their own versions.

Kroger stores ran a western round-up of brands. Kroger permits each division to participate as it desires, but most of them took part, offering complete cooperation.

NBC: For advertisers using the NBC radio network, the NBC Merchandising Dept. offers a flexible service geared to assisting sponsors with their sales problems on a national basis.

Briefly, the NBC plan is based upon a close analysis of a client's particular needs before any merchandising work is scheduled. Once it has been established in what manner NBC can be most helpful, the network's merchandising field staff is alerted by way of a merchandising request which outlines, in detail, the work to be done.

Upon receipt of the merchandising request, the network's field organization, consisting of 12 merchandising district supervisors, begins its work on the assignment. These men are available to assist and implement the efforts of the advertiser's sales organization, including spot checks and attitude surveys. In addition, they contact the affiliated stations to secure local cooperation on behalf of the advertiser.

Special display materials including counter cards, over the wire banners, window streamers complete with product identification plus special mailings are available at cost to NBC network radio advertisers. Nearly two years ago NBC started a program designed to build "the finest merchandising service possible." Convinced that only a network has the means available to build a truly effective service in the markets of all its affiliates, the network divided the nation into 12 districts. A merchandising supervisor was assigned to each district to serve as consultant.

Each supervisor contacts the trade, trains (Continued on Page 104)
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.
If you haven’t yet looked into this...
You may be missing all this:

Extension of Mutual's week-night Multi-Message Plan
(outselling all other network plans combined) to 4-7 pm
Sunday (when we outdraw all other networks in audience).

3 all-time mystery favorites
(with an aggregate 45 years
of solid sales performance
behind them) established
in a 3-hour block of proven
programming...offering un-
precedented opportunity for
multi-message selling in '54.

4:00 Counterspy
4:30 Nick Carter
4:55 News
5:00 The Shadow
5:30 True Detective
6:00 Bulldog Drummond
6:25 News
6:30 Squad Room

This is just one example of
how The PLUS Network has
geared its 48-state reach to
the practical sales problems
of 1954. Day or night, all
week long, we can bring new
flexibility, efficiency, and
economy into the right focus
for your needs. Look here:

Full-minute messages available, plus open and close
billboards...costs-per-message as low as $2,000
(including time, talent, agency commission)...homes-
per-week as high as 5,684,000...costs-per-thousand
as low as $1.06—result: mass audiences at Top Ten
Evening levels, delivered at half the cost or less!
RADIO newscasting has come a long way from the days of the carbon microphone and newscasters like Floyd Gibbons and Graham McNamee.

In those days, newspaper publishers, through their influence with the press associations, managed to block the sale of news service to radio stations. That sent the networks and some stations into the business of gathering news for themselves. And many stations made hookups with newspapers to save forming a staff to cover the local area.

Stations without newspaper tieups usually searched the daily newspapers for material for newscasts. The items they wanted were clipped out of the papers, and checked for details by telephone or telegram. It was a costly operation, but it produced many surprising results.

When radio and newspaper publishers finally made peace a few years later, and the press associations began selling news service to the radio stations and networks, life was a little less hectic.

Radio news really came of age with its coverage of World War II. Newspapers and press association reporters produced a volume of war news and did an outstanding job, but radio provided the real drama.

Who can ever forget the recorded broadcast of George Hicks from aboard an Allied naval flagship crossing the English Channel during the Normandy invasion?

Radio news scored several "beats," and many newspapers printed the stories with due credit.

Radio newscasts have continued to improve—and newspaper circulation figures have continued to increase. And to me, this isn't at all surprising. Newspapers and radio are not competitors—they're partners.

They serve different purposes. They offer entirely different services. Each is prominent in its own field.

Radio has practically eliminated the need or demand for "extras." You can flash a bulletin to your listeners long before we can set type, make up pages, cast plates and roll newspapers off the press.

That's your long suit—bulletins, headlines of the news, so to speak.

By contrast, newspapers deliver a permanent record into your homes. You have to be there to catch radio news. You can read the newspaper at your convenience.

I don't believe that radio will in time take the place of newspapers or that newspapers are going to run radio stations out of business. Both are here to stay.

Now that we've agreed newspapers and radio stations can live side by side and prosper, and that neither can do the other's job, let's get down to brass tacks on radio news.

Fifty Opinions

I recently wrote to 50 men to ask what they thought about the quality of radio news in the Kansas area. I wrote to advertising agencies who buy newscasts, to newspaper editors and men who own and operate both newspapers and radio stations, to men who teach radio and journalism.

I have permission to use the names of practically all of the men I have contacted, but to eliminate the possibility of hard feelings or misunderstandings, I will not use the names.

The advertising manager of a large manufacturing plant said:

"I don't think there is anything seriously wrong with radio newscasting. It is, perhaps, more difficult to measure actual results of radio newscasts than some other vehicles, but careful studies of sales curves should at least indicate effectiveness. We use radio news in several markets and we believe its effectiveness warrants further expansion of that schedule.

"It is contrary to station policy in many cases to permit the newscaster to handle the client's commercials. This, in my opinion, is wrong. I believe the newscaster's endorsement of his sponsor's products is important, and there is less chance of inattention on the part of the listener during the commercial period if the commercial is handled by the newscaster."

A timebuyer for a large advertising agency, who buys a lot of radio time in the Kansas area, said:

"We find that radio newscasts in many instances are still an excellent advertising vehicle. In strong tv markets, where overall radio ratings have shown their largest decreases, newscasts are the radio programs that seem to hold up the best. The answer, perhaps, is the fact that radio still remains the most flexible medium. . . ."

Probably the biggest complaint I have against radio newscasts is this: The powerful, metropolitan stations with good news departments frequently put too much of their emphasis on purely local news that is not of real interest to their entire listening audience. Local stations, with limited news staffs, frequently put too much of their emphasis on purely national and world news. It occurs to me that the one thing a local station can do, that its outside competition cannot touch, is to lean heavily on news of a purely local nature . . . news that would not be of sufficient value or interest for coverage from the outside. On the other hand, it occurs to me that some of the larger stations could increase the effectiveness of their statewide coverage by trimming their purely local news and increasing their area of regional coverage."

It's about time for a little humor, so I
Advertisers who want complete national coverage are looking into the 487 markets beyond TV areas in which the Keystone network can and does deliver the message effectively. Here is a potential market of millions that is inaccessible to television scheduling, yet can hardly be dismissed as an audience for your story. Here is vast buying power—available to you as a natural supplement to TV campaigning—all or any of almost 700 stations. Television plus the Keystone network carries your message all the way. Television plus the Keystone network gives you complete coverage. Television plus the Keystone network reaches 487 rich markets that are "blacked out" without Keystone. Before you "wrap it up"—find out more about the Voice of Hometown and Rural America, and how it can put muscles in your message.

Complete Coverage: Your Television Schedule and Keystone!

GET EVERYTHING YOU NEED BEFORE YOU WRAP IT UP!
<table>
<thead>
<tr>
<th>8:00 PM</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WED</th>
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TEN GOOD RULES FOR NEWS WRITING

1—Keep sentences short. Tests show reading and listening becomes hard when sentences average much more than 20 words.

2—Prefer the simple to the complex. This applies to sentence structure and choice of words. Write “try to find out” in preference to “endeavor to ascertain.”

3—Prefer the familiar word. If the listener doesn’t understand the words you use he is likely to miss your meaning.

4—Avoid unnecessary words. Make every word carry its weight. Don’t use 24 words if 12 words will tell the story.

5—Put action in your verbs. Active verbs put life in writing. Say, “We aim to write clearly” rather than, “Clarity in composition is our intention.”

6—Write as you talk. Don’t lapse into a stuffy jargon that has little relation to the way people talk face-to-face.

7—Use terms your listener can picture. Prefer concrete terms that relate what you are writing to your listener’s experience.

8—Translate jargon. Every trade and profession has its special language. Your job as a radio writer is to translate these dry, special terms into lively everyday English.

9—Make full use of variety. Avoid stilted patterns of writing.

10—Write to express, not impress. Don’t show off with complexity. Make yourself clear with simple, direct writing. Actually the writer who makes the best impression is the one who can say complex things simply.

quote a couple of sentences from a long-time Kansas newspaperman:

“I have no opinions on radio expressible in public. I’m one of those unrealistic, reactionary newspapermen who hope that if I don’t pay any attention to radio it will just go away. Seriously radio is a fine entertainment medium interrupted by lousy commercials—a fast news medium which requires verification by the printed page . . . and it has provided an impetus to newspapers. So radio is useful after all.”

This comment comes from a man who publishes a daily newspaper and also manages a radio station:

“It seems to me on the whole, that radio newscasters do a pretty good job of giving the highlights of the news on a spot news basis. They are the best medium for spot coverage.

“One weakness is that newscasters cannot take sufficient time to elaborate. Listeners frequently catch only part of a sentence or paragraph and hence do not understand the full import of the news item. And there isn’t any way one can ask to have the item repeated, so we never know exactly what he said.

“It goes without saying that many newscasters are not sufficiently familiar with the run of news to know the relative importance of certain news items. Some of them have trouble with names and places, and in many cases with the English language itself.

“The average newscaster takes his news direct from the wire and too often wire news isn’t properly edited for the public.”

These observations come from a long-time newspaperman—and a good one:

“Too many broadcasters have no general information and therefore are handicapped in broadcasting news. They are limited to the manuscript before them. If a glaring error is made with respect to anything historical and geographical, they broadcast the error. Too many of them are not prepared through education or the accumulation of information to do what they set out to do—give the listeners correct information. They do not correct errors, because they do not know they are errors.

“Another thing that knocks me down is the constant repetition in a news story. There is so much detailed information repeated that I sometimes wonder if newscasters are not merely trying to fill in the time. I do not think it is necessary to give complete details every time a news item is broadcast. The newscaster should take into consideration the extreme probability that those listening are fully aware of the preliminary facts.”

This man has been the source of a lot of news for newscasters. Here is his opinion:

“A good many newscasters seem to pay far more attention to voice and intonation than they do to the sense of the story. I think this is probably due, in large part, to lack of preparation. They actually don’t know what the point of the story is—someone just hands them a piece of paper and they read the words aloud.”

Here’s a comment from another newspaper editor:

“Darned if I can think of anything that’s wrong with radio newscasting, really, except that . . . folks now are switching it off to turn on television newscasting, and I can think of some things wrong with TV newscasting.” So, take a bow, gentlemen.

A man who heads a college radio and journalism department has this to say about newscasting:

Special Vocabulary

“Much of the vocabulary used by newscasters is understandable when read but not readily understood by listeners. Just why this is true, I am not quite sure. After 30 years or more of listening to newscasting, I’m inclined to believe that there is still too much radio copy written newspaper style and not for delivery by a newscaster . . .

“One of my pet peeves is that many radio newsman use such figures as $9,492,498.98. Sometimes they pursue the digits down to the last eight cents. By the time newscasters get through rolling off, the listener remembers the 98¢ and forgets the nine million dollars. Unless a newscaster is deliberately trying to impress the listener with the large amount of money or sum being given, I should think it would be far better to deal in approximations.”

Another man who heads a college journalism and radio school said:

“My frank opinion regarding radio news is that it really can only touch the surface; in other words, a radio newscast consists of a series of brief summaries or ‘headlines.’ To my mind this puts a premium on continuity or logical transitions in the newscast.”

This next criticism could also apply to newspaper reporting:

“Radio newscasting isn’t real reporting. We are drifting into an era of paper journalism of handouts, platitudes, evasions and generalities.

“An example of the thing I’m talking about is the recent alleged story on the Chrysler shutdown. Nobody on the air—or in the press—really ran that thing down and got a revealing story. It seems to me that Chrysler was quite significant that 25,000 men were laid off in one key industry. And I am not satisfied that it was because of a shortage in trim materials. I think that’s horse feathers: Why
didn't somebody interview a Chrysler executive?

"What's the matter? Are our news agencies afraid to tell the American people that there's a slowdown? Afraid they can't stand the shock? Since when did we reporters get to be an official featherbed for anybody?"

"I may be unnecessarily alarmed, but I don't think there is much independent aggressive reporting these days—not the kind that lets the chips fall where they may.

"Many newspapers are to blame, too. But the newscasters have a chance to give us sharp and healthy competition that would jolt us out of a rut. They could beat us time and again on releases. But they're as bad as we are, or worse. They just pick up our crumbs."

Another frank comment comes from a well-known Kansas radio and newspaperman.

He says the only qualification for a newscaster seems to be that of possessing a sugar-coated voice and of not tripping on the pronunciation of big names.

"All the newscasters I have listened to in Kansas simply read the news, and with few exceptions it is straight out of the AP or UP report. They usually show no news judgment in selecting the items they feature and never take advantage of the limitless opportunities to rewrite the wire stuff for improvement."

This next man, who has worked closely with both radio newsmen and reporters, says his main gripe is the great amount of repetition that comes on the various newscasts throughout the day.

Pain in the Neck

"This is perhaps just about as unavoidable as duplicate news in a several edition newspaper, but is a pain in the neck to listeners."

"Another thing I don't like is national news on one newscast and local on another. If there is a good local story, I don't think it should be withheld for a specific 'local broadcast' period."

"I think newspapermen could learn something from the radio men in briefer writing."

"During my experience as the 'source' of much news, I was happy to learn that I could trust the radio people to keep a confidence the same as newspapermen."

This comes from a friend of radio, although he is a newspaper publisher:

"I have no particular complaints against radio newscasting. In fact, I think it is rather remarkably well done. Some individual newscasters obviously do a better job than others. But except for the smallest stations, the reports I listen to are competent, objective, and as comprehensive as time will allow."

So, you see, you fellows don't have too much to worry about.

The only comment this editor made was that if he were in the radio business exclusively, he would seek ways and means of putting more local news on the air.

It is interesting to note here, that this little survey proves to me that stations in southeast Kansas apparently are doing a pretty good job. At least the comment from persons contacted in that area is less critical than comment from other areas.

This comment is fairly typical. This man
To make a long story short...

Look, we've been hollering all over the place about BROADCASTING YEARBOOK. Now the bell tolls and close! Dec. 15th's the absolute, final deadline for copy; your copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—"you're not in radio if you're not in BROADCASTING YEARBOOK"?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1954 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember— it's the last call for the single most profit-making advertising investment you can make for 1954.

call, write, or wire now—

BROADCASTING YEARBOOK
1735 DeSales St., NW
Washington 6, D. C.  ME 8-1022
says that most newscasters tend to read items
about the bombing of Pearl Harbor and a
two-bit blaze in Shantytown with the same
emphasis and same amount of detail. This
is probably due, he believes, to the fact that
they lack local news staffs or that the news-
caster is an announcer and not a news man.
They emphasize national and foreign news
which comes to them neatly packaged off
the wires.

"Probably the answer is for radio stations
to find themselves some part of a news staff,
including at least one leg man. Show a little
talent and imagination, shoot for some
on-the-spot, I-saw-it stuff, try really to edit
the wire copy, and where possible introduce
at least one local tape-recorded sequence
but without all the hemming and hawing that
normally marks such efforts."

I have given you the gist of various com-
ments. Now let's quickly summarize some
of the principal points made by the 50 men
whose opinions I solicited.

