Outside WITHe town is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

Inside WITHe town are 375,000 radio homes. No other station in Baltimore—regardless of power or network affiliation—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H's low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.
Each year radio listeners in Midwest America contribute year-round aid to hundreds of sick and crippled children through the WLS Christmas Neighbors Club.

The 1952 donations for this purpose totaled $30,089.81. It came from the WLS listening family—ordinary folks who gave dimes and dollars so that those less fortunate might have a greater hope for happiness. WLS used this money in full to provide radios, wheel chairs, inhalators, orthopedic walkers, and other equipment as requested by hospitals and other child-care institutions.

In the past ten years listeners have contributed $333,558 to this WLS Christmas Neighbors Club. Every penny of this money has been used to provide equipment . . . all administrative costs are paid by WLS. We are proud of the opportunity to use our facilities for such a purpose—and proud of our loyal listeners who gave so willingly to their youthful neighbors.

Listener Loyalty Predicates Advertising Results!
Viewers throughout the large, rich WDEL-TV market—Delaware, parts of Pennsylvania, New Jersey and Maryland—look to CHANNEL 12 for up-to-the-minute local, regional and national news. In addition to NBC network news, this loyal, growing, buying audience sees local on-the-spot news stories filmed by WDEL-TV's camera crews and processed in the station's modern laboratories. Because they look, they buy. Every year this audience spends:

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

Reach them, sell them—profitably, economically—on WDEL-TV, CHANNEL 12.
THOUGH AT&T won't talk, it's understood that present estimates are that charges for relaying network color tv will run at least 25% and perhaps 50% higher than charges for black and white. Whatever rates AT&T sets for transmissions in next few months will be tentative, with final fee schedules determined after telephone company obtains operating experience.

** ** **

ACTION of FCC at Christmas-Eve session proposing to lift limit on tv ownership from five to seven (not more than five vhf) isn't final. If comments, due Feb. 1, do not give assurance that uhf stations will be added by important entities in mixed-markets with network service, FCC might well reverse its 5-1 vote. But outlook is that perhaps all networks, plus Storer, Westinghouse, Meredith and perhaps other multiple owners, will act swiftly to assure full test of uhf commercial potentials, in hope of accelerating its development.

** ** **

ABC RADIO station affiliates reportedly accepting network's split-sponsorship plan [B+T, Dec. 21] in fair numbers, although some representatives say their stations are advising that they do not intend to go along with plan they call "selling announcements on the network." Fact that NBC first offered similar segment plans to advertisers believed helping ABC get acceptance from its affiliates, who conclude move is necessary for competitive reasons.

** ** **

FCC isn't going to wait long to ask new session of Congress for relief from onerous effects of Sec. 309(g) of Communications Act which now requires mandatory hearings where question of economic interest is raised by an opposing applicant. All applicant now has to do is state "with particularity" economic factors purportedly involved. FCC is expected to ask Congress to modify section so as to give it discretion as to whether justifiable interest is shown.

** ** **

LEAVING O. L. Taylor Co., station representative firm recently acquired by Paul H. Raymer Co. [B+T, Nov. 23], which he had served as president, Lloyd George Venard is planning to launch Venard Inc. shortly after first of year, with headquarters in same building, 444 Madison Ave., N. Y. Howard Meyers, Chicago manager of Taylor firm, will occupy similar position with Venard Inc., it was learned. Venard has "invited" stations now on Taylor list to appoint new firm as sales representative.

** ** **

PORTENTS of Senate confirmation battle on FCC's newest Commissioner, Robert E. Lee, appear to be evaporating as Congressional season approaches. He has solid White House backing for appointment to full seven-year term. In his short tenure with Commission (he took office Oct. 12) he has won over both his Republican and Democratic colleagues, and it's now believed that Democratic minority of Senate Interstate Commerce Committee, headed by ebullient Big Ed Johnson (Colo.) will go down line for his confirmation.

** ** **

TELENEWS Productions Inc., N. Y., which provides production of tv filmed news programming distributed by the INS Television Dept., reportedly is planning to suspend operations. Though Telenews would not confirm, it's believed announcement will be released shortly. INS said to be planning this by relying on expanded tv production by News of the Day, N. Y., owned jointly by Hearst Corp. and Metro-Goldwyn-Mayer and producer of some tv filmed news programming. Telenews is independent production company.

** ** **

ONE OF principal patronage problems at FCC has been status of Mary Jane Morris, attorney and vigorous worker in GOP vineyard, who aspired to general counselship or secretarship. She's now on leave and report is she doesn't intend to return, which has caused considerable unrest at Republican Committee headquarters. She was formerly associated with Judge Leonard Hall, former New York Congressman and now Republican Committee chairman.

** ** **

IT MAY BE denied, but FBI is engrossed in new investigation of Drew Pearson on his news reporting in Washington. Several previous efforts have failed to yield sufficient basis for proceedings, but this time report is that Bureau feels it has something.

** ** **

REMEMBER FCC's mid-year proposal for advertising of tv applications with 30-day cutoff date against competition? It is slated for Commission agenda for regular meeting anytime next, and best guess is it will go by boards since primary objective of speeding-up of grants has been accomplished. Proposal was opposed formally by CBS and attorney Leo Resnick; informally in Federal Communications Bar Assn. survey.

** ** **

THAT three-a-week schedule of NARTB district meetings tried this year for first time is destined to join "noble experiment" ranks for two reasons: (1) "Sea circus" troupe was handicapped in trying to make contacts with members; (2) crowded schedule had NARTB headquarters staff catching midnight naps in planes and lunches at airports with little time to associate with delegates.

** ** **

TRANS-AMERICAN Broadcasting & Television Corp., one of pioneers in program packaging field, is formulating plan for comprehensive syndicated tv series on work of government agencies. John L. Clark, president, is soliciting cooperation of federal agencies in Washington in aligning project, presumably to embrace continuing series of half-hour programs.

December 28, 1953 • Page 5

LEAD STORY
B+T's annual survey of leading advertising agencies shows how radio-tv billings soared 25% in 1953. Page 27.

ADVERTISERS & AGENCIES
Frank White joins McCann-Erickson as chairman of board of its overseas subsidiary. Page 30.

COLOR TV
In first week after FCC's approval of compatible color broadcasters and manufacturers buckle down to job of getting it underway. Page 31.

FILM
General Teleradio Inc. in a $1 million transaction acquires Phillips H. Lord Inc., radio-tv production firm, paving the way for GT's entry into television. Page 33.

RING Crosby Enterprises will tape the New Year's Day Pasadena Rose Parade in color. Page 34.

FACTS & FIGURES
Television will be the top medium used by confectionary businesses in 1954 in an advertising budget exceeding $30 million. Page 38.

TRADE ASSNS.
The Advertising Council is distributing a booklet to broadcasters listing public service campaigns supported by the Council and offering to answer questions about others. Page 40.

GOVERNMENT
The FCC confirms the operation of a low-power tv outlet by the Air Force at remote Limestone Air Force Base in Maine. Page 44.

FCC Examiner Fanney Litvin allows Hartford Telecasting to bring into the Hartford vhf ch. 3 hearing its contention the economic influence of competing applicant Travelers Insurance Co. is "significant." Page 46.

STATIONS
Total tv stations on the air near 350. Page 50.

NETWORKS
ABC's President Robert Kintner cites post AB-PT merger advances of the network and says progress will continue. Page 56.

CBS-TV reports 1953 was 'another record' year and cites leadership in ratings. Page 58.

MANUFACTURING
RCA Board Chairman Brig. Gen. David Samoff calls 1953 RCA's biggest year, enumerating developments by the parent company and NBC. He predicts even greater achievements. Page 64.

Demand for black-and-white tv sets and radios will continue in 1954, says Dr. W. R. G. Baker, GE Electronics Division vice president-general manager, in year-end report. Page 65.

FEATURES
A roundup of significant trends and events of 1953 by the editors of B+T. Page 76.

FOR THE RECORD
Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets. Page 93.

Commencement target dates of all tv stations. Page 96.
Entrée

...with the most welcomed sales force in Boston!

*WEEI’s local stars: Charles Ashley, Morgan Baker, Fred Cusick, Nancy Dixon, Priscilla Fortescue
For sheer sales power in the Greater Boston area, you can't match WEEI's local personalities. They're the salesmen Bostonians like best, listen to most...the salesmen who make the most calls on your customers, with the best results.

Here's proof of their prowess: Eight of the Top Ten local programs in Boston are on WEEI...four times as many as there are on all other stations combined! (Equally convincing, WEEI has the largest weekly share of audience and more than twice as many quarter-hour wins as all other stations combined!)

If you want to sell anything from avocados to zebras in Boston, WEEI has the talent, the shows, the salesmanship and the audience leadership that will make you and your product welcome in the most Boston homes.

For easy entrée, just call the nearest CBS Radio Spot Sales office or...

\[ WEEI \]

\[ Boston • CBS Owned \]

\[ Represented by CBS Radio Spot Sales \]

\[ Source: Pulse, September-October 1963 \]
TELEPULSE Survey proves...

KLZ-TV

MOST POPULAR TV STATION IN DENVER

Here are the Facts

- 8 of the top 10 once-a-week shows...on KLZ-TV
  (including, of course, first place)
- 8 of the top 10 multi-weekly shows...on KLZ-TV
  (including, of course, first place)
- AND: of the highest rated multi-weekly shows,
  ALL of the first five are KLZ-TV local origination.

This is convincing evidence of local TV leadership:

| Most popular local TV newscast and weather... | KLZ-TV 10 PM |
| Second most popular local TV newscast and weather... | KLZ-TV 6 PM |
| Most popular local western show for kids—Sheriff Scotty... | KLZ-TV |
| Most popular local sports show—Larry Varnell Sports Shop... | KLZ-TV |
| Most popular local kitchen show... | KLZ-TV |

...and there are others!

See your KATZ man or write, wire or telephone...

KLZ-TV CHANNEL 7 DENVER

Owned and operated by Aladdin Radio & Television, Inc.
ASCAP Blanket Tv Fee Of 2.05% Proposed

Proposal of new ASCAP blanket TV license fee of 2.05%, roughly 10% below radio rate in place of present TV formula of radio plus 10% [CLOSED CIRCUIT, Dec. 21], will be offered ASCAP by All-Industry Local TV Music License Committee if poll now being conducted of all TV stations on broadcast copyright agreement.

For blanket licenses to run four years starting Jan. 1, 1954, following termination of present blanket licenses, All-Industry Committee proposes commercial fees equal to 2.05% of advertising revenue minus certain sales expenses and monthly sustaining fees equal to station's highest quarter-hour rate.

For per program licenses to cover period from May 1, 1954 to Dec. 31, 1957 (same termination date as proposed blanket licenses), committee proposes fees of 9% of net receipts from sponsors, minus certain expenses, for sponsored programs containing ASCAP music only, and 3.5% of applicable card rate for sustaining programs on which ASCAP music is used, provided that in no month the sustaining charges are more than the station's highest quarter-hour rate. If sponsored programs are films not made specially for TV use and in which ASCAP music is used only incidentally, proposed rate is reduced to 4%.

Executive optimism over likelihood that both TV station operators and ASCAP will accept proposal, committee said that if this occurs stations may settle past liabilities for past use of ASCAP music at present rate.

If proposed station license terms are accepted by ASCAP, counterpart would presumably be applied to TV network blanket license agreements, which would have their base rate reduced by same 17% to 2.5% of advertising revenue, minus sales and agency commission.

FCC Proposes To Boost UHF Service By Increasing Ownership To Seven

Prospective boost of UHF television appeared last week as FCC issued notice of proposed rule-making to amend its newly adopted multiple-ownership rules to allow common ownership of seven TV stations, but with condition not more than five are vhf.

Comments are due Feb. 1.

Import of proposal, issued following five-to-one vote by Commission in which Comr. Frieda B. Hennox dissented in two page opinion and Comr. Robert T. Bartley concurred with reservation, is that networks and other major operators would be allowed to acquire two additional UHF stations aside from five vhf stations quota now allowed. This is considered potential program and financial shot-in-arm for UHF.

Proposal means new rules adopted in late November setting limits of five TV stations, seven am and seven fm outlets for single interest [B&T, Nov. 30]. Industry reaction to new rules was slight, but there is known to have been considerable interest on part of industry for easing five-station limitation [B&T, Dec. 7].

Comr. Hennoch had concurred in part, dissented in part to original rules. Comr. Bartley indicated in his additional opinion last week he wished proof that UHF will be aided by eased limitation. Comr. E. M. Webster was absent.

After hearings are tendered Feb. 1, Commission will determine whether to call for oral argument or make final ruling promptly.

Following announcement of FCC proposal, NBC officials recalled their petition of Jan. 3, 1952, asking for five vhf, two UHF limitation. They did not know where NBC might apply for its additional UHF outlets, but said they would be glad to have them.

Dr. Allen B. Dumbert similarly noted Dumbert's petition to same effect. CBS executives expressed feeling they would be "happy to be allowed two UHF stations in addition to five vhf." Westinghouse Radio Stations Inc.'s Joseph E. Baudino felt proposal "will certainly give UHF a boost."

George B. Storer, head of Storer Broadcasting Co. radio-TV stations, stated:

"We appreciate greatly the proposed action of the FCC. . . . It is our sincere desire to cooperate in implementing this proposed rule by the acquisition of UHF stations in the markets which lend themselves so suitably. It is to be hoped that networks, advertisers and their agencies will put their shoulders to the wheel so as to enlarge television service to the public."

Deluge of Orders

Offer made three times by General Mills on NBC-TV's Ding Dong School with Frances Howarth has brought in over 8,000 orders totaling some $32,000, network announced. Offer was made Nov. 20, 27 and Dec. 4 and required cash payment of $3.98 and proof purchase for Betty Crocker junior baking kit. General Mills received 4,700 orders first week.

Herbert to Leave NBC Over Policy Differences

John K. Herbert, NBC vice president in charge of TV network sales, expected to resign by year-end as result of policy differences with newly-elected President Sylvester L. (Pat) Weaver Jr. [B&T, Dec. 7]. He and other network officials reportedly were negotiating last week in effort to reach agreement on termination of his contract, which runs to summer 1956. Present contract was entered few months ago, coincident with his reassignment from executive in charge of TV network to vice president in charge of TV network sales, at which time he also was named to NBC board.

George Frey is NBC vice president and director of TV network sales and in that capacity will take over Mr. Herbert's responsibilities after the latter's resignation, it was understood.

Mr. Herbert joined NBC as assistant to then-President Joseph H. McConnell in September 1950 after 12 years with Hearst magazines, where he was vice president and general advertising manager.

Business Briefly

Cities Service's 28th Year—Cities Service Petroleum Inc., sponsor of longest continuous network radio series, renews Band of America on NBC (Mon., 9:30-10 p.m. EST) starting Jan. 18 for 52 weeks, carrying series into 28th year on network. Agency: Ellington & Co., N.Y.

Quaker Oats Buys—Quaker Oats to sponsor Contest Carnival on CBS-TV (Sun., 12:30-1 p.m. EST) starting Jan. 3. Agency: Sherman & Marquette, Chicago.

Film Campaign—Block Drug Co., N.J. (Polident toothpowder), planning one-minute film campaign in about 60 top television markets, effective early in June. Contracts are for 13 weeks. Agency: Cecil & Presbrey, N.Y.


WNBC Boosts All Rates Between Midnight, 9 A.M.

Boost in rates for all time between midnight and 9 a.m. announced by WNBC New York, NBC radio key, effective Jan. 1. Through reclassification of time periods, base hourly rate for 6-7 a.m. period goes from $3.50 to $500; for 7-9 a.m. from $400 to $600 per hour; for midnight to 6 a.m. from $300 to $400 per hour. Additionally, participations on Wake Up Early Show (6-8:30 a.m.) go from $100 to $125 each, and on Tex and Joan Show (8-9:30-9 a.m.) from $160 gross time and $165 net talent to new flat rate of $360 per quarter-hour, time and talent. Station breaks in following morning times go from $100 to $125: 7:7:05, 7:50, 7:45, 8:05, and 9.

36 May Carry Bowl Color

Thirty-six stations are scheduled to be equipped to carry, in color, NBC-TV's colorcast of Pasadena Tournament of Roses Parade New Year Day, it appeared Wednesday. The stations, in 26 cities, have been given priority by RCA in furnishing color equipment and include not only NBC network stations but also stations on CBS and ABC.

Priority List Revision

Further revision of city priority lists in FCC's expediting procedure on tv applications issued Wednesday. Replacing last revision—in October [B&T, Oct. 26], new priorities are:


December 26, 1953}
the pulse story

... 81.6%* of all time rated, most people are viewing

San Antonio's

keyl-tv5

*NOVEMBER PULSE

CBS • ABC • DUMONT

For Complete Information See Any Katz Man • National Reps.
Tom Harker, National Sales Director • 118 E. 57th, New York
PHILCO FIGHTS BACK

IN FULL-PAGE newspaper advertisement, headed "FACTS the American People Should Know About COLOR TELEVISION," Phlco Corp. stated Wednesday that the compatible color TV standards long under development were developed by the leading scientists of the electronics industry. They are NOT the work of ANY ONE COMPANY."

and concluded: "We congratulate the scientific achievement of our industry for their great achievement!"

Paramount Pictures Buys Warner Hollywood Lot

PARAMOUNT PICTURES has bought old Warner Bros. Sunset Blvd. studios in Hollywood for $850,000, will remodel to house KTLA (TV). Deal includes all buildings on 10-acre tract with one to be leased back to Warner cartoon division for five years. Paul Rabinov, Paramount Pictures production chief and president of Paramount Television Productions Inc., KTLA licensee, recently said studio planned TV film production facilities.

Klaus Landsberg, KTLA vice president-general manager, said facilities will accommodate Vitapi production plans. KTLA produces several syndicated TV shows, recently became stockholder-affiliate of Vitapi [B&T, Dec. 21, 1962].


David M. Segal, owner KUDL Kansas City, dismissed sole bid for uch. ch. 69 there. Bee River Valley TV Corp, representing merger of KFPQ Fargo. N. D. and KTOC-Channel 10. Minn dropped bid for ch. 12 at Fargo, leaving in competition KTOC (TV) (KCFB-Min.) and Budman TV Co.

Selling executive of Al Paul Leffton Co. Philadelphia, filed bid for uch. ch. 18 at Fayetteville, N. C., where he has purchased WPAI for $125,000 from Rollings Best Inc. subject to FCC consent. WPAI, 20, to WPLB there.

WJAX and WPDB both Jacksonville, Fla. and contestants for ch. 12 there petitioned FCC to disfavor competitive ch. 12 bid of Florida Georgia Broadcasting Co. to secure alternative proposal in violation of Sec. 1.36 of rules.

New B cast ch. station granted to Tampa PM Broadcasting Co. WMC 70 (VHF) and WPY 10.5 km and antenna 160 ft.

UPCOMING

Jan. 5-9: NCAA conference, Cincinnati.
Jan. 6: Second session of 83d Congress.

For Upcomings see page 97.
BUDGET TROUBLES?

Buy 3-MARKET COVERAGE in Pennsylvania with WJAC-TV

Look at these Hooper Standings For October 1953

JOHNSTOWN • PITTSBURGH • ALTOONA

1st Place 2nd Place 1st Place
2 - Station Market 4 - Station Market 2 - Station Market

Cover Southwestern Pennsylvania ECONOMICALLY on...

Get full information from your KATZ man!
IN REVIEW

THIS IS YOUR LIFE

Network: NBC-TV
Time: Wed., 10-10:30 p.m. EST
Sponsor: Hazel Bishop Inc.
Agency: Raymond Bixler
Producers: Ralph Edwards, Alfred Paschall,
Axel Graven
Announcer: Bob Warren
Musical Director: Von Dexter
Technical Director: Joe Conn
Star: Ralph Edwards

IF the general praiseworthy comment is to be made, there's very little left to say about Ralph Edwards and his imponderable video creation dramatically titled This Is Your Life, a tearjerking series seen Wednesday night on NBC-TV. The show has had more than its share of publicity, most of it favorable. It has an audience whose loyalty and devotion is beyond question. Last June when hiatus time rolled around, Mr. Edwards' fans were so ardent in their demands for more that the network put films of This Is Your Life from the previous season back on the air—not once but twice a week. Commercially the show has been a terrific success.

But eulogies, bouquets and sales records notwithstanding, This Is Your Life is questionable entertainment. As everyone who owns a tv set no doubt knows, the life of one person is reviewed each week. The subject is lured to the studio under some false pretense. Then Mr. Edwards joyfully recounts events in the person's life that have contributed to the guest's greatness. On hand too are old friends, family members and benefactors who have played a part in the life under surveillance.

Mr. E likes it best when his guest is totally overcome and tears begin flowing. Usually his desire is realized. Most of his guests are theatrical people whose business it is to rise to any occasion. Some have turned in remarkably dramatic performances on This Is Your Life.

The show falls completely flat when a subject manages to pull through without a noticeable breakdown. Such a telecast was one seen Dec. 16 when Mrs. Edna Gladney, who has established a highly successful adoption home, was a guest on the show. Mrs. Gladney took it pretty much in stride. And Mr. Edwards, without a cringe or two to cope with, was at a complete loss.

AMAHIL THE NIGHT VISITORS

NBC-TV, Sunday, Dec. 20, 5-6 p.m.
Producer: Samuel Chorlton
Associated Producer: Charles Palacheck
Staged by Gian Carlo Menotti
Conductor: Thomas Schippers
Television Director: Kirk Browning
Asst. Conductor: Rudolph Paliner
Production & Costumes designed by Eugene Berman
Choreographer: John Butler
Lighting: Jack Fitzpatrick
Color Consultant: Richard Day
Executive Color Producer: Harry Wood
Cast: Amahl, Bill McVey, mother, Rosamary Kuhl, King Casper, Andrew McKinnley, King Baltasar, Leon Lissner, King Melchior, page, Francis Monsalvo, dancing shepherds, John Butler, Felice Conde & Glen Telfy

THE colorcast of Amahl and the Night Visitors was an exceptional demonstration of the subtle yet powerful dimension which color adds to tv. The opera was a particularly stringent test, for this reviewer had seen it twice before in black and white and had enjoyed it tremendously.

But the Amahl of last Dec. 20 was by far the most moving of them all. The reason for the improvement of an already exquisite opera must have been color. In retrospect, it is impossible to find an alternative explanation for the added impact of the presentation.

Singing, acting, orchestral technique and production have been uniformly splendid in all of the show's performances. These elements may indeed have been at a higher peak of excellence Dec. 20, but not so much higher than in former telecasts as to make the profound difference in emotional effect that set this one apart. Color was responsible, and this conclusion is the more remarkable for the undeniable fact that the color of Amahl had flaws.

Color Imperfections

Flesh tones were unstable. In some scenes the shepherd boy appeared to have a shave. In others, the eyeshadow worn by his mother was so pronounced as to suggest that she was made up to pose for high fashion photography rather than to play a peasant. At times there was a definite artificiality in the colors of both sets and costumes. A red robe on one of the kings was crimson in one scene, red-orange in another.

The imperfections in color were particularly noticeable at the outset of the show. And here another significant feature of color impact is indicated. The critical judgment was concentrated on the quality of the color itself in the beginning, but as the program progressed and the reviewer became exposed to the total experience of the presentation the technical faults of color became less apparent.

Before the program was half way through, there was no consciousness of watching a "color" program. There was instead absorbed satisfaction at attending an event of unusual scope and fullness.

Time and experience will doubtless eliminate the kinds of color disturbances that occurred Dec. 20. But even with the imperfections of that occasion, color tv not only is acceptable but exciting.

BOOKS


COGNIZANT that the troubleshooting part of servicing requires the most time and effort, the book presents a compact discussion, in a practical way, of how to prepare for it most efficiently.

The text covers numerous factors involved in repair work in the field and in the shop and distinguishes between requirements for each.


THE hero of this novel of fantasy, like the author, writes a television show, and the story tells of his adventures, as described on the book's jacket, in "America's most fabulous Never-Never Land—Television." The inhabitants of this "private world" of writers, performers and agencies are somewhat on the order of the libertines devised by the late Thorne Smith, except that they are studiously more indecent, besides being fraught with jealousies, feuds, ambition and other refinements that never would have occurred to Topper. The author has written for radio and tv 10 years and "will continue until novel writing pays off."
Cincinnati's television station with the largest average percent of audience 6 AM to 12 midnight!
Ask about the CDC Network and be sure to get complete information on the new Wendie Barrie Show!

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

Owners and Operators of WTVN,
Columbus, Ohio
Never before such exciting portrayals such a galaxy of dramatic talent!

MENJOU, THE INIMITABLE
MENJOU, THE INCOMPARABLE
MENJOU, THE MASTER PERFORMER
AT HIS ELEGANT BEST!

TELEVISION'S
2nd Day

EACH MAGI
These leaders have
RENEWED FOR 2ND YEAR!
• BLATZ Beer in 3 markets!
• DREWSYS Beer in 9 markets!
• OLYMPIA Beer in 6 markets!
• GENESEE Beer in 5 markets
• SCHAEFER Beer in New York City

TOP RATINGS in market after market!
• SEATTLE, 1st Place!
  Sat. eve. - rates 52.3 - Telepulse, June 1953
  Rents: Robert Montgomery, Mr. & Mrs. North
  Eddie Center, Ford Theatre, Playhouse of Stars.
• WASHINGTON, D. C. - 2nd Place!
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Bents: Douglas Fairbanks Presents, Lux Video Theatre.
• KANSAS CITY, 1st Place!
  Fri. eve. - rates 37.2 - Telepulse, Aug. 1953
  Bents: Phi Beta Gamma TV Playhouse, Ford Theatre.
  This Is Your Life, C. E. Theatre.

TOP RATINGS in market after market!
• PITTSBURGH - 1st Place!
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Bents: This Is Your Life, Dean You Go, Ford
  Theatre, Purchase of Stars, Robert Montgomery.
• SAN ANTONIO - 2nd Place!
  Tues. eve. - rates 28.3 - Telepulse, Aug. 1953
  Bents: Blind Town, Beulah, Suspense,
  Burns & Allen, Lux Video Theatre.
  Lux Video Theatre, Coast of the Towns, Broadway.
  E. Theatre.
• PORTLAND - 2nd Place!
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953

GREAT YEAR
IN PRODUCTION!

new total of 78 magnificent half-hours.

OLPHE
ENJOU
OUR HOST AND STAR IN
EORITE
TORY

greatest dramatic achievement...

ENT STORY A COMPLETE AND CAPTIVATING
HALF-HOUR DRAMA!
There's Another?

EDITOR: As for ideas on improving B•T, I have none at the moment. It's one of the two trade magazines that's read from cover to cover by this agency.

Kay Ostrander
Timebuyer
Dan B. Miner Co.
Los Angeles

Reprint Requests

EDITOR:

Dick McQueen, our advertising manager, has suggested that I contact you in regard to the article "How Not to Cover a War" by George Herman in the Dec. 7 issue of Broadcasting • Telecasting.

We would like your permission to reprint the article. . . . I would also like your permission to digest the article (very briefly) in Magnecord Ink, our company publication. . . .