- Agency timebuyers seem to prefer that
  the newscaster handle clients' commercials.
- Balanced newscasts are important. Small
  stations should have more local news, larger
  stations should have more area, regional, and
  national news.
- You should take more advantage of
  radio's speed for fast reporting.
- Strive for accuracy in reporting local
  news. There seems to be a tendency now for
  radio listeners to telephone the newspapers
  for verification of radio reports.
  - Hire newsmen rather than announcers.
  - News needs editing for radio.
  - Newscasters should be well informed
  about their city, area and state.
  - Avoid errors and repetition.
  - Do not give opinion—stick to facts.
  - Don't try to be clever.
  - Preparation is important. Know what
    news is about.
  - Don't edit your news with your voice.
  - Rewrite news copy and use a careful
    selection of words. Some words are quite
    readable, but are not good for listening.
  - Consider changing the time of your
    newscasts, so they do not come at the same
    time as newscasts on larger stations.
  - Don't "ape" larger stations. Pattern
    your programs for your area and audience.
  - Don't scatter too many commercials
    through the newscast.
  - Use approximations in long figures.
  - Don't try to give too much detail.
  - Radio's job is to give brief summaries and
    headlines.
  - Strive for continuity or logical transi-
    tions in the newscast.
  - Don't be afraid to give the public the
    facts—straight.
  - Mix up your news. Don't hold back
    local news for special broadcasts.
  - Don't give the same emphasis to a
    bombing of Pearl Harbor and a two-bit fire.
  - Hire a leg man if you can.
  - Try to get eye-witness reports.
  - Do your part in providing the press
    services with news from your area.

If I were setting up a news department
of a radio station, I would make every effort
to hire a newsmen who knows news. I would
even sacrifice voice for his news ability.

Then I would insist that he keep well in-
formed, and that he rewrite and edit all
news copy—wire services as well as hand-
outs and local news.

Radio writers usually do far more editing
of copy than original writing. The nature
of the business is condensing and rewriting
the output of press services and releases.
This does not mean there is no room for
creative writing in radio. I merely wish to
stress the importance of being able to edit
copy.

The next step in preparing a newscast is
to assemble copy without wasted motion.
Be sure the news wires are operating prop-
erly, are loaded with paper, and have a fresh
ribbon. Minutes can count. Don't take
chances.

Newspaper Cooperation

If you have a newspaper connection, es-

tablish a practical routine for getting carbons
from the city desk promptly, and for
handling stories phoned directly to the radio
news department.

If at all possible, hire a leg man to cover
the police, courthouse, city hall, hospitals
and funeral homes.

If you cannot afford a leg man, arrange
to have your news man make periodic calls
to these news hot spots. You have the ad-

davantage here over the newspapers. You can
get local news in a hurry and put it on the
air in a hurry.

Organize your copy. Use spikes or clips
to keep all pieces of a single story together,
with latest developments on top. Group re-
lated copy. If you have three automobile
accidents in your area, round them out in
one story. Don't use the accidents separately
and scatter them throughout the newscast.

I would also suggest a file in your news
room with information as to the number of
accidents in your area for the week, the
month, the year. The file should also con-
tain other pertinent information that can be
tacked onto local news stories. Try to get
new leads on your stories so you don't have
to repeat the same story on several

ewscasts.

Accuracy and Interest

Be accurate, be fair and be interesting.
Personally I like newscasters who handle the
news like a newspaper: plays news. That is,
feature the most important story, whether it
be local, national or international.

Strive for continuity and logical presenta-
tion of news. Give consideration to the rela-
tionship between the various stories. Group
news of the day in Washington, your war
news, your drought news, etc.

Watch the time your story breaks. Your
listeners are aware of the rapidity with which
they are getting the information, and that is
one of the main reasons why they listen to
radio news. It's fast. Don't lose this ad-

davantage by using old news and news that
has been repeated all day long.

Your listeners don't want you to devote
most of your newscast to stories they have
already read or heard. Mention on your
newscast the time the story broke. Say, "ten
minutes ago President Eisenhower made this
statement, etc."

Your writing rhythm should have a change

We keep it under our hat!

The famous KOA hat (size: 50kw)
covers the Western Market like the
sky blue sky.

In the 302 counties of twelve states
served by KOA-Radio dwell 1,033,100
families—53.2% of them rural.

Last year's Western Market income
ran to $5-billion. Western Market
retailers rang up $4-billion in sales.

Suggestion: Sell your product...
buy KOA-Radio.

50,000 WATTS
850 KC

For Food Advertisers:

KOA
DENVER
Covers The West...Best!

America's Most Food-Conditioned Audience
of pace. Mix long and short sentences so that the over-all result is copy that is easy to listen to and to understand. Of course, tight writing can be overdone. Keeping sentences short does not mean jumpy sentences or distortion of ideas.

On the Topeka Daily Capital we use 10 principles of news writing which I believe could apply to radio news writing too (see box, page 98).

Voice inflection is an advantage radio has over newspapers, but it can be misused. It often amounts to editorial comment. Don't scare the pants off your listeners. Don't give a bulletin that Russia has the H-bomb and throw your listeners into a panic. I heard one newscaster bulletin that news flash, and if I hadn't known better, I might have felt like heading for a bomb shelter. I got the impression from his announcement that the Russians would be flying over Topeka any minute.

Perils of Prematurity
Many radio newscasters are guilty of premature reporting.

The bell rings on the press service machine. It's a bulletin, and the eager newscaster tears it off the machine and rushes to the mike. He interrupts a program and flashes the bulletin. It shocks the listeners. But the sad part of it all is that 10 minutes later the bulletin may be killed or changed.

It is better to miss a story than to muffle it. The trouble with news which is here one moment and vanished into thin air the next is that people are likely to remain scared out of their wits long after they have forgotten just what it was that scared them.

Newspapermen usually check bulletins carefully before pulling out the big black type. Often they are glad they did. If the story is to stand up, chances are that in just a few minutes additional material will move. If you have two press services, check one against the other.

You know the type of bulletins I'm referring to. False armistices are a good example.

News Knowledge Needed
Now, in closing I want to leave this thought with you. Newspapermen usually take a college education in journalism and then spend quite a few years learning the practical fundamentals of newspapering before they know how to write and evaluate news. The news editors usually are the best trained men on the staff. In radio, there seems to be a tendency, in some quarters at least, to hire a newscaster on voice and delivery alone. This, I believe, is worth giving a lot of thought. I would sacrifice a golden voice for a man who really knows news.

Remember also that radio newscasters have the same responsibility as newspaper editors to a community. They must stop and be sure they are right with the facts before they use the story. They must stop and evaluate the consequences of a bulletin bit of news which is either garbled in facts or misunderstood by the public. Tornado warnings, for example, must be handled with kid gloves or whole towns can be frightened unnecessarily.
Network Merchandising
(Continued from Page 90)
salesmen and makes demonstration calls. He contacts retailers and wholesalers and develops station cooperation at the local level, besides obtaining factual evidence of performance for use in NBC reports to sponsors.

While all this work is important, the most vital and important activity has been development of merchandising cooperation on the part of NBC affiliate stations in the interest of network sponsors.
The program developed for affiliates includes monthly mailing pieces for both the food and drug fields. As a result of mass production, stations have better mailings than they could turn out at a reasonable price.

Also developed by NBC was a portfolio of merchandising aids especially designed for station use at point of sale. These colorful pieces are imprinted with the affiliate's call letters or channel number.

Every month a merchandising memo is sent to every station on the network, reporting on newest merchandising trends and telling affiliates how they can interpret this information to best advantage.

Thus the network can provide a national, integrated service which includes cooperation by practically all affiliates. The amount and types of services that affiliates give a network advertiser vary with the market and the extent to which stations have developed their merchandising activities.

NBC Merchandising Dept. services are available without charge when an advertiser is using the network's facilities. These include:

1) Merchandising the entire campaign. (This means all the media being used, not just NBC.)
2) Work with advertiser's sales personnel to indoctrinate them in the best methods of merchandising the company's advertising for their product at the point of sale.
3) Do the same with advertiser's salesmen, jobbers, distributors, and their salesmen.
4) Consult with advertisers on the preparation of special presentations (prepared at cost) for advertiser's sales meetings, wholesaler or distributor meetings. Attend these meetings to put on special presentations if advertiser so wishes.
5) Examine and make recommendations to advertisers covering new developments in merchandising practices and procedures.
6) Give the advertiser specific help with "problem" accounts.
7) Conduct, when desired by the advertiser, such special survey functions as spot checks, attitude surveys, and local market tests.
8) Develop and inaugurate special store-wide merchandising promotions in the food, drug and department store fields.
9) Coordinate and implement the merchandising plan with NBC affiliated stations to deliver the greatest possible local impact.
10) Supply point-of-sale material at cost.

——PROGRAMS & PROMOTION——

DOUBLE BIRTHDAY
IT WAS amateur day on KVOE Santa Ana, Calif., last week when station and local Chamber of Commerce jointly celebrated their birthday anniversaries, 27th and 65th, respectively. Entire 17-hour broadcast day was turned over to approximately 75 Chamber members who encroached 10- and 15-minute segments of music programs, with station announcing staff merely listening. Public received pieces of huge birthday cake in station studios during evening.

EUROPEANS STUDY FARM RADIO
WNAX Yankton, S. D., was the subject of study for a group of European radio men in conjunction with the two-month Farm Radio Training Course sponsored by the Foreign Operations Administration. The visitors, five Yugoslavs, a Belgian, a Danish, and a Frenchman, along with three interpreters and a technical consultant from the radio and tv service of the Agriculture Department, are studying radio production in general and farm programming in particular. The purpose is to observe the techniques and accomplishments in American farm radio broadcasting which might prove useful in European countries to implement the drive for increased and more efficient agricultural production and better rural living.

EDUCATORS REVIEW FILM
EDUCATORS, pupils and parents in the Los Angeles area have a chance to "preview" educational films for the school systems on KHJ-TV Hollywood The Three Rs, weekly half-hour program which started Nov. 10 for an indefinite period. Program presents, for the first time on air, educational films from all over the nation selected by the Los Angeles County superintendent of schools, Los Angeles City school system and California Teachers Assn. Postcards given 200 leading educators in the area are used to vote whether or not films shall be purchased for local audio-visual education departments after educators "review" film.

QUEEN'S VISIT COVERED
CANADIAN BROADCASTING CORP. sent three commentators and three engineers to Jamaica to cover the visit of Queen Elizabeth II and the Duke of Edinburgh to the island on November 25-27. The three commentators sent their commentators and actuality reports the same day by shortwave beam transmission to Miami and by landline to Toronto to the CBC Trans-Canada and French-language networks. Thom Benson covered the commentary for the Trans-Canada network, Judith Jasmin for the French network, and Maud Ferguson for the afternoon women's Trans-Canada network programs.

Prompt Attention
WHEN an examination of mail from more than 100 counties in five states claimed in WABT (TV) Birmingham's coverage indicated there were some trouble spots in receiving the station's signal, President-Managing Director Henry F. Johnston set out to find the trouble and remedy it. He sent two engineers to visit tv set repair men in the troubled areas and advise them on ch. 13 reception problems. Mr. Johnston then departed on a two-week tour to demonstrate to repair men in these communities the use of the proper antenna to receive the WABT signal.
Nameless Chimp

TRIPLE threat promotion contest is underway in Baltimore—and stands to benefit the sponsor, Sherwood Brothers Inc. (Sinclair oil and gasoline products), the television station, WAAM, and the city's zoo.

Recently Sherwood Brothers Inc., sponsor of WAAM's This is Your Zoo, presented a year-old female chimpanzee to the Baltimore Zoo. It is running a contest, in conjunction with its dealers in the Baltimore area to name the new chimp. There is a first prize of $500, second prize of $250, additional cash prizes and a bonus of two tickets to the new Baltimore Orioles opening-day game to each prize winner.

The promotion involves ads in 33 Maryland newspapers, 115 outdoor billboards, television adjacencies to major sporting events, daily announcements on eight Maryland radio stations and point-of-sale material (lapel buttons, curb signs, mailings).

The weekly television program, which began on WAAM in 1949, has made the biggest contribution to a doubling of attendance at the Baltimore Zoo, Zoo Director Arthur Watson said recently during ceremonies on the gift of the new chimp. WAAM is also financing an African safari for Mr. Watson which begins Jan. 15 when the Baltimore Zoo director leaves for the Belgian Congo.

'IN THE PUBLIC INTEREST'

WSB-TV Atlanta, Ga., has released a promotion booklet entitled "In the Public Interest." The booklet is concerned for the most part with a series of medical forums the station presented in cooperation with the Fulton County Medical Society. In the pamphlet are a list of diseases covered by the programs, reprints of letters praising the station for its public interest, reprints of newspaper clippings describing the series and a list of other public interest programs the station presents.

CHICAGO TALENT DIRECTORY

CHICAGO UNLIMITED, nonprofit organization dedicated to publicizing and furthering local radio and television personalities and programs originating in Chicago, has published a new edition of its talent directory. The 121-page book lists talent by category, advertising agencies, AFTRA rates, dramatic schools, film studios, labor groups, package producers, radio-stv stations, RTDG rates, and trade publications. It also contains editorials alluding to "Chicago touch" in network programs and points up low cost-per-thousand figures and ratings for top tv programs originated in Chicago, with listings of all shows.

CITIES AND TOWNS SALUTED

CITIES and towns in Rhode Island, Massachusetts and Connecticut will be saluted from time to time throughout the year by WJAR-TV Providence on its Salute to the Cities series which started Friday. One day will be devoted to the television visit to a particular city or town with appearances of guests including city officials, leaders in the business, religious, educational and cultural life of the community on various WJAR-TV programs. The first program of the series honored Pawtucket, second largest city in Rhode Island. Featured was the city's annual Christmas parade.

'EXPANDING HORIZONS'

SIXTY-ONE Alabama leaders in different fields of interest recently completed a series of 12 half-hour programs on WABT (TV) Birmingham, entitled Expanding Horizons, outlining problems of their fields, with suggestions as to how radio and tv might help to bring about the solutions. The problem fields included education, business, agriculture, labor, government, sports, Negro progress, women's activities, religion and music.

WFIE (TV) PASSES CIGARS

PACKAGE of La Feodrida cigar was sent to the trade by WFIE (TV) Evansville, Ind., new uft ch. 62 outlet which started commercial operation Nov. 15. Pasted on back of a five-pack, a card reads: "Have a cigar on television's new baby—WFIE. Now you can really ring that cash register—with self-evision. WFIE popular programming gives you the advertising opportunity of a lifetime!"

'DIG YOU' BUTTON

IN ONE week WBMS and WCOP Boston received over 3,000 requests for membership in the newly-formed Symphony Sid Fan Club, the the stations report. The program is aired by WBMS from 3-5 p.m. and on WCOP from 10-12 p.m. daily. Each club member receives a colorful pin which reads: "Symphony Sid, I Dig you the Most, WCOP WBMS Boston," and a membership card.

A price tag written by the experience of Ampex users.

AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted—but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SIX THE NEW AMPEx 350—It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. D-1472-B

IF YOU PLAN FOR TOMORROW, BUY AMPEx TODAY

AMPEX CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities; distribution in Canada by the Canadian General Electric Company

November 30, 1953 • Page 105
FORGET-ME-NOTS SENT
S. C. JOHNSON & SON sent around a timely and pointed reminder last Sunday a few hours before it presented a new tv program. William Connelly, public relations director, commissioned florists to deliver a casseque to homes of industry figures. The box contained this note: "Hope these forget-me-nots will remind you that Life With Father has its television debut on CBS-TV at 7 o'clock tonight. We think you'll find the show fine, wholesome, family entertainment." The Johnston firm is sponsoring the new series.

PUBLIC HEALTH PROGRAMS
SERIES of 13 transcribed programs dealing with public health is being made available free to radio stations by the American Osteopathic Assn., in cooperation with Northwestern U. Titled The Doctor's Story, transcriptions treat juvenile delinquency, alcoholism, narcotics addiction and other subjects. Format comprises a dramatic skit in opening segment and discussion of particular problem. Show features students from Northwestern U's radio school and was written by Helen Lapat and Jack McGuire. Distribution is being handled through state association offices and stations may obtain series by writing to the American Osteopathic Assn., 212 E. Ohio St., Chicago 11, Ill.

WENS (TV) IS 'SWEET 16'
"SWEET 16" is the heading on a promotion piece of WENS (TV) Pittsburgh, uhf ch. 16. Highlighted is the total Pittsburgh uhf set count as of Oct. 13 (after two months of operation)—132,934. Decoratively designed, the release lists its sponsors and the ABC and CBS stars that appear on the station. There are also reprints of congratulatory letters sent to the station.

KFH CHRISTMAS PARTY
KFH Wichita, Kan., and the Wichita Veterans of Foreign Wars are planning to entertain hundreds of underprivileged children at a Christmas party with tickets to be distributed by local social and welfare agencies. Ad, dollar-for-dollar, to all KFH broadcasts during November and December is a toy or treat to go into gift pack-
ages for each child. Station personnel and VFW members also are collecting toys from local merchants and food for Christmas baskets to be distributed by the VFW.

50,000 YULE SHOPPERS
A TIE-UP between WLWD (TV) Dayton and the Rike-Kumler department store there brought 50,000 shoppers to the community kicked off the annual Christmas shopping season, according to the station. Approximately 20 station personalities were stationed throughout the store where they entertained and signed autographs. The event was plugged by the tv station on a spot basis and on the daily Rike-Kumler program, Shopping With Cornelia, which is telecast from permanent studio in the store.

COLORFUL PROMOTION
KDYL-TV Salt Lake City has gone colorful in its program schedule which doubles as a promotion piece for color tv. Presented in varied colors against a black background, the schedule points out that the colorful West is anxious to see the colors of other parts of the country via color television, and that the rest of the country will want to see the brilliant hues of the West. "And, we might add—it's a pretty big picture. Fact is, there's a pot of gold at the end of the rainbow here in rainbow land."

INDUSTRY LEADERS JOIN WCHS SALUTE TO W. VA.
IN A SALUTE to West Virginia's 90th anniversary, WCHS Charleston will air a series of broadcasts featuring 39 national leaders in business, labor and government, Lewis C. Tierney, WCHS president, said last week. The series, titled Progress, West Virginia, has been in preparation four months and the weekly quarter-hour programs will be offered to all West Virginia stations. Tierney said: "Never before in the history of broadcasting has one station ever assembled such an impressive array of public figures to tell a story," he added.


Queen's Wish
HERE is the way WDSU-TV New Orleans granted a Queen's wish. Queen Frederica of Greece asked WDSU-TV if she could see herself on tv. The Queen and King Paul of Greece visited the city Nov. 19. Arrangements were made for the Queen to visit studios during Your Esso Reporter, local tv news show featuring films of ceremonies honoring the royal couple. When conflicting receptions prevented the Queen's visit, a special set was installed at International House and Her Majesty adjusted her schedule to arrive at the reception in time to have her wish granted.
‘MINK FOR MAMA’ CONTEST

RETAIL television dealers have an opportunity to win “mink for mama” in a promotion recently introduced by the Television & Radio Division of Raytheon Mfg. Co. The firm is teaming up with its distributors in a sales contest qualifying retail dealers to win mink stoles, jackets and scarves valued from $225 to $750. The competition, which began Oct. 1, ends Dec. 31 with no limit as to the number of dealers who are eligible to win. Raytheon reports that the contest has been enthusiastically acclaimed by Raytheon distributors who indicate that the promotion promises to exceed all records for television set sales.

BIRTHDAY BUTTONS FROM KUSD BIRTHDAY buttons, red and white and big as a half dollar, have been sent to more than 200 members of the KUSD Vermillion, S. D., Candy Cane Lane Birthday Club. Candy Cane Lane is a daily program of poetry, stories and music for children. In addition to receiving birthday buttons, children hear “Happy Birthday” played for them on the program.

KOOL-TV, KOY-TV REPORT ARIZ. TV KOOL-TV and KOY-TV Phoenix, which share time on ch. 10 there, are publishing a weekly report on their joint operations, titled “Arizona Television.” Subjects covered in the newsletter are letters from listeners, reports on programming and listings of advertisers.

WSLS ‘FAMILY CHOICE’ WSLS Roanoke, Va., on its Morning Digest program, 7-9 a.m., is featuring a new programming idea in the form of a “Family Choice” contest. Families are invited to select a program of 11 songs to be played on the program. Sixty selections will be made to be played between Dec. 7 and Feb. 13 with each family whose choices are played receiving $5. Listeners are then requested to vote for the families whose choices they enjoyed, a new Plymouth going to the winner.

WTPA (TV) HOST TO AD CLUB WTPA (TV) Harrisburg, Pa., entertained members and friends of the Advertising Club of Harrisburg November meeting, transporting 150 by chartered buses to the station where they were served buffet lunch. David Bennett, station general manager, presented a program showing the methods by which television sells merchandise, including the technical aspects, programming and art.

WKNE ‘SANTA’S HELPER’ ONCE again for the 11th consecutive year, WKNE Keene, N. H., is airing Santa’s Helper, a one-man show, written, produced and presented by Ozzie Wade, who plays all the characters himself. Mr. Wade reads letters to Santa and contacts the North Pole to make certain that children’s names are entered in the “giant ice ledger.” He talks with Santa, Scotty, the good little elf, Tuffy, the bad little elf, and Grandpa Walrus who tells children stories about the North Pole. Music is provided by the “giant ice organ.”

SEE YOURSELF ON TV PROMOTION CONTINUING promotion in public places has been started by WTOP-TV Washington in the form of a see-yourself-on-tv stunt. A new RCA industrial camera is set up and people are invited to be seen on a tv screen with a WTOP-TV artist or life-size cutout photo. A 60-second Polaroid camera supplies a snapshot of the event. Electronic Wholesalers of Washington supplies camera and equipment.

WBKB ‘SANTA CLAUS REVUE’ CHRISTMAS series for small children was launched by WBKB (TV) Chicago last Monday and will be seen Monday through Friday until Dec. 25. Titled Santa Claus’s North Pole Revue, the program features Cliff Soubier reading kiddies’ mail, spinning records and showing tots latest designs in toys. Program is aired sustaining at 9:30 a.m. WBKB also telecast, for fourth consecutive year, Santa Claus Parade down Chicago’s State St. Nov. 21.

Cobra-Cast THE DEADLY Cobra was a celebrated TV star for a day last month in Springfield, Mo., KYTV (TV) there telecast the live snake (it was in a mesh-wire box) after the reptile had been taken into custody by a Springfield citizen with the aid of police. The capture came after local police recorded the killing of nine cobras early in October. Presentation of the snake on tv was made with an explanation that it should help viewers identify other members of this reptile family. Program Director Carl Fox and newsmen Jerry Highley arranged the telecast.

LEARNING TO READ ON TV PARENTS of children in primary school are able to observe methods used to teach pupils how to read, in a special series of five half-hour programs seen weekly on WTMI-TV Milwaukee. Titled How Your Child Learns to Read, the series has been arranged in cooperation with the Milwaukee public schools. A part of the station’s studio has been transformed into a reading room for the programs, and actual classes are conducted while the program is in progress. During the telecasts, two directors of primary education for the Milwaukee public schools comment on techniques used to teach the class to read. A different class from a different school appears each week.

WWOR-TV DEALER PLAN WWOR-TV Worcester, Mass., roving cameraman is taking photos of tv dealers’ windows and store displays featuring “Be Ready for Ch. 14” window streamers which have been distributed by the new station. All dealers promoting ch. 14 in this way will be given a free plug on WWOR-TV.

WKNY-TV CONVERSION MEETING WKNY-TV Kingston, N. Y., was host to tv dealers, servicemen, set distributors and parts distributors at a meeting held to discuss the various methods of installing antennas and converting sets to receive the station’s ch. 66. Principal speakers were Robert M. Peebles, vice president and general manager of WKNY-AM-TV; Robert L. Sabin, manager of tv operations for the station, and Carl Egolf, chief engineer.
Advertisers

Adolph Stuber resigns as vice president in charge of sales and advertising of Eastman Kodak Co., Rochester, N. Y. He will continue as director. James E. McGhee, general sales manager and vice president of firm, succeeds Mr. Stuber with Theodore R. F. Peverar, assistant general sales manager, named to replace Mr. McGhee.

James T. Maunders named director of public relations for Bohn Aluminum & Brass Corp. Mr. Maunders was previously assistant secretary of Detroit Board of Commerce.

Agencies


S. James Andrews, assistant to president in charge of tv and radio, Maxon Inc., N. Y., and Detroit and Chicago, has resigned.

James R. Sanders to Fulton, Morrissey Co. as group creative supervisor.

David H. Grigsby, formerly advertising manager at Zenith Radio Corp., to Coventry, Miller & Olzak Inc. as merchandising director.


John F. Manning, account executive, Chambers & Wiswell, Boston, to Foote, Cote & Belding, S. F., in similar capacity.


John Grant to MacLaren Adv. Ltd., Toronto, as assistant radio timebuyer.

John Ambrose to Cockfield, Brown & Co. Ltd., Toronto, as tv writer-producer.

Holly Lingo, publicist and copywriter, to copy staff of Russel M. Seeds Co.

Robert E. Lusk, president of Benton & Bowles, named chairman of Advertising & Graphic Arts Div. for campaign on behalf of George "Junior Republic," co-educational community near Ithaca, N. Y. John K. Herbert, NBC vice president, will serve with Mr. Lusk as chairman of radio sub-committee.

Roger Fryor, radio-tv vice president, Foote, Cone & Belding, has accepted chairmanship of membership committee, Radio & Television Executives Society.


Emerson Foote, executive vice president of McCann-Erickson, N. Y., elected to board of directors of N. Y. Cancer Committee and appointed chairman of its public relations and educational committee.

James A. McCarr, assistant to president of BBDO, N. Y., named chairman of New York Arthritis & Rheumatism Foundation's professional, publicity and advertising committee.

Lawrence J. Casey, public relations director of Weightman Inc., Phila. advertising agency, named executive director of Citizens' Committee for N. J. State Medical-Dental School and Health Center. Weightman Inc., will direct their advertising program.

Stations

John F. Carlson, commercial manager for KRSC Seattle, appointed general manager of KLOG Kelso, Wash.

Louis Frankel, formerly with WJJD and WBBM Chicago, appointed sales administrator at WJJD, replacing Bob Ward.

Ben Nadeau, formerly of CKCV Quebec, named sales manager of CJJC Quebec. Roger Gilbert named acting manager of CFDA Victoriaville, Que.

Wally George, disc m.c., KIEV Glendale, Calif., to KUAM Guam as manager.

Will Williams appointed manager of newly-created publicity, advertising and promotion department at KGO San Francisco. He was associated formerly with Better Business Bureau of S. F. Andrew Akamian named to organize and administer new merchandising department for KGO-AM-TV. He was formerly in charge of food merchandising for Sidney Garfield & Assoc., S. F., advertising agency.

CONGRATULATIONS are exchanged by Robert C. Wiegand (r), formerly sales manager of WTVN (TV) Columbus, Ohio, recently appointed assistant general manager, and his successor, Edwin G. Richter Jr. (l). Mr. Richter previously was connected with the sales department of WTVN and prior to that was general manager of WKRC-FM Cincinnati. Between them is J. W. McGough, general manager of the tv station.
Robert C. Smith, publicity director at WGAR Cleveland, promoted to director of public relations and advertising.

Warren Park appointed director of color tv at WJAR-TV Providence, R.I. Mr. Park was director of religious and educational programming at station previously.

Peter Brysac, floor manager with WATV (TV) Newark, promoted to director. Virginia Kuritz, former merchandising manager of American Home Magazine and assistant merchandising director of Grant Adv., to WATV as assistant to Lou Frankel, director of promotion.

Old Army Game

JOHNNY SCOTT, WOR-AM-TV New York announcer, provided the narration for a film produced by the U.S. Army Signal Corps on yellow jaundice symptoms about a year-and-a-half ago. Although he asked the Signal Corps on several occasions for the opportunity to see the films, arrangements for the viewing never materialized. But Mr. Scott learned that everything comes to him who waits—and watches his tv set. Several days ago he heard his voice and saw the film—on opposition station WPIX (TV) New York.

Ray Abel promoted from staff director to executive tv director of WABC-TV New York. Mr. Abel will continue as director of Personal Story (Sun., 4-4:30 p.m., EST).

Charles Baughman, WILL Urbana, to WICS (TV) Springfield, Ill., as tv farm. Warren King, Donnelly Corp., to same station as salesman.

J. Stanley McCormack, space salesman for Washington Evening Star, to WTOP-TV Washington as time salesman.

Robert E. J. Sanders, former sales promotion manager of Crisol Inc., national credit card company, to sales staff of WIP Philadelphia.

Earle C. Ferguson, formerly program manager for KOA Denver, appointed to sales staff of KLZ that city.

Mrs. Janet K. Conner, account executive for Anchorage Daily Times, to KTVA (TV) Anchorage, as account executive.

Bob Hess, commercial manager at KSVP Artesia, N. M., to announcing staff of KFYO Lubbock, Tex.

Mark Weaver, news director at KLRA Little Rock, Ark., to KOMA and KWTV (TV) Oklahoma City.

Marilyn Barnett to WNOE New Orleans to conduct What's New in New Orleans.

Ron Tuten, program director for WAYX Waycross, Ga., to WMFR Jacksonville, Fla., as disc jockey.

Freddie Chapman, Capitol Records cowboy

Support Heavy Antenna Loads with Emsco

Engineered Towers

To be sure your proposed TV tower is designed to carry a maximum antenna load...specify an Emsco “Tower of Strength.” Hundreds of Emsco installations, embracing the complete range of antenna loads, are proof of their reliability.

Emsco tower designs have safety factors in excess of anticipated stresses. Every Emsco tower meets rigid RTMA and AISC standards. And to insure long structural life, plus reduced maintenance costs, Emsco towers are hot dip galvanized.

Emsco unconditionally guarantees its tower designs. Back of each Emsco tower is a quarter century of specialized experience in steel tower fabrication.

For guyed or self-supporting towers unequalled for safety...performance...economy...specify Emsco. Prompt delivery is assured.
How WLS Serves Farm Listeners

... and Why It Holds Them!