Jack Gavin
Public Relations Director
Magnecord Inc.
Chicago

[EDITOR'S NOTE: Permission granted.]

EDITOR:

For several months I've had the cartoon from your June 15 issue, "Stop, stop it, Malone! You're breaking my arm!" kicking around in my desk. I get a kick out of it every time I look at it and wondered if we might reprint it in the

"Harter Highlights" with credit, of course, to B•T. . . . "Highlights" [is] the dealer house organ of the Harter Corp. . . .

Clement B. Haines
Lampport, Fox, Prell & Dolk, Inc.
South Bend, Ind.

[EDITOR'S NOTE: Permission granted.]

60% Correct

EDITOR:

Today's issue (Dec. 14) of B•T, in announcing that WHDF Houghton, Mich., will become an affiliate of NBC as of Jan. 1, 1954 (page 79), credits ownership of WHDF to George L. Burgan, the writer.

While few of your good readers will probably be concerned, in the interest of accuracy, I would like to point out that majority stock ownership rests with me, and that some 40% of the voting stock is owned by John W. Rice, publisher of the Daily Mining Gazette, Houghton, Mich.

George L. Burgan, Secy.-Treas.

Broadcasting • Telecasting
HERE’S WHY RUST REMOTE CONTROL IS BETTER THAN SYSTEM “B,” A SELF-STYLED “COMPLETE SYSTEM.”*

SYSTEM “B” USES 37 TUBES IN CONTROL AND METERING UNITS WHERE RUST USES NONE.

(Failure of any one of ten tubes puts you off the air.)

★

SYSTEM “B” USES 24 TUBES AT THE TRANS-MITTER WHERE RUST USES NONE.

(Six of these tubes are vital—failure of any one will put you off the air until you find an engineer and he can get to the trans-mitter.)

★

SYSTEM “B” HAS 23 CONTROL ADJUSTMENTS (other than meter calibrating). RUST HAS ONE.

★

*Comparison based on complete systems of comparable capacity.

Rust Is the Leader in Simplicity and Reliability Through Better Design

★

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.
NEWS makes HEADLINES

and also proves LEADERSHIP
When Chicagoland television families want the news of the day, they turn in overwhelming numbers to one station—WNBQ, the Quality Station of Mid-America.

The average audience for a WNBQ local news program is MORE THAN THE COMBINED average audiences for similar shows on ALL other Chicago television stations and MORE THAN TWICE that of the second station.

Thirty-three of the 36 WNBQ local news periods during a single week—more than 26 per cent of all such shows on all Chicago stations—are rated at four points or better by the American Research Bureau. ONLY nine periods on Station B fall in this upper level, five on Station C and none on Station D.

Here is convincing proof that such WNBQ personalities as Jack Angell, Alex Dreier and Len O'Connor, regularly featured as reporters-commentators, hold an unequalled viewer confidence —further strengthened by an outstanding news department staff.

And they are only a part of a family of WNBQ personalities—all favorites of Chicagoland—all daily proving the leader and
A ZEALOUS and limitless faith in the future of local television as a community service in formulating public opinion and providing entertainment has motivated Richard Anthony Moore, vice president and general manager of KTTV (TV) Hollywood, to make his goal of establishing the station as the nation's foremost independent.

When this dynamic redhead moved to KTTV in July 1951 from ABC-TV Hollywood where he was regarded as one of the network's most promising young executives, it provoked much head-shaking among friends.

Only Mr. Moore seemed to understand why he turned down the post of ABC Western Division general manager to take over the then struggling independent in an already tremendous competitive market.

"The local station, in the not-too-distant future, will be looked upon in much the same manner as the local newspaper," he said, explaining the tremendous force it can be in community life in years to come. "It will probably have as much, or even more influence on civic affairs and public welfare."

He believes independent station operation should serve the needs, tastes and desires of the local people, adding: "The community station should have a little of the elements of the local churches, newspapers, theatres, schools, clubs and civic organizations."

Born in Albany, N.Y., on Jan. 23, 1914, son of the late John D. and Julia I. Moore, he was educated in Brooklyn public schools and at Phillips Andover Academy in Massachusetts.

He entered Yale in 1932.

As managing editor of the Yale Daily News during his senior year, he turned the staid and conservative college paper into an exciting tabloid. It brought him plaudits from readers and professional newspapermen, but lifted the eyebrows of older faculty members, he recalls.

Upon graduation in 1936 with a B.A. degree from "Yale's greatest class," he entered the university's law school. An honor student, he won the Yale Law School Assn. prize for the best oral argument of a hypothetical law case. He received his L.L.B. in 1939.

He joined the New York law firm of Cravath, Swaine & Moore shortly afterward and tried his first case the day before enlisting in the army. After Air Force OCS graduation, he served with the 11th Air Force in Alaska as intelligence officer. Promoted to captain and transferred to the Pentagon in 1944 as special assistant to Brig. Gen. Carter W. Clark in the Office of Military Intelligence, his work in organizing intelligence units for Far Eastern service won him the Legion of Merit.

Released from active service, Mr. Moore returned to New York where Joseph A. McDonald, ABC's general counsel, invited him to join his staff in September 1946.

"I learned more about the broadcasting industry from Joe McDonald than from any other individual," Mr. Moore remembers.

Prior to ABC's entry into tv, Mr. Moore spent most of his time in labor negotiations. He represented the network in establishing the first freelance code for writers. His work with unions, however, covered every phase of the business.

Getting five stations on the air, ABC in February 1948 created a tv division and Mr. Moore named business manager and attorney. Because of the lack of manpower in those days, he did a "little bit of everything." In getting ABC-TV's flag station, WJZ-TV New York (now WABC-TV), on the air, he recalls working seven days and nights a week. He also helped form plans for ABC-TV's Chicago and Detroit stations.

An early advocate of film in video programming, he negotiated a number of the network's first tv film contracts. Other firsts include the initial Metropolitan Opera telecast, presentation of the Democratic and Republican 1948 conventions and the first Midnight Mass at St. Patrick's Cathedral with Francis Cardinal Spellman officiating.

Sent west by ABC president Robert E. Kintner for "90 days" in March 1949 to help organize the network's KGO-TV in San Francisco and KCET (now KABC-TV) Hollywood, Mr. Moore sent for his family when the three months were extended to six. He has made Southern California his home since.

During this time Mr. Moore was named director of television for ABC Western Division. He doubled as KCET-TV general manager when it started operating in September 1949.

Although invited to become ABC Western Division general manager, Mr. Moore in 1951 accepted Norman Chandler's bid to join the Los Angeles Times' KTTV in a similar capacity.

Later named a vice president, he also is a member of the KTTV Inc. board of directors.

A member of the NARTB Public Events and Labor Advisory committees, he also is president of the Television Broadcasters of Southern California, having previously served as vice president. He serves on the Los Angeles RTRA Charities Inc. board of directors.

He was married in 1943 to the former Jane Swift in New York City. They live in La Canada, a suburban community near Pasadena, with their four children, Richard Jr., 9; Matthew, 7; Joseph, 5 and Kate, 2.

A tireless worker to make KTTV "the nation's foremost independent," Mr. Moore declares there are no hours left for hobbies. However, he hopes to return to golf someday.

KSTP-TV
now reaches nearly Two Million people regularly with its 100,000 watts on channel 5

our respects
to RICHARD ANTHONY MOORE

Page 22 • December 28, 1953
Almost over!
(the waiting, we mean)

WOWO
FORT WAYNE

is all set to go with a five-fold increase in power, extending its signal to cover 20 additional counties—1,700,000 more people

Our new 50,000-watt, quarter-million-dollar transmitter is almost ready to go! Completion will give advertisers complete coverage of 69 counties—4 million people, including those in Indianapolis and Toledo. For audience action, WOWO gives you this dominant coverage with greater intensity and clarity than ever before. Another great example of Westinghouse's continuing faith in radio—which is paying off for time buyers!

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
However you go there's radio

Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

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

on all accounts

At 35, James Beam, director of advertising, Paper-Mate Pen Co., Culver City, Calif., is the oldest executive of the firm, a young group which uses tv and radio as its advertising base. Four years ago Paper-Mate entered the then largely-discredited ball point pen field. Since then, the firm's monthly schedule of over 800 spot announcements in 45 markets has done much to overcome public prejudice.

Born in Canton, Ill., Mr. Beam graduated from the U. of Illinois in 1942 with a degree in commercial design. In 1946 he entered advertising as a copywriter for Marshall Field Department Store, Chicago, after war service as a Marine Corps pilot. Next he sold space for a short-lived magazine, then joined Victor Adding Machine Co., Chicago, as assistant advertising manager, rising to public relations director by 1953, when he decided to move to California.

Drawing up a brochure outlining his qualifications, he had 500 printed, but mailed only five to prospective employers. One was Paper-Mate Pen Co., which was looking for an advertising manager. The brochure and several personal interviews resulted in Mr. Beam getting the position over 300 other applicants.

Paper-Mate's set advertising pattern is to buy Class "A" time for spot announcements before high-rated programs. This results in the firm's advertising message reaching "the most people the most often," Mr. Beam feels.

Normally, only spots are used, making for a flexible advertising program. An exception is this year's Christmas campaign, which also tested network radio. Paper-Mate participated in NBC's Fibber McGee and Molly.

At present, three times as many tv spots are used as radio, because Mr. Beam believes the pen firm has a product which can be effectively demonstrated on the air. During the past two years only one commercial spot, that of a young couple singing a jingle, has been used. This spot has made an estimated two billion "impressions" monthly, through twelve vocal and seven visual repetitions of "Paper-Mate" during the jingle. He recently felt the time had come to change the commercial. A similar format employing the same couple will be used in a new version for 1954 release.

The Beam family, consisting of the young advertising manager; his wife, the former Barbara Lareau; and Sandra, 7; Jamie, 5; and Sally, 3, lives in Reseda, a suburb of Los Angeles. Mr. Beam lists his avocations, in order, as his family, his new home, and when he finds time, amateur painting and sketching.
YEAR AFTER YEAR
EXPERIENCE HAS PROVED*

GOOD MUSIC
IS
GOOD BUSINESS

* Your Los Angeles Market coverage is incomplete without KFAC

THE MUSIC STATION FOR SOUTHERN CALIFORNIA
1330 ON YOUR RADIO DIAL – 104.3 F.M.
PRUDENTIAL SQUARE • LOS ANGELES, CALIFORNIA

Audiences larger per dollar than any station in Southern California
She Pictures
Today's Woman
for Mid-
America

on KCMO
Radio and TV

Here's the perfect likeness of the active, well-
informed women who plan and buy for Mid-America
households—Anne Hayes, KCMO's Director of
Women's Activities. Wife, mother, clubwoman,
journalist, and star of "Today's Woman" with
Anne Hayes, she brings the women's world into
sharp focus on radio and TV. "Today's Woman,"
with 12 years of success on radio, is already building
area-wide acceptance on KCMO-TV Channel 5 in
Kansas City. Right now, you can pick a few
participations . . . radio and TV.

On TV, Anne prepares food in
KCMO-TV's complete electric
kitchen, interviews outstanding personalities, puts the best
in homemaking "on camera." Her radio format—tested and
refined over 12 years—involves women's news, recipes,
personalities, and a merchandising plan featuring record-
ings made at prominent Mid-
America women's clubs.

Today's Woman on
KCMO-Radio . . .
11:30 'til 12 Noon
Monday through Friday

KCMO-Television . . .
2:30 to 3:00 P. M.
Monday through Friday

KCMO Radio - 810 Kc.
TV - Channel 5

It's good to know "It's a Meredith Station"
TOP AGENCY RADIO-TV BILLINGS UP 25% IN '53

For the second year BBDO and Young & Rubicam were the heaviest spenders in broadcast media among leading advertising agencies, according to annual survey by B+T's agency editor, Florence Small. Thirty-two leaders spent $191.4 million in radio and $372.2 million in tv for a grand total of $563.6 million.

RADIO-TV billing among the top 32 agencies in the country increased approximately 25% in 1953 with BBDO and Young & Rubicam leading the B+T survey list again with an annual expenditure of $49.5 million and $49 million, respectively, in the combined broadcast media. Total am-tv estimated billing of the 32 leading agencies came to $563.6 million compared to $451.9 million for the 30 leaders in 1952.

Radio's share of the 1953 agency billing totalled $191.4 million, $9 million more than recorded in 1952 when 30 agencies checked in with a total of $182.4 million.

Television meanwhile rose this year to $372.2 million from 1952's tally of $269.5 million, a dollar gain of more than $102 million and a percentage increase of about 38%.

Young & Rubicam, as in 1952, was second to BBDO in combined radio-tv outlay this year with billings of $49 million, while J. Walter Thompson took over third place, spending $35 million in am and tv in 1953.

BBDO was first in expenditures for television alone, its tv billing in 1953 totalling $35 million, with Y & R a close second in tv billing with $34 million.

In radio, Dancer-Fitzgerald-Sample was again the leader with a 1953 disbursement of $18 million in that category.

The seven remaining agencies constituting this year's big Ten in combined am-tv billing were: Benton & Bowles, $32 million; Biow Co., $32 million; William Esty, $29 million; Dancer-Fitzgerald-Sample, $27 million; McCann-Erickson, $25.5 million; Ted Bates & Co., $24 million, and Leo Burnett Co., $24 million.

The figures in all cases in this survey include expenditures for time and talent in both network and spot. The list embraces all agencies billing $6 million or more in radio and television during 1953 and the estimate in each instance is based on information received directly from responsible officials of the agency involved.

A survey of the 1953 record of each of the 32 agencies in the survey follows.

BATTEN, BARTON, DURSTINE & OSBORNE: Radio-tv billing, $49.5 million; $14.5 million in radio, $35 million in tv. Radio-tv share of agency's overall billing, 40%.

BBDO, first in combined radio and television billing, increased its front-ranking 1952 total by $9.5 million. Accounting for the gain were the following new television shows sponsored by these advertisers: The George Jessel Show on ABC-TV for Gemex; American Tobacco Co.'s Make Room for Daddy on ABC-TV, and Private Secretary, on CBS-TV; Crosley Corp.'s Your Hit Parade on NBC-TV; Vitamin Corp. of America's Paul Dixon Show on DuMont, Chrysler Div.'s Chrysler Medallion Theatre on ABC-TV; General Electric's Jane Froman Show, and U. S. Steel's U. S. Steel Theatre, both on ABC-TV; Lever Bros.' Houseparty and duPont's Cavalcade of America, also on ABC-TV. During the year the agency dropped Keep Posted on DuMont for Saturday Evening Post as well as American Tobacco's Bill Baker on CBS-TV, and Gemex's participation on the Stork Club on CBS-TV.

In radio, General Electric took on Bing Crosby on CBS; Lanolin signed to sponsor Edgar Bergen, also on CBS; American Tobacco bought American Way on CBS; Lever Brothers purchased Houseparty on CBS; and Vitamin Corp. of America sponsored Gabriel Heatter on Mutual. Losses in radio included the following: Armstrong dropped its Theatre of To-

HOW THEY RANKED IN '53

<table>
<thead>
<tr>
<th>Agency</th>
<th>Comparative Rank</th>
<th>Am-Tv Billing (in Millions)</th>
<th>Radio Only (in Millions)</th>
<th>Tv Only (in Millions)</th>
<th>Am-Tv Share Of Overall Am-Tv Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBDO</td>
<td>1</td>
<td>1 $49.5 $40</td>
<td>14.5 13.5 25</td>
<td>35 26.5 36.5 26 40</td>
<td>40% 40%</td>
</tr>
<tr>
<td>Young &amp; Rubicam</td>
<td>2</td>
<td>2 49 36</td>
<td>15 12 24</td>
<td>24 30 33 32 35</td>
<td>33% 33%</td>
</tr>
<tr>
<td>J. W. Thompson Co.</td>
<td>3</td>
<td>6 35 27</td>
<td>13.5 13.5 21.5</td>
<td>13.5 24 24 24 24</td>
<td>24% 24%</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>4</td>
<td>3 32 30</td>
<td>11.8 10.5</td>
<td>20.2 19.5 60</td>
<td>60%</td>
</tr>
<tr>
<td>Blow Co.</td>
<td>5</td>
<td>4 32 30</td>
<td>8 10.5</td>
<td>19.5 60</td>
<td>60%</td>
</tr>
<tr>
<td>William Esty &amp; Co.</td>
<td>6</td>
<td>5 29 28</td>
<td>8 10.5</td>
<td>21 18 50</td>
<td>50%</td>
</tr>
<tr>
<td>Dancer-Fitzgerald-</td>
<td>Sample</td>
<td>7 7 27 26</td>
<td>18 17.5</td>
<td>9 8.5 55 55 55</td>
<td>55%</td>
</tr>
<tr>
<td>McCann-Erickson</td>
<td>8</td>
<td>8 25.5 25</td>
<td>8 8.7</td>
<td>17.5 16.3 40 40</td>
<td>40%</td>
</tr>
<tr>
<td>Ted Bates &amp; Co.</td>
<td>9</td>
<td>12 24 15</td>
<td>6 6 18</td>
<td>9 60 60</td>
<td>60%</td>
</tr>
<tr>
<td>Leo Burnett Co.</td>
<td>10</td>
<td>10 24 18</td>
<td>7.2 9 16.8</td>
<td>9 50 50</td>
<td>50%</td>
</tr>
<tr>
<td>Foote, Cone &amp; Belding</td>
<td>11</td>
<td>9 18 20</td>
<td>8 10.5</td>
<td>10 10 30 30 30</td>
<td>30%</td>
</tr>
<tr>
<td>Lennen &amp; Newell</td>
<td>12</td>
<td>11 18 15</td>
<td>4 3 14</td>
<td>12 55 55</td>
<td>55%</td>
</tr>
<tr>
<td>Kenyan &amp; Eckhardt</td>
<td>13</td>
<td>13 15.2 14.5</td>
<td>5.6 5.5</td>
<td>9.6 9 28 27</td>
<td>27%</td>
</tr>
<tr>
<td>Krafts Agency</td>
<td>14</td>
<td>14 15 15</td>
<td>4.8 4.8</td>
<td>10.2 10.2 35 35 35</td>
<td>35%</td>
</tr>
<tr>
<td>Cunningham &amp; Walsh</td>
<td>15</td>
<td>11 14 14</td>
<td>10 4</td>
<td>10 6 33 33 33</td>
<td>33%</td>
</tr>
<tr>
<td>Mason Inc.</td>
<td>16</td>
<td>15 14 11</td>
<td>4.2 4.4</td>
<td>9.8 6.6 40 40 40</td>
<td>40%</td>
</tr>
<tr>
<td>N. W. Ayer &amp; Son</td>
<td>17</td>
<td>14 13.4 12</td>
<td>6.5 6.6</td>
<td>6.9 6.1 14 14 14</td>
<td>14%</td>
</tr>
</tbody>
</table>

Sullivan, Stoffer, Caldwell & Bayles 18 16 13 10 3 4 10 6 50% 50%
Compton Adv. 19 20 12.3 8 5 4.5 7.5 3.5 30% 20%
Needham, Louis & Brody 20 18 11 8 4.5 3 6.5 5 45% 40%
Sherman & Marquette 21 20 11 7.5 3.5 2.5 7.5 5 50% 50%
Geoffrey Wade 22 20 10 6.5 3.5 10 (Not listed in 1952.)
Ruthrauff & Ryan 23 24 10 7.5 5 3.2 5 4.3 23% 25%
Cecil & Presby 24 19 9.5 8 1.5 3.6 7 4.4 50% 50%
Coppell-Rwold 25 23 8.5 7 1.8 6.7 6.2 55% 25% 25%
Warwick & Legler 26 25 7 7 1.5 5.5 4 50% 50%
D'Arcy Adv. 27 24 6.5 7 2.5 3.5 4 3.5 25% 25%
Doherty, Clifford, Steers & Shenfield 28 6 1.5 1.5 1.5 1.5 1.5 1.5 55% 55%
Fuller & Smith & Ross 29 30 6 3.4 1.5 0.9 4.5 2.5 15% 15%
MacManus, John & Adams 30 6 2 4 4 4 4 43% 33%
Wheelock Co. 31 26 6 6 2.5 3.5 3.5 2.5 55% 50%
Weiss & Geller (Not listed in 1952.)

TOTALS $563.6 $451.9 $191.4 $182.4 $372.2 $269.5

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**AGENCY RADIO-TV BILLINGS**

<table>
<thead>
<tr>
<th>Agency</th>
<th>Radio-TV billings</th>
<th>TV share of agency's overall billings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOUNG &amp; RUBICAM</strong></td>
<td>Radio-TV billing, $49 million: $15 million in radio, $34 million in tv.</td>
<td>TV share of agency's overall billings, 35%</td>
</tr>
<tr>
<td><strong>J. WALTER THOMPSON CO.</strong></td>
<td>Radio-TV billing, $13.5 million in radio, $21.5 million in tv.</td>
<td>TV share of agency's overall billings, 24%</td>
</tr>
<tr>
<td><strong>BENTON &amp; BOWLES</strong></td>
<td>Radio-TV billing, $32 million: $11.8 million in radio, $20.2 million in tv.</td>
<td>TV share of agency's overall billings, 60%</td>
</tr>
<tr>
<td><strong>BIOW CO.</strong></td>
<td>Radio-TV billing, $32 million: $8 million in radio, $24 million in tv.</td>
<td>TV share of agency's overall billings, 60%</td>
</tr>
<tr>
<td><strong>YR</strong></td>
<td>ran a very close second for top combined billing, a mere half a million dollars below first place, and a million below in television. It achieved the most spectacular gain of the year, doubling its television account. The agency's combined television and radio billings were $35 million, up from $17 million in 1952.</td>
<td>TV share of agency's overall billings, 40%</td>
</tr>
</tbody>
</table>

**WILLIAM ESTY:** Radio-TV billing, $29 million: $8 million in radio, $21 million in tv. Radio share of agency's overall billings, 50%.

**TED BATES** | Radio-TV billings, $24 million: $6 million in radio, $18 million in tv. | TV share of agency's overall billings, 60% |

**LEO BURNETT CO.** | Radio-TV billing, $24 million: $7.2 million in radio, $16.8 million in tv. | TV share of agency's overall billings, 60% |

**FOOTE, CONE & BELDING** | Radio-Television billing, $18 million: $8 million in radio, $10 million in tv. | TV share of agency's overall billings, 30% |

**LENNEN & NEWELL** | Radio-TV billing, $18 million: $4 million in radio, $14 million in tv. | TV share of agency's overall billings, 55% |

**KENYON & ECKHARDT** | Radio-TV billing, $15.2 million: $5.5 million in radio, $9.6 million in tv. | TV share of agency's overall billings, 28% |

**BROADCASTING • TELECASTING**
over 1952. The agency gained one tv account during the year, Welch Grape Juice Co., which sponsors a portion of Howdy Doody on NBC-TV. In addition it expanded the number of stations carrying its Toast of the Town show for Lincoln Mercury on CBS-TV. The agency also participated during the year in the historic Ford Anniversary show which ran on two networks for two hours. Lincoln-Mercury, Amazo, Pepperidge Farms and Spool Cotton are among the agency's principal radio and television spot advertisers.

KUDNER AGENCY: Radio-tv billing, $15 million: $4.8 million in radio, $10.2 million in tv. Radio-tv share of agency's overall billing, 35%.

Kudner's radio-tv figures remained substantially the same as in 1952. The agency continued to handle the Buick and Texaco accounts—the latter underwrote the Milton Berle Show on NBC-TV until summer and the former took over in the fall—and still services Texaco's Metropolitan Opera broadcasts on ABC Radio. General Motors continues to sponsor Henry J. Taylor News on Mutual.

CUNNINGHAM & WALSH: Radio-tv billing, $14 million: $4 million in radio, $10 million in tv. Radio-tv share of agency's overall budget, 33%.

Chesterfield increased its budget this year, accounting for the 20% advance of this agency over the 1952 tally. In addition to the huge Chesterfield schedule the agency handles spot activity in radio and television for such advertisers as Sunshine Biscuit, Northwest Airlines, Pan American coffee, Squibb Co., Narragansett beer, Diamond homey, and McCull's patterns.

MAXON INC: Radio-tv billing, $14 million: $4.2 million in radio, $9.8 million in tv. Radio-tv share of agency's overall billing, 40%.

In 1953 Maxon recorded an increase of over $3 million in television. For General Electric it added alternate sponsorship of Meet Mr. McNutley on CBS-TV, while Hot Point continued with its Ozzie and Harriet show on ABC-TV, and Gillette proceeded with its heavy radio and tv sports schedule including sponsorship of the World Series, the fights, the Rose Bowl game, and All Star and Orange Bowl games. Peter Paul (Mounds), which figured importantly in its newscasts for the greater part of 1953, was lost by the agency in November. The account has moved to D-FS.

N. W. AYER & SON: Radio-tv billing, $13.4 million: $6.5 million in radio, $6.9 million in tv. Radio-tv share of agency's overall billing, 14%.

Ayer's radio-tv billing in 1953 was up almost $1.5 million over last year with most of the increase going into spot radio and television. The agency continued to place, for Electric Light & Power Co., Meet Corliss and Young Tom Pollock of the ABC Radio and You Are There on CBS-TV. Lever Bros. continues with Houseparty on CBS-AM-TV; Bell Telephone Co. remains with the Telephone Hour on NBC Radio, and Atlantic Refining maintains its annual football telecasts on DuMont and on a regional basis.

SULLIVAN, STAUFFER COLWELL & BICK: Radio-tv billing, $13 million: $3 million in radio, $10 million in tv. Radio-tv share of agency's overall billing, 50%.

Radio-tv billing at SSC&B was up $3 million over 1952. American Cigar & Cigarette Co. began sponsoring Where's Raymond on ABC-TV, Spiedel Corp. started alternate-week spon-
agency's overall billing, 25%.

Campbell-Ewald increased its billing approximately a million and a half over 1952. The agency placed the new Chevrolet Dealers' Chevrolet Showcase on ABC-TV, and presided over Chevrolet's expanded spot budget in both radio and television. Chevrolet Dealers continued sponsorship of Chevrolet News on ABC Radio and the Dinah Shore Show on NBC Radio and NBC-TV.

WARWICK & LEGLER: Radio-tv billing, $7 million: $1.5 million in radio, $5.5 million in tv. Radio-tv share of agency's overall billing, 50%.

The agency held firm this year to its overall pace in 1952. For ExLax Inc., the firm placed Leave It to the Girls on DuMont, and bought into a portion of Plainclothesman, also on DuMont; for Larus Bros. Co.; Mogen David Winery; Beverages, continued to sponsor Children's Hour on NBC-TV, and R. J. Caruso, Chrysler-Plymouth dealer in Los Angeles, carried on a television campaign. Pabst Blue Ribbon continued, as before, to sponsor the fights on radio and tv as well as carry on a radio spot campaign.

D'ARCY ADV: Radio-tv billing, $6.5 million: $2.5 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 25%.

This agency dropped perhaps a half-million dollars from its 1952 figure. Still it was an active year for D'Arcy. The agency placed the Ed Sullivan Shows on NBC-TV for Coca-Cola, continued with Gerber Products' and James Lees & Sons' participations on the Kate Smith Show on NBC-TV, and bought Tom Corbett on DuMont for International Shoe Co. In radio Budweiser Brewing sponsored the Bill Stern Show on ABC Radio.