SEE OUR DOUBLE PAGE SPREAD IN THIS ISSUE CHICAGO 7

Clear Channel Home of the National Barn Dance
Lester L. Gould, manager of WJNC Jackson-ville, N. C., elected president of Tobacco Radio Network. Other newly-elected officers are: Fred Fletcher, manager of WRAL Raleigh, N. C., vice president; Allen Jones, manager of WGINI Wilmington, N. C., secretary-treasurer; Ken Wilson re-elected executive vice president and general manager of nine stations in eastern N. C.

Bill Malcolm, who has been on military leave of absence from NBC, returns to duties as associate director of NBC Radio. Mr. Malcolm has been serving in Japan-Korea area with JAP radio broadcasting and leaflet group, Psychological Warfare Organization.

Bruce Sutton, news staff of CBC Toronto, named regional supervisor of TV publicity for CBC at Toronto, succeeding Torchy Cause- worth, who becomes film procurement officer of CBC at Toronto national program head-quarters.

Paul Knight, on leave of absence to help Radio Free Europe in operation of its Munich, Germany, station, returns to NBC Radio as associate staff director.

Eileen Lange, previously associate editor of Good Housekeeping and junior editor of Cosmopolitan magazines, appointed acting magazine editor of NBC press department in absence of Auriel MacFie, who is taking six-month leave.

Robert J. Kreemple, formerly with Standard Register Co., Dayton, to CBS Hollywood as personnel assistant.

Marty Glickman will serve as commentator for telecasts of 14 National Basketball Astron games on DuMont Television Network in some 50 cities on Sat. afternoon from Dec. 12 through March 14. This is said to mark first time that league will telecast its games on network basis.

Charles Farrell, co-star of CBS-AM-TV My Little Margie and former mayor of Palm Springs, Calif., honored with testimonial dinner by Palm Springs Chamber of Commerce for service to community, Nov. 12.

Clare Helder, manager of WBKB (TV) Chicago's national spot sales department, father of girl.

Harry Schumacher, ABC Central Division engineering department, and Sally Sturges, network's traffic department, were married Nov. 14.

George Balzer, writer, CBS Jack Benny Show, father of son, Nov. 21.

Bill Anders, announcer, CPRN Hollywood, father of boy, Robert Elliot, Nov. 7.


Barr Sheets, director of guest relations, CBS-AM-TV Hollywood, and Pat Binney will be married Dec. 27.

Joe Fisher, 67, father of George Fisher, Columbus Pacific Radio Network motion picture editor, and coordinator of his son's radio program, died Nov. 10.

Jane Pickens and Dennis James, radio and television personalities, were presented special plaques for distinguished service to United Cerebral Palsy by Leonard H. Goldenson, president of UCP, at organization's fourth annual convention in N. Y. on Nov. 15.

NEW vice presidents of Allen B. DuMont Labs [B+T, Nov. 23] are (l to r) C. Edwin Williams, instruments and transmitters; Irving G. Rosenberg, tubes and government, and Dr. Thomas T. Goldsmith, in charge of research for DuMont Labs. Messrs. Williams and Rosenberg formerly held titles of director of operation in those divisions. Dr. Goldsmith, who joined DuMont in 1936 as director of research, is a board member of the company and also president and a director of its wholly-owned Canadian subsidiary, DuMont Tele vision & Electronics Inc.

Ed Bloodworth, executive producer on CPRN The Whistler, composed lyrics to title song for Allied Artists feature film, "Jack Slade."

Film

Frank Mayo has formed Nordeck Films, Hollywood, located at 1638 N. La Brea Ave., to distribute films to tv. Telephone is Hollywood 5-2640.

Kingsley F. Horton, vice-president, George F. Foley Inc., Hollywood, has formed King Horton Productions, that city, with offices at 6087 Sunset Blvd. Firm will make industrial films in addition to packaging radio-tv programs. Telephone is Hollywood 5-2191.


Jerome B. Capp, formerly general manager and treasurer, Capp Enterprises, to Television Programs of America, N. Y., tv film production and distribution company, as national director of advertising and promotion. He also will engage in production activities for TPA.

William H. Schuyler, assistant to president, KEYT (TV) Santa Barbara, to Comet Televi

Ed Dinsmore, Mike Mearian & Clint Buhel include your Diary Sandalbagues.

WBEN has personalities—plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.

Call or Write any CHRISTAL Office in Chicago, San Francisco, Boston or Detroit.
sion Films Inc., Hollywood, as Western Division sales manager. Eloise Reeves, film director, KECA-TV that city, to distribution firm's expanded office as general manager. Arthur S. Lyons is executive in chief.

Liberace, tv personality-pianist whose program is nationally syndicated by Guild Films, presented plaque honoring his services as tv chairman of American Education Week by Calif. Teachers Asso., Nov. 18.

Herbert Johnson, associated with various tv production studios in N. Y., to Chicago office of Sarra Inc. as motion picture animation director with responsibility for tv film planning of tv advertisers.

Martin G. Cohn, 58, film editor for Ziv Tv Programs Inc., Hollywood, died Nov. 19.

Manufacturers

W. J. Peterson, customer service engineer, appointed sales engineer, Radio & Tv Tube Sales, Sylvania Electric Products Inc., Chicago.

Martin W. Vogt, sales staff of National Union Radio Corp., appointed Mich. sales representative for Mark Simpson Mfg. Co. (PA equipment, intercoms, amplifiers, tv boosters, etc.).

T. V. Sweeney, sales engineer with Canadian Marconi Co., appointed commercial products division sales manager.

Kenneth V. Tindall to sales staff of Mycalex Corp. of America, Clifton, N. J. (glass-bonded mica electrical insulation for tv, telemetering, printed circuits and power fields), as commercial engineer. Mr. Tindall formerly was national sales engineer for Airtronics Mfg. Co.


Representatives


Carl Schueller named general manager of Daren F. McGavern Co. and Western Radio Sales, newly opened L. A. offices at 541 N. La Brea Ave. Telephone is Webster 3-9267.

Robert Q. Tiedje, director of sales promotion and research, George P. Hollingbery Co., N. Y., to tv sales staff of firm.

Program Services

June Hillman, radio, tv and motion picture actress, and Robert Hillman, director of program development, KTTV (TV) Hollywood, have formed Hillman-Oakley Inc., Beverly Hills, tv live and film package and producing firm. Offices are at 332 S. Beverly Drive, with telephone number, Crestview 4-2998.

H. E. (Hank) Edwards to Jack Rourke Productions, Hollywood, as director of sales promotion.


Services

Eugene J. McNeely, vice president in charge of personnel relations, American Telephone & Telegraph Co., appointed head of operation and engineering department succeeding Frederick R. Kappel, recently elected president of Western Electric Co. H. Randolph Maddox, president of Chesapeake & Potomac Telephone Co., becomes AT&T vice president succeeding Mr. McNeely. James W. Cooke, vice president of Northwestern Bell Telephone Co., named vice president of AT&T in charge of revenue requirement studies, replacing Charles E. Wampler, elected president by Wis. Telephone Co.

Andrew Sarkady, Leo Burnett Co., Chicago, appointed vice president of Pilot Surveys Inc., that city.

John P. Carr, Francis X. McDonough, William P. Sims Jr., Earl R. Stankey and Thomas H. Wall have become members of law firm of Dow, Lohnes & Albertson, Washington.

Jarlath J. Graham promoted from associate editor to managing editor of Advertising Age, replacing Robert W. Murray Jr., who has resigned.

Claire E. Meeder, on administrative staff of James C. Petrillo, president of American Federation of Musicians (AFL), appointed first assistant to Mr. Petrillo, succeeding A. Rex Recardi, who died Nov. 11 [BT, Nov. 16].

Government


"What" a Push

STATION manager, how would you answer this one? A recent postal card from W. G. H. of Kissimmee, Fla., sent to WMBR-TV Jacksonville, Fla., read: "Gentlemen: Since you increased your power to 100,000 watts your programs come over fairly well but still heavy snow and other distractions. Can you add just one watt more. Maybe that one little watt is what is needed to push programs over."
FEDERAL FEES FOR STATION LICENSES: A REPORT ON HOW IT WORKS IN CANADA

BCT’s Canadian correspondent reports how Maple Leaf broadcasters feel about their government’s licensing fee. Consensus: It gets larger every year and has led to government control of stations’ finances.

WITH the possibility that U. S. broadcasting and television stations soon may have to pay annual license fees, it is interesting to note that in Canada stations always have paid such fees. In recent years the amount has changed, and today the license fees are sizable compared to their former nominal nature.

Before 1947 Canadian stations paid a nominal $50 a year to the Dept. of Transport or its predecessors. In 1947 the system was changed and stations were required to pay on a percentage of gross revenue. The collected fee was passed on by the Dept. of Transport to the Canadian Broadcasting Corporation, to help its operating system.

In the government fiscal year 1947-48 independent Canadian stations paid transmitter license fees of $73,100, in 1948-49, $125,300; in 1949-50, $153,700; in 1950-51, $159,500; and for the fiscal year 1951-52 the license fees for the last fiscal year are not yet available. The fees amount to roughly 1% of gross revenue, and are based on gross station revenue less agency commissions and talent costs for the station’s last fiscal year. Payments are made in one lump sum.

Before the present fee basis was set up there were many meetings between independent broadcasters and the Dept. of Transport, since the original plans would have brought the government and its national broadcasting system a great deal more in license fees and possibly have put some stations into or close to bankruptcy. Only after long negotiations were the independents able to reach a settlement which left them in business.

Not Popular

The present license fee system is not popular with Canadian stations, since under it they must report their earnings. Full information concerning the station’s schedules, operating revenue, operating costs, profits and other data. While the data is confidential it is being used to broaden government control over station ownership. Transfers of even one share of stock in a station must be reported, and cannot be made without prior approval of CBC’s board of governors. Independent station authorities pay transaction license fees but the start of government control over a station’s finances.

The government also recently has amended the Canadian Broadcasting Act to allow license fees to be collected from other radio sources. One amendment defines commercial broadcasting stations to include such stations operated for gain. This would give the government power to tax with a transmitter fee commission and radio towers and possibly microwave relay towers and similar equipment which receive programs and re-transmit them in some form.

Another amendment broadened the definition of broadcasting stations to include any station equipment being used or receiving apparatus or both, intended or capable of being used for any form of radio electronic communication, whether by transmission or reception. This is felt may open the way for taxing with a license fee any receiver, wall speaker or selector switch receiving programs by wire or from a community antenna service.

Radio amateurs operating transmitters as a hobby, always have had to pay annual license fees, amounting to $2.50 in recent years.

Canadian broadcasters feel the initial amount of the license fee is not the important factor, for they have found the license fee in some way or another always increases. They have found that the existence of a transmitter fee has led to a continually widening control by government departments over station ownership and to securing more and more financial information from stations. They have seen the scope of the fee broaden and its use put to other purposes than originally intended.

Thus when Canadian stations first began paying the license fee it was a service fee for the issuance of a license and periodic equipment inspections. Since the larger fees have been paid, the money has been turned to the government’s broadcasting system which in some areas operates stations in competition to the stations which pay it a license fee, regulates all Canadian independent stations and supplies programs to many stations.

Toronto School Grows

A GROWING number of students are being trained at the Ontario government’s Ryerson Institute of Technology, Toronto, to take their places in radio and television work in Canada. There are 100 students enrolled in daytime courses and 204 in evening classes.

XETV Hopeful FCC STA Portends U.S. Originations

REPRESENTATIVES of XETV (TV) Tijuana, Mexico, last week were hopeful FCC’s special temporary authority allowing them one-day pickup of a special event in San Diego may signify a break in the long deadlocked Mexican border tv situation.

So far, FCC has failed to act upon a pending request for authority to originate programs in San Diego for XETV, whose signal reaches into Southern California as well as Mexico. Local San Diego tv interests have opposed the request, submitted by Alvin George Planagan, XETV program and sales director, who proposed to "package" the U. S. shows at San Diego studios (BCT, Aug. 17).

FCC’s STA permitted XETV to pick up an air pageant Nov. 22 at Miramar Navy Air Base, north of San Diego, commemorating the 50th anniversary of powered flight. Commission spokesmen recalled that to their best knowledge XETV was the only station airing the three-hour pageant. The STA represented Mr. Planagan’s third attempt to secure a authority to cover a special event in the U. S. Two earlier requests were turned down, XETV reported.
Radio News Broadcasts Harass Russians More

RUSSIA is becoming increasingly harassed with western world news broadcasts to Communist Europe by Radio Free Europe and other hookups, a group of foreign affairs experts said last week. This view was expressed at an institute held by the National Committee for a Free Europe and the Chicago Council on Foreign Relations, on the subject, "The Free World's Stake in Captive Europe."

Stetson Holmes and Frank Wright, committee representatives, reported that broadcasts are becoming more effective because the Russians are denouncing them more; that western broadcasters are disrupting USSR efforts to "scramble" their programs by focusing all western transmitters on a single country at one time; and that people with radio in Communist countries have set up home-made printing presses to pass radio-originated news along to friends in other countries.

U.S. Tv Network Shows Help Canadian Outlets

IMPORTATION of more U. S. tv network shows has improved audiences of Canadian tv stations where there is competition from U. S. border stations, according to the latest figures of the Elliott-Haynes Ltd., Toronto, monthly Teleratings Report. The November report shows sets-in-use figures down slightly in the Toronto area, but up slightly at Montreal and Ottawa. Most popular programs in the Toronto-Hamilton-Niagara Falls area on CBLT Toronto for November were NHL Hockey, rating 58.2 (Canadian), Dennis Day Show 50.5, Jackie Gleason Show 45.9, Toast of the Town 39.5 and Kraft Theatre 38.5.

From WBEN-TV Buffalo, most popular in the same area were 1 Led Three Lives 73.8, Arthur Godfrey 63.1, Studio One 62.6, Kraft Theatre 62.2 and Letter to Loretta 60.9.

In the Montreal area, from CBFT Montreal, the leading five were NHL Hockey 88.6 (Canadian), Wrestling 84.7 (Canadian), Hit Parade 83.2, Les Pleufle 82.9 (Canadian) and Corridor Sans issue 81.3 (Canadian).

From CBOY Ottawa, the leading shows were Toast of the Town 89.7, Boxing 89.2, Showtime 88 (Canadian), CBC TV Theatre 85.6 (Canadian), and Hit Parade 85.

Canada Sales Conference

AGENCY executives Nov. 23-24 told French language radio station managers how they could best help sponsors and agencies and gain more business at the first sales conference held by Joseph A. Hardy Ltd., Montreal, for stations it represents at the La Salle Hotel, Montreal. Among the speakers at the two-day session were Keith Chase, McKim Adv. Ltd., Montreal, who dealt with station service for sponsors and agencies; Paul Corbeil, Spitzer & Mills Ltd., Montreal, who spoke on programming; Bill Hardwood, Cockfield, Brown & Co. Ltd., Montreal, who dealt with promotions; Aurele Pelletier, CKRC Quebec, who spoke on "Making Station Promotion Pay Off".

ATTACK MOUNTS ON BRITISH TV STAND

CONTROVERSY in Great Britain over the Government's proposal to permit limited commercial tv reached a high last week with possible repercussions threatening the Conservative Party. A cabinet session was called Wednesday to consider this revolt within the party. Other issues were war pensions and the Suez Canal problem.