DOHERTY, CLIFFORD, STEERS & SHENNFIELD: Radio-tv billing, $6 million: $1.5 million in radio, $4.5 million in tv. Radio-tv share of agency's overall billing, 55%.

Bordens and Bristol-Myers raised this agency to its position of importance this year. Bristol-Myers began sponsorship of Man Behind the Badge on CBS-TV, and Bordents' undertook Tennessee Ernie Ford on NBC-TV, finally dropping the program toward the end of the year. Bristol-Myers participated also on the Jackie Gleason Show on CBS-TV and Show of Shows. The agency also handled various spot campaigns for Bordens and Bristol-Myers products. Until September 1953, it handled the Welch Grape Juice Co.'s representation on the Howdy Doody Show, the account moving to Kenyon & Eckhardt at the start of the fall season.

FULLER & SMITH & ROSS: Radio-tv billing, $6 million: $1.5 radio, $4.5 million in tv. Radio-tv share of agency's overall billing, 15%.

This agency virtually doubled its billing in television during 1953. Super-Kern-Tone took over co-sponsorship of the Ray Bolger Show on ABC-TV and Commercial Solvents bought Red, White & Blue on CBS-TV. Aluminax Co. TV, America continued its sponsorship of See It Now on CBS-TV and Fiberglass bought a portion of the Godfrey morning show on CBS Radio and CBS-TV. During the season the agency lost the Westinghouse sponsorship of Freedom Rings.

MACMANUS, JOHN & ADAMS: Radio-tv billing, $6 million: $2 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 33%.

MacManus, John & Adams is another among the few major agencies which have more than doubled in billing in 1953. The agency achieved its leap onto the survey list by placing two network shows during the year for the Pontiac division of the General Motors: the Dove Garvey way program on NBC-TV, and the Football Scoreboard on NBC-TV. In addition, the agency spotted Dow Chemical Co. on three network participations shows.

WARD WHEELOCK CO.: Radio-tv billing, $6 million: $2.5 million in radio, $3.5 million in tv. Radio-tv share of agency's overall billing, 55%.

The agency's combined billing remained the same in 1953 as in 1952 but there was an internal shift of a million dollars from its radio to its television budget. Campbell Soup, the agency's major radio-tv account, continued to sponsor two network shows in television, Campbell Soup Stage on NBC-TV and Double or Nothing on CBS-TV, and one show in radio, Double or Nothing on ABC.

WEISS & GELLER: Radio-tv billing, $6 million: $2 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 50%.

Weiss & Geller, too, has more than doubled its radio-tv billing in 1953 with the acquisition of the Toni account, which sponsors God and His Friends on CBS-TV, the Godfrey simulcast on the same network and Nora Drake on CBS Radio. Additionally, the agency in 1953 bought Dollar a Second on DuMont for Mogen David Wine and Come Back on ABC-TV for Sealy Mattress.
COLOR TV

COLOR STATUS: IT'S HERE, BUT SETS IN 54 TO BE LIMITED

Although the networks intend to air numerous teletcasts during 1954, there won't be more than 100,000 color TV sets in the estimates of manufacturers. Other developments include the question of AT&T intercity connection charges and comments from government and the industry.

COLOR television is here, but it won't be here for a couple of years. That paradoxical statement sums up the status of color TV for the second week of its commercial authorization, based on reports from broadcasters, networks and manufacturers.

It's based on this: broadcasters and networks, while realizing there are no receivers in the hands of home viewers nevertheless are moving ahead to put polychrome signals on the air. NBC, and its affiliates, are leading—with the network planning to average two colorcasts a week during the coming year, after the first post-color week's three programs ("Amahl and the Night Visitors," Dec. 20; Season's Greetings, Dec. 22; Dragnet, Dec. 24).

Manufacturers, however, almost unanimously cautioned prudence. No consumer color TV receivers will be available until the middle of 1954, it was pointed out, and even then not more than 100,000 color receivers, at the most, were estimated for production in all of 1954. Manufacturers, however, were not idle; several companies began speeding color receivers to distributors and dealers to be on time for the Jan. 1 telecast of the Pasadena Tournament of Roses parade over the NBC network.

Other Color Happenings

Other major developments in color TV last week were:

- Text of FCC's color report and order was published in the Federal Register Dec. 23. This made the official effective date for commercial compatible TV Jan. 22, the FCC announced. However, the FCC's decision to require that the FCC authorized all stations to teletcast color on the new standards without prior authority. It asked that it be notified in advance when a station begins color-casting.

- Answer to the question of what the AT&T was going to charge for color TV intercity connections was slightly ambiguous. Tariff for experimental color charges runs out Dec. 31 and no new rate schedule has been submitted to the FCC. It is believed that the telephone company may ask that the experimental rates be continued pending the submission of commercial charges. Since the effective date of the color order is not until the FCC's decision was issued, the FCC authorized all stations to telecast color on the new standards without prior authority. It asked that it be notified in advance when a station begins color-casting.

- "Answer" to the question of whether the adjacent network, syndicated or local shows are in color or black and white. Color thus will be prominently distributed over a local station's TV schedules as color ads are studded in proximity to black-and-white printing in magazines and newspaper supplements. And they'll stand out like gems.

- "Color announcements and spots," Mr. Weed continued, "can be used on station breaks regardless of whether the adjacent network, syndicated or local shows are in color or black and white. Color thus will be prominently distributed over a local station's TV schedules as color ads are studded in proximity to black-and-white printing in magazines and newspaper supplements. And they'll stand out like gems."

- Brig. Gen. David Sarnoff, in a yearend RCA statement (see separate story on page 64), announced that 26 NBC-TV affiliates in 19 cities were ready to broadcast the Tournament of Roses parade from Pasadena, Calif., New Year's Day. The Pasadena colorcast will be sponsored by F. W. Woolworth Co.

Gen. Sarnoff also said that 65 NBC-TV affiliates plan to equip themselves for colorcasting. Meanwhile, it was learned that NBC-TV's advertising and promotion department had prepared color TV information kits in anticipation of FCC approval of compatible color signal specifications. One kit was delivered to advertising agency executives in New York on Dec. 18. The other, prepared to assist the network's affiliates in telling the color

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Better Business Bureau Ready With the Facts

FOUR days after the FCC approved compatible color TV for commercial use, the National Better Business Bureau published a six-page booklet on "The Facts About Color Television."

Based on answers to a questionnaire to all TV set makers, the booklet presents a summary of their opinions. In question and answer form it states that there is no basis for the belief that color receivers will be available in quantity in the near future or that the difference in price between a color and a black-and-white receiver will soon be a negligible factor.

It also stresses that in 1954 color production will be small, that the price of receivers will be relatively expensive, that picture sizes will be relatively small, that color programs will be infrequent, and that ineffrigent, and that even if color programs may originate local programs, but plans on the latter are not firm yet.

CBS' WBBM-TV plans were said to hinge, as with local monochrome origination, on the outcome of the Zenith Radio Corp.'s request for a hearing on Chicago's ch. 2.

WBBM-TV expects to receive about $25,000 worth of equipment about April 1 looking toward modification of its present transmitter to accommodate colorcasting. Color TV receiver sets will be included in the package for monitoring purposes.

On Dec. 11, KRDN-TV San Francisco started modification of its transmitter in preparation for a color TV signal. The next day, the major portion of the new equipment arrived.

The new color transmitting equipment was installed and ready for use by Dec. 14. This is in plenty of time for NBC's quick color preview which, on Dec. 17, followed by a matter of hours the FCC announcement approving the RCA compatible system as the standard for color transmission.

Predictions on the number of color receivers to be produced during 1954—the first year of color tv—ranged widely. Emerson's Benjamin Abrams estimated 50,000; GE's Dr. W. R. Baker (who chairmands the Tri-State Colorvision System Committee) predicted 100,000 and Admiral's John B. Huara estimated 200,000.

Comments from manufacturers were as follows:

Approval of the compatible color system by the FCC will "mark a new era of prosperity" for the television receiver industry and must result in "increased sales of table model black-and-white sets," Mr. Abrams declared last week.

In a telegram to all Emerson dealers, Mr. Abrams pointed out that his company's black-and-white line is available from $200 for 17- and 21-inch sets respectively in contrast to $700 to $1,000 that will be asked for 12%- and 14%-inch color receivers.

Not Over 50,000

"For at least a year," Mr. Abrams continued, "total production (of color sets) for industry may not exceed 50,000, which is equivalent to not more than one set per dealer for all of 1954."

"The introduction of color television in 1954 is expected to affect the business of monochrome receivers as confusion will exist in some consumer purchasing decisions until color models are displayed on dealers' floors accompanied by their high price tags," Dr. Baker said. "This is particularly true in the discount market, and the comparatively low list prices of monochrome sets as compared to color, should enable the industry to sell to distributors a maximum of 5.2 million units with a retail value in excess of $1.4 billion.

"Although mass production as we know it in the monochrome business will not be achieved in color receivers in 1954, pilot runs should result in total industry sales of about 100,000.
receivers at prices ranging between $800 and $1,000.

General Electric will produce a color tv console model in limited quantities for shipment to distributors starting about mid-year.

Admiral Corp. claimed FCC's approval of NTSC's compatible system will help clear the air. Admiral is building pilot color sets during December and was scheduled to exhibit them to distributors at a sales convention in Chicago at the Conrad Hilton Wednesday, according to Mr. Huarisa, Admiral executive vice president.

He stated that Admiral will jump production of color sets sufficiently during the second quarter to provide a sample for every dealer in cities along the color tv cable route. Company has set a 30,000 production goal during the next 12 months. Mr. Huarisa predicted about 200,000 receivers next year.

Zenith Radio Corp. also plans a quantity of color tv models in months ahead, though mass production is still a year or more away for the industry, according to H. C. Bonfig, Zenith vice president. Zenith employs a three-gun color tube and sets are "extremely complex and difficult to produce," he noted.

Raytheon Mfg. Co.'s Chicago plant was expected to ship color models to retailers this past weekend. Firm has been on pilot production for months, and claimed the sets were the first color receivers distributed to retailers. Raytheon held a network color tv reception press preview at the Sheraton Hotel with color pickups from 7-8 p.m.

B&W Readjustment

At Hallcrafters Co., President William J. Halligan had indicated earlier that "color television publicity, coupled with over-production and over-publicity, is the part of some manufac-
turers, has necessitated a readjustment in the black and white field." It also will concentrate on radio set output, including short-wave equipment, but is neglecting color.

Hallcrafters, like others, planned to ship some 20 pilot models to distributors "along the network color tv route" by New Year's Day. Its production in the foreseeable future will depend on availability of tubes, a company spokesman said. Firm also plans to show a color model at the International Home Furnishings Show in Chicago starting Jan. 13.

Cost of a service contract for a color television receiver was estimated last week by RCA Service Co. officials at "three or four times more than that of a black and white set."

This information was provided at a news conference in New York at which the RCA Service Co. announced a comprehensive educational and training program on color for the entire tv service industry. It was pointed out by officials that a definite price for a service contract could not be set at this time but would be determined from experience. They said that present indications were that the price would be three or four times the $60-$70 charged for black-and-white receivers.

The industry-wide training and educational program for technicians is divided into four major elements, including a series of two-day clinics to be held in 65 cities, starting early in February; a textbook, "Practical Color Television for the Service Industry," which will be made available to servicemen completing the clinics and is also obtainable from distributors or the RCA Service Co. at a cost of $2 per copy; a special home study course in color tv to be offered by the RCA Institute in New York; and availability to servicemen of a new type of test equipment developed by RCA for use in the proper phasing and alignment of color sets.

GENERAL TELERADIO PAYS $1 MILLION TO ACQUIRE PHILLIPS H. LORD INC.

Transaction paves way for full-scale entry of General Teleradio into television. In addition to tv rights, GT also gets radio rights to a number of programs formerly produced by the Lord firm.

THE WAY for full-scale entry into television by General Teleradio Inc. was cleared last week with the company's acquisition of Phillips H. Lord Inc., New York, radio-television production company, in what was understood to be a $1 million transaction.

Under the terms of the transaction, General Teleradio acquires the radio and television as well as the subsidiary and residual rights to Gangbusters, We, the People, Counter-Spy, Sky Blazer, Police Woman, The Black Robe, Treasury Agent, and Mr. District Attorney, which currently is on option to the Frederic W. Ziv Co. Mr. Lord also will relinquish radio scripts on Kathleen Norris novels. Only program currently used by General Teleradio is Counter-Spy (MBS, Monday, 8:30-9 p.m., EST).

Although details of General Teleradio's plans for use of the properties were not disclosed, officials appeared confident that the main interest of interest President Thomas F. O'Neil in acquiring them was for use in filmed adaptations for television. Some of them may be added to the Mutual Radio network schedule, but it also was noted that General Teleradio is not apt to withdraw Gangbusters, for instance, from its present spot on CBS Radio.

The tv properties presumably will be handled by General Telecasting, a subsidiary of General Teleradio which recently, in cooperation with Fox Movietone News, launched the Ziv Tv Promotes Unger To Vice Presidency

 PROMOTION of Maurice (Babe) Unger, manager of West Coast operations for Ziv Television Programs Inc., to vice president of the firm was announced last week by John L. Sinn, president. Mr. Unger has been with Ziv since the start of the company's television operations on the West Coast four years ago.

Expanded responsibilities of Mr. Unger in his new post will be discussed at a three-day meeting this week in Chicago. He has been in charge of all Ziv's tv series, including I Led Three Lives, Favorite Story, Boston Blackie, The Cisco Kid and other productions.

WEILL ESTABLISHES Fortune Features

ESTABLISHMENT of Fortune Features Inc. as a tv film distribution company was announced last week by Jules B. Weill, president, coincidentally with disclosure that the firm has acquired a package of 26 American language feature films produced in Italy.

Mr. Weill, who also heads the tv distribution company of Specialty Television Films Inc., said the package is the first of four in packages of 26 Italian-produced American language films that will be placed on the American market. He acquired distribution rights through Italian Films Export in a transaction he estimated at $1 million.

The entire package of 104 films, Mr. Weill said, will feature Italian as well as some American actors, with voices dubbed in when required. Some of the personalities appearing in the films, which were produced between 1949 and 1953, are Anna Magnani, Silvana Mangano, Alida Valli, Lea Padovani, Maria Montez and Vittorio Gassman.

Mavro Buys Building

PURCHASE by Mavro Television Co., tv pack-
ager, of a four-story building at 314 E. 50th St., New York City, was announced last week by Ruth Cade, vice president in charge of sales for the company. Miss Cade said the building will be converted into modern studios especially equipped for screening of television shows and properties.

EXECUTIVES of Knox Reeves, Minneapolis, advertising agency handling several General Foods products, supervise the production of a commercial tv film at Olympus Film Productions, Cincinnati, subsidiary of Croxley Broadcasting Corp. Looking onto the set are Russ Neff (l), agency's radio-tv director, and James Hill, general manager of the WLWT (tv) film organization; with the two executives are a cameraman and script girls.
FULL color motion pictures on magnetic tape of the Jan. 1 Pasadena Rose Parade, will be recorded in the electronics division laboratory of Bing Crosby Enterprises, Hollywood, as part of the experimental work now being conducted.

Engineers will take that recording from the local colorcast on the newly developed Crosby VTR (Video Tape Recorder), with a major unidentified set manufacturer cooperating in the experiment with standard receiving equipment, according to Managing Director Frank C. Healey.

First to demonstrate more than a year ago the practicability of black-and-white recording on magnetic tape, the Crosby company last week reported that equipment suitable to commercial use is expected to be made available during the next 12 months.

**Weiss Sees 55% Jump In Film Syndications in ’53**

INCREASE of 55% in sales of syndicated films to U.S. tv stations for 1953 over 1952 is estimated by Adrian Weiss of Louis Weiss & Co., Los Angeles.

“A distinct upsurge in our business during the past three months,” he added, “indicates that 1954 will be an even better year than this one.”

With the Weiss-distributed product having run on more than 80 stations, he credits some of the gains to opening of new areas to tv, but declared, “The bulk of the new business has come from older markets where new stations have opened the way for the distributors of syndicated films to place their product in a more competitive field.”

Another contributing factor, he believes, is the growing awareness of station and agency film buyers that “tv film series can have several successful runs in any competitive market.”

**FILM SALES**

Louis Weiss & Co. L. A., announces the sale in 12 markets of The Little Story Shop, series of five quarter-hour Christmas films featuring the Rex Castle Marlonettes and the All-Youth Choir of Phoenix. Stations set to show the films are KATV (TV) Pine Bluff, KRTV (TV) Little Rock, KXOL-TV El Paso, KTXL-TV San Angelo, Tex.; WABI-TV Bangor, Me.; KHOL-TV Kearney, Neb.; WPTA (TV) Harrisburg, Pa.; KPIX (TV) San Francisco, WBAY-TV Green Bay, Wis.; WSTV-TV St. Louis, Mo.; WCPO-TV Cincinnati, and WMCTV (Memphis).

Craig Kennedy Criminologist, distributed by the Weiss firm, will be sponsored on WGN-TV Chicago by International Appliance, for 26 weeks.

*Custer's Last Stand*, 15-episode serial, has been set for showing on KRKN-TV San Francisco on a five-times-a-weekly schedule. Three serials, comprising 48 program episodes of *Custer's Last Stand* and The Black Coin, have been set by Weiss for WLWT (TV) Cincinnati and WLCW (TV) Columbus, Ohio.

**PRODUCTION**

Filcraft Productions, Hollywood, has completed filming the first half-hour program in Mark Twain Theatre series, rights to which properties have been obtained from the estate of Samuel Clemens (Mark Twain). With J. Car-rol Naish as star, Gil Ralston, formerly with Sovereign Productions, has been set as producer. Jean Yarbrough is director.

In production are series of 10 spot commercials, being filmed in Hawaii for Standard Oil Co. of California for showing on -Chevron Theatre film series. Agency is BBDO.

Filcraft has also completed filming an eight-minute “Maxie, the Taxi” starring Eddie Cantor for in-house NBC Colgate Comedy Hour telecast.

Sovereign Productions, Hollywood, has started filming “Another Sunlight” for CBS-TV General Electric Theatre. Original script by Frederick Hafft Brennan, stars are David Brian and Martha Vickers. Stu Reynolds, firm president, is executive producer with Joseph Sitstrom, producer and Jean Yarbrough, director.

Mickey Rooney Enterprises Inc., Beverly Hills, has been formed and capitalized at $75,000 by Mr. Rooney, Maurice Duke, and others. Firm is preparing production for NBC-TV Hey, Mulligan, new half-hour comedy film series starring the actor. Richard Quine is set as director and Blake Edwards as writer. Firm’s business offices are at 121 S. Beverly Drive, B. H.

**DISTRIBUTION**

Deal has been set by Stu Reynolds, president of Sovereign Productions and Reynolds Productions, Hollywood, with Milton Gordon, president of Television Program Administration, whereby TPA takes over distribution of Sovereign Theatre, series of 52 half-hour programs originally produced for Your Jewelers Showcase and CBS-TV General Electric Theatre. Under terms of contract, Mr. Reynolds retains rights to sell films in joint partnership with TPA.

Hillman-Oakley Inc., new Beverly Hills tv packaging firm, located at 332 S. Beverly Dr., has acquired 36 silent feature films produced by Thomas Inc. of the group, 26 have been edited to one-hour length with appropriate titles. Second group of 26 are such being cut to five-quarter-hour across the board segments with comedy narration. Films are readyed for distribution include “Beau Revel” with Florence Vidor and Lewis Stone; “Elusive Rascals,” William S. Hart; “Leopard Woman,” Louis Glum; “White Sin,” Madge Ballantyne; “Wandering Husbands,” James Kirkwood, and “Mary’s Ankle,” Douglas McLean.
TELEGRAM

SOL TAISHOFF, EDITOR & PUBLISHER
BROADCASTING*TELECASTING
1735 DE SALES STREET AT CONNECTICUT AVENUE
WASHINGTON, D. C.

WOW-TV (OMAHA) SUCCESSFULLY TRANSMITTED AND RECEIVED THE MIDWEST'S FIRST COLOR TELEVISION SUNDAY, DECEMBER 20. ON THE MORNING OF DECEMBER 20 RCA SERVICE ENGINEERS AND WOW-TV ENGINEERING PERSONNEL AFTER THREE NIGHTS' WORK COMPLETED MODIFICATION OF STATION TRANSMITTER AND INSTALLATION AND ADJUSTMENT OF NEW COLOR EQUIPMENT, MAKING IT POSSIBLE FOR WOW-TV TO TRANSMIT COLOR TELEVISION. SUNDAY MORNING RCA AND WOW-TV ENGINEERS INSTALLED TWELVE AND ONE-HALF INCH RCA COLOR RECEIVER IN OMAHA'S PAXTON HOTEL WHERE THAT AFTERNOON WOW-TV MANAGEMENT AND ENGINEERING PERSONNEL, RCA AND NORTHWESTERN BELL REPRESENTATIVES AND GUESTS WATCHED HOUR-LONG COLORCAST OF NBC-TV'S "AMAHL AND THE NIGHT VISITORS." GUESTS INCLUDED OMAHA CIVIC AND BUSINESS LEADERS AND THEIR WIVES. WOW-TV PLANS TO FOLLOW UP COLOR "FIRST" WITH RECEPTION FOR ADVERTISING AGENCY PERSONNEL TUESDAY DECEMBER 22, FOR NBC-TV'S HOUR-LONG STAR-STUFFED COLOR PRESENTATION, "SEASON'S GREETINGS." ALSO, STATION WILL CARRY "DRAGNET" COLOR FILM ON THURSDAY, DECEMBER 24. WOW-TV PLANS GUEST OF 300 OMAHA ADVERTISING, PRESS AND CIVIC AND BUSINESS LEADERS FOR JANUARY 1 COLORCAST OF "TOURNAMENT OF ROSES PARADE." STATION ATIBUTED SUCCESS AND SPEED OF WOW-TV'S COLOR OPERATION TO SPECIAL "COLOR TASK FORCE," CONSISTING OF ASSISTANT GENERAL MANAGER LYLE DEMOSS AND DIRECTOR OF ENGINEERING, BILL KOTERA, SETUP SEVERAL MONTHS AGO.

SIGNED
FRANK FOGARTY, GENERAL MANAGER
WOW-TV, OMAHA, NEBRASKA

FIRST

WITH TELEVISION
WITH MAXIMUM POWER
WITH COLOR

Always First — First in Every Way

WOW-TV
A Meredith Station

Represented by Blair-TV

Basic NBC & DuMont Networks

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Money talks! And advertisers today are investing 36% more with WCBS RADIO than they did a year ago. They've found their advertising coin can earn a mint with WCBS, because WCBS audiences are the largest in New York—41.7% greater than any other station’s. And they’re the fastest growing audiences—13.4% larger than they were just a year ago*; larger today than in 1947*, before television! Nice thing about WCBS RADIO...its cost can be counted in pennies but your return is reckoned in the rustling kind of cash. Call us or CBS Radio Spot Sales.

Source: Pulse of New York, June-November 1953  Same period

NEW YORK WCBS RADIO
FACTS & FIGURES

TV TOPS '54 MEDIA IN CANDY BUDGET

The candy business will spend more than $30 million in 1954, says "Candy Industry" magazine, with television heading the list of media.

TELEVISION heads the list of advertising media to be used by the confectionary business in spending in excess of $30 million for advertising in 1954, according to the annual survey of advertising expenditures completed by Candy Industry magazine and appearing in its current issue. The advertising budget for 1953 was said to have been about $25 million.

The survey was said to cover the confectionary industry's 34 top national advertisers. The magazine notes these firms have appropriated $19,595,000 for their 1954 tv campaigns as compared with $17,722,000 in 1953 and about $14 million in 1952. Ranking behind tv in their ad plans are national magazines, comics, and daily newspapers, in that order, according to Candy Industry.

The two largest national candy advertisers, according to the survey, will be Mars Inc., Chicago, with a total budget of about $2,100,000, and Peter Paul Inc., Naugatuck, Conn., $2 million. These two companies are said to be the sales leaders in the bar field, with estimated annual sales for each at the wholesale level ranging between $35-40 million.

In the chewing gum field, top advertiser listed is William Wrigley Jr. Co., Chicago, with a budget for 1954 estimated at $4 million, which is reported the same as 1953. Runner-up is said to be American Chicle Co., Long Island City, N.Y., with a budget of about $300,000, followed by Beech-Nut, about $350,000.

Leader in the solid chocolate field, according to the survey, is the Nestle Chocolate Co., White Plains, N.Y., for a planned 1954 budget of $100,000 as compared with $80,000 in 1953, followed by Rockwood & Co., Brooklyn, $450,000. A special note in the study points out that the sales leader in this field, the Herbert Chase Company, is not a national advertiser but adds that the company is a "hot prospect because it has a large budget" fund earmarked for advertising. In the event it decides to use national advertising.

The survey reveals that only four firms in the confectionary field will have advertising budgets in 1954 in excess of $1 million, but that 10 other companies will spend more than $500,000.

Commenting on the survey, Candy Industry explained that candy manufacturers' budgets are based not only on advertising, but other factors, such as competitive conditions, the type of merchandise and the price of the product to be featured.

In addition to the $19,595,000 appropriated by the top 34 advertisers, the magazine said, some $5 million will be spent by retail manufacturing chains, another $5 million by about 2,000 small candy makers, and about $1 million more by the entire industry in tie-in advertising.

VIEWERS REALIZE TV COST-ADVERTIST

New York tv homes in November reported by Advertisers Research indicate they not only realize that advertisers alternate sponsorship of tv shows because of high costs, but that they approve of the practice.

ALTERNATE sponsorship of television programs not only is generally approved by viewers, but three of every four believe the same is necessitated by "the increasing cost of time, program, talent, etc.," Advertisers Research has reported in its November issue of The Television Audience of Today.

Advertisers Research reported one of the most recent of surveys, with 762 tv households in the New York metropolitan area during November summed it up this way: "By sharing cost in this manner, sponsors can bring us programs that they could not afford singly."

A smaller group of viewers attributed alternate sponsorship to a dearth of good programs. Advertisers Research said, adding that 40% thought alternate sponsorship brought advantages to viewers, with only 5% feeling there were disadvantages.

Less than 1% felt such programs were inferior to other tv programs, 48% said alternately-sponsored shows were better and 40% saw no difference. Some 83% said they paid as much or more attention to commercials when they alternated, while 5% paid less attention. Fully 92% reported their opinions of one commercial does not affect their opinions of the other sponsor.

Lucky Strike cigarettes was highest in sponsor recall with 86% of viewers of Your Hit Parade (NBC-TV) remembering the product. Highest sponsor recall for a program which alternates was for the Milton Berle Show (NBC-TV), 79% remembering Buick as sponsor. The Bob Hope Show alternates every third week.

Greater shared audience results from similarity of program format between alternating shows, the report said, in revealing that two-thirds of the combined Berle and Hope audience watch both shows, while only one-fourth of the combined City Hospital and Place the Face audience (both CBS-TV) watch both programs.

Broadcasting • Telecasting
To sell Cosmetics to inland Californians (AND WESTERN NEVADANS)

Here's a real shortcut to beauty — the shortcut to the big, thriving cosmetic market of inland California... That shortcut is the Beeline, a five-station radio combination that gives you THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA  PAUL H. RAYMER, National Representative

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AD COUNCIL OFFERS 'WELFARE' DETAILS

The council will try to answer all questions from stations about any organization or agency seeking free public service time, broadcasters are told in the organization's current booklet.

ON THE HEELS of recent disclosures of certain "welfare" organizations seemingly devoting disproportionately large sums to the welfare of their operators, a new 12-page booklet on the relationship between broadcasters and the Advertising Council in supporting public interest projects was released by the council last week.

The booklet noted that, in cooperation with NARTB, the council now is providing all stations with "another important service," in that the council "will endeavor to answer all inquiries from stations about any organization or government agency seeking free public service time.

"If a broadcaster cannot find any information about a national organization seeking free public service time in the council's monthly public service pocket-piece, the radio-tv bulletin or the fact sheets, he may write—or wire or call collect—to any Advertising Council office and the council will do its best to give him helpful information."

"Naturally, the council cannot be expected to have information on purely local drives or organizations, but it can usually be helpful concerning organizations that represent themselves as being charitable."

The booklet, being distributed to all radio and tv stations in the country, gives a quick rundown on the Council itself, describes its services which are available to broadcasters, lists public service campaigns supported by the Council, spells out criteria for council support of campaigns, and offers NARTB-Council suggestions.

In a foreword, "To America's Broadcasters," Council President T. S. Repplier writes:

"Broadcasters have been in the business of serving the public interest much longer than the Advertising Council. Since the Council was formed at the beginning of World War II, we have been impressed, time and again, with the generosity, dispatch and effectiveness with which broadcasters assist so many public service campaigns and drives. We also have come to appreciate the problems that confront a broadcaster in his efforts to help the government agencies and private organizations that seek his support and assistance.

"The combination of broadcasters and advertisers (who contribute vast amounts of valuable time and talent on programs they sponsor to public service campaigns) is a powerful one, serving the nation and the community forcefully every day. We hope that this booklet will be helpful in making broadcasters' contributions to important public service projects even more forceful and effective."

Speakers Announced For SWAAA Convention

THE SOUTHWESTERN Assn. of Advertising Agencies, at its convention Feb. 18-20 at the Rice Hotel in Houston, will have as principal speakers John Orr Young, former partner, Young & Rubicam; Stan M. Sargent, Daniel Sarch & Staff; J. P. Napier, A. C. Nielsen Co., and August A. Nelson, senior staff executive, American Assn. of Adv. Agencies.

Joe Wilkinson, convention chairman, said SWAAA's 21st convention theme will be the "creative approach to advertising."

Media representatives in the area are being invited as guests of SWAAA at its main luncheon Feb. 20, Mr. Wilkinson said. He said they also will have the opportunity to attend other functions of the convention, which he expects will be the largest ever held in the Southwest. The convention will feature an area graphic arts industry contest.

Women's Ad Clubs Plan Meet

EASTERN Conference of Women's Advertising Clubs will be held in New York Feb. 5-7, and will be attended by member clubs from New England to Florida. Advertising Women's Club of New York, which is the host club, has appointed the following committee to handle conference arrangements: Hilda Kloenne, Paper Cup and Container Institute, chairman; Margaret Eleanor Stark, Gotham Adv., and Emma E. Weinstein Stock, Forbes magazine.

UHFs Seek Tax Break Or Gear Depreciation

REQUEST to put its case for short-term depreciation before the Internal Revenue Bureau was made last week by the Ultra-High Frequency TV Assn.

The group, comprising uhf operators, is seeking advantageous depreciation rates from the Treasury Dept. on the grounds that uhf television is a new service in its early stages and its equipment subject to quick obsolescence.

"...the extremely expensive transmitter equipment constituting an important item in the equipment of a uhf station is obsolete almost when installed," William A. Roberts, UHFTA general counsel, wrote in a Dec. 18 letter to the Internal Revenue Service's John H. Fatherback.

Mr. Roberts explained that although uhf stations are permitted 1,000 kw of power, present developments allow only 5 or 12 kw output from klystron-generated transmitters. He also called attention to the "sharply limited" incentive to convert uhf receivers to receive uhf signals.

Cities Financial Troubles

"Thus, uhf broadcasters, having invested heavily, are confronted with insecurity commercially, instability in their revenue and the certainty of obsolescence of their initial installations," Mr. Roberts added.

In referring to depreciation lengths that may have been worked out with pre-futuristic station owners, Mr. Roberts termed the figures as possibly "unrealistic," and accepted by uhf station operators who had large revenues from manufacturing, network or other sources. He also cited the uncertainties of color tv in accelerating the obsolescence of both uhf and uhf transmitting equipment.

At the present time, Bulletin F of the Internal Revenue Bureau recommends a four-year depreciation allowance for tv station equipment groups. This recommendation was issued in 1942, and, it is understood, is under consideration for revision at the present time. According to close observers, the Internal Revenue Bureau is thinking of setting a 10-year depreciation figure for tv equipment and a 15-year figure for audio equipment.

Gold Succeeds Mayers As NTFC President

ELECTION of Melvin Gold of National Screen Service Corp., New York, as president of the National Television Film Council for 1954 was announced last week. He replaces Arche Mayers, Unity Television Corp., who was chosen distribution vice president.

Among officers elected were: John Schneider, Bow Co., executive vice president; Bert Hecht, Film Study Studios, production vice president; Arden Rodger, WABC-TV New York station vice president; Jim Ellis Jr., Rodger Ellis, agency vice president; John Berger Jr., Film Daily and Radio-TV Daily, membership vice president; Sally Perie, Harry Lawrence Assoc., executive secretary; Sydney Mayers, Film Daily; General Secretary; and Samuel Spring, Spring & Eastman, treasurer.

Cincinnati TV Conference

EIGHTH annual television conference, sponsored jointly by Cincinnati Section of Institute of Radio Engineers and the Professional Group on Broadcast and Television Receivers, has been scheduled for April 24, 1954, in the Engineering Society Bldg., Cincinnati. Subject of the conference will be "Black-and-White and Color TV, and Uhf."
WDAN-TV has an effective radiated power of Video 19,000 and Audio 9,500. The tower rises 445 feet above the average terrain and 1,094 feet above sea level. Service facilities include 16mm movie and 2x2 slide projectors, live cameras and a studio stage 20' x 23' with "kitchen corner".

Serves This ¼ Billion Dollar Market

This quarter billion dollar market depends on WDAN-TV exclusively to bring ABC Television Network Shows. Inside this rich area no other station will be the local ABC Television outlet. The area includes the multi-billion dollar project of the National Distillers Products Corporation, east of Tuscola, the throbbing U. S. Army Air-Force center at Rantoul, the vibrant thousands at the University of Illinois, the DuPont-DeNemours gigantic operation for the United States Government at Newport, the expanding developments at the Danville plants of General Motors and General Electric, the canning centers of Milford, Hoopeston and Rossville—an area that has long been famous on sales charts for its stability and ability to respond to sales stimuli. Concentrating its picture TV coverage in this small, rich area, WDAN-TV has many advantages to offer the advertiser, the most important two being cost and productivity.

Phone or Wire for availabilities around this ABC Television Audience
**LEADING through 1953**

**WAPI with WAFM**

**Most recent PULSE figures:**
10 out of Top 10 Evening Shows
7 out of Top 10 Daytime Shows
WAPI leads in 357 quarter hours out of a possible 504 a week
(Monday-Friday, 275 out of 360)
WAPI leads in share of audience Morning, Afternoon and Night

**What's in Store for '54?**
More people will listen Most to WAPI and WAFM

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

Get on the BANDWAGON!

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**PROGRAM SERVICES**

**BMI CLINIC SERIES TO BEGIN JAN. 6**

BMI's 47 program clinics offered for 1954 will begin Jan. 6 with a two-day session in Honolulu, Carl Haverlin, BMI president, announced in a statement for publication today (Monday).

It is expected, he said, that arrangements will be completed so that more than two-thirds of the clinics can be held between March 8 and April 14, resuming after broadcasters attending the NARTB 1954 convention have returned home. This means that of the clinics scheduled for 40 states and six Canadian provinces, all will be pre-convention except for 14 in the Rocky Mountain states, which will be held during the last two weeks of June.

Glenn Dolberg, BMI vice president in charge of station relations, will serve as chairman of the Honolulu clinic at the Hotel Halekulani, Mr. Haverlin said. Finn Hollinger, president, Honolulu Assn. of Radio & Television Broadcasters, will call the clinic to order. Speakers from the mainland will include J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta; Ben Laird, general manager, WDUZ Green Bay, Wis.; Murray Arnold, program director, WIP Philadelphia; Harry Spence, president, KXRO Aberdeen, Wash.; Philip Lasky, executive vice president, KSFO San Francisco.

Local speakers will include James P. Smith, manager, N. W. Ayer & Son, Honolulu, and C. Richard Evans, general manager, Hawaiian Broadcasting System (KGBM-AM-TV Honolulu).

**Sulds Joins TNT Staff As Assistant to Halpern**

APPOINTMENT of Irvin Paul Sulds, theatre television consultant to AB-PT for the past three years, to the staff of Theatre Network Television in an executive capacity was announced last week by Nathan L. Halpern, TNT president.

In his new post, Mr. Sulds will assist the president in all phases of TNT's operations, but will concentrate on sales and production for Tele-Sessions, the division which specializes in closed-circuit television uses by industry and business.

"We have long respected Mr. Sulds' abilities as a television consultant to AB-PT," Mr. Halpern commented, "and are particularly delighted with his decision to join TNT. Our organization now has the greatest combined concentration of know-how and experience in the field. We feel the future of closed-circuit television is bright and that 1954 will see widespread expansion of business."

Before joining AB-PT, Mr. Sulds was one of the pioneer independent tv producers in New York and for three years was president of the National Society of Television Producers. He had extensive background in radio, television and newspaper work in New York, Washington and Salt Lake City. For three and a half years, Mr. Sulds produced American Forum of the Air on Mutual and for three years Court of Current Issues on DuMont Television Network.

**SESAC Christmas Package**

SESAC Inc. sent its subscribers a special package of seven Christmas shows plus a 90-minute dance revue, "Revelry in Jazz," designed for presentation on New Year's Eve.
Names in AP news make newscasts SPARKLE for audience and sponsors

Nothing like a little ingenuity to win audiences and influence sponsors!

That's the opinion of WAPI, Birmingham, Alabama, as the result of a continuing project which the station is using most successfully.

Each day, the station scans The AP local, regional and national news reports for the names of Alabama persons. A copy of the story is sent to the individuals named, together with a personal note inviting them to listen to the newscasts. A daily radio newscast schedule is enclosed.

Listeners go for the idea—and so do their relatives, friends and neighbors.

The second pay-off comes when prospective newscast sponsors see the collection of letters. Then the station's audience becomes more than a faceless throng. Here are real names...real people...real potential customers.

Says Henry P. Johnston, WAPI president:

"By humanizing our audience, we alert the sponsor to his sales opportunities. Much of the idea's success leans on the fact that from AP we get solid coverage backed up by The AP's solid prestige."

Those who know famous brands... know the most famous brand in news is AP
Local Firms’ Stories
Told in New Program

HALF-HOUR program package featuring three-minute “how we do it” films about local retailers and other firms has been sold by producer Ann Todd to Educational and Research Publishers Inc., Washington. Firm is
sponsoring show, All Around the Town, on WTTC (TV) Washington, 11:30-12 noon Monday through Friday, under 13-week contract with option for 52 weeks, to sell its 50-cent “how to do it” books on buying a house, used car, etc.

Previously in international promotional work, including radio-tv, Mrs. Todd said the package is available for syndication in other cities. Besides film about the retailer, produced for “less than $100” if the firm doesn’t have its own film material, the featured company’s representative is interviewed on program by host Willis Conover. Featured companies, which pay no cost other than for film production, are chosen according to topic for program for day. Topics include subjects like the housewife and her money, maternity clothes, fashions and transportation. Capitol Marketing and Adv. handles account.

Pavis Records Organized
As Davis Enterprises Branch

PHIL DAVIS, president of Phil Davis Musical Enterprises Inc., has organized a subsidiary firm to be known as Pavis Records, which will be an independent record company for popular tunes. First to be published and recorded by the firm is entitled “That’s What a Girl Appreciates.”

The Pavis label is the outgrowth of years of musical collaboration and business association between Phil Davis and Earl (Nemo) Paul, co-founders of Phil Davis Musical Enterprises, whose musical commercials for Falstaff, Carling’s and Genesee beer and Johnson’s Wax met with so much popularity that all of them were sold as popular discs for sponsor distribution.

RCA Victor Appoints O’Donnell To Custom Record Div. Post

APPOINTMENT of Frank O’Donnell as advertising and promotion manager for the RCA Victor Custom Record Division has been announced by James P. Davis, division manager. Mr. O’Donnell succeeds Bennett S. Rosner, who will devote full time to his duties as advertising services manager of the company’s commercial record department.

‘Notebook’ Syndicated

WAYNE STEFFNER Productions, Hollywood, is making Art Baker's Notebook, five-times weekly quarter-hour program formerly heard on ABC Radio, available to radio stations on a syndicated basis. Program, featuring the m.c. on ABC-TV’s Your Asked for It, is designed for single sponsorship or for one-minute participation announcements.

GOVERNMENT

FCC CONFIRMS AIR FORCE TV STATION

The Air Force may operate a low-power (10-w) tv outlet on ch. 8 at Limestone AF Base in Maine so long as it doesn’t interfere with any other station or operate if commercial service becomes available.

LOW POWER television station on vhf ch. 8 at Limestone Air Force Base in northeastern Maine was confirmed by FCC last week in a special notice setting forth conditions that the operation must meet. FCC placed (1) upper limit on power to limit interference to the extent that FCC has determined will cause to any U. S. or Canadian station or (2) when regular non-government commercial service is provided in that area.

Air Force officials said early in the week it was hoped to commence operation Christmas Eve with kinescopes of commercial network programs made available by the program sponsors.
uhf receivers and high power uhf transmitters," the petition charged.

"The Commission's action herein," it continued, "presages a similar departure from basic principles of allocation in other communities. It is a signal to the manufacturing industry that the Commission has withdrawn its incentive policy with respect to the accelerated production of combination uhf-vhf receivers and high power uhf transmitters."

The association argued "the apparent modification of the allocation table is in fact a radical revision of the basic principles of allocation and is a specific and sharp reversal of prior action upon which millions of dollars were invested. Rejection of public hearing on the nationwide significance of the change is error."

The Commission action assigning ch. 6 to Whitefish Bay at the request of Hearst Corp. without hearing was declared "extraordinarily precipitous."

The Commission "received no evidence on the need of existing uhf stations for additional time to achieve an equally competitive status vis-a-vis vhf stations, the inadequacy of present uhf transmitters and receivers, the lack of receivers capable of all-channel reception of vhf and uhf signals or of efficient adaption to such reception, and the lack of high power uhf transmitters," the petition concluded.

Meanwhile, UHFTA has requested the Internal Revenue Bureau to apply "flexible standards of depreciation" to uhf television stations (see story page 40).

Doerfer's Uhf Stand Questioned by Poller

QUESTIONING the basis on which the FCC has deduced that uhf stations are making out as well as can be expected, Lou Poller, owner of WCAN-TV Milwaukee and president of the Ultra High Frequency TV Assn., has renewed his plea that the Commission permit the organization to present a study on the economics of uhf in the Milwaukee ch. 6 situation.

Mr. Poller, in a Dec. 17 letter to FCC Comr. John C. Doerfer, referred to Mr. Doerfer's address to the Maryland-District of Columbia Radio & Television Broadcasters Assn. Dec. 11 (8&WT, Dec. 14). In that talk, Mr. Doerfer reported that an FCC study showed that uhf stations were getting along "pretty good" and that the future of high-band tv depended on programming and intelligent management. Mr. Doerfer also warned that broadcasters who seek individual relief from competition are inviting increased government control.

Not Comparable

"It is not possible to compare the starting years of vhf with the present uhf-uhf situation," Mr. Poller wrote. "All stations were equal at the start of vhf; such is not the case today. The uhf owners today in more than 90% of the markets are generally on an equal basis. In some few markets where the services are mixed, the uhf stations do not seek any economic protection or technical advantage but they do feel they are entitled to equality within the concept of the Act, to wit, a competitive tv system. . . ."

In asking for the Commission to hear the association's case regarding mixed markets, Mr. Poller added: "The Commission should have these facts while they are pertinent and not when they become academic."

UHFTA asked the Commission to withhold the assignment of vhf ch. 6 to Whitefish Bay, Wis. (Milwaukee), until it could present a study of mixed (vhf-uhf) markets. The Commission denied this petition. Last week, the UHFTA filed a petition for reconsideration (see separate story on adjacent page).
Examiner Allows New Issue in Hartford Bid

Hartford Telecasting gets right to question economic influence of Travelers Insurance Co. (WTIC) in the vhf ch. 3 competition.

NEW SCOPE for the Hartford, Conn., vhf ch. 3 tv hearing was allowed by FCC Examiner Fanney N. Litvin last Monday in a ruling granting in part Hartford Telecasting Co.'s motion that it be allowed to include as a contention of "significant difference" the economic influence of Travelers Insurance Co., parent firm owning WTIC, the other ch. 3 applicant [B+T, Dec. 21].

In brief, the detailed opinion by Mrs. Litvin means that Hartford Telecasting now may argue that it should be preferred over WTIC because 'Travelers "is the dominant economic power in the Hartford area" and diversification of media is in the public interest.

The examiner's decision amended her memorandum opinion and order of Nov. 25 which determined the course of the conduct of the hearing, after the hearing conference, and set forth the points of contention to be argued by the applicants. The procedure is pursuant to the hearing speed-up plans put into effect by FCC during the past year.

Nine points of contention were requested to be added by Hartford Telecasting, but the examiner allowed only part of them, including the first, which she said appeared to summarize them all. The first point allowed stated:

"Travelers Broadcasting Service Corp. is a wholly-owned subsidiary of Travelers Insurance Co., and except for P. W. Morency, all its directors are directors or officers of Travelers Insurance Co. The parent corporation is the real party in interest in this proceeding. The Travelers Insurance Co., through its ownership of stock in other insurance companies, banks, public utilities, railroads, and industrial companies, through its investments and deposits of money and through interlocking directorates, is the dominating economic power in the Hartford area. Its extraordinary economic power and influence are enhanced by the ownership of Station WTIC, the most powerful vhf station in the area. Hartford Telecasting Co. Inc. asserts that it would be contrary to the public interest for The Travelers Insurance Co. already dominating and controlling the economic life of the Hartford area through its financial power and its operation of Station WTIC, also to be authorized to own and operate the area's only vhf television station."

The examiner also allowed in Hartford Telecasting's contention paragraphs 2, 4 and 5 but denied paragraphs 6 through 9. Paragraph 3, citing source of facts used, was not held relevant.

Paragraph 2 cited Travelers' application and its list of the business and financial interests of its officers and directors, plus a balance sheet for the insurance firm as of Dec. 31, 1952, which showed that, in addition to certain rail road and public utility bonds and stocks, the company owns other bonds and stocks worth in excess of $225 million.

Paragraph 4 listed other insurance firms believed to be under the control of Travelers, while paragraph 5 recited in detail other interests of Travelers in additional insurance firms, banks, public utilities, railroads and industrial firms.

Concerning banks, the contention reads in part: "Of the six state banks, one national bank and four savings banks in Hartford, The Travelers Insurance Co. own stock in, or have a representative upon the board of, or both, of all except one state bank and one savings bank. The Travelers Insurance Co. own stock in many additional banks in the vicinity of Hartford and elsewhere..." Paragraphs 6 and 7, denied inclusion and cited alleged "abuses" of economic power by Travelers.

Balance Sheet Brought In

Paragraph 8, denied by the examiner, asserted the balance sheet of Travelers Broadcasting Service Corp., WTIC licensee, "shows developmental expenses capitalized as an asset in the amount of $1,425,000 and shows as a liability an income note in the amount of $650,000. Upon information and belief, these balance sheet items are a carry-over from an application of Travelers Broadcasting Service Corp. for assignment of license of WTIC and the note is held by The Travelers Insurance Co. This application was the subject of hearing in 1937-38 and was denied by the Commission upon findings that both the capitalization of the developmental expenses and the note were not in the public interest."

Likewise denied, Paragraph 9 contended that "upon information and belief, The Travelers Insurance Co. has represented in its reports to the Commissioner of Insurance of Connecticut and other states that neither its insurance nor its stock in Travelers Broadcasting Service Corp. nor the Travelers Broadcasting Service Corp. $650,000 note it holds, is of any value. The Travelers Insurance Co. in its reports to stockholders for over the last 20 years has never discussed its activities in the broadcasting field, nor do such reports disclose its ownership of the stock of the Travelers Broadcasting Service Corp."

Examiner Litvin concluded that "in the present stage of this proceeding, a modification of the hearing order will not result in delay," as charged by Travelers. Case is scheduled for oral cross examination in Washington commencing Jan. 18. Bulk of the hearing already has been presented in written form.

Hartford Telecasting is headed by contractor Clifford S. Strike and Capt. Harry C. Butcher, owner of WIST Santa Barbara, and part owner of vhf ch. 3 KEYT (TV) Santa Barbara.

Walkie-Talkie Frequency?

RESERVED frequency for walkie-talkie radios used by civil defense agencies in Louisiana may be asked by the state's Civil Defense Council, according to E. Newton Wray, KTBV, walks west support, communications advisor to the committee. Mr. Wray said civil defense agencies have been relying on the Army and National Guard in the past, but in events of war might need their own frequency.

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—hundreds of thousands of selections.

S E S A C I N C.
Serving The Entertainment Industry Since 1931
475 FIFTH AVENUE
NEW YORK 17

WITH-TV Ch. Shift Proposed

WITH-TV Baltimore would be allowed to shift its cp for uhf ch. 60 to ch. 72 under a notice of proposed rule making and order to show cause issued Tuesday by the FCC. The permittee asked the shift because WCHA-TV Chambersburg, Pa., on ch. 46, is less than the required 60 miles way from only available high ground where WITH-TV antenna sites could be located, including the present WITH-FM tower.

Page 46 • December 28, 1953
FCC Completes Ownership Report Form 324 as Amended

FCC last week finalized rule-making to amend its annual ownership report form 324 to incorporate additional simplification and delete the summary estimate from 324-A.

The change will become effective 30 days after publication in the Federal Register. Copies of the revised form 324, covering the year 1953, will be mailed to networks and stations at the end of January and must be filed on or before April 1.

The following sections of the rules are amended:

Section 320(1) is amended to add the following: '(c) All applications and amendments thereto filed under Title II and Title III of the Act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applications, authorizations, and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission. The information filed under 1.341 and network and transcription contracts filed pursuant to 1.342 shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown, designate any of the material in this subsection as confidential.'

Section 1.341(a) is amended to read as follows: "1.341 Financial report, broadcast licenses and permittees. Each licensee of a broadcast station (standard, FM, television and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324 broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of such calendar year."

Section 1.341(b) is deleted.

A solution to your Chicago Sales Problems...

During 1953, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other Chicago TV station.

These advertisers are selling a great, receptive, active-buying audience through WGN-TV's top power and increased coverage.

Large or small, if you're interested in increasing your sales—it's WGN-TV in the Chicago market.
POLITICS CHARGED IN DES MOINES CH. 8 CASE

KSO attorney Benito Gaguine charges a KRNT official told KSO's President Kingsley Murphy Jr. that 'outside influence' would determine which station gets Des Moines' vhf ch. 8. KRNT President Gardner Cowles doubts any such statement was made.

POLITICS were charged last week in the Des Moines vhf ch. 8 hearing before FCC, involving the bids of KSO, headed by Kingsley H. Murphy Jr., and Cowles' KRNT, both Des Moines.

KSO attorney Benito Gaguine charged before Examiner Millard French that James M. Milloy, KRNT vice president, had told Mr. Murphy Dec. 21 in effect that the case would be decided on the basis of 'outside influence, including the White House.' Mr. Gaguine said he would produce testimony to that effect. The charge was doubted by Gardner Cowles, president of Cowles Broadcasting Co., licensee of KRNT and WNAX Yankton, S. D., and operator of vhf ch. 9 KVTU (TV) Sioux City, Iowa. Mr. Murphy took over the KSO presidency upon the death of his father, Kingsley H. Murphy Sr.

Asks Approval

The incident occurred Tuesday as Mr. Gaguine cross-examined Mr. Cowles. Mr. Gaguine alleged 'political pressure' was indicated and he wanted to know if Mr. Cowles approved.

"I do not approve of it if there was any such threat made and I don't think there was any such threat made," Mr. Cowles replied.

Mr. Gaguine asked the witness if Milloy said to Murphy, 'It makes no difference what goes into the record, the White House will see that Cowles will be taken care of,' do you disagree with Mr. Milloy's views?"

"I don't believe he ever said that," Mr. Cowles stated, as KRNT's counsel interposed objection to Mr. Gaguine's "wild conjecture." KRNT is represented by Paul Segal.

Mr. Cowles said he had never instructed Mr. Malloy to contact Mr. Murphy, but Mr. Malloy had informed him he wanted to get acquainted with the KSO president.

Under earlier questioning, Mr. Cowles had expressed the view that cases such as the Des Moines television fight should be decided entirely on the respective merits of the applicants.

Mr. Gaguine asked the KRNT president if he thought his acceptance of a government assignment "would have any bearing" on the tv case.

"Heavens, no!" the witness asserted.

Mr. Cowles leaves for the Middle East Dec. 31 on a combined private trip and mission for the International Development Advisory Board. He is paying his own expenses, Mr. Cowles told reporters later, and he had been asked to take the assignment when the government learned of his planned trip.

Mr. Cowles also denied to Mr. Gaguine that the case could be affected in any way by the fact his brother, John Cowles, chairman of the board of Cowles Broadcasting, was a member of a federal budget advisory committee.

Hearing resumes in Washington Jan. 4.

FCC Denies KSTM-TV Channel Changes Plea

DENYING a petition by uhf ch. 36 KSTM-TV St. Louis for substitution of four uhf channels for two vhf channels open there, FCC last week termed the proposal a 'waste of valuable spectrum space' contrary to the Commission's intermix policy.

Repeatedly unsuccessful in its efforts to apply for vhf ch. 11 at St. Louis as well as at East St. Louis, Ill., KSTM-TV contended the extra uhf channels would hasten full-scale television in St. Louis and eliminate the need for hearings on vhf chs. 4 and 11 [9 B'T, Oct. 19].

In reply, FCC concluded in its opinion and order:

By its request that vhf chs. 4 and 11 be replaced by uhf channels in St. Louis, petitioner is seeking, insofar as possible, to eliminate the intermixure of vhf and uhf assignments in St. Louis. The public interest required that in formulating an assignment plan based on nationwide television development in St. Louis and eliminate the need for hearings on vhf chs. 4 and 11.