The House of Lords began a two-day debate Wednesday on commercial tv. Government Stands Pat

It was reported that the Churchill cabinet already had decided to stand pat on its commercial tv stand. According to news service dispatches from London, the Government was confident of victory—if carrying out its announced intention of permitting a commercial television operation to be added to the British Broadcasting Corp. tv system.

The flare up in Britain was sudden. By the middle of last week the situation had grown to a high pitch because of the number of issues involved, one foreign policy, the other two domestic.

445,000 Tv Sets in Canada

LATEST estimate on television receivers in Canada is 445,000 sets, based on surveys of Elliott-Haynes Ltd., Toronto, and the Radio-Television Mfrs. Assn. of Canada.

CANADA Major number of sets, 222,500, are in the Toronto-Hamilton-Niagara Falls area of southern Ontario, within range of CBLT Toronto, and WBEN-TV Buffalo. There are 71,200 in the area of Windsor-Chatham and Sarnia, in range of Detroit tv stations. The London-Woodstock-St. Thomas area, in range of a number of U. S. stations and CEPL-TV London, has 18,800 receivers. The Belleville-Kingston-Brockville area of Ontario, in the range of Rochester and Syracuse stations, has 7,800 receivers. The Ottawa area (CBOT there) has 10,100 sets. In the Montreal area, 86,800 sets are in CBFT-Montreal range. In the Vancouver-Victoria area, tuned to U. S. stations, are 14,200 sets. Elsewhere in Canada there are a total of 13,600 sets.

Work on Tv Outlet Begun at Quebec City

FIRST television station in Quebec City now is under construction. A construction award for studios and building has been made. Television Quebec Limited is building its transmitter building and studios on St. Jean Bosco St., near Cite Universitaire. The tower contract has been let to Cobra Industries Inc., Quebec. Total estimated cost of tv station and building is $500,000. The building will be two stories, 65 by 42 ft., with reinforced concrete floor and stone walls. Tower will be 440 ft. high.

Canadian Color in '55

CANADIAN color tv receivers are not expected to be ready until 1955, according to Kenneth J. Farthing, advertising manager of the Canadian Westinghouse Co.

CANADA Hamilton, Ont. At a luncheon talk at Toronto he estimated the price of the first Canadian color tv sets to be between $1,200 and $1,500.
30 RADIO OUTLETS CITED FOR FARM SAFETY

National Safety Council awards go to 30 radio stations, two radio networks and one TV station. Presentation scheduled at luncheon given for NARFD.

RADIO carried away 32 farm safety public interest awards. The National Safety Council saw one award in the National Safety Council's presentation scheduled to be made yesterday (Sunday). The awards are given annually for exceptional service to farm safety.

Thirty radio stations, two radio networks and one TV station won awards. The presentation was scheduled for a luncheon tendered by the council to members of the National Assn. of Radio Farm Directors at Chicago's Conrad Hilton Hotel.

The noncompetitive awards were to be conferred for outstanding activities in connection with National Farm Safety Week (May 21-27) and for the preceding 12-month period.

The winners, and some of the activities for which they were cited, follow:

WCPO-TV Cincinnati for cooperating with the National Safety Council in presenting an early morning program entitled Farm News which regularly had one 10-second and one 20-second farm safety spot; for featuring farm safety announcements on a Saturday morning quiz show and on Dew's Clubhouse, and for devoting all sustaining station breaks during Farm Safety Week to farm safety reminders.

NBC, for including special farm safety features on at least 12 National Farm & Home Hour programs, including a transcribed report of the progress of farm safety from KYW Philadelphia on July 18, and for devoting one of the NBC Public Affairs broadcasts to farm safety.

RURAL RADIO NETWORK, for a series of six five-minute interviews with people who had serious accidents and for publicizing the interviews through announcements sent to 891 subordinate grange lecturers and 500 New York newspapers.

KDKA, for contributing the slogan "Farm to Live—Live to Farm" to the national observance of Farm Safety Week, for 107 spot announcements on the Farm Hour, a number of special spots prepared for the Court for a Safer Home, offers to cooperate with the sister station KYW in operating a farm safety exhibit at the Pennsylvania Farm Show at Harrisburg, Jan. 18-26.

KFGQ St. Joseph, Mo., for 94 separate interviews on farm safety and 32 special safety programs during the year, and for 210 special spot announcements during National Farm Safety Week alone.

KGLQ Mason City, Iowa, for conducting a farm safety slogan contest which drew entries from 256 communities, for using farm safety slogans on 105 station breaks during Farm Safety Week, and for developing a program by which a station representative carried on telephone conversations with listeners regarding their ideas for improving farm safety.

KMO Marshall, Mo., for presenting 207 special farm safety programs during the year, for daily radio farm safety spots on The Farm Hour, and for an essay contest on "What we have done to help avoid accidents on our farm."

KHDK Portland, Ore., primarily for producing a Farm Safety Week program later distributed to 22 Oregon stations, and for various other worthwhile taped interviews.

KRHD Duncan, Okla., for persuading three sponsors to relinquish all their commercial time for farm safety announcements during Farm Safety Week, and for broadcasting discussions of farm safety on a remote pick-up from the local county fair.

KUBC Montrose, Colo., for using 761 farm safety spots during the year (281 of which were sponsored spots on safety during Farm Safety Week) and for producing 22 special programs during Farm Safety Week.

KIOM U. of Minnesota, for sending five taped shows to 30 other stations, for sending spot announcements in 30 stations, and for producing eight television shows for use on TV stations around the state.

KWTX Springfield, Mo., for conducting a letter-writing contest for true accounts of accidents to farm people, and for distributing red flags to owners of tractors that use the highways.

KYK Yakima, Wash., for including daily safety plugs or interviews on each of two farm shows Mondays through Saturdays, for four references on regular programs and for 22 special farm safety programs, and for 40 special farm safety programs with prominent guests and typical farmers.

WBAL Baltimore, for conducting a farm safety slogan contest and for using its sister station WBAL-TV to help publicize its farm safety activities.

WBL, WBZA, WBZ-TV Boston, for including some reference to safety on 886 of the nominating's regular programs, for eight special farm safety programs, for 365 spot announcements on farm safety, and for other special features in a well-balanced farm safety program. WDBA Danville, Va., for 1,050 spot announcements on regular programs, 450 spot announcements on farm safety, and 24 special farm safety programs. This station's greatest single contribution was an exhibit of "junk" composed of common farm accident hazards on "Farmer's Day" at the Danville Fair Ground.

WGO Schenectady, N. Y., for a series of 10-minute talks devoted to the topics of each day of Farmer's Week, for constant day-by-day and week-by-week reminders to listeners, for 400 references to safety on regular programs, 30 special farm safety programs and 400 spot announcements.

WHAM Rochester, N. Y., for setting up a booth on safety at the local county fair, 12 special farm safety programs, 520 spot announcements on farm safety, and for reference to safety on all of its regular programs.

WHAS Louisville, Ky., primarily for conducting a search for the "best teen-age driver in the state" in cooperation with the local high schools and other agencies.

WHDH Boston, primarily for a series called "The House That Jack Re-Built," which told how a local farm house was burned down and then rebuilt to eliminate all possible accident hazards.

WHO Des Moines, Iowa, for keeping a daily record of farm accidents and using them in urging listeners to practice more caution, for booking 39 special farm safety programs during the year, and for arranging for an over-turned tractor to point up the dangers of mishandling tractors at the State Field Day in Boone County.

WIBC Indianapolis, primarily for emphasizing safety in the Indiana State and National Mechanical Corn Picking Contest, and for sending a special letter recommending cooperation with Farm Safety Week to all farm radio directors or program directors in the state.

WIBX Utica, N. Y., for again providing farm safety announcements in Italian and Polish safety jingles, for aiding local businessmen in setting up safety booths at local functions such as the Utica Sports Show, county fairs, etc.; for sending publicity releases on Farm Safety Week to 65 rural newspapers, and for conducting a far-reaching campaign featuring highway safety and farm job safety.

WOI Kokomo, Ind., for an exceptional interview with a farmer who told how he lost his hand in a corn picker accident, for a program "promoting the cutting of corn and tall weeds at country roads, intersections, and for 28

AWARDS

PHONOGRAPH RECORDS

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—a quarter of a million selections.

SESAC INC.
Serving The Entertainment Industry Since 1931
475 FIFTH AVENUE
NEW YORK 17

November 30, 1953 • Page 115
special farm safety programs and 1,382 spot announcements.

WJPS Evansville, Ind., for 70 spot announcements and five special interviews used during Farm Safety Week and for including a Farm Safety Week safety appeal on each broadcast of the Home on the Farm program.

WKIG, WKIG-FM Fort Wayne, Ind., primarily for a farm safety bee conducted in cooperation with the local FFA, for broadcasting the details of three tractor safety contests, for a 12-month program of featuring farm safety slogans on three daily farm shows, and for its imaginative treatment of interviews featuring the sound effects and "voices" of various machines, stairways, etc.

WLW Cincinnati, for 8,500 spots on general safety, with 1,000 devoted to farm safety; for 25 special farm safety programs, and for encouraging its farm program director to serve as a member of the Executive Committee of the Ohio Farm and Home Safety Committee.

WMT Cedar Rapids, Iowa, for hiring a plane to tour eastern Iowa and drop several thousand colored leaflets announcing Farm Safety Week, for a farm safety slogan contest which drew over 1,000 entries; and for using hundreds of farm safety spots during the year.

WNAX Yankton, S. D., for continuing a good farm accident prevention program in which safety was mentioned on 200 regular programs, and for 750 farm safety spot announcements and farm safety programs.

WNOX Knoxville, Tenn., for a farm safety letter-writing contest on "What I have done during the past year to make my farm safer," for mentioning safety on 1,385 of its radio programs, 2,316 spot announcements on farm safety, and for 14 special farm safety programs.

WPGH, Pittsburgh, Pa., for a outstanding educational effort including 203 programs, 2,040 spot announcements and 1,382 station break spots.

WBVA Richmond, Va., primarily for making available to other stations in Virginia its own three 4-minute program series entitled The Story of an Accident.

Judges were: C. L. Mast, secretary of the American Agricultural Editors Assn.; Dix Harper, farm news director, WLS Chicago; Creston J. Foster, public relations director, American Farm Bureau Federation, and Maynard H. Coe, farm director of the National Safety Council.

WAFJ Slogan Wins Bond

WAFJ Decatur, Ala., which went on the air Oct. 3, has awarded a $100 bond to the winning call letter slogan—"Where Airways Join Friends"—chosen in a station-sponsored contest. The new radio outlet presents 15 newscasts and three 10-minute local news summaries, daily, C. H. Quick, general manager, reported.

Educ. Program Exhibit Accepting Entries

ENTRIES for the 18th annual American Exhibition of Educational Radio & Television Programs are being accepted until Jan. 1, according to I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio-Television. Winning programs will be announced April 5 as a feature of the institute's 24th annual meeting in Columbus, April 7-10.

A new class of programs, dealing with basic freedoms, has been added for radio and tv. Programs will deal with traditional rights such as freedom of inquiry and expression, due process and equality. The seven tv classes to participate in the program directed to all special interest groups, cultural, public affairs, systematic instruction, young people's out-of-school listening and school telecasts. Radio programs include the tv group, except systematic instruction, plus those dealing with personal and social problems and special one-time broadcasts.

Fire Underwriters Award

NATIONAL BOARD of Fire Underwriters has announced it has invited radio and television stations and daily and weekly newspapers to participate in its annual Gold Medal Awards for Outstanding public service in fire prevention and fire safety. Closing date for entries is Feb. 15, 1954.

Top winners in 1952 in radio and television were KANS Wichita and WBZ-TV Boston. Honor citations were presented to WNAX Yankton, S. D.; KMLB Monroe, La.; WJSJ Winston-Salem, N. C.; WIPD Johnstown, Pa.; WAAM (TV) Baltimore; KRLD-TV Dallas, and WFMY-TV Greensboro.

CBS 20-Year Club Awards

PINS and $100 saving bonds were awarded to 112 New York employees of CBS initiated into CBS' 20-Year Club at a party in New York Nov. 19. Presentations were made by Frank Alton, president of CBS Inc.; Frank Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-Television. Other awards will be presented to 148 CBS employees at branches in other parts of the country.
Station Authorizations, Applications
(As Compiled by B • T)

Nov. 19 through Nov. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP • construction permit, DA • directional antenna, ERP • effective radiated power, uhf • ultra high frequency, vhf • very high frequency, uhf • ultra high frequency, ant • antenna, aural vis • visual, kw • kilowatts, w • watts, mc • megacycles, d-day • day, n-night • night, ls • local sun set, med • medium, mc • modified cast, tr • transmitter, un • unlimited hours, kc • kilocycles, 88a • special service authorization, fcc • federal communication commission, fm • free mailing, total • total facilities.

FCC Commercial Station Authorizations
As of Oct. 31, 1952

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,479</td>
<td>536</td>
</tr>
<tr>
<td>CPs on air</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>106</td>
<td>20</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,479</td>
<td>536</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,603</td>
<td>736</td>
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<tr>
<td>Applications in hearing</td>
<td>127</td>
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<tr>
<td>Total pending</td>
<td>781</td>
<td></td>
</tr>
<tr>
<td>Licenses denied or granted</td>
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<td></td>
</tr>
<tr>
<td>CPs deleted in Sept.</td>
<td>2</td>
<td></td>
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</table>

# Does not include noncommercial educational fm and tv stations.

# Authorized to operate commercially.

Am and Fm Summary through Nov. 24

<table>
<thead>
<tr>
<th>On</th>
<th>Am</th>
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<th>TV</th>
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<tbody>
<tr>
<td>Apple</td>
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<tr>
<td>Hear</td>
<td>124</td>
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<tr>
<td>Air</td>
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<tr>
<td>Licensed CPs in Sept.</td>
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<tr>
<td>146</td>
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<tr>
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Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<table>
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<tr>
<th>Commercial</th>
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<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
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<tr>
<td>Commercial</td>
<td>Educational</td>
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<tr>
<td>13</td>
<td>10</td>
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<tr>
<td>16</td>
<td>16</td>
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<tr>
<td>Total</td>
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| Total Operating Stations in U.S.:
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<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>On air</td>
<td>uhf</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>214</td>
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<tr>
<td>108</td>
<td>323</td>
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<tr>
<td>Total</td>
<td>322</td>
</tr>
<tr>
<td>12</td>
<td>334</td>
</tr>
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<td>7</td>
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Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>Educational</td>
</tr>
<tr>
<td>2,485</td>
<td>536</td>
</tr>
<tr>
<td>1,185</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td></td>
</tr>
<tr>
<td>58</td>
<td></td>
</tr>
<tr>
<td>1,246</td>
<td></td>
</tr>
</tbody>
</table>

| Twenty-five CPs (6 vhf, 19 uhf) have been returned :
| Include 26 already granted |
| Include 41 already granted |

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) are now in effect.

APPLICATIONS


Miami Beach, Fla.—South Florida Tv Corp., vhf ch. 7 (174-180 mc): ERP 1,000 kw visual. 1,000 kw aural; antenna height above average terrain 596 ft, above ground 960 ft. Estimated construction cost $1,067,761.50, first year operating cost $1,117,636.50, revenue $1,068,495.00. Post office address: 404 Government St., Miami Beach. Service area: all of Miami-Dade County. Applicant: Morris E. Lewis, president; Charles P. N. Nettles, vice president; Ross E. Davis, secretary; John B. L. Davis, attorney.

New York City—L. J. Harris, Esq., for Waves Inc., vhf ch. 12 (174-180 mc): ERP 2,505 kw visual, 2,485 kw aural; antenna height above average terrain 696 ft, above ground 960 ft. Estimated construction cost $1,078,341. First year operating cost $1,127,073.50, revenue $1,074,934.90. Post office address: 4001 New York Ave., New York City. Service area: all of New York City. Applicant: Morris E. Lewis, president; Charles P. N. Nettles, vice president; Ross E. Davis, secretary; John B. L. Davis, attorney.


San Francisco, Calif.—Wats Tucky Inc., vhf ch. 5 (174-180 mc): ERP 1,405 kw visual, 1,395 kw aural; antenna height above average terrain 596 ft, above ground 960 ft. First year operating cost $717,505, revenue $709,775. Post office address: 2110 N. 19th St., Philadelphia. Service area: all of San Francisco. Applicant: Morris E. Lewis, president; Charles P. N. Nettles, vice president; Ross E. Davis, secretary; John B. L. Davis, attorney.


SCHAEFER REMOTE CONTROL SYSTEM

satisfied customers coast to coast
one year guarantee
two weeks delivery
complete — ready to install

November 30, 1953 — Page 117
The best way to sell the KANSAS FARM MARKET

NEW FM STATIONS

Applications

Ownership Changes

Applications

New FM Stations

Applications
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum
All other classifications 30¢ per word—$4.00 minimum • Display ads. 15¢ per inch. No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICATIONS: All communications or bulk packages submitted, 1.00 charge for mailing. Forward resumes and transcriptions, please, to box numbers sent as owner's risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager: Major station in top eastern market seeks experienced manager. Must have solid radio and television experience, be a master of personnel control, able to handle employees with personality and build strong contacts quickly on local and regional levels. Salary open. Commission or over-ride. Excellent opportunity for man able to handle all phases of operation. Box leading number. Please state salary required.

Immediate opening. 1000 watt station for experienced commercial manager. Interview required. Contact B.T. Box 296, WP, Box 38, Artelesa, New Mexico. Phone 650.

Salesmen

Guaranteed monthly income $400, against 15 percent commission, protected territory, account list for experienced man. Established Illinois independent offers permanent position, good future for convicted worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid group insurance. Salary plus commission, protected territory, account list for experienced man. Must be a good commercial man. Send tape and letter with complete credentials and desired salary requirement to Box 586A, B-T.

Southern group that operates several stations has opening for two experienced salesmen that can sell and still give good personal time. Excellent money proposition with chance of stepping into management positions. Must be experienced, married, sober, and reliable. Write Box $414A, B-T.

Progressive independent in top market near New York needs salesman with ideas for his accounts. Guarantee, 10%. Resume to Box 540A, B-T.

Aggressive Michigan regional station offers genuine opportunity for earnings and advancement. Please tell all. Box 596A, B-T.

Salesman for small market station located in town of 32,000 for full-trained capable man. $360 base, plus 10% of net. Call, write or wire George Corgy, KUSC, Montana, Coat.

Salesman, not afraid of tv. Aggressive and mature combined. Must be non-smoker or applicant must apply. Largest market in the Rocky Mountain area. Submit resume, references promptly. Box 605A, B-T.

Successful sales manager and chief engineer, with $3,000, to $5,000 capital to invest in employee-owned station. Box 814A, B-T.

Salesmen free to travel with well known, national organization are earning $145–$300. Weekly commissions selling new copyrighted special feature entertainment. Excellent opportunity for the independent. Dependable men can advance to campaign managers. $15,000–$15,000 yearly. Write Box 65A, B-T.

Get an expert to plan your classified ad to get results. Box leading number. BROADCASTING. TELECASTING. Call, write, Harry Stevens, B-T. Veteran at this game. Few words make people do big things for you. Write, wire, phone him. Box leading number. BROADCASTING, 1735 DeSales Street, N. W., Washington 6, D. C., Metropolitan 8-1022.

Announcers

Opening southwest combination engineer-anouncer position on announcing. Send details to Box 381A, B-T.

Am-tv station in southeastern market of 100,000 is enlisting announcing staff. Am and tv duties available. Strong voice with control board ability required. Starting salary $500–$600. Experienced, versatile, all-round announcer with first or second phone beat. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start as early as possible. Box 584A, B-T.

Help Wanted—(Cont'd)

Two experienced announcers wanted by southern small market station that's really on the ball. Must be a master of personality and sales. Excellent salary and living conditions. Married only. Box 589A, B-T.

Announcer with experience and restricted third or first class license wanted by kiotowatt eastern independent. Box 556A, B-T.

Announcer-engineer with first class ticket. Good station with 515 watt daytimer. Need able announcer. Must be a good commercial man. Send tape and letter with complete background, plus salary requirement to Box 586A, B-T.

Newsman. Second man for Michigan radio-tv operation, strong local news emphasis. Basic requirements, reliable, and interested in top permanent position. Good salary and living conditions. Married only. Box 573A, B-T.

Announcer-engineer, first phone, strong on announcing. $9000 with not affiliated. Also consider any employee, good midwestern market. If you qualify, send tape and letter to Box 552A, B-T.

Good announcer and promotion man for combination work. Good salary for good sales mature young college man. Good CBS network station. Send full information first letter, including photo and audition tape. Box 605A, B-T.

Minnesota station needs sports announcer able to sell time. Good salary plus commision. Box 617A, B-T.


Tenth watt daytimer. School training considered. Sales privilege. Tape, resume to WARU, Allentown, S. C.

Staff announcer. Strong, music, news. Send deck, resume, pictures, WBCK, Battle Creek, Michigan. TV.grantee.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications, and photo to WBMB, Marion, North Carolina.

Announcer. Immediate opening, must have experience. WEAV, Plattsburg, New York.


Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. No credentials will be checked. Box 271A, B-T.

Chief engineer with announcing ability wanted by eastern independent station. Please send background, references and photo. Box 558A, B-T.

Help Wanted—(Cont'd)

Chief engineer-announcer, good voice, thoroughly experienced in both fields. Must operate board. Car necessary. $90.00–$40 hours. Box 559A, B-T.

Chief engineer. Southern town, 30,000, excellent living conditions. Prefer man who can do limited announcing and one who wants to work toward a good future. Tell all first letter. Box 594A, B-T.

Engineers, first class license. Experience desirable. New England area. Box 588A, B-T.


Immediate opening. First class engineer, WCN'T, Centralia, Illinois.


Open engineer in am, fm, tv operation. Box leading number. Kalamazoo, Michigan.

WLBC and WLBC-TV needs an assistant chief engineer. Must have 1st class license and be able to operate equipment on am-fm and tv transmitters plus video and audio control. An interested writer to Marv Crew. Chief Engineer, WLBC at Munice, Indiana, must have experience and salary expected.

WLBC and WLBC-TV needs engineers with 1st class licenses. Depending on situation, engineers start as high as $415.00 for forty-five hour week. H. B. Wright, Chief Engineer at 4600 in Muncie, Indiana.

First ticket, experience unnecessary. ABC affiliate, work into tv. $60-$850. Chief Engineer, WFTU, Fortrington, Connecticut.

First class transmitting engineer, 1000 kw station, indie daytime. Contact Chief Engineer immediately, WWNH, Rochester, New Hampshire.

Production-Programming, Others

Girl writer-anouncer to handle well established participating show and interviews, write copy. Sales experience preferred. Address Box 575A, B-T.

Assistant programmer and director of radio and television, southern university, effective February 15. Must have class licenses. First letter desired. Box 595A, B-T.

Program director, must have supervisory ability on both station and network staffs. Southern New England and affiliate. Box 596A, B-T.

Are you this woman? Indie station in southern city over 100,000 needs aggressive, alert, business woman with management ability. First letter and program director must be at least 30 years. Have previous radio experience and still sold on am broadcasting. Salary open, send details your first letter. Box 604A, B-T.

Immediate opening for combination copywriter announcer-excellent position for young graduate. Light on experience. Must have ability and be willing to learn. Contact Program Director, WAYB, Waynesboro, Virginia.

Program director. Immediate opening. Must be strong in all phases of program work with accent on news. Send complete information first letter to Manager, WBTV, Pensacola, Florida.

Experienced copywriter 5 kw CBS station. Submit sample copy with application. State salary requirements. Manager, WCAX, Burlington, Vermont.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WYBC, Somerset, Pa.

Television

Managerial

Tv salesman manager—only a producer considered. Give references complete background and salary desired. Box 559A, B-T.
Help Wanted—(Cont'd)

Technical

Engineer first class license for leading southern station in two station market. TV experience and well rounded PM background required. Reply 1528, Box A-T.

Chief engineer for new tv station in midwest metropolitan market of two million. Must have practical background in running two years in tele- vision, and knowhow to put station on the air. RCA transmitters and antenna equipment, send full particulars, references and starting salary. Box 566A, B-T.

Production-Programming, Others

Program manager and production manager. Will only be filled if they are experienced. Give complete details. Box 550A, B-T.

Situations Wanted—Managerial

Manager with twenty years in radio sales management of established outlet; or midwest new station on air with both administrative and technical know-how. Box 562A, B-T.

Available as general manager or sales manager, have owned controlling interest in station. Must make $8,000.00 salary and commissions, native of Florida, preferably available for interview. Making big change, interested in offer to locate permanently; only civic minded civil service person. Box 596A, B-T.

Medium or small station manager—family man with proven record as profit maker the right way. COMM, TV, INTER. Will furnish top references, know the radio business national and local from transmission to send. At the bank. Reasonable reason for making change. Prefer small or medium market. Box 603A, B-T.

General manager who can create and develop sales. 11 years net programming experience. 9 years experience in radio sales department. Know national and local station sales. Have agency and advertisers contacts. 23 years in radio business. Resumé requested on request. Box 634A, B-T.

Manager, North Carolinian with proven record in sales management. Available December 15. Box 610A, B-T.

Manager-salesmanager. Experienced 10 years all phases, including tv. Married. 2 children, veteran. Willing to purchase block to insure permanent interest. North central location preferred. Box 612A, B-T.

Salesmen

Salesman, announcer, program director, assistant manager, radio. Young, attractive, first choice for large, fast growing market. Desires to go into management. Box 601A, B-T.

Young, married. Requires job that offers professional growth. Box 602A, B-T.

I have no fancy promises—give no unheard of claims. Am hard-working commercial manager with fine sales record. Desire commercial manager or station manager position. Recently commercial manager 500 CBS stations; agency owner. Married. 30 years old. Excellent references. Experience in all phases radio. College education. Advertising-radio. Box 621A, B-T.

Announcers

Announcer, recent broadcasting school graduate. No experience required. Box 585A, B-T.


Staff announcer, radio, television. 2 years experience, young, now at 1 kw network affiliate, midwest. Married, car, prefer west. Good references. Box 597A, B-T.

Newscaster, announcer, DJ. 10 years experience am, tv. Excellent voice, network calibre. Proven ability. Also writing commercials, jingles, direct Californi- na market preferred. Tape picture and resume upon request. Write Box 544A, B-T.

Experienced staff announcer, which includes news. DJ, disk jockey. Currently employed in New York State city. Will travel. Tape. Box 510A, B-T.

Do you need a good staff announcer who has out- grown present 11/2 year old job with small sta- tion? Have 3 years experience, will move immediately. Earlier with AFRI two years, schooled in Chicago. Now, 24, available immediately, one grand guy. Please write him Box 574A, B-T.

Available immediately. 1/2 years commercial, 2 years non-commercial. Operate board. Will travel. Box 575A, B-T.

Announcer. Three years' staff experience all phases DJ, news. Currently employed large mar- ket midwest. College graduate, 25, veteran. Prefer northeast city west. 78,000. Box 577A, B-T.


Experienced announcer-engineer. First phone, degrees, veteran, married. Desire University proximity. Box 584A, B-T.


Seven years radio. Ace baseball, basketball, foot- ball, broadcaster, top salesman, good enocene and deseye. Prefer east or southeast. Currently offer any radio or tv. Box 593A, B-T.

Gal now at network affiliation would like to work at small station. Midwest preferred but not necessary. Available immediately. Disc, photo available. Box 592A, B-T.

Announcer, colored. Disc jockey, news, person- ality. Commercial board, single veteran, announced experience, well trained, tape available, will ac- cept any type announcing, free to travel. Box 597A, B-T.


Negro, DJ, newscaster, control board. Veteran. Some experience. Box 592A, B-T.


Announcer, first phone. Accent on programming disc shows from now to classic. Neapolitan style, family man. Wish to locate permanently in west or southwest. Box 611A, B-T.

Announcer, three years background, all phases. PD, log, copy control board, 23, single. Box 612A, B-T.


3 years training—3 months experience small sta- tion. Presently employed—need change. Wom- en's and children's programs, some copywriting. Tape available. References, Madeline McClean, Rumford, Maine.

Announcer, some experience; lots of ability and initiative. Permanency and Texas preferred. Married. Ed Osborne, 1690 Louisiana, Houston, Texas.

Salesman-announcer. Leading hillbilly person- ality and sponson sales record. Available December 15. Contact Claude White, Elkin, N.C. before 807-4 after 6:00 P.M.

Technical

Engineer. First phone, experienced transmitter studio recording remotes. New York or vicinity. Box 467A, B-T.

Engineer, 1st phone, any location, midwest pre- ferred. Family man. 7 years radio experi- ence but none in broadcast. Good voice. Now available. Box 526A, B-T.

Broadcast engineer, 4 years studio and trans- mission experience. Excellent position in tv or am with tv future, west, or southeast. Box 577A, B-T.

Announcer-engineer with 1st class license. Con- scientious, sober. Excellent personality. Experienced in news, DJ and staff announcing. References, tape and details furnished upon request. Box 585A, B-T.

Situations Wanted—(Cont'd)

Engineer, first phone, available now due to sta- tion time cutback from 24 hours. 4 years experi- ence. Professional, studiable immediately, am and fm. Present employers will recommend. Box 592A, B-T.

5 years experience combo (3rd). Family man 25, 5 years experience, now with station in south- west. Write or wire MacDonald, 1823 N. 13th Ave., New Orleans, La.

Engineer, 1st class license, one year am commer- cial and six months educational fm, tv exper- tise. Please write Box 577A, B-T.

Production-Programming, Others

Boston or New England area. Have you got cap- city, and a location? Will join present staff and with others to purchase radio station. Conden- sial. Box 511A, B-T.

Writer, producer, radio and tv. Just returned from 7 months European radio. Idee man and program sparkler. Write Box 626A, B-T.

Desire promotion or public relations position. Must be good in radio and in selling. Previously held executive position in radio. Thorough radio experience. Married. College education. Box 522A, B-T.

Television

Situations Wanted—Managerial

General or commercial. Experienced. All phases radio. Prefer educational progressive station. Will work on straight commendation. Box 454A, B-T.