The Commission recognized that while uhf broadcasters in areas in which vhf stations existed would be faced with economic problems, the public interest required that in formulating an assignment plan based on nationwide television development for the overall development of television for many years to come, a long-range view must be taken.

The Commission stated its view in the Sixth Report—and we are still of this view—that vhf stations will eventually compete on a favorable basis with vhf stations. If our nationwide assignment plan is to prove effective, vhf stations must constitute an integral part of a single, nationwide television service. If intermixure were to be allowed, pressure as stated by petitioners it would be necessary to limit the number of assignments to certain cities even though such assignments are made to large cities to take advantage of the wide-area coverage afforded by such channels.

A more extensive television service can be made available where some vhf assignments are made in as many communities as possible than where only vhf assignments are made in some communities and others. The Commission, moreover, made clear in the Sixth Report that it believes that wherever possible vhf assignments should be employed in large cities to take advantage of the wide-area coverage afforded by such channels.

Defeating chs. 4 and 11 from St. Louis, therefore, would constitute a waste of the valuable spectrum space. We do not believe that the Commission's principles of television assignment should be departed from merely because of some temporary adverse effect on private interests. (See our Report and Order (FCC 53-906) issued on Dec. 4, 1953, with reference to the assignment of ch. 6 to Whitefish Bay, Wis.)

FCC Returns KSTM-TV Bid

ONCE again FCC has turned down the plea of uhf ch. 36 KSTM-TV St. Louis for acceptance for filing and comparative hearing on its application for St. Louis' vhf ch. 11 at East St. Louis, Ill. [9 B'T, Dec. 7]. FCC returned the East St. Louis bid and refused to reconsider an earlier action denying acceptance of the application as inconsistent with the rules which forbid an existing station to seek another channel in the same area. KSTM-TV previously was denied acceptance of its bid for ch. 11 at St. Louis or to substitute uhf channels for the city's unassigned vhf facilities (see story above).
FCC Rejects Protest Of CBS' St. Louis Bid

PROTEST by St. Louis Telecast Inc. against the provision of FCC's new multiple ownership rules which would allow CBS' KMOX to remain in the St. Louis ch. 11 hearing was turned down last week by the Commission (B*T, Dec. 7). Others seeking ch. 11 include 220 Television Inc. and St. Louis Amusement Co.

The new multiple ownership rules, which take legal effect Jan. 4, 30 days following publication in the Federal Register Dec. 3, limit television station ownership to five outlets for a single entity. A "grandfather clause," footnote 10, however, would allow CBS to continue in contest on condition it give up another interest in event of a grant.

The Commission concluded in its ruling on the St. Louis Telecast pleading, "It is our view, in the light of the pleadings filed by the parties and upon a review of the basis and provisions of footnote 10 that the procedure provided therein is fair and workable and that the request that it be stricken is without merit."

Comr. Hennock dissented, citing her earlier dissent to the multiple ownership rules (B*T, Nov. 30).

Colonial's Ch. 3 Appeal Will Be Heard Jan. 11

COLONIAL Television's appeal on vhf ch. 3 at Montpelier, Vt., was scheduled for oral argument Jan. 11 by FCC last week. Colonial has appealed a FCC Hearing Examiner's order denying its petition to amend its bid for a new tv station on ch. 3 and to the initial decision proposing to grant the facility to WCAX Burlington and denial for default of its own application (B*T, Oct. 5).

Colonial's petition to amend was denied on grounds "that the amendment reflected substantial changes from the original application with respect to such matters as cost of construction, programming, hours of operation, visual power, and site, and that the petition was not supported by a showing of 'good cause' for late filing within the meaning of Section 1.365 of the Commission's Rules."

The examiner held Colonial in default because "Colonial at the hearing had announced it proposed to make a showing only with respect to its amended proposal and not in support of its original application."

'Giveaway' Hearing Feb. 1

ARGUMENT on the legality of the FCC's rules on giveaways will be held before the Supreme Court the week of Feb. 1, it was reported last week. This is a postponement from the week of Jan. 11. Briefs have to be submitted by the FCC Jan. 11, and by the networks (ABC, CBS and NBC) by Jan. 25. The FCC appealed a New York Special Court decision which held that its 1949 regulations regarding giveaway programs went too far in interpreting the Lottery Law (B*T, Oct. 19). Pending settlement of the legality of its rules, the FCC suspended the effective date of the lottery provisions.

Kane Bid in Clear

APPLICATION of Hilltop Management Corp. for a new am station at Kane, Pa., on 960 kc with 500 w daytime was removed from hearing by FCC last week and returned to the processing line. Action was occasioned by withdrawal of a competitive bid by Northern Allegheny Broadcasting Co., which amended its bid to specify 1590 kc with 500 w day at Kane.

FCC Reports to Congress

NINETEENTH annual report of the FCC was submitted to Congress last week by Chairman Rosel H. Hyde covering the fiscal year ended June 30, 1953. The 161-page document reviews Commission activities and highspots events of the year (see review of report on page 76).

FCC also sent to Congress a supplement to the report giving biographical information about its personnel.

Bartley Raises Question On Ownership Control

QUESTION of station ownership for purpose of investment only was raised last week by Comr. Robert T. Bartley who opposed the transfer of control of WMRE Monroe, Ga.

The transfer of control from John W. Jacobs Jr. and Claude Williams Jr. to Clarice Prichard and Warren G. Gilpin for $1,500, however, received FCC approval by a 3 to 2 vote.

Comrs. Hennock and Bartley dissented and voted for a letter of further inquiry. Comr. Bartley said:

"If the reasons for the transfer are limited to those stated by the transferees (namely, 'may return to home state of Georgia and would like to have investment' and 'wishes to continue in contest in a grant.

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The examiner held Colonial in default because "Colonial at the hearing had announced it proposed to make a showing only with respect to its amended proposal and not in support of its original application."

'Giveaway' Hearing Feb. 1

ARGUMENT on the legality of the FCC's rules on giveaways will be held before the Supreme Court the week of Feb. 1, it was reported last week. This is a postponement from the week of Jan. 11. Briefs have to be submitted by the FCC Jan. 11, and by the networks (ABC, CBS and NBC) by Jan. 25. The FCC appealed a New York Special Court decision which held that its 1949 regulations regarding giveaway programs went too far in interpreting the Lottery Law (B*T, Oct. 19). Pending settlement of the legality of its rules, the FCC suspended the effective date of the lottery provisions.

Kane Bid in Clear

APPLICATION of Hilltop Management Corp. for a new am station at Kane, Pa., on 960 kc with 500 w daytime was removed from hearing by FCC last week and returned to the processing line. Action was occasioned by withdrawal of a competitive bid by Northern Allegheny Broadcasting Co., which amended its bid to specify 1590 kc with 500 w day at Kane.
to invest in the broadcast field), then I would consider approval of the application to be a departure from our long established policy concerning public interest. We do not license the use of frequencies for the private benefit of the licensor, but for the benefit the public derives from the service rendered. I believe that anyone seeking to become a licensee for the sole purpose of investment lacks understanding of the purposes for which a license is granted. This raises a question in my mind as to whether it should be entrusted with the responsibility of operating a broadcast station in the public interest.

FCC Adheres to Decision In 1230 Kc Appeals Brief THE FCC followed a proper course in deciding between Allentown Broadcasting Co. (WHOL) and the Easton Publishing Co. (Easton Express) in its 1950 hearing on which Pennsylvania city should get 1230 kc with 250 w, the Commission said last week in filing its brief with the U. S. Court of Appeals in Washington.

FCC's decision in favor of the Easton Express came after the Commission held a second hearing on both applications in 1950. In the first hearing, in 1947, the Commission granted the frequency to what is now WHOL. Appeal to the court by the Easton newspaper resulted in remanding of the case to the Commission by the court on grounds the FCC did not determine whether Allentown or Easton needed the service more.

The Commission decided a completely new hearing was necessary and held such a hearing in 1950. The examiner issued an initial decision in favor of continuing WHOL. However, the court part of the argument was reversed and decided in favor of the Easton applicant. WHOL, which has operated under the initial grant, in turn appealed to the court, alleging that (4) the decision in favor of WHOL should be vacated as an equal facilities proceeding, and (5) the Commission erred in holding a new hearing instead of reopening the old one when the court remanded the case, (3) the Commission erred when it considered the number of stations presently operating in Allentown in judging Allentown's requirement for an additional station, (4) the Commission mistakenly reversed the examiner's decision, and (5) the participation of the General Counsel in the hearing violated regulations.

High Court to Hear Banned Film Arguments THE U. S. Supreme Court will hear arguments Jan. 6 on two motion pictures which have been banned in two states [86-T, Dec. 14]. The films are "M" and "La Ronde." Private showing for the court will take place Jan. 4 and 5. "M," a remake of a German film about a psychopathic who murders young girls, was banned by Ohio censors on the ground it was "harmful." "La Ronde," a French import, was banned by New York censors as "immoral." Both Superior Films Inc. and Commercial Pictures Corp., owners of distribution rights to "M" and "La Ronde," respectively, argued in briefs submitted last week that pre-censorship of motion pictures is unconstitutional as a violation of their right to free speech and Fourteenth Amendment. They also claim grounds for rejection of exhibition licenses—i.e. "harmful" and "immoral"—are vague and indefinite.

At issue of the argument on the right of motion pictures to be free from pre-censorship, both appellants point to the 1949 Circuit Court decision in Philadelphia which held Pennsylvania censors could not pre-censor films shown on television. This was on the ground that the federal government has pre-empted the field of communications.

STATIONS

TV-ON-AIR TOTAL NEAR 350 MARK

Count as of last Wednesday was 226 vhf and 116 uhf, with still more stations expected on air by today. By New Years the total should top 350.

TOTAL operating tv stations reached the 350 mark last week. As of last Wednesday, 226 vhf and 116 uhf, were reported on the air with six more scheduled to begin commercial operations later in the week.

At present, ten are slated to start programming before the year is out and another 14 to begin on New Year's Day.

The six stations slated to start at or before Christmas were:

KOA-TV Denver, Colo., vhf ch. 4 (NBC), represented by Edward Petry & Co.
WMGT (TV) Adams-Pittsfield, Mass., uhf ch. 14 (CBS, DuMont), represented by John E. Pearson TV Inc.
WSYF-TV Steubenville, Ohio, vhf ch. 9 (CBS), represented by Avery-Knodel Inc.
KCTV (TV) Eau Claire, Wis., vhf ch. 13 (CBS, ABC, DuMont), represented by George P. Hollinger Co.
KFBC-TV Cheyenne, Wyo., vhf ch. 5 (CBS), represented by George P. Hollinger Co.

This gives Cheyenne (and Wyoming) its first home video outlet: Adams-Pittsfield, Green ville, Steubenville and Eau Claire also get their first. Denver gets its fourth.

KOA-TV and KFBC-TV both had their transmitter towers toppled by strong winds in early December. At the time, the stations pledged they would begin Christmas despite the handicap of having to construct new towers.

Starting at full power of 100 kw, KOA-TV will present a dedicatory program including a filmed sequence depicting the outlet's hopes and dreams, Don Searle, executive vice president, reported.

KTVU (TV) Stockton, Calif. (ch. 36), which began regular operation Dec. 18, will serve a primary area extending from Sacramento to Modesto and west to Berkeley Hills, according to Knight La Rue, general manager. Good signal has been reported from 160 miles north and south.

Commencing programming Dec. 13, WJHP-TV Jacksonville, Fla. (ch. 36), is affiliated with NBC-TV and ABC-TV, a station spokes man said.

 WCOC-TV Meridian, Miss. (ch. 30), expects to be on the air Jan. 1 with full 252 kw power, Withers Gavin, president, announced.

Construction of a new transmitter and studio building of WKNY-TV Kingston, N. Y. (ch. 66), was begun last week, Robert M. Peabody, vice-president-general manager, announced. It is expected to be completed by Jan. 22. Later anchors and foundations for the station's 600-ft. tower have been poured.

WKTV (TV) Cadillac, Mich., started regular test patterns Dec. 13 on ch. 13, the station reported. Regular programming is slated for Jan. 3.

First station for Alaska, KFIA (TV) Anchorage (ch. 2), according to Glenn Hunt, director of programming, went on the air commercially Dec. 14. The outlet has been transmitting test patterns and trial program material since October. It is affiliated with CBS-TV and ABC-TV.

KATV (TV) Pine Bluff, Ark. (ch. 7), started test patterns Dec. 18 and regular programming the evening after. Reports of signal reception have been gratifying, James P. Walker, general manager, said.

WTSK-TV Knoxville, Tenn. (ch. 26), which went on the air Oct. 18 with regularly scheduled CBS-TV, DuMont and ABC-TV programs, featured 22 live programs the first week of operation and now boasts a total of 35 live shows, according to Jay Miller, production manager.

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

CALIFORNIA
KQED (TV) Berkeley-San Francisco, vhf ch. 5. January '54.
K Buccaneers (TV) Fresno, uhf ch. 53, represented by Moseley, TV Inc., January '54.
COLORADO
KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co. Dec. '54.
CONNECTICUT
FLORIDA
WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollinger Co. Div. 31.
IDAHO
KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gilfillan Inc., December '53 (granted STA Dec. 17).
ILLINOIS
WCDN-TV Danville, uhf ch. 24, represented by Everett-McKinney Inc., December '53 (granted STA Dec. 18).
KENTUCKY
WLOU-TV Louisville, uhf ch. 41, January '54.
LOUISIANA
WCNO-TV New Orleans, uhf ch. 33, Jan. 1.

SPECIAL inaugural program as KWTV (TV) Oklahoma City took the air Dec. 20 included announcement of station policies and introduction of stockholders. Board members of the new ch. 9 outlet taking part in the debut included (1 to r): Roy J. Turner, president; Edgar T. Bell, executive vice president and general manager of KWTV and its om affiliate, KOMA; John Griffin, chairman of board and president of KOMA Inc.; Luther Dunay, RCA distributor, and Henry Griffin, Video Theaters. James C. Leake and F. E. Harper, other board members, were not present.

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KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Jan. 1.

MARYLAND
WITH-TV Baltimore, vhf ch. 60, represented by Foresee TV Inc., Jan. 1.

MASSACHUSETTS
WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Dec. 28.

MICHIGAN
WNEM-TV Bay City, vhf ch. 5, represented by Headley-Reed TV Inc., Jan. 24.

MISSISSIPPI
WLBTV (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingsbery Co., Dec. 28 (granted STA Dec. 10).

MISSOURI
WCLI-TV Independence, vhf ch. 21, Jan. 15.

KERO-TV Sedalia, vhf ch. 6, Jan. 1.

KOLN-TV Kearney, vhf ch. 13 (CBS, DuMont).

MANAGING the operations of KTVU (TV)
Stockton, Calif. (ch. 36), which went on the air Dec. 18, are Dave Greene, manager of operations, and Knox Rae, general manager.

represented by Meeker TV Inc., December '53 (granted STA Oct. 29).

NEW JERSEY
WHTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 10).

NEW YORK

WBOK-TV Poughkeepsie, uhf ch. 31, January '54.

WTRI (TV) Schenectady, uhf ch. 35, Jan. 13.

NORTH CAROLINA
WAYS-TV Charlotte, vhf ch. 36 (ABC), represented by The Bolling Co., Jan. 1.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson TV Inc., Dec. 23 (granted STA Dec. 9).

WMFD-TV Wilmington, vhf ch. 6 (NBC), represented by Wilmington TV Inc., Dec. 31.

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 28 (granted STA Sept. 30).

WWTU (TV) Youngstown, uhf ch. 21, represented by Edward Petry & Co., Jan. 1.

OKLAHOMA
KCEC (TV) Tulsa, uhf ch. 22, represented by The Bolling Co., Jan. 1.

OREGON
KPFK (TV) Salem, uhf ch. 24, December '53 (granted STA Aug. 4).

PENNSYLVANIA
WQED (TV) Pittsburgh, vhf ch. 13, Jan. 1.

WARM-CHICAGO (TV) Scranton, uhf ch. 16, represented by George P. Hollingsbery Co., Jan. 1.

SOUTH CAROLINA
WACA-TV Camden, uhf ch. 18, January '54.

WQCT (TV) Greenville, vhf ch. 4 (NBC), represented by Greenville TV Co., Jan. 1.

WASC (TV) Spartanburg, uhf ch. 17, January '54.

TENNESSEE
WLAC-TV Old Hickory (Nashville), vhf ch. 5, Jan. 1.

BROADCASTING • TELECASTING

TEXAS
KMD-TX Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co. December '53 (granted STA Dec. 9).

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, December '53.

VIRGINIA
WPM~-TV Danville, uhf ch. 24, represented by George P. Hollingsbery Co., Jan. 15.

WASHINGTON
KTVB-TV Vancouver (Wash.), Jan. 21, Jan. 12.

WEST VIRGINIA
WDPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., Jan. 1.

WISCONSIN
WEA-TV Eau Claire, vhf ch. 13 (NBC, DuMont), represented by George P. Hollingsbery Co., Dec. 23 (granted STA Dec. 9).

WNAM-TV Neenah, uhf ch. 49, represented by George W. Clark Inc., Jan. 5.

WYOMING
KFBC-TV Cheyenne, vhf ch. 5 (CBS), represented by George P. Hollingsbery Co., Dec. 25 (granted STA Dec. 3).

HAWAII
KULA-TV Honolulu, vhf ch. 4, Jan. 1.

Just as Predicted
“WE MADE IT!” crowns WBTV-TV
Topeka in an oversize promotional postal card pointing out it had begun telecasting on vhf ch. 13 Nov. 15 as anticipated in five previous “interim” reports on its progress in making the mid-November target date. The card lists Club Thirteen, Six Gun Theatre and Drama on Thirteen as having “choice” participating spots open.

Christmas Gift for the Upper Midwest!

NOW TELECASTING on channel 5
KFYR-tv
BISMARCK, NO. DAK.

NOW ON THE AIR
WITH NETWORK AND LOCAL PROGRAMMING

• KFYR-TV now offers “impact” market penetration into wealthy Midwest farm homes—families who rank near the national peak in buying power, and through KFYR radio, have been welded into a loyal and profitable audience for your sales story.

BISMARCK, NO. DAK.
REPRESENTED NATIONALLY BY JOHN BLAIR.
Rep. Condon Loses KGO-TV Time Fight

REP. ROBERT L. CONDON (D-Calif.) lost his fight in San Francisco Superior Court last week to force KGO-TV that city to sell him time to answer allegations of past communist association. Judge Herbert C. Kaufman ruled he found no evidence of any oral contract between the Congressman and the station.

Contending such a contract existed, Rep. Condon had sought station time to reply to charges, made in testimony before a House Un-American Activities sub-committee in San Francisco early this month, that he had attended a closed committer meeting. The hearing was broadcast on KGO radio but was not televised. Rep. Condon requested free time on the ABC station to reply, but was turned down because management considered the submitted speech "political." His offer to buy tv time followed. That, too, was rejected for similar reasons.

Rep. Condon's proposed tv script was submitted to ABC-TV New York which also disapproved its content, according to an affidavit by James H. Connolly, ABC San Francisco vice president.

Rep. Condon had asked the FCC for a complete investigation of KGO-TV's attitude, he disclosed at the start of the controversy. The Congressman, during an interview with Wallace Hamilton on KPFA (FM) Berkeley on Dec. 20, emphatically denied he was a Communist or had been present at the charged closed Communist meeting.

KTTV (TV) Boosts Rates About 14% in New Card

KTTV (TV) Los Angeles has issued rate card No. 6, effective Jan. 1, showing an increase of approximately 14% over the current card, with no changes in the discount structure.

Although the new rates are higher than in previous cards, John V. Riba, sales manager, said the advertisers' cost-per-viewer will be less. Based on KTTV's average ratings, they will pay 34% less at nighttime compared to 1952 and 45% less during daytime periods per thousand homes.

Class A hourly rate (7-10 p.m. Sunday through Saturday) under the new card is raised from $1.00 to $1.40, with one-minute spots increased from $240 to $290 in that same category. Class B time (6-7 p.m. and 10:30 p.m. to midnight, Sunday through Saturday) increased from $800 to $980 per hour, with 60-second announcements raised from $144 to $180.

It's Up but Down

TWELVE years ago, an advertiser could buy a daytime one-minute announcement on NBC's WNBT (TV) New York for $4. The comparable cost today is $250. These facts were pointed out last week by Hamilton Shea, general manager of WNBC-WNBT. He hastened to make his point that the WNBT advertiser gets far more for his money today. Distributing copies of the 1941 rate card (No. 1) and the new one which went into effect Dec. 1 (No. 13), he emphasized that whereas there were only 3,000 sets in the nation in 1941, WNBT now serves an area having 9,800,000 tv homes.

Mr. Shea calculated that the cost-per-thousand in 1941 was 1217 times greater than today, with a daytime one-minute spot costing $1.33 per thousand then as against $0.06 per thousand now.

Kockritz Named Director Of Storer Programming

APPOINTMENT of Ewald Kockritz as director of programming for the Storer Broadcasting Co. was announced last week by George B. Storer, president. Mr. Kockritz has been program manager of Storer's WGBS Miami for the past six years.

Mr. Kockritz will assume his new duties on Jan. 1. His offices will be in the new home office building of the company, now under construction in Bay Harbor Island, Miami.

In the broadcasting field for 20 years, Mr. Kockritz joined the Storer organization in 1941 as promotion and merchandising manager of WAGA Atlanta. He previously had been program director of KTHS Hot Springs, Ark.; assistant to the director of sales promotion and research of WLW Cincinnati, and promotion manager of WSAI Cincinnati.

WKNX-TV Plans Own Link

WKNX-TV Saginaw, Mich., described as the only tv station now operating in Northwestern Michigan, has been granted an FCC permit to build a microwave relay between Detroit and Saginaw to bring live network telecasts to the area. William Edwards, WKNX-TV president, hopes the link will be ready for the New Year's Day bowl games.

WSAZ-TV Sets New Rate

WSAZ-TV Huntington, W. Va., has announced its one-time class A hourly rate is now $600, with proportional adjustments made for frequency and other time periods used. The change is effective Jan. 1.

KOWL Reports Business Up

KOWL Santa Monic results reported 49.6% more business in October than in that month of last year, according to General Manager George A. Baron, who also reports each month in 1953 exceeded that same month in 1952 by at least 20%. Station programs predominately for Mexican, Mexican-American and Negro markets of Los Angeles County.

J ohn Blair & Co. has been appointed national sales representative for WILF Philadelphia, effective Jan. 7, it was announced last week by Roger W. Clipp, WILF general manager, and John P. Blair, president of the station representative company. Discussing plans for the future are (l to r) Charles F. Dilcher, manager of Blair & Co.'s Chicago office; Mr. Blair; Kenneth W. Stowman, WILF general sales manager; Mr. Clipp, and Howard Maschmeier, assistant to Mr. Stowman.

DINNER honoring Detlev W. Bronk (c), new director of the Rockefeller Institute for Medical Research, past president of Johns Hopkins U. and past chairman of the WAAM (TV) Baltimore program advisory council, was attended by (I to r): Herman Cohen, WAAM vice president; FCC Comr. George Sterling; Dr. Bronk; Ken Carter, general manager, and Ben Cohen, president, both WAAM.
WITH Executives To Manage WNAV

OPERATION of WNAV-AM-FM Annapolis has been turned over by its owners, Capital Broadcasting Co., to R. C. (Jake) Embry, executive vice president of WITH-AM-FM Baltimore, and Richard Rudolph, general sales manager of the Baltimore outlet.

Norman V. Bergholm, commercial manager, has been named station manager by the new operators, who also are continuing their present duties at WITH. Mr. Bergholm has been in radio management 19 years.

The news-music-sports formula of WNAV will be continued. The station operates with 1 kw on 1430 kc. WNAV-FM is on 99.1 mc with 16.6 kw and has provided storecasting service in the state. Programming will include regular state legislators, Naval Academy basketball and other sports.

NBC Honors O&O Staffers

THIRTEEN staff members of the NBC owned-and-operated stations division in New York were honored at a luncheon last week for having completed 10 and 20 years of service with the company. Awards of pins and certificates for 20 years of service were made to Richard Close, James V. Coleman, Charles College, Lee Jones and Daniel Murphy. Those honored for 10 years of service were Peter Affe, Ralph Bennett, John G. Chapin, Isabel M. Finnie, Morris Goodman, Donald H. Hickman, Bernard Ibitisky and John Riedel.

Re-Enactment on Film

KSTP-TV Minneapolis-St. Paul claimed its position in news coverage was elevated another notch earlier this month in its filming with sound the re-enactment of the murder of a deputy sheriff by the accused murderer.

After the murder of Deputy Ernest Zettergren of Anoka County on Dec. 7, Dick Hance, head of KSTP-TV's photographic department, learned the accused man had been apprehended and jailed in Anoka, 30 miles north of the Twin Cities. He dispatched photographer Leo Stock on the morning of Dec. 8 to get pictures of Francis (Sonny) Anderson, accused of the crime.

Mr. Stock phoned back to Mr. Hance that the Anoka County attorney and the sheriff would allow a sound film crew to accompany the law officials to the scene of the crime where their captive would perform a re-enactment of the murder. Mr. Hance promised the law officials that KSTP-TV would furnish them the film to use later as court evidence.

Mr. Hance then sent Skip Nelson and Kenneth Pratt to the scene with a sound camera, along with KSTP-TV newsman Julian Hoschal. The KSTP-TV crew photographed a sound-on-film interview between the officials and the accused man in which the latter described details of the murder. The station received permission from the accused man to photograph him during the re-enactment.

Not only did the film receive local attention, but it also was carried on NBC-TV's News Caravan Dec. 9, KSTP-TV reported.

WAVE Celebrates 20th

PROGRAM marking the 20th anniversary of broadcasting by WAVE Louisville will be presented over NBC Radio today (Monday) 10:30-11 p.m. EST. Titled Salute to Yesterday, the program will portray the history of Louisville and America as it was broadcast during the past 20 years. Burt Blackwell, who first signed the Louisville station on the air on Dec. 30, 1933, will be narrator.

For Reliability of Remote Control Operation... Specify a Continental Installation

You can perform all operating, metering and monitoring functions right at the studio with this dependable Continental Equipment. Besides being moderate in price, this convenient Remote Control System will pay for itself many times over by greatly reducing AM and FM operating costs. Even the smallest station will find this equipment well within its budget.

Charles Stone Named WTVU (TV) V.P.-Gen. Mgr.

CHARLES W. STONE, former general manager of WNAO-AM-FM-TV Raleigh, N. C., has been appointed vice president and general manager of WTVU (TV) Scranton, Pa., licensed to Appalachian Corp.

Mr. Stone left the WNOA operations earlier this year [B*F, Oct. 26]. WTVU, on uhf ch. 73, went on the air Aug. 17. It is owned by Frank J. Collins, who is president of Appalachian.

The station is concentrating on sports programming, according to Mr. Stone, who points to a special two-hour telecast of Madison Square Garden fights which WTVU picks up from WPIX (TV) New York.
IN CINCINNATI,

PULSE SAYS:

WCKY's HIGH RATINGS AND LOW COST GIVES YOU MORE ListeNERS PER DOLLAR THAN ANY CINCINNATI STATION.