Assistant manager-salesmanager with southern uhf station available immediately. Desires vilsta- ntion. Three years television sales experience. Experience put and use on air from foundation up. Knows network and national agencies. Salary open. Box 569A, B-T.

General manager—tv. The last five years televi- sion in major market; have experience in general management, labor relations, sales, programming and production. Presently employed, desire change. Box 587A, B-T.

Technical

Six years experience, combination salesman-an- nouncer radio, 8 years experience with tv. Increased salary. Will work to tv. $500.00 month minimum. Excellent performance record. Box 515A, B-T.

Traffic-program coordination. Young man, com- plete knowledge program, traffic departments, sales production job leading to director-coordi- nates position. Remuneration secondary. Box 562A, B-T.

Program or production director: I have produced hundreds of hours radio and television. Prefer one of the largest NBC outlets in the USA. Desire association with new progressive tv operation. Box 564A, B-T.

Triple-threat, experienced NY actress, writer, producer of her own tv shows to vacate "溃疡" Manhattan for progressive smaller town tv station. Truly exceptional background. Box 585A, B-T.

Manager or assistant to general manager. 5 years creative local and network production experience. In 23 markets. Family, community minded, college degrees. Excellent references. Box 606A, B-T.

For Sale

Situations—(Cont'd)

TV production training. Can you use services of single man 29—desiring opportunity leading to tv station? Two years college, 1 year commercial direc- tor, directed college variety, and radio shows. Commercial art certificate. Box 510A, B-T.


250 watt independent station in the southwest for quick sale. No curiosity seekers. Please Box 544A, B-T.

Complete 1 kw fm station including RCA BFC-1 transmitter, turntables, microphones, etc. Also Westminster fm-3 3kw; best offer. Box 584A, B-T.
Situations Wanted
Managerial
Let's talk if . . .

You are looking for a man of initiative, integrity and proven ability with outstanding major station experience in radio & tv. Have been: account executive; in charge of sales development; director of advertising & promotion; executive secretary, agency exec., and assoc. editor of trade magazine. Have flair for practical ideas and avid interest in public affairs. Seek opportunity for leadership and growth. Excellent references. Age 37, married. Box 578 A-T

For Sale

GE transmitter broadcast type B-1-1 model 401 T. Frequency range 540-1,060 kc. Input 500 watts. Two 906 crystals. Frequency 540-1,450 kc. GE fm broadcast station monitor complete with calibrate and test unit type GMS-1-A, model 4 BM-1A 1, Indicator model 4 BM-1A 1, power supply model 1HBP 1, frequency range 50-240 mc. GE reg. power supply type B2PA model 1HBP 1, 100-125 volts, 100 volt output. Price, $200 vol. 5,000 A-D 18 inch spare tubes. One Auto DRI Aire model 16 kw 600 volt type 101 power supply, 1,000 volt output. Price, $200 200 volt 5,000 A-D 18 inch spare tubes. Also 200 volt 5,000 A-D 18 inch spare tubes.

For Sale

Box 500 Used B.T. One kw dual channel console and associated audio equipment. Box 500 Cabinet racks for co-ax transmission line. Used on air only three years. In perfect condition. No reasonable offer refused. WLBK, Danbury, Conn.

Best offer. 240 ft. Truscon self-supporting tower, type HSA. West college Avenue, 704 W. Wiscon, Avenue, Milwaukee, Wisconsin.


For quick sale: Must dispose of three Hlaw-Knox type SGN 400 foot towers complete with base installations, foundation steel and guy wire. Speed essential. For immediate transaction, phone or wire A. G. Sanders, 1100 West Delaware Ave., Detroit, Mich.

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about 10 hours as demonstrator. $275.00 f.o.b. Chicago. Also first copy ever sold. Radio Engineering Company, 908 Kansas Avenue, Pharr, Texas.

Written, speakers! Handy classified dictionary, 6,000 quips. $2.00. Cream of Wit, Sebring, Fla.

Wanted to Buy

Stations

Experienced broadcaster wants to buy singlemarket, 250,000 watt daytime in upper midwest border state. Box 557A, B.T.

250 watt or medium power station in west. Send details and terms. Confidential. Box 600A, B.T.

Mid-westerner wants 250 to 5,000 watter, city limits 7,000, south of west, daytime or unlimited. Box 627A, B.T.

Equipment, etc.

Dual channel console and associated audio equipment. Box 403A, B.T.

Used 500 watt or 2 kw channel 2 transmitter and other station equipment 1 kw, 1 vo, plate, 1 kw, 4 plate. Box 631, B.T.

One kw transmitter in good condition. West coast preferred. Must be box 579A, B.T.

Frequency and modulation monitors for broadcast. Give make, model and price. KDNT, Denver, Colo.

Cabinet racks RCA type 5-A and accessories. Specify number, condition, color and price. Radio Station KJRT, Miles City, Montana.

Used approved frequency monitor. Remote control system. Chief Engineer, KRON, Crookston, Minn.

One used RCA-RFT-IC 1000 watt transmitter. WMPT, Lewistown, Penna.

580 watt transmitter. Must be in A-1 condition. Contact George Marker, WJXN, Elyria, Ohio.

Miscellaneous

Unusual comedy series: 13 five minute packages. TV or radio. Pay twist. Sample tape on request. Box 607A, B.T.


Help Wanted

ANNOUNCERS

ANNOUNCER-PRODUCER with emphasis on announcement work.

FEMININE PERSONALITY with ability to organize and present news in an interesting manner.

Unusual opportunities at new vhf station in mid-west college community. Further detailed information in Box 633A, B.T.

For Sale

TV TRANSMITTER FOR SALE NOW ON AIR

Complete package

• GE 5 kw transmitter
• Input and monitoring equipment
• 6 bay antenna

This equipment may be inspected now while operating

KFBM-TV
San Diego, California

APPLICATIONS

KAPY-AM-FM Bakersfield, Calif.—Ingersoll Broadcasting Co. seeks voluntary transfer of control to Charles Thieriot, Harold See and The Chronicle Pub. Co. (Kapy-FM) in a transaction through sale by Sheldon and Geneva Anderson of $15,000 for $45,000. Sheldon Anderson is publisher of San Francisco Chronicle and owner of The Chronicle Pub. Co. of 1/6 interest, and will now own 1/6 interest. Tribune Publishing Co. of 5/6 interest, and will now own 5/6 interest. Harold See purchases 5/6 interest. George H. Anderson purchases 1/6 interest for $4,210.17; Ralph R. O'Connell purchases 5% interest for $1,025.17; Alvin H., Trotter Purchases 1/6 interest for $1,025.17; Evening Telegraph Co. of 1/6 interest. Purchasers have option of re-selling stock to Evening Telegraph Co. in the event licensee's application for 5th ch. 3 in Madison is denied. If the application is granted each purchaser will pay additional consideration per share of stock. Granted Nov. 19.

WESTCOAM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy and Ethel Murphy and Evening Telegram Co., granted voluntary transfer of control to wholly owned subsidiary WLCAM Inc. for $1,350.00. WLCAM Inc. is controlled by J. Paul Voorhies, 1110 Life & Casualty Building, and will now own 100% of indenture bonds from WLCAM Inc. Granted Nov. 19.

WABC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy and Ethel Murphy and Evening Telegram Co., granted voluntary relinquishment of control by Ames & Son Inc. of 50%, the remaining 50% of his stock by sale or gift to his son Earle E. Voorhies (1/3) and his grandson John J. Voorhies (1/6), Mr. A. E. Voorhies retains 1/3 interest and signing authority, and vote 50% of the corporation. Granted Nov. 17.

WLAC Nashville, Tenn.—Life & Casualty Inc. is granted voluntary assignment of license to wholly owned subsidiary WLAC Inc. for $1,250.00. Life & Casualty Inc. to purchase $1,000,000 worth of indenture bonds from WLAC Inc. Granted Nov. 19.

WBC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy and Ethel Murphy and Evening Telegram Co., granted voluntary transfer of control to wholly owned subsidiary WLCAM Inc. for $1,350.00. WLCAM Inc. is controlled by J. Paul Voorhies, 1110 Life & Casualty Building, and will now own 100% of indenture bonds from WLCAM Inc. Granted Nov. 19.

The following companies have been licensed:

RKBX Coalinga, Calif.—R. B. Bowman & W. A. Bowman d/b a/c Valley Radio Co., seeks voluntary assignment of license to H. T. Leachman in exchange for his physical assets for $1,800 per year. Mr. Leachman is a local attorney. Filed Nov. 13.

KCCB-TV Sacramento, Calif.—Capital City TV Co. seeks voluntary assignment of control of permitted corporation from Frank E. Haggard & Ashley Inc. by sale of 25% interest to Harry W. McCart for $15,000. Mr. McCart is in the wholesale lumber business. Filed Nov. 18.

KLTD Denver, Colo.—Frank Donald Hall, Archie H. Yetter & John T. Rusbosch Jr. as Denver Besty. Co. seeks voluntary assignment of license to Frank Donald Hall, Denver Besty. Co. through sale of 25% interest by A. H. Yetter (16%), and J. T. R. Rusbosch (18%) in consideration of cancellation of 2 promissory notes for $10,000. Filed Nov. 16.

WONS Hartford, Conn. — General Telecorder Inc. seeks weeks voluntary assignment of license to General-Times TV Corp. Application is to effected through agreement with Telecorder Inc. and Hartford Times Inc. by which latter acquired 45% interest at time when it dismissed its bid for uhf ch. 18 in Hartford. Filed Nov. 10.

Miscellaneous
November 20 Decisions

**Actions on Motions**

By Hearing Examiner Millard F. French

Cowles Bestg. Co., Murphy Bestg. Co., Des Moines, Iowa, filed petition for hearing to vacate and set aside an order granting in part, and denying in part, the application of Robert W. Hounts crawl for construction permit for new station on ch. 54. Action Nov. 19.

Bermuda, Deer.-New tv, vhf ch. 13. By order, the Commission made effective immediately hearing examiner's initial decision granting the application of Gwyn Gannett Broadcasting Servs. for construction permit for new tv station on ch. 13. Action Nov. 19.

Detroit, Mich.-New tv, vhf ch. 62. By order, the Commission made effective immediately hearing examiner's initial decision granting the application of UAW-WC. for construction permit for new tv station on ch. 62. Action Nov. 19.

**Initial Decisions**

San Jose, Calif.-New tv, vhf ch. 11. FCC hearing examiner John B. Poindexter issued initial decision denying petition for transfer of license for new tv station on ch. 11 and denial of petition filed by F. M. Radio & Televis. Corp. for stay of further action in this proceeding pending action by the Commission on F. M.'s petition for review of examiner's ruling denying petition to amend its application seeking the same channel. (During the course of the hearing, examiner held F. M. in default.) Action Nov. 20.

Newport, Ky.—New tv, uhf ch. 74. FCC hearing examiner Anne Nell Hummel issued initial decision denying petition of Newport City for transfer of license for new tv station for construction permit for new tv station on ch. 74. Action Nov. 20.

**Routine Roundup**

**November 19 Decisions**

**Actions on Motions**

By Commissioner Robert T. Bartley


Chief, Broadcast Bureau—Granted petition for extension of time flows in扰步 W. Davis Inc., W. Davis, 50%, owner of W. Davis Inc., for renewal of license of W. Davis Inc. and WMU Radio Corp. of W. Davis Inc. Filed Nov. 12.

**WMC Radio Corp. v. Maresco Bestg. Co.**


**KLLB Houston, Tex.—Trinity Bestg. Co.**


**KANG-TV Waco, Tex.—Clayton Weatherby & Co., Inc.**

Appeal by Clayton Weatherby & Co., Inc. seeks approval of voluntary assignment of license to Clayton Weatherby & Co., Inc. For $1,000. Clayton Weatherby & Co., Inc. seeks approval of voluntary assignment of license to Clayton Weatherby & Co., Inc. for $1,000. Clayton Weatherby & Co., Inc. seeks approval of voluntary assignment of license to Clayton Weatherby & Co., Inc. for $1,000. Clayton Weatherby & Co., Inc. seeks approval of voluntary assignment of license to Clayton Weatherby & Co., Inc. for $1,000.

**KACK-TV Colorado Springs, Colo.**


**by Hearing Examiner James D. Cunningham**


**by Hearing Examiner J. H. B. Hamilton**


**by Commissioner John B. Poindexter**

KONA Television Co., Peoria, Ill.—Granted petition for new tv station. Action November 16, 1953, to January 1, 1954, within which island Bestg. Co. must dispose of its interest in am sta tion in that area in accordance with condition attached to grant of June 3, 1953, for transfer of control of Radio Honolulu Ltd. (BRTC-1478).

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November 23 Decisions

Actions of November 20

 Granted License

WPAG Ann Arbor, Mich., Washitewen Bestg. Co.—Granted license covering mounting of tvant, on top of am tower and making correction in coordinates—only condition: (3RM-5123).


Modification of CP

KOKO Warrenburg, Mo., Clinton Bestg. Co.—Granted mod. CP to change studio and trans. locations (3MP-6386).

KUAM Azana, Guam, Radio Guam—Granted mod. CP for approval of trans. and studio location; condition: (3MP-6387).

KCAL Redlands, Calif., Southwest Bestg. Co.—Granted mod. CP for approval of trans. and studio locations; engineering condition (3MP-6788).

WITV Daytona, Fl., Vermilion Bestg. Corp.—Granted mod. CP to change type of trans.; engineering condition (3MP-6389).

Granted Extension

WHP-FM Harrisburg, Pa., WHPI Inc.—Granted extension of completed dates to 1/1/54 (3MPF-6475).

Actions of November 19

Modification of CP

KALI Pasadena, Calif., Consolidated Bestg. Co.—Granted mod. CP to change trans. and type trans.; engineering condition (3MP-6388).

 Granted Extension

The following were granted extensions of completion dates as shown:

WPMF-TV Lafayette, Ind., to 7/23/54; WLOK-TV Lima, Ohio, to 5/30/54; WCAJ-Cincinnati, to 2/11/54; WHYN-TV Springfield, Mass., to 12/31/54.

Action of November 17

Remote Control

WCLB Cocoa, Fla., Capital Bestg. Co.—Granted order to operate trans. by remote control from City Hall Bldg., Camilla, Ga. (3HC-105).

Actions of November 16

Extension of Completion Date

The following were granted extensions of completion dates as shown:

WBNK-TV Battle Creek, Mich., to 6/15/54; WPAP Harrisburg, Pa., to 8/20/54; WAKR-TV Akron, Ohio, to 6/14/54.

Remote Control

The following were granted authority to operate trans. by remote control:

WCAP Clearfield, Pa., and WJKN Kingsport, Tenn.

November 24 Decisions

ACTIONS ON MOTIONS

By Examiner H. Gifford Irion

Baptist General Convention of Texas, Gulf Coast Bestg. Co., Corpus Christi, Tex.—By memorandum opinion and order denied petition of Baptist General Convention to enlarge issues in re financial qualifications of DBF Co.; further ordered that hearing will reconvene on Nov. 9, 1953. (Docket 10595, BPCT-606 and Docket 10588, BPCT-723).

By Examiner J. D. Bond

Music Bestg. Co., Peninsular Bestg. Co., Grand Rapids, Mich.—Based order after second hearing conference ordering further hearing in this proceeding to commence Nov. 30, 1953. The hearing was held on Nov. 30, 1953, and that subsequent course of hearing shall be governed by applicable provisions of first hearing conference and this order (Docket 10592, BPCT-1275; Docket 10607, BPCT-1728).

By Examiner Claire W. Hardy

Petersburg Television Corp., Southside Va., Telecasting Corp. of Southside Va.—On advice, Gover opinion that conference in this proceeding will be held Nov. 17. (Docket 10570, BPCT-1772 and Docket 10738, BPCT-1759) for tv ch. 7.

KRLW Walnut Ridge, Ark., Southern Baptist College, Parsons Bcstg. Service, Memphis, Tenn., Southern Baptist Service Inc., Memphis, Tenn.—Continued without date of final hearing conference in this proceeding; further ordered that hearing will be held Nov. 30, 1953. (Docket 10548, BP-9775; Docket 10549, BP-8890), which was scheduled for Nov. 30, because of application filed by Newport Bestg. Co.
IDECO ... the one-contract tower source!

With a single contract you place all of your tower details in practiced hands. Planning and design...fabrication foundation and erection...equipment installation...final inspection...complete insurance coverage...all these are in the Ideco Tower “package.” Here’s how you can put the entire responsibility for your tower in one set of capable hands:

Ideo Towers are planned from the ground up...wind loading and soil bearing factors are computed for your individual location.

Ideo Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection...maintenance costs are cut to a minimum.

Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a “true” structure, free from indeterminate stresses...a tower that will keep you on the air in any kind of weather.

Ideo installs the transmitting system...also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits...

Ideo engineers make a thorough final inspection...stay with the job until you sign the air. The complete Ideco service assures you a safe tower for the years ahead.

Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure...uses fewer members, with less dead weight.

Triangular design means only three sides to paint, too.

Tall or short...for TV, Microwave, AM, FM...Ideo Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dept. T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

November 30, 1953 • Page 125
WSB-TV’s low channel-high tower formula gives you a big coverage advantage over your competitor on any other station in the Atlanta area.

One of America’s truly great AREA stations

That coveted channel 2 dial spot, plus 100,000 watts power boomed out from a 1062-ft. tower delivers a highly profitable bonus audience for advertisers on WSB-TV. Only WSB-TV gives you the mass circulation you need if you want to build mass sales volume in this fast-growing market. Talk to your Petry man at once.
### TELESSTATUS

**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. All 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>Boston</td>
<td>WMBR (38)</td>
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<td>Kansas City</td>
<td>KCTV (13)</td>
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<td>Louisville</td>
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<td>Richmond</td>
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</tr>
</tbody>
</table>

**FOR THE RECORD**

Nov. 30, 1953

**DALLAS and FORT WORTH**

More than a Million urban population in the 50-mile area

**More than TWO MILLION in the 100-mile area**

**TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA**

**EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS**

**306,000 TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA**

This is why KRLD-TV is the best buy

For the Branham Company

October 30, 1953 • Page 127
Here, Virginians earn more, spend more and live in greater numbers than in any other metropolitan area of the Old Dominion State. Here, too, are four TV stations, but only One is NBC for 800,000 earn-more, spend-more Virginians.

only WVEC-TV is NBC

![WVEC-TV channel 15](image)

**FOR THE RECORD**

<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>
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<td>Anchorage</td>
<td>KFQ (2)</td>
<td>56,000</td>
</tr>
</tbody>
</table>
When Harry Martin (he's the bird on the right) started billing and cooing about a certain kind of chicken feed, the distributor gave him a clutch of White Rocks and Rhode Island Reds. This was not an act of subversion, but a tribute to his husbandry. Martin is a farm editor who was born on a farm, well aware that pollos (chickens) eat until they're eaten. When Martin says that chickens go for Blank feed, they go for Blank feed.

It would take a Wabash Indian to claim earlier roots in Indiana. Harry was born on a farm which was bought from the government by one of Martin's ancestors in 1826, ten years after Indiana became a state. Pioneering's in his blood: Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (in Indiana, both for WFBM-TV) and, some years earlier, was the only male member of his high school graduating class not on the basketball team.

Never one to hang around cocktail bars and live on potato chips, Harry's ruddy look is honestly come by. As befits the man who plows a full schedule of farm programs on WFBM, originates agricultural news reports for CBS, handles weather reports, a travelogue series, and a mail bag program on WFBM-TV, Harry commutes to his little acres fifteen miles outside Indianapolis, where he raises rutabagas, Indiana limestone and, with the help of his wife, children (Judy, 9; Debby, 6; Danny, 3).

In his spare time (for fun) Harry studies Spanish.

"Say something for us in Spanish, Harry," we suggested.

"Una imagen en televisión vale por 10,000 palabras except when its on radio," he replied.

That's our Harry, in there selling every minute.
FOR THE RECORD

City | Outlets as Air and Channel | Sets in Station Area
---|---|---
HAWAII | KGMJ-TV (9) KONA (11) | 35,000
MEXICO | XELD-TV (7) Tijuana (San Diego) XEFT (6) | 215,170

Total Stations on Air 219 *; Total Cities with Stations on Air 219 *; Total Sets in Use 27,679,000

* Includes XELD-TV Meteors and XEFT Tijuana, Mono, and educational stations KTHE Los Angeles and KUNT Houston.

(a) Figures do not include 177,466 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 204,344 on July 18, 1953.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 127

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJIN-TV (46), 11/16/52-Unknown.
Birmingham, WBSH-TV (47), 12/16/52-Unknown.
Decatur, WINA-TV (33), 12/26/52-1/2/54.
Montgomery, Montgomery Biltz Co. (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, KARK-TV (4), 6/18/53-March '54, Petry.
Little Rock, KETV (TV) (23), 10/30/53-Unknown.

CALIFORNIA

Berkeley-San Francisco, KOED (TV) (9), 7/24/53-Unknown.
Corona, KCOV (TV) (22), 7/19/53-Unknown.
Fresno, KFRA (TV) (32), 8/12/53-Unknown, Meeker.
Los Angeles, KBLI (TV) (22), 12/15/52-Late '53.
Manteca, KMER (TV) (34), 8/12/53-Unknown.
Sacramento, KBSV (TV) (46), 6/26/53-fall '53.
San Luis, KICU (TV) (30), 1/5/53-Fall '53.
San Bernardino, KTVG (TV) (18), 11/6/52-Fall '53, Hollinger.
San Bernardino, Orange Belt Teletesters (30), Initial Decision 9/19/53.

WYSR-TV

Syracuse, N.Y.

Channel 3 100 kw

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

Headley-Reed National Representatives

NBC Affiliate

WYSR-TV

Page 130 • November 30, 1953
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEBRASKA
Keokuk, KHOL-TV (13), 7/22/52-12/10/53, CBS, DuMont, Meekeker (granted STA Oct. 29).

NEW HAMPSHIRE
Kee, WNBQ-TV (40), 4/28/53-Unknown. Manchester, WMUR-TV (9), 8/25/52-7/1/54.

Mt. Washington, WNHY-TV (9), 7/8/52-4/1/54.

NEW JERSEY
Asbury Park, WRTV (58), 10/2-52-Dec. '52 (tests due Dec. 1).

Atlantic City, WOON (TV) (93), 1/8-53-Unknown.

New Brunswick, WDNH (TV) (47), 4/7-53-Unknown.

New York City, WNYW (TV) (14), 12/4/52-Unknown. Trenton, WHTN-TV (41), 7/16/52-Unknown.

NEW MEXICO

NEW YORK
Albany, WPTV (TV) (23), 4/16/53-Unknown.

Albany, WTVF (TV) (177), 7/24/53-Unknown.

Schenectady, WGGT (TV) (146), 8/14-52-Unknown.

Buffalo, WIVT-TV (56), 7/24-53-Unknown.

Ithaca, WTV (TV) (14), 1/25-53-Unknown.

Jamestown, WPTV (TV) (58), 12/23-53-Unknown.

Kingston, WENY-TV (166), 1/25-53-Unknown, NBC, CBS, DuMont, Meekeker.

New York, WNYT (TV) (238), 8/14-52-Unknown.


Rochester, WRGB (TV) (37), 4/2-53-Unknown.

Rochester, WGRF (TV) (41), 1/24-53-Unknown.

Rochester, WGRF-TV (55), 8/14-52-Unknown.

Syracuse, WSYR-TV (42), 9/18-52-Unknown.

Watertown, WWTNY (TV) (48), 12/23-52-Unknown, Wad Trv.

NORTH CAROLINA
Chapel Hill, WUNC-TV (4), 9/20-53-Sept. '54.


Durham, WCID-TV (4), 3/1-53-Unknown, DuMont, NBC.


Greenville, WCUG (TV) (37), 11/1-53-Unknown, Rolling.


Wilson, WEMS-TV (30), 2/14-53-Unknown.

NORTH DAKOTA

Valley City, KVJB-TV (4), 8/5-54-Unknown,bean Trv.

OHIO
Cincinnati, WCIN-TV (54), 5/14-53-Spring '54.

Cleveland, WBMF (TV) (46), 6/18-52-Unknown.

Cleveland, WJW (TV) (8), Initial Decision 10/15/53.

Columbus, WOSU-TV (24), 4/2-53-Unknown.

Lima, WOFO-TV (32), 12/24/52-Spring '54, Wad Trv.

Niles, WPNF (TV) (16), 7/24/54-Unknown.

Steubenville, WTVV (TV) (9), 8/12-12/15/53, CBS, Awry-Knight.

Youngstown, WYTV (TV) (31), 9/25-52-1/14, Payt.

OKLAHOMA
Anadarko, KMY (TV) (48), 4/2/53-Unknown.

Oklahoma City, KTV (TV) (77), 7/28-53-12/15/53, CBS, Awry-Knight (granted STA Nov. 12).

Tulsa, KSEC (TV) (23), 2/26-53/12/15/53, Bolling.

OREGON
Eugene-Springfield, KTVM (TV) (32), 2/21/52-Unknown.

Eugene, Eugene TV Inc. (13), 5/14-52-Feb. '54, Hallogg.

Portland ( Ore.), Vancouver ( Wash.), KVAM-TV (21), Initial Decision 8/18/53.

Portland, Oregon Television Inc. (12), Initial Decision 11/10/52.


Emden, KSUM (TV) (3), 9/20/53-Unknown.


Pennsylvania
Allentown, WFMZ-TV (67), 7/16-53-18-54.


 Erie, Great Lakes TV Co. (35), 10/14-53-Unknown.

Harrisburg, WGBA (TV) (27), 7/15-53-Unknown- Free.

Hazleton, WSAI-TV (60), 12/8-53-Unknown.

Lancaster, WPTV (TV) (11), 7/7-53-Unknown.

Taylor, Lewiston, WFMK (TV) (38), 4/2-53-Unknown.

Wilkes-Barre, WIBS (TV) (20), 10/15-53-Unknown.

HARDY E. STARK
Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

BROADCASTING • TELECASTING

November 30, 1953 • Page 131
You Can't Sell It If You Give It Away

IN PUBLISHING the results of Kenyon & Eckhardt's comprehensive survey of radio station merchandising services (see Part II of this issue), we are quite aware of the possibilities of misunderstanding, particularly among broadcasters who, for many reasons, do not believe that merchandising is a function of media.

Indeed we have already heard from some quarters the criticism that our publication of the material would be interpreted as an endorsement. Lest that misapprehension become widespread, we must repeat what we have said many times:

We see no reason why merchandising should not be a part of a radio (or television) station's operation—providing that merchandising services are paid for one way or another by the client and are not used as a device to cut rates.

Among advertisers and their agencies there is a natural inclination to demand more and more for less and less. Demands for extra services like merchandising, without compensating payment, have been made and unquestionably will be made again and again.

Where merchandising can become objectionable is in the case of a station acceding to such demands in the competitive struggle to keep an account from staying with or going to another station. The temptation to "throw in" some form of merchandising to clinch the business springs from the same ethics as the temptation to deal below the rate card on a straight time sale.

It is our view that if a station is going to supply merchandising services, it should set them up on a fixed standard, available to all clients at published fees. These fees can be incorporated within the general rates of the station or in a separate schedule of merchandising charges. The method of compensation is unimportant.

What is important is that the station gets paid.

The Kenyon & Eckhardt survey would serve a useful purpose if it led radio, more than get the merchandising question out in the open and get stations on record with their attitudes. The longer merchandising is a word associated with secret practices, the longer the present uncertainty will obtain.

North of the Border

BY EDICT of the administration which hopes to balance an out-of-kilter budget, the FCC is pondering various plans for the establishment of a fee system.

The few millions involved, if all of it were retrieved, wouldn't buy a single medium bomber. But it's part of the over-all administration effort to have government pay its own way.

Because there is no precedent in U. S. communications for this sort of levy, we must look elsewhere for guidance. It comes from Canada, in a special dispatch published on page 113 this week.

In the Dominion, which has a dual government-private broadcasting (and telecasting) system, station licensees have always paid annual license fees. They started at $50 per year (a figure talked about here as the maximum). But now the privately-owned stations pay about 1% of gross revenue. A percentage-of-gross would be untenable here.

Our licensees pay regular income taxes. Moreover, there are many mechanisms which lose money, and a percentage-of-gross would throw them that much deeper in the red.

Our Canadian correspondent points out that broadcasters in his country feel the initial license fee is not important, because, by one device or another, it constantly increases. "They have found," he reports, "that the existence of a transmitter fee has led to a continually widening control by government departments over station ownership and to securing more and more financial information from stations, which have seen the scope of the fee broaden and its use put to other purposes than originally intended."

Thus, there's a real lesson in the Canadian experience.

It is to be hoped that the FCC, in its effort to comply with the Budget Bureau directive, will avoid a license fee as such, but will confine its charges to filing fees and paperwork costs, spreading these across the entire area of its jurisdiction. If it should decree a license fee or franchise tax, then the obvious corollary would be the issuance of licenses in perpetuity, to be revoked only when the criminal statutes are breached. Stations then would acquire a property right.

Page 132 • November 30, 1953
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations
WKZO - KALAMAZOO
WKZO-TV - GRAND RAPIDS, KALAMAZOO
WJEF - GRAND RAPIDS
WJEF-FM - GRAND RAPIDS, KALAMAZOO
KOLN - LINCOLN, NEBRASKA
KOLN-TV - LINCOLN, NEBRASKA
Associated with WMED - PEORIA, ILLINOIS
almost 10% of the nation's sales takes place HERE in WJR's primary coverage area!

WJR MARKET DATA

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
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<tr>
<td>Radio Homes</td>
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<tr>
<td>Farm Radio Homes</td>
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<td>Food Sales</td>
<td>$3,286,796,000</td>
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<tr>
<td>Retail Sales</td>
<td>314,513,431,000</td>
<td>10.3</td>
</tr>
<tr>
<td>Drug Sales</td>
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<tr>
<td>Filling Station Sales</td>
<td>$739,614,000</td>
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<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
<td>10.2</td>
</tr>
</tbody>
</table>

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches all of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR's ability to sell in this great market area, contact WJR or your Christal representative today.

WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Natonally by the Henry I. Christal Company.
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.