TO SELL CINCINNATI—

BUY WCKY

With Fifty Grand
In Selling Power
CINCINNATI AND THE RURAL SOUTH

IN THE SOUTH,

NELSEN SAYS:

WCKY HAS AN AVERAGE NIGHTLY AUDIENCE OF 323,530 RURAL FAMILIES IN THE 13 SOUTHERN STATES . . . LARGER THAN ANY STATION COVERING THE SOUTH

AND

WCKY'S LOW RATE ALLOWS YOU TO BUY THIS AUDIENCE AT 6.1¢ PER THOUSAND . . . 34% LOWER THAN ANY OTHER STATION IN THE SOUTH.

TO SELL THE SOUTH —

BUY WCKY

With Fifty Grand In Selling Watts

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

Y-FOUR HOURS A DAY . . . SEVEN DAYS A WEEK
E. B. LOVEMAN DIES; WAS PHILCO TV HEAD

ERNST B. LOVEMAN, 58, vice president and general manager of Philco Corp.'s Television Broadcasting Div. when it operated WPTZ (TV) Philadelphia, died Tuesday of a coronary occlusion suffered in the reception room at the company's main plant in Philadelphia. He had been a member of the Philco Corp. executive staff since sale of WPTZ to Westinghouse Broadcasting Co. last summer.

Mr. Loveman was with WPTZ when the station became the nation's second commercial tv licensee a decade ago and became head of the tv broadcasting unit in 1945.

Born in Georgia, he moved with his family to Philadelphia when a child. He has graduated from West Philadelphia High School and served in World War I. After the war he joined the former McLain-Simpers Adv. Agency in Philadelphia. He left the agency to become treasurer of The Associated Radio Products Corp., moving to Philco in 1928 when the company entered the radio set manufacturing business. He was Philco advertising manager from 1928 to 1942 when he moved to the tv broadcasting division.

Mr. Loveman was unmarried. He left no survivors. He was a member of Germantown Cricket Club and Huntington Valley Country Club.

John Petrie Dies;
Branham Board Chairman

FUNERAL services were held in Chicago last Monday for John Petrie, 68, board chairman and a co-founder of the Branham Co., station representative firm, who died Dec. 19 in Michael Reese Hospital after three months' illness. He helped found John M. Branham Co., successor to Barnard-Branham Co. and predecessor to the present company. Mr. Petrie is survived by his wife, Eva, two daughters and one son.

Meyers Resigns Jan. 1
As Taylor Western Mgr.

HOWARD B. (HOWDEE) MEYERS, Western sales manager of O. L. Taylor Co., has re- signed effective Tuesday, he announced Tuesday. Mr. Meyers has been with the Taylor firm, whose assets have been acquired by Paul H. Raymer Co., since January 1952. He said he has nothing more to say. In a letter to Paul Raymer, O. L. (Ted) Taylor and Lloyd George Venard, who has also resigned as president of the Taylor firm, Mr. Meyers said his association has been "gratifying and fruitful" but "events of the last months and more led me to believe this resignation to be quite in order." Mr. Meyers headquarters in Chicago.

Gifts For 15,000

WOR-AM-TV New York annual Christ- mas fund campaign raised enough money to provide gifts for about 15,000 children in wards of 100 hospitals in New York and New Jersey. A spokesman for stations has reported. As climax to drive, "Tiny" Fairbanks, Mutual personality, took a contingent of entertainers to Jersey City Medical Center on Christmas Eve for a two-hour program of entertainment in children's wards.

ABC'S KINTNER CITES '53 PROGRESS,
POINTS TO FURTHER NETWORK BUILDUP

President of the radio-TV network outlines the events since the merger with Paramount Theatres early this year and emphasizes that the way ahead will be forward—slowly but surely.

WHEN, last February, the FCC gave its long-awaited approval of the $25 million merger of American Broadcasting Co. and United Para- mount Theatres, one NBC official was among the executives of the new AB-PT avowed their intention to start immediately to build ABC into a strong competitor for audience and advertising dollars. NBC and CBS, in both radio and TV. At the same time, we were told, this was not a task to be completed overnight.

The same note of caution was sounded last week by ABC President Robert Kintner when, in an interview with B.T., he expressed pride in the progress already made by ABC. "Basically," Mr. Kintner said, "ABC is operating on a five-year plan, not one-year or two-year quickly-completed program. We are proud of what we've done in the last 10 months. Considering the fact that when we started we've acquired some top talent, some top programs, and we've sold them all. We've also persuaded some of the nation's top advertisers, such as U. S. Steel, Kraft and Motorola, that ABC-TV is the program with which they want to do business."

"We're proud of our tv sponsor list," Mr. Kintner stated. "It's a collection of the nation's blue chip advertisers." Among ABC-TV's clients are: American Chicie, American Home Products, American Tobacco, Ballyuks Cigar, Bristol-Meyers, Carter Products Corp., Chevro- let, Derby Foods, Duffy-Mott, duPont, Ecko, Ex-Lax, General Mills, Gruen, Hazel Bishop, Hotpoint, Johnson's Wax, Kellogg, Kraft, Listerine, Mars, Pepsi-Cola, Ralston-Purina, Sherwin-Williams, Sterkel, Standard Oil, Steril- ing Drug, Swanson, Thor, Tootsie Rolls, U. S. Steel and Viceroy. That's not the full list, but it's representative, and Mr. Kintner pointed out that many of these companies have purchased ads which have not previously used ABC facilities.

Will Show Profit

"ABC is going to show a profit for the last quarter of '53," Mr. Kintner declared, expressing the conviction that this happy state of affairs, which is in sharp contrast to the network's unusually bad quarter preceding the merger, will continue and improve as time goes on.

"Frankly, we've done better this fall than we anticipated," he said, "and in the next several years we hope to continue our progress on a generally forward course. We're realistic enough to expect to get knocked back a little every now and then, but we know that we've embarked on a long-time process. It's been seven months, that we've had to draw on that are comparable with those of NBC and CBS and that in brief time no one could reasonably expect us to get where they are after more than 25 years."

Realizing that even with its new financial stability it would be foolish, if not impossible, to attempt to accomplish the full job at one fell swoop, ABC decided to begin with tv and even there not to try to remodel the full week's programming at once. "We're trying to be careful not to bite off more than we could chew at any time," Mr. Kintner stated, "but to do what we could as we could."

"First," he recounted, "we acquired some good program personalities and properties like Paul Hartman, George Jessel, Ray Bolger, Danny Thomas, Janey and Peter Potter. Then we lined up some top advertisers' programs like United States Steel Hour, Kraft Television Theatre and Motorola's TV Hour. Then we concentrated on getting a prominent place in the tv scene on Tuesday, Thursday, Friday and Sunday evenings."

Another program, The Mask, hour-long mystery drama, would be added to the ABC Sun- day schedule in '54, Mr. Kintner said. It will go into the 8-9 p.m. period, competing with two top variety shows, NBC-TV's Comedy Hour and CBS-TV's Toast of the Town.

Following up this start, ABC in the next few months will begin acquiring new television program material and getting it ready to go on the network in the fall of 1954 and in 1955 will continue the process. "It's too expensive to do all at once," he said, "and we expect eventually to wind up with our proper share of key positions on all nights of the week."

Second step of ABC's tv plans will be launched early in the new year, probably in February, when ABC makes its first major daytime series undertaking by setting the successful morning radio program, Breakfast Club, into television as well. Details are still incomplete, Mr. Kintner said. If the present sponsors of the program on radio—Swift, Philco and Ten—want to sponsor it on tv, too, then a simulcast will probably be the answer, he said, whereas if these advertisers decide to confine their Breakfast Club sponsorship to radio, the program will go on at some other time of day, probably in the early afternoon. With this as a starter, ABC gradually will extend its hours of tv programming until it is offering its tv affiliates a full-time schedule comparable to that of the Big Three Radio Network, but plans for this undertaking are still in the making, it was emphasized.

ABC's first major move to strengthen its daytime radio programming gets underway New Year's Day, Mr. Kintner said. Martin Block, possibly the country's best-known disk jockey, takes over the 2:35-4 p.m. period each weekday on the ABC Radio Network. Asked why there's no local programming to take a network disc jockey show, Mr. Kintner replied that Martin Block will have many live guests from the ranks of the top recording artists, talent unavailable in most lo- calities, so that the program will be more of a variety show than a straight platter-spinning session, although Mr. Block will, of course, play records on the program.

Evening is Problem

"We've got daytime serials on from 10 a.m. to noon, following the Breakfast Club," Mr. Kint- ner said, "and Block in the afternoon. That leaves evening and frankly that's a problem we're still working on. We are sure there's a place for nighttime radio in the lives of the American public, even the television families, and we're not at all inclined to sit back and turn our radio audience over to tv, but what is the right program formula is we don't know as yet."

An innovation in evening network radio pro- gramming started by ABC some months ago is the division of the 8-9 p.m. hour into four 15-minute segments, an hour for music, an hour for a dramatic show, a kids hour and a news hour.
these evenings quarters from stations.jected
radio and two
Mr. tv
BROADCASTING TELECASTING four -story building renovated at
Los Angeles, (WENR Chicago, WXYZ Detroit) and
radio and tv operation and said that ABC's ad-
tv news representative
Appointment of outside organizations as national sales representatives for ABC 0 & o stations has worked out very well, Mr. Kintner reported, stating that contracts with John Blair & Co. (WENR Chicago, WXYZ Detroit) and Edward Petry Co. (WABC New York, KECA Los Angeles, KGO San Francisco) and their tv affiliates for the ABC-TV stations in the same cities are being extended for another year.

"In fact, this has worked so well," he said, "that we're considering appointing an outside representative for the ABC Pacific Coast radio and tv regional networks." The same firm probably will represent both networks, he said. Asked if ABC had any plans to effectuate for its radio network the same plan inaugurated at its o & o stations of a single rate for day and night, Mr. Kintner said that the plan had been proposed but that the ABC affiliates had rejected it. "We think they are wrong," he said, "as we wouldn't have adopted it for our own stations. But we aren't going to try to force it on them so long as they don't want it."

ABC last April moved its New York head-
quarters from the RCA Bldg., where they had been for 10 years, to 7 W. 66th St., where three adjoining buildings had been completely remodeled into studio and office space. Next April, the network plans to open a new ABC radio-tv center in downtown San Francisco, a four-story building renovated at a cost of $1,500,000 to supply studios and office space for ABC and its owned stations—KGO-AM-TV.

An additional several millions is being spent by ABC in modernizing studio and transmitting equipment at its o & o stations, Mr. Kintner said. All five ABC-owned tv stations are in the process of increasing their power to the maximum permitted by FCC regulations, installing 20 kw amplifiers to their transmitters and new specially-designed antennas. This program, which entails expenditures of more than $2 million, is scheduled for completion by fall.

asked about ABC's plans for color tv, Mr. Kintner pointed out that unlike CBS, DuMont and NBC, ABC has no affiliation with a manufacturer of tv equipment and sets and so has no motive to rush into color. "When we think the time is ripe, we'll go into color, of course," he said, noting that plans have been drafted for construction of color studios in New York and for equipping all ABC-owned tv stations with color apparatus. "But we don't have to be in any hurry and can wait until color is an imminent commercial reality—which I don't think will be for some time yet."

NBC Brochure on Radio Power FOUR-PAGE brochure titled "A Quarter of a Million Dollars" has been issued by NBC Radio to demonstrate the pulling power of sponsorship of NBC Radio programs. It relates instances of advertisers receiving substantial requests from their offers.

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their quick, positive action will give station operators a new "suredness" with tape. Cueing is exact; editing is faster; tumbles is out. Remote control is available too. Responsiveness has always been a part of the Ampex Standard of Excellence — but now it is better than ever, making the Ampex 350 truly the NEWEST OF THE BEST.

STARTING WITH A SPLIT SYLLABLE

From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.

STOPPING WITHIN TWO INCHES

Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spillage can occur.

EASIER CUEING AND EDITING

The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.

ADJUSTMENT FOR REEL SIZES

A new switch selects proper tape tension either for 10½-inch NAPTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

Recorders from $975: Model 350 from $1065: Reproducers from $385. For further information write today to Dept. D-1279-C.

ampex

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Distributors in principal cities: distribution in Canada by Canadian General Electric Company

AMPEX CORPORATION

December 28, 1953 • Page 57,
CBS-TV CITES '53 AS 'ANOTHER RECORD'  

A GAIN of approximately 40% in gross billings in 1953 as compared to 1952 was reported by CBS-TV last week in a year-end statement which called the closing year "another big one" for that network.  

A total of 98 advertisers, including 16 new ones, used CBS-TV facilities during 1952 and "practically all clients" retained their time periods during the summer months, the report continued. CBS-TV clients listed as taking their first ventures into network tv in 1953 were Hamm Brewing, Pacific Mills Co., Tappan Stove Co., Brown & Williamson Tobacco Corp., Greyhound Corp., Hoover Co., Converted Rice Inc. and Electric Companies Advertising Program.  

The number of CBS-TV affiliates rose from 74 in 1952 to 123 on the air at the end of this year, with 44 others slated to commence operations and join the network during the first six months of 1954. Among other affiliation highlights noted in the report was what was termed "the largest change in the pattern of network facilities" with the switch of WATAR-TV Norfolk and WBEN-TV Buffalo from NBC to CBS-TV (along with WTRB and WBEN, which joined CBS Radio).  

It also was noted that the CBS-TV Affiliates Advisory Board became a permanent group in 1952, with Glenn Marshall Jr., WMBC-TV Jacksonville, Fl., as its first permanent chairman.  

Claims CBS-TV Leadership  

The report also claimed leadership for CBS-TV among the networks in ratings, daytime and nighttime, and noted that its daytime commercial rolls "have strengthened considera-

bly" with announcement of a fifth contiguous daytime drama, "Brighter Day," and the signing of a number of new sponsors, bringing to 25 the number of daytime sponsored hours up to 5 p.m., Monday through Friday.  

In the color tv field, the review pointed up CBS' demonstrations of its new pickup equipment, color tubes, color sets, and color program; claimed CBS-TV was the first network to broadcast in color after FCC handed down its compatible color decision; quoted CBS President Frank Stanton on CBS' determination "to start color television at the same high level which black and white has now reached," and on CBS' color plans for 1954 [B&T, Dec. 21]; and noted that CBS-TV has acquired the RKO 5th St. Theatre on Broadway and plans to convert it immediately into a color tv studio.  

Networks to Carry Reports  

BY Ike to Nation, Congress  

ONCE AGAIN President Eisenhower will report to the nation by radio and TV Jan. 4 when he gives a 15-minute address covering the philosophy behind his program and an outline of topics to be covered in his Jan. 7 message to Congress [B&T, Dec. 21].  

The program will be carried live, 9:30-9:45 p.m., on NBC and ABC, both radio and television. MBS will carry the message on radio and CBS will carry it live on tv only with a radio repeat at 11 p.m. Dumont Ty Network will handle it live.  

The President's Christmas message was slated for radio and television after 5 p.m. last Thursday during the Christmas Eve program in connection with lighting of the national community Christmas tree.  

NBC-TV Promotes Itself  

TELEVISION is going to work for television under a new NBC promotion plan. Starting Dec. 20, every sustaining show on network will include at least one minute of promotional material designed to benefit NBC-TV by promoting network programs and personalities and values of advertising on NBC-TV. According to the NBC-TV director of advertising and promotion, Jacob A. Evans, who is said to have conceived the plan, about 44 one-minute announcements will be carried each week on NBC-TV. He noted that even at NBC-TV's lowest level of network time ($3,500), this represents $154,000 per week or more than $8 million a year of "commercials" for NBC-

TV.  

'Continuing Vitality' Seen  

By Murphy for Radio in '54  

RADIO's outlook for 1954 is "one of continuing vitality—in program service, audience interest and advertiser support," Adrian Murphy, CBS Radio president, asserted last week in a year-end statement.  

He noted that during 1953 "more CBS Radio advertisers sponsored more program time than in the year before," said that over-all, "there is every reason to believe that radio in 1954 will continue to develop as it did in the year just passed, when it reached out to serve more American homes through more radio sets than ever before." Mr. Murphy continued:  

"The public appetite for radio has proved to be truly staggering. At the beginning of 1953, radio was already reaching all but 2% of all U.S. families, through 110 million sets. Yet during 1953, to listen wherever they were, whatever they were doing, people bought themselves another 13,500,000 radios. Put another way, they bought a new radio every second of every business day. And in the course of a typical week, 92% of all radio families tuned in, listening an average of over three hours a day. . . ."  

In a separate and more detailed year-end statement, CBS Radio has estimated earlier that its 1953 gross billings totaled $62 million, and reported it now has 219 am affiliates (gain of three during the year) and 90 fm affiliates [B&T, Dec. 21].  

The review claimed leadership for CBS Radio in both audiences and revenues, cited highlights of its programming, and stressed the size and appeal of the radio medium generally.  

Suit Names NBC, Others  

NBC, KNBH (TV) Hollywood and Donlevy Development Co. were sued for $100,000 general and punitive damages in Los Angeles Superior Court Dec. 16 by Rudolph Beiser, an official in the Veterans Administration, on charges his name was used for that of a "criminal of evil character" in a half-hour film show of Dangerous Assignment, an NBC-TV film package produced by Donlevy Development Co. Mr. Beiser said the film was shown on NBC-TV March 13 and, despite his protest, was re-run Sept. 8 on KNBH (TV).  

Learning Comes First  

AUGMENTING its usual services and operations, CBS-TV, in Los Angeles, is moving into the Board of Education's territory with a schoolroom complete with desk and a teacher on the premises. With Mr. Foyd Irvis and Life with Father live from the West Coast, CBS has 13 children who must be taught the 3 R's, rehearsal or no.  

FOLLER TO DIRECT  

NBC-TV PROGRAMS  

PROMOTION of Samuel C. Fuller, executive producer of NBC-TV's Colgate Comedy Hour, to the post of national television program director of NBC-TV was announced last week by Thomas McAvity, who recently was placed in charge of the television network program division [B&T, Dec. 14]. Mr. Fuller will report directly to Mr. McAvity, with the appointment effective Feb. 1.  

At the same time, Mr. McAvity announced that Michael Dann, formerly manager of planning, has been named manager of television programming, and Roy Passman, previously assistant program manager, has been appointed manager of television administration. Both Messrs. Dann and Passman will report to Mr. Fuller.  

Mr. Fuller, along with Sylvester L. Weaver Jr., now NBC president, is credited with evolving the rotating format for stars which introduced many of the outstanding personalities in show business over television. He applied this formula in his post as executive producer of Colgate Comedy Hour, on which he used such performers as Jimmy Durante, Eddie Cantor, Donald O'Conner, Dean Martin and Jerry Lewis and Bud Abbott and Lou Costello.  

Mr. Fuller began his career in broadcasting with KDKA Pittsburgh in 1931 as writer, producer, director and announcer and later worked in similar capacities for WKN in Cincinnati. In 1938 he joined the Kastor Agency as producer-director and in 1939 moved to Young & Rubicam in New York.  

After two years in the Navy in World War II, Mr. Fuller remained with Young & Rubicam and later with Sherman & Marquette until 1950 when he became associated with NBC-TV to develop plans for the Colgate Comedy Hour. During his period with the agencies, he was associated with such programs as Bob Hope Show, My Favorite Husband, Silver Theatre, Duffy's Tavern, The Aldrich Family and others.  

In his new position, Mr. Dann will be responsible for maintaining network tv program schedules, sales department liaison, talent coordination and special program projects. Mr. Passman will continue the same administrative duties he held as assistant program manager.  

AT&T Connects Two-More Tvs  

WDAN-TV Danville, Ill., and KWTV (TV) Oklahoma City have been tied into the AT&T nationwide tv cable facilities enabling them to receive network tv program service. This makes a total of 239 AT&T interconnected stations in 147 U.S. cities...
DuMont-equipped stations have formed a habit of making television history for coverage, low operating costs and dependability. K-NUZ TV, Houston, Texas, now joins the ranks of DuMont-equipped stations.

Power for power, K-NUZ TV will enjoy the finest performance through DuMont's superior UHF television transmitter design.

At the DuMont plant it's full-speed ahead on the production of UHF and VHF television transmitters and associated equipment — as fast as quality production will permit. The demand for DuMont quality transmitting equipment is constantly increasing as engineers everywhere acclaim the dependable performance inherent in all DuMont equipment.

TELEVISION TRANSMITTER DIVISION
ALLEN B. DUMONT LABORATORIES, INC.
Clifton, N. J.
pre-telecast promotion and

Commanded

the largest, livest, local-beamed shows
in Houston...with top entertainers
and performers plus an array of Du Mont network programs...
and $750,000 facilities to back up the know-how...offered to
advertisers on a fair and square basis!

number of UHF sets in market before telecasting of K-NUZ TV test pattern

MAY, 1953 ................................ 9,996
JULY, 1953 .................................. 17,306
SEPTEMBER, 1953 .......................... 30,168
NOVEMBER, 1953 ............................. 43,593
(after only 14 days of Telecasting)

...and still growing!
(Signed Statements from Houston Distributors)

Buy now on the SQUARE DEAL RATE CARD
and be charged only rates that can
be justified by actual sets in the market.

K-NUZ
3539 Cullen Blvd. / Houston
merchandising...

AN AUDIENCE!

be a 39'er
ask for availabilities Now
on these power-packed
local shows

K-NEWS - Backed by a newspaper-trained photographer and the Knuz TV Mobile Unit, dynamic BILL CRAWFORD presents a live, action-packed newscast unparalleled in the Gulf Coast area. (The Knuz TV Mobile Unit - a complete TV studio on wheels - also beams both video and audio to the station for general telecasts.)

ALERT TIMEBUYERS NOTE: K-NEWS with BILL CRAWFORD is available in either 5 or 10-minute slots, Monday thru Friday.

RHYTHM ROUNDUP - MGM and Decca recording artists, Laura Lee and Dickie McBride and the Ranch Hands; and the "Billboard" top-rated Western personality, BIFF COLLIE, the rip-roaringest air-salesman to ever hit Houston, give out with music from the city and the saddle, Monday thru Friday. Turn your product over to these cyclones of mirth and melody, then watch the sales curve sweep up!

WHAT'S COOKIN'? A show with all the known elements for successful selling - the time of day is right ... the setting is right. The featured personality is a local woman with rich TV background and preeminent recognition as a Home Economist. WILMA RUTHERFORD has a remarkable record in Texas television not only for selling but also for merchandising. Monday thru Friday, K-nuz TV is cooking with Wilma Rutherford ... HOW ABOUT YOU??

PAUL'S PLACE - Talent ... time ... teenagers in one terrific package - the strongest, livest local show in town. Paul Berlin is tops ... rating-wise and talent-wise. Jan Stewart was starred in Hollywood TV, and was featured vocalist with Harry James and his orchestra. Paul and Jan offer a potent one-two knockout for the hard-to-get teenagers. They are a "real gone" team that can pull for you in the nation's 13th market!

WINDOW SHOPPING - Here is a distinctive, expressive friend - Mitzi Wayne - visiting with Houston women, telling them of the wonderful and the curious to be found in the shops around the city. The viewers' calls light up the switchboard after the show closes ... wanting to know where Mitzi found that lamp, etc. Let Mitzi Wayne throw light and life into your Houston stores with "Window Shopping", Monday thru Friday!

TONIGHT - Visiting stars of Hollywood, figures from the sports world ... whatever made the news today ... that's the stuff of "Tonight". Monday thru Friday, BILL ANTHONY has his fingers right on the pulse of this billion dollar market as proved by the complete sell-out of his radio time. No worry about tomorrow's sales - when Bill Anthony has your message on "Tonight"!

call, wire or write For Joe TV

or Dave Morris, vice pres.-gen. mgr.

call, wire or write For Joe TV

or Dave Morris, vice pres.-gen. mgr.

Phone KE-6666
K-nuz TV

proudly announces

Forjoe TV, inc.

exclusive national representatives

for complete programming information call, wire or write offices in

New York
Chicago
Los Angeles
San Francisco
Atlanta
ABC Am-Tv Affiliates
Set Early-'54 Meets

SERIES of four two-day meetings with officials of ABC's 361 radio and 185 tv affiliates will be held in January and February with Leonard H. Goldenson, president of AB-PT, and ABC President Robert B. pixel heading the national delegation [CLOSED CIRCUIT, Nov. 30].

The schedule: Jan. 14-15, New York (Walton-Astoria Hotel); Jan. 24-25, Los Angeles (Beverly Hills Hotel); Feb. 1-2, Chicago (Drake Hotel), and Feb. 15-16, New Orleans (Roosevelt Hotel).

It will be the first series of such sessions that Mr. Goldenson has attended since the merger of ABC and United Paramount Theatres last February.

Kintner Presides

President Kintner will preside at each of the meetings. In each city the schedule calls for general meetings for both radio and tv affiliates during the morning of the first day; a session for radio affiliates in the afternoon, and a tv affiliates session on the morning of the second day.

ABC top executives slated to attend the series, in addition to Messrs. Goldenson and Kintner, include Robert H. O'Brien, executive vice president; Robert M. Weitman, vice president in charge of programming and talent; Ernest Lee Janhcke Jr., vice president and assistant to the president; Frank Marx, vice president in charge of engineering and general services; Alexander Storonch Jr., vice president in charge of network; Charles T. Ayres, vice president in charge of the radio network; Slocum Chapin, director of the tv network; Oliver Trez, director of the radio network; and Alfred Beckman, national director of the station relations departments.

Senior Bowl on CBS Radio

ANNUAL Senior Bowl (North-South) football game at Mobile, Ala., will be presented over CBS Radio Jan. 2, starting at 2:30 p.m. EST, with Red Barber, CBS counselor on sports, and John Derr, CBS Radio director of sports, providing the play-by-play description and color commentary, respectively.

Murrow on Spot

CBS correspondent Edward R. Murrow not only goes where the news is but apparently news happens where Mr. Murrow goes. Enroute to Korea last Monday, Mr. Murrow was aboard a Pan American passenger plane on Wake Island that picked up a distress signal on its radio from a navy plane which was 200 miles at sea in search of a military-chartered plane that earlier had reported it was in trouble. The Pan American plane with Mr. Murrow aboard located both distressed aircraft and escorted them back safely to Wake Island.

Wile Gets New NBC-TV Post on West Coast

FREDERIC W. WILE Jr., NBC vice president for production, will transfer to Hollywood Jan. 1 as vice president in charge of the television network program division on the West Coast [BT, Dec. 14], it was announced last week by Sylvester L. Weaver Jr., NBC president.

In his new post, Mr. Wile will be responsible for programming as well as production operations.

Mr. Wile became associated with broadcasting in 1930 when he joined CBS' press and special events department. In 1934, he joined Young & Rubicam as manager of radio publicity and later served as business manager of the radio department and supervisor of operations. He moved to NBC in 1949 as assistant to Mr. Weaver when the latter joined the network as vice president in charge of television.

He was elected a vice president in January 1951.

Attorneys Who Defended Lee Estate Ask $290,000 Fee

ATTORNEYS who defended the $1216 million estate left by Thomas S. Lee, late owner of Don Lee Broadcasting System, against claims for back taxes made by federal and state governments, are requesting fees of $290,000 in a petition filed in Los Angeles Superior Court by lawyers Raymond C. Sandler, Samuel S. Tagon and Harold E. Aaron.

The petitioning attorneys asked to make the fee award $290,000 less $30,000 already received on account. The court previously had authorized payment of $300,000 in fees to other attorneys who conducted the probate proceedings.

Appointed in Sept. 13, 1951, the attorneys said that they settled tax claims totaling $1,736,156.85 for $315,902.19. This included income taxes due from Mr. Lee and his controlled corporations from 1946 to 1950.

CBS-TV 'Adventure' Lauded

CBS-TV's 'Adventure' series (Sun., 4:30-5 p.m., EST) has been credited with converting the American Museum of Natural History in New York from "a city museum to a national educational medium." This praise came from Alexander M. White, president of its board of trustees, in an annual report. He said the tv program, presented by CBS-TV in cooperation with the museum, has reached an estimated maximum audience of five million viewers weekly from one million when the program began last May.

*97% LISTEN TO WBBW

ABC IN YOUNGSTOWN
Represented by Forjoe

December 28, 1953 · Page 63
SARNOFF CITES COLOR OUTLOOK, RCA INCOME IN YEAREND REPORT

RCA had its biggest year in 1953, says the General, with $830 million gross and $34.7 million net profits—$5 million earned by NBC-AM-TV. He reviews NBC's strengthening of its 'No. 1' position in broadcasting and RCA-NBC achievements in radio, tv tape and color and other projects, predicting even greater ones, and sees the 'electronization of industry.'

FOLLOWING a year of progress in development of color television, the FCC approval of compatible color standards and the preparations of tv stations for color, the stage is set for 1954 as colorcasting's "Introductory Year," Brig. Gen. David Sarnoff, RCA board chairman, said in a yearend statement issued today (Monday).

RCA in 1953 had the largest volume of business in its 34-year history, Gen. Sarnoff reported, with gross sales of about $830 million and net profits estimated at $34.7 million ($B&T, Dec. 21). Radio-television broadcasting activities accounted for 15% of this net, he said, which would put NBC's earnings at something more than $5 million for the year.

"The organization of NBC was greatly strengthened during the past year in every phase of its operations," Gen. Sarnoff asserted. Recalling the election of Sylvester L. Weaver as NBC president and Robert W. Sarnoff as executive vice president ($B&T, Dec. 7), he said that "these two men working together, as a harmonious team will lead NBC in strengthening its position as the nation's No. 1 broadcaster and keep it at the forefront as 'first' in service to the public in both radio and television.

The coming year, Gen. Sarnoff stated, "holds promise for new advances throughout the radio-television and electronics industry. Fulfillment of the promise of this new year, however, will depend upon how well the leaders of our industry meet current economic problems and the new challenges of our times.

"As we look ahead into 1954, we have a clearer view of the field of science than of economics," he said. "Science and engineering are making forward to new achievements and to electronic refinements of older services, the groundwork of which has already been laid. Based on standards of the past, 1954 should be a good year for the radio-television electronics industry. This does not necessarily mean that new records will be made in production and sales. It is more likely that a moderate degree of economic adjustment will take place in many industries throughout the year, but this can be achieved without dislocation of our economy.'

NBC Colorcasting Plans

Pointing out that NBC plans to telecast each of its regular tv programs in color during the year ahead, on an average of two colorcasts a week, Gen. Sarnoff said: "Television stations throughout the country are alert to the tremendous possibilities of color television and by slight modifications in their transmitting equipment they are enabled to pick up from the National broad color shows.

He noted that already NBC's five o&o tv stations and 65 NBC-TV affiliates have made plans to equip for color, with more to follow in 1954, and reported that 26 stations in 19 cities, along with 47 NBC stations, are expected to be equipped by RCA Victor for colorcasts by Dec. 31, 1953.

Aside from color, Gen. Sarnoff reported other expansions and improvements in tv during the past year. With more than 27 million sets, nearly 60% of American homes are equipped for tv reception from the more than 330 tv stations now on the air, he said. Noting that 120 of that total are uhf stations, he said that progress in uhf during 1953 presents "convincing evidence" of continued expansion in this field in the year ahead.

Recalling television's basic function as "extension of human sight," Gen. Sarnoff said that television is extending its usefulness to perform new services for the country, with tv cameras and associated equipment ready for use wherever needed. Wherever danger, remoteness or discomfort precludes the presence of human observers, the industrial tv camera takes over.

"RCA's light-weight industrial tv equipment using the small Vidicon camera tube has led to substantial expansions of industrial telecasting and this field now becomes one of great potential for industrial growth not only in factories but for banks, department stores, hotels, theatres, lecture halls and auditoriums and even for inter-office 'sight' communication," he stated.

Radio Progress

Pointing out that in 1954 radio broadcasting moves into its 34th year and has long been intimately integrated with American life, Gen. Sarnoff reported that there are today more than 45 million U. S. radio families, 26 million automobile radios and many millions of portable radios. In 1953 alone, he said, 13 million radios, including nearly five million auto radios, were produced.

In radio communications, Gen. Sarnoff cited the opening of the world's most powerful radio transmitting structure, the 487-foot J. S. Navy by RCA at Jim Creek Valley in the State of Washington ($B&T, Nov. 16), as marking an historic milestone in world-wide communications. "It demonstrates to a marked degree how teamwork between private industry and military forces contributes to the nation's welfare and to the leadership of the United States in international communications," he said.

RCA's demonstration of magnetic tape recordings of both black-and-white and color tv pictures early this month by Dec. 7 ushered in a new era of "electronic photography," Gen. Sarnoff declared. He said that in addition to its value in television this new development has great significance for motion picture and eventually should make it possible for tv set owners to make their own recordings of tv programs in their homes.

Progress in the manufacture and applications of transistors during 1953 definitely point to further developments in design and engineering of radio-television and electronic equipment that will permit simplification, miniaturization and portability, Gen. Sarnoff reported, noting that in the five years since their introduction, transistors have "proved their worth" in many applications. Their small size and low current demands will result in more compact radio and tv sets and smaller electronic computers, he said.

"The transistor is finding increased use in equipment for the electronic industries, especially where size, weight and battery consumption are vital factors," Gen. Sarnoff reported. Citing great advances in military applications of radar, missile control, airborne and other phases of electronics since the end of World War II, he stated that RCA's objective is not only to produce electronic weapons and equipment but to pursue research and engineering to keep the United States at the forefront of science in its relationship to military electronics.

Phonographs and records reached new highs of popularity in 1953, with more than 238 million records sold, said RCA board chairman, Gen. Sarnoff, and the outlook is equally good for 1954. He cited increased use of three-speed turntables, wide acceptance of 45-rpm extended play records and the influence of high fidelity as major factors in lifting records sales to a new peak in the past year.

Fifth Electronic Era

Noting that since the discovery of the electron in 1897, electronics has progressively expanded into four great fields—communications, radio broadcasting, radar and other military applications, and television—Gen. Sarnoff said that expansion into a fifth great area—electronics in industry—was augured by developments brought into focus in 1953. "Already the manifestations of this advance are discernible," he said, with "electronic brains already operating factories where, by push-button controls, production is speeded, efficiency increased and costs lowered."

"Perhaps the largest factor in this new era will be electronic accounting and inventory control, not only in factories but in insurance operations, banks, transportation, public utilities and department stores," said Gen. Sarnoff. "Electronic business systems will offer business and industry..."
the opportunity of conducting bookkeeping operations at a cost that will represent a reasonable portion of their overall expenses. In addition, electronics will provide quicker and better information to management because electronic computers make rapid calculations and tabulations.

Emerson Setting Up Washington Research Labs

ESTABLISHMENT of the Emerson Research Labs in Washington on Jan. 1, 1954, was announced last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

The laboratories, at 701 Lamont St., N. W., will operate as a division of Emerson, Mr. Abrams said, with activities directed primarily toward electronics research and development.

Mr. Abrams said the new operation will be conducted under the supervision of Drs. Harold Goldberg, who has been named director of the laboratories, and Donald P. Burchan, assistant director. Both Drs. Goldberg and Burchan, for the past six years, have directed the Ordinance Electronics Division of the National Bureau of Standards.

Paging Services Pose TV Interference Problem

A NEW gremlin playing hob with TV reception appears with the advent of the Paging Service, which this year began operations in various cities throughout the country.

Designed for doctors, dentists and other professional and business men who must maintain contact with their home offices, the Paging Service was authorized in 1949, but until this year was more talked about than active.

Beginning early this year, paging services have begun operations in 32 cities.

The problem to TV is one of propinquity. The paging service operates on 43.58 mc. The intermediate frequency of most TV receivers produced in recent years is 41.25 mc. Because of the nature of TV receiver circuits, transmissions from paging services are received directly through home antennas. The interference shows up in both picture and sound.

In recent weeks, the FCC has received complaints from viewers in Milwaukee, Philadelphia, Denver, New York, Cleveland and Detroit. Although no formal complaint was filed, it is known that a paging service transmitter serving Washington also gave trouble to viewers.

According to FCC engineers conversant with the problem, manufacturers will have to incorporate some form of protection at the design stage. According to reports from FCC field engineers handling the complaints, all makes of receivers are susceptible.

The Television Receiver Committee of SETRA has under consideration proposed standards of good engineering practices which contain a provision calling on manufacturers to build receivers with an antenna IF rejection of 60 db and a system rejection of 80 db. When accepted by the TV receiver committee, the standards will be issued as recommendations to the industry.

In addition to the interference caused TV sets from the fundamental of the paging service station, there is another type of interference caused by the second harmonic from the 41.58 mc band and from the 55.58 mc band (also authorized for paging service). These disrupt TV channels 5 (76-82 mc) and 4 (66-72 mc) respectively.

Monochrome TV, Radio Demand in '54-Baker

The GE Electronics Division head feels the cost of color TV sets will assure continued demand for monochrome sets and radios and station equipment. Other developments predicted.

STRONG demand for monochrome television receivers and station equipment and for radio receivers will continue in 1954, Dr. W. R. G. Baker, vice president and general manager of the General Electric Co.'s Electronics Division, declared last week.

Among the developments projected for 1954 by Dr. Baker were the following:

- A continuing demand for monochrome television station equipment and receivers with the addition of about 200 new TV stations during the year, bringing the total to about 550 in operations by the end of the year; introduction of limited commercial color telecasting, opening a new market area for broadcast equipment and receivers; industry-to-distributor sales of 5,200,000 monochrome and 100,000 color TV receivers, and a continued strong demand for radio receivers, with production of about 7,600,000 home and portable radios; further improvements in monochrome TV picture tubes, intensified research development in tubes for color TV, and continued growth in total tube sales by the industry.

- Also, a high level of military electronics production, with a trend away from heavy production of standardized equipment toward the development and manufacture of advanced and more complex forms of apparatus; expanded markets for communications equipment, particularly in civil defense and industrial applications; heavy demand for an increased production of germanium devices, and new technological developments in the pure research and applied research areas.

Dr. Baker said introduction of color television in 1954 is expected to hamper black and white set sales at the outset, but that the high price tags of color models will, in the long run, influence persons in new TV markets to purchase monochrome sets. He expressed the belief that about 100,000 color sets will be sold in 1954 at prices ranging between $800 and $1,000. General Electric, he continued, will produce a color TV console in limited quantities for shipment to distributors, starting about mid-year.

Paging services are received through the air, with a retail value in excess of $230 million, will be sold during the coming year.

The growth of the electronics field in general, Dr. Baker continued, will be closely paralleled by a continuing growth in the industry's sales of electronic tubes, which he placed at about $700 million in 1954. He added that a number of new receiving tubes for color receivers also are being developed by GE.

"A 15-inch color TV tube made available for customer testing in 1953," Dr. Baker said, "gave General Electric valuable performance data which will aid in developing larger tubes for this market. The company will begin pilot production of the 15-inch tube in January and will supply limited quantities to receiver manufacturers, beginning in the first quarter."

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $156,000 in sales at an advertising investment of less than 1/4-of-1 per cent.

Outstanding sales successes like the above is the one big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.
Film Readied to Show Use Of Zoomar on Small Camera

As a means of demonstrating to TV stations and producers the mobility and flexibility of the 16 mm Zoomar lens-equipped camera, Animated Productions Inc., New York, is preparing an industrial film made with a hand-held camera incorporating the lens.

The film consists of a variety of motion picture shots filmed in Kodachrome by Dr. Frank G. Back, president of Zoomar Corp., on his recent around-the-world trip. Dr. Back said that prior to the "improved version of the 16 mm Zoomar lens, similar film sequences were possible only through the use of an unassay assortment of lenses, dollies and tripods."

Al Stahl, president of Animated Productions, said animated and additional live action sequences will be interpolated into the film. He added that the film will "highlight the suitability of the new lens to the approaching era of color television."

Federal Names Gates

GATES Radio Co., Quincy, Ill., has been designated by Federal Telephone & Radio Co., Clifton, N. J., a division of IT&T, as distributor for Federal power tubes in 12 southern and southwestern states, an FT&T spokesman said last week.

Gates will distribute transmitting and rectifying tubes for stations and power tubes for industrial use in Alabama, Arkansas, Colorado, Florida, Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma, Texas and western Tennessee. Offices and warehouses are at Houston, Denver and Atlanta.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

They that has... GITS!

There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 30 - Nov. 30)

Newspaper Ad Lineage .......... 31,195
Newspaper Publicity Lineage ....... 7,057
Spot Announcements ........... 545
Downtown Display Windows ..... 14
plus station break trailers, dealer cards and letters, and "Drug Briefs" and "Grocery Briefs" published monthly for the area drug and grocery stores!

WDBJ Established 1924 - CBS since 1929 AM - 5,000 WATTS - 960 KC FM - 41,000 WATTS - 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

MANUFACTURING SHORTS

Yambert-Prochnow Inc., Beverly Hills, moves to 6630 Sunset Blvd., Hollywood 28, and shortens firm name to Yambert Inc. Telephone number is Hollywood 3-8143.

C. A. Durz Packing Co. (meat packer), Utica, N. Y., appoints Farquhar & Co., that city. Radio and TV will be used. John T. Farquhar is account executive.

Anampex Corp., Redwood City, Calif., has released booklet on multi-directional sound equipment for motion pictures.

Stancil-Hoffman Corp., Hollywood, announces new quarter-inch tape recorder-reproducer designated as Model R5. Designed for either standard rack mounting or portable carrying case operation, it is used by tv stations for master music recording as well as dialogue and sound effects.


PERSONNEL RELATIONS

Longshoremen's Union Campaigns on Radio-Tv

American Federation of Labor wound up a brisk radio-tv campaign in New York last week in behalf of the "new" International Longshoremen's Ass'n. In a dispute over representation of some 22,000 dockworkers in New York and nearby New Jersey, the port hands were to vote Tuesday and Wednesday in an NRLB election to choose between the "new" ILA and the "old" ILA. AFL expelled the "old" ILA last September on charges of gang domination.

Directed by Morris Novik, radio-tv consultant to the national AFL, the campaign for the "new" ILA built up over a period of weeks and included 15-minute broadcasts by AFL President George Meany on WABC and WOR-TV on Monday nights; a series of early-morning five-minute reports on news, ship arrivals and weather conditions on WABC and WINS in English, and WHN in Italian and again in Polish, plus a barrage of approximately 100 early-morning spot announcements in a number of stations during the first three days last week. Agency is Furman & Feiner, New York.

AFTRA, Finley Settle Residual Run Claims

Residual run claims by 33 radio actors totaling $7,695, filed by the American Federation of Television & Radio Artists against Larry Finley Transcription Productions Inc., Hollywood, and Mr. Finley personally, have been settled provisionally for $5,500 by the AFTRA national board.

The complaint was on a rerun of the 39-segment Diary of Fate program on a Hawaiian am station, which Mr. Finley originally transmitted in 1948 and released on another island station at that time. Final settlement hinges on actual payment of $2,500 by Jan. 4.

Finley Listed 'Unfair'

Until then, Finley Productions remains on the "unfair" list and charges will be filed against Mr. Finley for conduct unbecoming a union member should he fail to meet the obligation, according to Claude McCue, AFTRA western regional director. (Mr. Finley also is host-m.c. on KFWB Hollywood.) A further condition of the settlement provides that if Diary of Fate is used again, Mr. Finley must pay the balance on $7,690, representing the cast's full network residual rights.

Hoffman Named Exec. Sec'y Of New Theatre Authority

Appointment of Harold M. Hoffman, former associate executive secretary of the New York local of the American Federation of Television and Radio Artists, as executive secretary of the recently-organized Theatre Authority was announced last week by T.A.'s board of directors.

In his new post, Mr. Hoffman will deal with the regulation of benefit and telethon performances throughout the U. S. in which members of performers' unions are invited to participate. Member organizations of the authority include AFTRA, Actors Fund, Authors League, Episcopal Actors' Guild, Jewish Theatrical Guild, Negro Actors' Guild, Actors' Equity Assn., American Guild of Musical Artists and American Guild of Variety Artists.
INTERNATIONAL

U.S. Radio Praised
In Wooden Church Drive

FIRST SITE is being dedicated during the Christmas holidays in a chain of simple wooden churches to be erected in West Germany, facing the “anti-religious barrier of GERMANY the Soviet Iron Curtain in Berlin,” Richard A. Kinzer, president of the Wooden Church Crusade in America, said last week.

Mr. Kinzer said $262,576 already has been raised toward erection of the first church and 48 more, to cost $25,000 each, as symbols of the concern of U.S. Christians for the welfare of German youth. He paid tribute to the radio industry, to Fulton Lewis jr., MBS commentator and national chairman of the crusade, and to the American public for their response.

The crusade originated in July on Mr. Lewis’ MBS broadcasts. The 49 wooden churches will represent the 48 states and the District of Columbia. The drive is sponsored by an imposing list of nationally-known individuals and officials and patriotic, civic, religious and fraternal groups and is described as nonsectarian in nature. Individual stations have contributed spots to the drive and other radio and tv network programs in behalf of the crusade are in the works, Mr. Kinzer said.

Herbert, MacKay Promoted
As All-Canada Adds Video

GUY HERBERT, general manager of All-Canada Radio Facilities Ltd., Toronto, has been appointed vice president with offices at Vancouver, Calgary, Winnipeg, Toronto and Montreal. Stuart MacKay has been appointed general manager, moving up from assistant general manager.

Announcement of the promotions was made by Harold Carson, president, at Toronto. The organization has enlarged its operations recently with a television department and represents most of the independent Canadian tv licensees as well as U.S. and British film firms.

CARTB to Plan Annual Meet

ANNUAL meeting plans will be finalized at a forthcoming session of the board of directors of the Canadian Assn. of Radio & Television Broadcasters at Ottawa Jan. 11. The board also will discuss internal administrative problems and policy on payments by U.S. advertisers in view of the international exchange situation, with U.S. dollars for the past year bringing at discount of from 1-5% in terms of Canadian dollars. CARTB’s annual meeting will be at Chateau Frontenac, Quebec City, March 22-24.

GROCERY
STORE DISPLAYS

you can get all this...

Mr. MacKay
Mr. Herbert

by

results!

when you buy

WASHINGTON'S PIONEER
MERCHANDISING STATIONS

Plus these merchandising features . . .

★ Dealer Calls ★ Billboard Windows
★ Air Announcements ★ Planned Publicity
★ Newspaper Ads ★ Give-Away Prizes
★ TV Guide Ads ★ Dealer Mailings
★ Lobby Displays ★ Special Promotions

THE EVENING STAR STATIONS ★ ABC IN WASHINGTON, D.C.
REPRESENTED BY KATZ

December 28, 1953 • Page 67
Commercial TV in Canada Is Reality After 16 Months

ALTHOUGH the Canadian government held back television development because it did not desire duplication of what it felt was the heavily commercialized U.S. television, today, after 16 months of Canadian television, commercials are almost as prevalent as on U. S. stations.

The Canadian government, through its Canadian Broadcasting Corp., has found tv more expensive than anticipated and CBC sales officials now are out to get business for stations.

An increasing number of five Canadian tv shows are sponsored now and a larger number of U. S. network shows are being imported for international advertiser sponsorship. Also, numerous spot announcements which once irritated Canadian legislators and CBC top officials on U. S. tv stations, are now a regular feature on Canadian tv stations. In some cases, sustaining film shows are stopped in the middle to air a spot announcement.

Newcasts on CBC-TV stations are not yet sponsored, in keeping with CBC policy which as in radio, does not permit sponsored newcasts on nationally-owned stations. Independent tv stations, however, can broadcast newcasts with commercials only before and after. There are four CBC and two independent tv stations in Canada on the air. The two independents have little difficulty selling time. Their national representatives report mostly the sale of spot announcements, imported film shows and participation shows. The required 10½ hours weekly minimum of CBC national programs which must be carried by all independent tv outlets, consist of a large percentage of sponsored shows, both Canadian-produced and imported network shows kinescoped in Canada. This will continue until the microwave networks operate to the independent stations, probably at an early date.

AAB Meets Jan. 13-14

ANNUAL meeting of the Atlantic Assoc. of Broadcasters, which represents radio and tv station operators of the four Canadian Atlantic Coast provinces, will be held Jan. 13-14 at the Lord Nelson Hotel, Halifax. Regional business will be discussed and representatives to the board of the National Canadian Assoc. of Radio and Television Broadcasters will be elected. Reports by NCARTB executive vice president Jim Allard will be presented.

CBMT (TV) Ready for Air

CBMT (TV) Montreal (ch. 6) second tv station there, is expected to be on the air before year-end, with the date possibly Dec. 28. The station will carry English language programs, mostly network shows originating at Toronto, and local sports. CBFT (TV), which until now has carried 60% French and 40% English programs, will be entirely a French-language station as is CBF-AM. Both stations are owned by CBC.

Clock Shouldn’t Hamper Educational Tv—Johnson

EDUCATIONAL tv should not be hampered by the time restrictions governing programming of commercial stations, a representative of one of the participating organizations in the Chicago Educational Television Assn. said last week.

K. Richard Johnson, president of the National College of Education, which will help furnish programs for a new educational tv outlet on vhf ch. 11 in Chicago, said the station “should be free to make time its tool rather than becoming the slave of the clock.” He said that “many excellent programs now must be bypassed because they do not fit the conventional periods” of programming.

The college is developing educational programs on film and is one of 23 educational groups sponsoring the ch. 11 station, slated to begin operation next fall. Steps are underway to hire a general manager [Closed Circuit, Dec. 14] and other staff personnel, and to select suitable call letters, as well as raise funds. About $800,000 has been collected thus far.

23 RCA Scholarships Given In Sciences and Engineering

RCA SCHOLARSHIPS for the current academic year have been awarded to 23 undergraduate students at various universities throughout the U. S., it was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. The grants, of $800 each, were awarded to students majoring in various fields of science or in branches of engineering.

Dr. Jolliffe said that under an expansion plan, five RCA scholarships have been awarded for the first time at Howard U., Iowa State College of Agriculture & Mechanical Arts, U. of Kansas, North Carolina State College and Swarthmore College. He noted that since the inauguration of the awards in 1945, more than 150 men and women have benefited from RCA scholarships and fellowships.
From all of us at B.T

THE SEASON'S
BEST WISHES
ATAS Sets Categories
For 1953 'Emmy' Awards

Academy of Television Arts & Sciences will present awards in 14 national and six local categories in television at its annual awards dinner Feb. 11 in Hollywood.

NATIONAL and local award categories for the 1953 "Emmy" trophies have been approved by the Academy of Television Arts & Sciences, which holds its annual awards dinner Feb. 11 at Hollywood Palladium, when 14 national and six local awards are to be presented.

National categories include: (1) best dramatic program; (2) situation comedy with regular leading characters and story line format; (3) variety program, including music and comedy; (4) reporting of news or sports; (5) public affairs, including documentary, educational and public service; (6) mystery, action or adventure program; (7) audience participation, quiz or panel program; (8) children's program; (9) best male star of regular series; (10) best female star of regular series; (11) supporting male player in a series; (12) supporting female player in a series; (13) most outstanding personality; (14) best new program.

Categories for programs seen only in the Los Angeles area include: (1) best entertainment program, including drama, comedy, variety, music, quiz or panel; (2) public affairs program, including news, documentary, sports, educational or public service; (3) children's program; (4) special events program originated primarily for Los Angeles; (5) most outstanding male performer; (6) most outstanding female performer, both of which are seen only in the Los Angeles area.

Additionally, the ATAS approved a distinguished contribution award category for significant technical achievements, special one-time programs or other worthy accomplishments.

New officers, recommended by the nominating committee, are: president, Don DeFore, Danny Thomas; first vice president, Hal Hudson; Betty Mears; second vice president, Robert C. Black, Sidney O. Solow; secretary, Shirley Thomas, Barbara Britton; treasurer, John DeNoo, Jeannine Gray; recording secretary, Gale Storm, Elena Verdugo; secretary to the treasurer, Isabelle Pantone, Robert Robb; corresponding secretary, Mildred Beach, Robert Pelzram.

ATAS officers, to be voted upon next week by Academy membership, includes these nominations from the floor: President, Guy V. Thayer Jr.; secretary, Lee Millar; treasurer, Thomas Mc Cray; recording secretary, Harry Koplan.

Top 'McCall's' Award Goes To WMAR-TV's Hellen Tullis

DESIGNATION of Hellen Tullis, a blind woman commentator on WMAR-TV Baltimore, as "outstanding woman in radio and television for 1953" in the third annual McCall's magazine "Mike" awards was announced in the January issue of the magazine. The awards were established in 1951 to give nation-wide recognition to the public service achievements of women broadcasters and executives.

The citation to Hellen Tullis stressed that she "proved, through her example, that we should not pity but rather attempt to make her life easier. Blind herself, she showed on As You Can See, that others like her can lead normal lives when public illusions about them are dispelled."

Other winners were: Bea Johnson, KMBC Kansas City, and Dolly Banks, WHAT Philadelphia, for service to the community in general; Beulah Donohue, WTMJ-TV Milwaukee, and Marian Giffrid, WHAS-TV Louisville, for service to women; Jean Sullivan, KMTV (TV) Omaha, and Judith Waller, NBC Chicago, for service to youth.

Formal presentation of awards will be made at the McCall's annual awards dinner, April 24 during the American Women in Radio & Television convention in Kansas City. Judges for the 1953 award winners were: Oveta Culp Hobby, Secretary of Health, Education and Welfare, and identified with ownership of the KPRC CAM-TV Houston; Mrs. Oscar A. Ahlgrin, president, General Federation of Women's Clubs; Anne Holland, WBAL-TV Baltimore and winner of the McCall's top award in 1952, representing AWRT; Mrs. Harold S. Burdett, president, American Legion Auxiliary, and Otis Lee Wiese, editor and publisher, McCall's.

Marketing Association Honors Study by NBC's Coffin, Landis

HONORABLE mention certificates of the American Marketing Assn., will be presented to Dr. Thomas E. Coffin, NBC manager of research, and Jack B. Landis, NBC supervisor of program research, for a booklet they prepared titled "NBC Study of Radio's Effective Sales Power." Presentations will be made at the 23rd national conference of the AMA at the Mayflower Hotel in Washington, Dec. 27-29.

The AMA noted that its study was outstanding, citing the "maturity and sophistication of statistical technique in developing matched samples of individuals for testing programs" and "the attention paid to radio programs with actual purchase of advertised commodities."

ALA Award to WNYC

NEW YORK-owned WNYC was presented with the Authors League of America's 1953 Award of Appreciation for the station's "encouragement of the habit of reading" through its Book Festival last March 29-April 4. In accepting the award, Seymour N. Siegel, director of WNYC, announced that the second annual WNYC book festival will be broadcast March 21-27, 1954, as part of the station's 30th anniversary jubilee.

Lauterbach Award to Davis

SELECTION of Elmer Davis, radio and television analyst, as winner of the Lauterbach Award for 1953 was announced last week by the Authors League of America. The award, $1,000, was established by ALA in 1952 in memory of the late Richard E. Lauterbach, and is given each year to a person "who has through his writings made a substantial contribution in the field of civil liberties."

Check First

CLEVELAND'S CHIEF STATION
5,000 WATTS - 850 K.C.

BASIC ABC NETWORK REPRESENTED BY H - R REPRESENTATIVES

Cleveland's Chief Station
Page 70 • December 28, 1953
Agencies

J. B. Longini, formerly merchandising director and account executive at Boss Roy Inc., Chicago, to Aubrey, Finlay, Marley & Hodgson Inc., that city, as account executive.

Hilliard S. Graham, formerly northwestern sales manager, Albert E. Sloan, Chicago, direct mail merchandiser, to Erwin, Wasey & Co., same city, as merchandising director.


Suzanne Sellenmery, formerly with Erwin, Wasey & Co., Chicago, to Fulton, Morrissey Co., that city, as traffic manager.

Ralph Doddio, advertising manager, G. Fox & Co., Hartford, appointed sales promotion manager of John Wanamaker Co., N. Y.

Vick Knight, president, Vick Knight Adv. Inc., L. A., announces disbanding of agency. Plans to develop retail business of his own are being formulated.

Marion Harper Jr., president of McCann-Erickson Inc., N. Y., elected chairman of board, Advertising Research Foundation; Fred B. Manchee, executive vice president and treasurer, BBDO, that city, elected vice chairman.


W. H. Poole, vice president and manager, Young & Rubicam Inc., Toronto, to firm's Montreal office as manager. Ray B. Colletti succeeds Mr. Poole.


Don E. West, previously associated with Standard Brands Inc., N. Y., to Hewitt, Ogilivy, Benson & Mather, N. Y., as director of merchandising.

Fritz Hellman, McCann-Erickson Inc., N. Y., to copy staff of W. Orr & Assoc., N. Y.

Wally Boyko and Harry Hogan, both of Youngstown, Ohio, form Advertising Assn., Fontana, Calif., with offices in Professional Bldg.

William S. Blair, director of research of Hewitt, Ogilivy, Benson & Mather, N. Y., and Judson H. Irish, copy chief of agency, elected vice presidents.


Stations

Jack Duﬀield, merchandising manager, KTTV (TV) Hollywood, named account executive.


Don Lilly, sales staff, KOLE Port Arthur, Tex.

Mr. Shay

Robert R. Nelson, manager of WARD-AM-FM Johnstown, Pa., named general manager of WARD-TV, that city, in addition to present duties.

John A. Shay, operations manager, WTVJ (TV) Miami, named vice president in charge of operations.

George Johnson, formerly in charge of margarine sales, Armour & Co. Louisville area, to sales dept., WHAS-TV Louisville.

Jay Gardner, sales representative, Denver Color-Ad Co., to sales staff, KOA-TV that city, and Ed Kampmann, national advertising staff, Washington Times-Herald, to KOA Denver.

Albert H. Jaeggi, section chief and news editor of the Voice of America, appointed publicity and press relations director, WRTV (TV) Asbury Park, N. J.,

Bob Shipley, formerly AP executive representative, to KENT Shreveport, La., as account executive and news editor.

Robert B. Hoag, CBS-TV Spot Sales Dept., N. Y., to KFMB-TV San Diego as commercial manager, effective Jan. 4.

Henry Felice, associate director of WPX (TV) New York promoted to director.

W. Randall Davidson, assistant manager, WAKN Aiken, S. C., promoted to general manager.

Harry Arthur, program director, WSMB New Orleans, to KNOE-AM-TV Monroe, La., in same capacity.

D. J. Wright, program director of Music of Distinction Inc., N. Y., appointed music director WPAT Paterson, N. J.

Mr. Petson

Sheldon Peterson, KLZ Denver director of news and special events, elected president of Colorado Professional Chapter, Sigma Delta Chi.

Richard Holst and Patricia Anthony, both production staff, KHI-TV Hollywood, were married Dec. 2.

Daniel W. Kops, vice president and general manager, WAVZ New Haven, father of son, Stephen Roland.

Dean Griffith and Tom Hall to announcing staff, WKYW Louisville, Ky.

Perry Andrews, WFPG Atlantic City, to KYW Philadelphia, announcing staff.

Seymour N. Siegel, director of WNYC-AM-FM, New York, was presented the Cross of the Legion of Honor by the French Government at New York ceremonies for "outstanding achieve-
Harry W. Birrell Jr., WSTV Steubenville, Ohio, named program director.

James Paterson, recently separated from USAF after Korean duty, to KNXT (TV) Hollywood as producer.

Don Allen, staff announcer, WNCC Barnesboro, Pa., to KWTC Barstow, Calif.

Jerry Yatkovitz, staff engineer, WHIL Hempstead, L. I., and Roberta Lou Levinson were married Dec. 10.

Rick Carides, 33, salesman for WOV New York, died Dec. 13 after brief illness.

Jack Van Nostrand, national spot sales representative, KNXT (TV) Hollywood, father of daughter, Sherrill.

John Scott, 30, KGMB-AM-TV Honolulu, T. H., staff announcer, died Dec. 11.


John F. Mehr named regional manager in Washington-Baltimore-Philadelphia area for Zenith Radio Corp.

Jack Carter and Robert L. Bray, sales engineers on staff of John B. Tubergen Co., L. A. (electronic manufacturer's representative), have become associates with no change in firm name planned.

William Stephens, partner in former Conne-Collins Productions, Culver City, to First National Studios, Hollywood, as executive studio manager in charge of physical production.

Lester G. Clark, director and treasurer, Technicolor Inc., holding company for Technicolor Motion Picture Corp., Hollywood, also elected director of latter company. George F. Lewis Jr., elected secretary of Technicolor Inc., N. Y.


Irv Feld, eastern sales manager of Motion Pictures for Televising in New York, assigned to Dallas office as southwestern sales manager of MPTV's Feature Film Div.


Patrick O'Rourke, account executive, Burns W. Lee Assoc., Hollywood public relations firm, named partner in organization.


Stewart Lewis, allied with Crosley Broadcasting Corp., in sales, research and merchandising for past 12 years, to H-R Reps., Chicago.


Norman Nelson, managing director of Southern California Broadcasters Assn., Hollywood, resigns effective Feb. 1, on expiration of two year contract. He returns to sales promotion and will announce new affiliation shortly.

got something to sell in Detroit?

Mulholland's the Man
who can sell it!

How can we tell it? ... letters, sales, contracts and ratings prove it. Advertisers and audiences seek out WWJ's Ross Mulholland, the man who sells with record-music from 1 to 3 P.M. on weekdays.

Mulholland's following consistently ranges from 14% to 19% of Metropolitan Detroit's 8-station audience, during early afternoons when adult, purchase-planning listeners control the home radios.

Mulholland's advertisers are happy with their increased sales. Their letters tell him so, and their renewals of WWJ time prove it's so.

Automobiles or zircons or zwieback or whatever you produce ... let Ross Mulholland sell them for you in Detroit, a wealthy market with 1½-million home radios.
WHAT'S OAK HILL, W. VA.—A SUBURB, OR WHAT?

NO, IT'S JUST A SMALL WEST VIRGINIA TOWN—

LOVED AND LISTENED-TO BY
102,200 DAYTIME FAMILIES!

Write down the name of every "familiar" West Virginia city, and Oak Hill probably won't even make your list! But if you're interested in lots of radio listeners for mighty little dough, we'll bet Oak Hill's WOAY would rank high on almost any list you draw up. Where else can you get 102,200 daytime families for only $21.60 per quarter hour? (26-time rate.)

We'd certainly like to have you join our growing and rather impressive list of national accounts. No representative yet, so please write for facts, direct to Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
5000 Watts, Daytime
20,000 Watts FM
Radio a la Carte

AS a result of a program on WTAG Worcester, Mass., Main Street, Europe, 28 Sheraton hotels in the U.S. and Canada will feature a beef tongue dish created and named in honor of Worcester. Beef Tongue a la Worcester is also winning favor in Paris, where it was concocted by the head chef of Maxim's restaurant.

It started last spring in France, where radio producer Louis Fontaine had spent seven months recording on-the-spot interviews for his WTAG radio series (Sundays, 1:30 p.m.). Maxim's chef, Louis Barthe, created and dedicated the dish to Worcester, in recognition of the city's interest in peoples abroad through Mr. Fontaine's Main Street, Europe series. The dish is currently on Maxim's menus, and is reported by Chef Barthe to be a particular favorite of the Duchess of Windsor, who likes it for its low calorie count.

Dedication was recorded by Mr. Fontaine in Maxim’s kitchens, and was aired by WTAG Dec. 13, on a broadcast sponsored by Worcester’s Hotel Sheraton. On the same program Mr. Fontaine interviewed Sheraton manager Maurice T. Lawler and executive chef Paul Alexanian, who was heard while preparing the special wine gravy. He gave the recipe to Worcester area housewives who wanted to prepare the dish at home.

Decision to serve Beef Tongue a la Worcester in 28 Sheraton hotels was made after an official testing of the recipe in the chain’s food research kitchen at Boston’s Sheraton Plaza—formerly the Copely Plaza. Menus carry a footnote explaining that the meal was “created by Maxim’s of Paris in honor of Worcester, Mass. The recipe was brought to the United States by Louis Fontaine, producer of the WTAG radio series, Main Street, Europe.”

Beef Tongue a la Worcester is destined for popularity in homes all over the U. S. The recipe will soon be featured in Martha Logan’s “Food News and Views,” a Swift & Co. bulletin distributed to newspaper food editors across the country.

Swift & Co. learned of the recipe through Beth Bailey McLean, editor of the Martha Logan food bulletin. At a recent food editors’ convention in Chicago, Miss McLean delivered a talk on the plight of American meat packers. Because of the extra-heavy slaughter

Maurice Lawler, Sheraton Hotel manager, samples wine sauce for beef tongue sample cooked by Paul Alexanian, Sheraton executive chef, from recipe created in Paris and brought to Worcester by Louis Fontaine, shown here holding microphone.

this fall of grass-fed steer, packers were faced with the disposition of 34 million extra beef tongues and livers. Miss McLean described her then-current nightmares, in which she saw endless parades of unsaleable beef tongues.

Sitting in the audience was Mrs. Josephine Peirce, manager of the Worcester Better Business Bureau. A regular listener to WTAG’s Main Street, Europe, she had heard several references to the beef tongue recipe. She decided that it was just the dish to put an end to Miss McLean’s tongue-infested nightmares. The lady was delighted at the unexpected news of beef tongue with glamour. She immediately decided to circulate the recipe among the nation’s food editors.

* 1953: A year of great expansion. The trends and events of a significant year are summarized by B&T’s editors. Page 76.
1953: A YEAR OF

Growth years have been the rule rather than the exception in the broadcasting business, but none has ever seen more dynamic growth than 1953. The important trends and events are summarized in this article, prepared by B&T’s editors in Washington and New York.

The number of operating stations jumped from 120 to 334 in the case of tv, from 2,375 to 2,509 in the case of am radio. Only fm has backslid, dropping from 626 on the air in December 1952 to last week’s count of 561. Additionally, 215 tv stations have been authorized but are not yet on the air (compared to 150 a year ago); in am 113 are under construction (146 in December, 1952), while in fm the current construction figure is 20 (as against 14 a year ago).

Set ownership bounded upward, too, during 1953. Radio saturation was virtually complete in the U. S., although there were no official figures more recent than the Jan. 1 estimate, prepared by research heads of the four radio networks, of approximately 110,000,000 sets-in-use. In television it was another story, the number jumping from approximately 19.7 million in December 1952 to this month’s total of almost 27.5 million. World-wide, the number of radio sets was estimated variously at 190 million to 210 million, while the world total in television was placed unofficially at about 30 million.

An indication of the pace at which the U. S. public was buying new sets, both radio and television, was provided in production figures released by Radio-Electronics-Tv Mfrs. Assn. In releasing its report for the first 10 months, the latest available, RETMA noted that radio receiver production had reached its highest levels since 1950, while a new record for tv set production was racked up in the January-October period. Ten-month totals: in radio, 11,201,656 sets as compared to 8,398,750 in the same period of 1952; in television, 6,204,803 sets as against 3,394,707 in the corresponding 1952 period.

Not only growth, but operational change, marked 1953 for the networks. In mid-December, station lineups were reported as follows:

Radio—ABC 361 affiliates; CBS Radio 219; Mutual 565; NBC 211.
Tv—ABC 185 affiliates; CBS-TV 158; DuMont 205; NBC 168.

NBC went through a series of top-level executive realignments. Frank White, who took over as president in January, resigned six months later for reasons of health. Brig. Gen. David Sarnoff, RCA-NBC board chairman, carried the additional load of the network presidency himself until Dec. 4, when Sylvester L. (Pat) Weaver Jr., programming expert who also developed NBC’s color tv plans, was elevated from vice chairman of the board to president, with Robert W. Sarnoff, son of the general, advanced from vice president in charge of the NBC Film Division to executive vice president of NBC. William H. Fineshriber Jr. was named vice president in charge of the radio network in an earlier dovetailing of major radio-tv operations of the company.

Mutual Changes

Mutual undertook some organizational changes, expanding the scope of authority of vice presidents J. Glen Taylor, Robert A. Schmid, E. M. (Pete) Johnson, and James E. Wallen, all, of course, continuing under the direction of President Thomas F. O’Neill.

But Mutual’s most spectacular development was in its plan, shelved by affiliates, to protest little more than a month later it went into effect on Oct. 1, to pay the affiliates in free programs for local sale, rather than in money, for carrying network commercial shows. On the heels of abandonment of the plan, CBS affiliates under the leadership of Victor C. Diehm of WAZL Hazleton, Pa., chairmen of the Mutual Affiliates Advisory Committee, began developing plans for a convention to be held Jan. 18-19 at Biloxi, Miss., to hear Mutual’s plans for 1954 programming and discuss common problems with network authorities.

At the DuMont Television Network, Chris J. Witting resigned as managing director to become president of Westinghouse Radio Stations Inc., effective Jan. 1, and Ted Bergmann, the network’s general manager; was elevated to succeed him, also as of Jan. 1. John Bachem, national sales manager of DuMont tv, was promoted to the post being vacated by Mr. Bergmann.

For ABC, the merger with United Paramount Theatres went into effect in February, bringing the network an infusion of much-needed financial resources and the addition of some new executives in key top-level posts. The new parent organization, American Broadcasting-Paramount Theatres, is headed by Leonard Goldenson, former UPT president, but the operation of ABC as the broadcasting division remained largely autonomous, with Robert E. Kintner continuing as president.

ABC got into the film business, setting up a separate film syndication division under George Shupert, formerly of Paramount and United Artists Television Corp. General Telecasting, a subsidiary of General Teleradio, which controls MBS, launched a series of 26 quarter-hour films, The Greatest Drama, in cooperation with Movietone News.

NBC encountered tv affiliate trouble just before mid-year, with reports rife that a number of its major outlets might switch to CBS. But after a “crisis session” in which Gen. Sarnoff made clear that he was actively at the NBC helm and outlined plans for the future, the affiliates went on record with a resolution reaffirming “complete confidence” in the network and its plans. In the end, NBC lost two long-standing am-tv affiliates to CBS: WTAR-AM-TV Norfolk, and WBEN-AM-TV Buffalo.

There were subsequent meetings of NBC radio and tv affiliates in Chicago and a December meeting of a tv affiliates committee with network authorities in New York, but these, at least outwardly, appeared harmonious—though in the case of the tv stations there appeared some concern over NBC sales plans making shorter segments of time available to advertisers.

Network growth extended to the number of networks. Latest to be projected was the National Negro Network, reported in December to be in process of formation with some 40 basic stations and headed by Leonard Evans, Negro specialist and consultant of Chicago, with Reggie Schuebel and John M. Wyatt of the radio-tv agency consultant firm of Wyatt & Schuebel, New York, as other key figures.

The networks, along with stations indi-
individually, took advantage of ample opportunities to serve the public with latest reports on major news developments during the year.

Following their record-setting coverage of the November 1952 national elections, they won plaudits for coverage of such global events as the inauguration of President-elect Eisenhower in January, the coronation of Queen Elizabeth II in June, the Korean war truce and the prisoner exchanges, and, perhaps least significant in international diplomatic councils, the World Series games between the New York Yanks and the Brooklyn Dodgers, the collegiate football schedule of the National Collegiate Athletic Assn. through the fall, and a schedule of National Football League pro games in fall and winter (in which NFL found that, with regional telecasts via DuMont, paid attendance ran higher than when there was no TV coverage).

The size of the broadcast media's audience for national events was indicated by studies showing that television enabled more people to watch the inauguration of Gen. Eisenhower than had seen all previous Presidential inaugurations put together. Radio's coverage was equally encompassing and impressive.

Most spectacular was the race among television networks to be first with pictures of Queen Elizabeth's coronation. CBS-TV and NBC-TV were the prime battlers, each chartering special planes to speed films across the Atlantic for same-day showings here. Ironically, it was ABC-TV, which had made no such costly arrangements, that got at least an even break by picking up (and sharing with NBC, whose own plane had been delayed, as had that of CBS-TV) official films supplied by the BBC to the CBC.

President Eisenhower meanwhile displayed his awareness of the importance of the broadcast media by arranging a special television "show" in which he and key officials of his administration reported to the public in June on results of his tenure to that date. In December the White House permitted broadcast of a taped account of one of the Eisenhower news conferences and still planned occasional telecasts of such events, though none had yet been scheduled.

For the World Series it was estimated that 27 1/2 million homes, representing 61% of those in the U.S. having radios, had heard play-by-play accounts of at least one of the Yankees-Dodgers games, carried by Mutual, and that 25 million persons watched the NBC network set aside for special events, new programming won the attention of all networks, both radio and TV. NBC put approximately $5 million into 28 radio programs which it introduced at a single swoop in October. Mutual arranged for a strong "upgrading" of programming in connection with its new affiliate-compensation plan, and hoped to continue many of its new shows even though the affiliation plan fell through. ABC, enriched by its "merger money," signed Danny Thomas, George Jessel, Ray Bolger, Martin Block, Paul Hartman and other stars and entered the fall season with at least 32 advertisers it hadn't had before. The other networks similarly bent their talents to new, useful, entertaining programs.

The lustre of programming was recognized in numerous awards. Among them: The 10th annual du Pont awards, presented by the Alfred I. du Pont foundation for "loyal service" by stations and commentators "to the nation and the communities they serve," were presented in March to WBNS-TV Columbus, Ohio; WMT Cedar Rapids, and commentator Gerald W. Johnson of WAAM (TV) Baltimore, and a number of other stations and commentators received special mention honors.

The 13th annual George Foster Peabody Awards, which honor distinguished achievement in radio and television and which are administered jointly by the U. of Georgia's Henry W. Grady School of Journalism and the NARTB, went to ABC newsman Martin Agornsky; the Philharmonic Symphony Orchestra for its CBS Radio broadcasts and the Standard Symphony program on NBC Radio; the Johns Hopkins Science Review which WAAM (TV) Baltimore originates for the DuMont TV Network; and Meet The Press, Mister Peepers, Hit Parade, and Ding Dong School, all on NBC-TV, plus a special award to the NBC-Navy document-
"equal rights with the press" cause of all broadcasters was won by WVO New York independent, in legal jousting with the International Boxing Club over the right to give round-by-round reports of boxing matches. IBC had ruled that broadcast coverage of the Marciano-La Stanzia heavyweight championship bout in September, rights to which had been sold to Theatre Network Television, must be limited to 75-word summaries at the end of every third round. WVO's executive vice president Ralph Weil elected to fight the ruling—and obtained a court decision revoking the IBC restriction and holding that stations could carry "news report summaries" after each round.

Virtually the entire broadcasting industry meanwhile becameembroiled in another suit. A group of 33 songwriters, all members of ASCAP, banded together in the name of Songwriters of America and, charging conspiracy to keep all but BMI music off the air, filed suit in New York in November asking for dissolution of NARTB, divestiture of BMI from broadcasting industry ownership, and $150 million damages for themselves "and other writers similarly situated." Trial date has not been set.

NARTB, the industry's all-inclusive trade association which has the 1,800 mark membership at the year-end, an increase of 13.6% over a year ago. Under President Harold E. Follers the association enlarged its committee to include 137 members.

The long-range fight to protect the radio-tv position in coverage of sports events scored several advances during the year under a sports committee. Another committee, tv information, sparked a campaign to meet unjustified attacks on tv programs and to show television's contributions to national image. The NARTB tv circulation study was ready for board action and field testing.

President Fellows made 162 speeches during the year in almost as many cities. The annual district meeting series brought a new attendance record. The television code served as a guide to two-thirds of tv station and network subscribers to the code, and a monitoring system was set up to observe enforcement and check violations.

Nearly three-fourths of the tv stations were NARTB members, with the dual radio-video structure continuing popular as stations found radio and tv could live together to their mutual advantage. Steps were taken to modernize the radio code, known as the NARTB Standards of Practice.

The state association structure made progress, with 42 states now having their own organizations. A plan to form a federation of these state groups did not move forward, though all maintained a close liaison with the national association.

Several new associations were in the formation stage—a new Federation of American Commercial Broadcasters; National Assn. of Television Program Managers; Daytime Broadcasters Assn. and Ultra-High Frequency Tv Assn.

The radio-tv-electronic manufacturing industry hit a new production high of $5 billion (at the factory) during the year, according to James D. Sewell, president of Radio-Electronics-Tv Mfrs. Assn. The industry's association added "Electronics" to its name in July because of its strong military and industrial electronics membership.

A new practice code for radio-tv sets moved into its final stages during the year. Set manufacturers showed growing interest in high-fidelity sound standards but could not agree on definitions in time to have them inserted in the FTC code. RETMA is reorganizing into two separate segments—radio-tv and military-industrial electronics. Its membership hit a new high mark of 361.

At BAB, a top-level executive reorganization was set in motion in November when President William B. Ryan resigned in a move generally attributed to differences over policy. He first asked that he be relieved of duties of next Feb. 1, anniversary date of his contract, but subsequently moved the timetable up to Jan. 1, and Kevin B. Sweeney, vice president, was named executive vice president as of that date, pending final decision on the presidency. In another move, John F. Hardesty resigned as director of local promotion of BAB to become eastern sales manager of Westinghouse Radio Stations on Jan. 4.

BAB's budget for 1954, it was announced in the meantime, will total a record $750,000, as against $642,000 set aside at the start of the current year.

Blair Re-elected

While BAB lost a president, Station Representatives Assn. re-elected one for the first time in that organization's seven-year history, returning John Blair of the John Blair radio and tv sales offices to the presidency at SRA's annual meeting a fortnight ago. In a report to SRA members, Mr. Blair estimated national spot business for 1953 is up 8% in the case of radio and more than 30% in the case of television.

Among SRA's notable activities during the year, under the managing directorship of T. F. Flanagan, were the establishment of a standard for shared ID's in television film, and—what SRA considers one of its outstanding achievements of 1953—the launching of its "Crusade for Spot Radio" in April under the direction of Reg Rollinson. Some 318 stations are now subscribers to the "crusade," and President Blair described its results as "spectacular."

The ranks of trade associations meanwhile expanded with the formation, in October, of the Ultra High Frequency Assn., designed to protect and enhance uhf television. Louis Peter, WACN-TV, Milwaukee, is president, and, among other leaders, Washington attorney William A. Roberts is general counsel and Melvin A. Goldberg is acting executive secretary.

The position of film in television was firmly established in 1953.

How important film programming had become to stations and their advertisers was

<table>
<thead>
<tr>
<th>Service</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio: AM &amp; FM</td>
<td>$471,9</td>
<td>$490,7</td>
</tr>
<tr>
<td>Television</td>
<td>$410,0</td>
<td>$430,9</td>
</tr>
<tr>
<td>Radio: AM &amp; FM</td>
<td>$777,9</td>
<td>$861,1</td>
</tr>
<tr>
<td>Television</td>
<td>$577,6</td>
<td>$627,2</td>
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### TOTAL AM, FM, AND TV RECEIPTS, EXPENDITURES AND INCOME (In $ Millions)

<table>
<thead>
<tr>
<th>Service</th>
<th>1952</th>
<th>1953</th>
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</thead>
<tbody>
<tr>
<td>Broadcast revenues</td>
<td>$207,6</td>
<td>$230,0</td>
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<tr>
<td>Broadcast expenses</td>
<td>$137,6</td>
<td>$151,6</td>
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<tr>
<td>Operating income</td>
<td>$70,0</td>
<td>$78,4</td>
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### BROADCASTING SERVICES 1952 COMPARED TO 1951 (In $ Millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>1952</th>
<th>1953</th>
</tr>
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<tbody>
<tr>
<td>Radio stations</td>
<td>368.0</td>
<td>370.3</td>
</tr>
<tr>
<td>Television stations</td>
<td>357.4</td>
<td>359.7</td>
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</table>

### BROADCAST FINANCIAL DATA OF TV NETWORKS AND STATIONS, 1952 (Figures in $ Thousands)

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<th>Network</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$500,0</td>
<td>$510,0</td>
</tr>
<tr>
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### BROADCAST REVENUES, EXPENSES, AND INCOME OF AM (AM-FM) BROADCAST SERVICES 1952 COMPARED TO 1951 (In $ Millions)

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<td>$410,0</td>
<td>$430,9</td>
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</tbody>
</table>
We can help you cover your bare spots!

Lots of folks climb into the hay, open the window feeling sure they're really covered! But the "coverage" bunches up here and leaves them stark naked and cold somewhere else or in a number of places. So it is with radio-audience coverage. Maybe you think you're covered, but there is a chance that a small conversation with KBS would reveal some gaping holes and believe us, you can't have a good healthy sales activity in all markets if you're not reaching all markets. Hometown and rural America - the private hunting ground of Keystone Stations - is ready and waiting for you, and we'd like to tell you (with no hooks or obligations) what we would do if we were behind your desk. Advice is cheap, we know, but this ain't mine-run advice. We're sure you'll be interested. Call us or write us. We can help you cover your bare spots. Honest!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

- TAKE YOUR CHOICE
  A handful of stations or the network ... a minute or an hour ... it's up to you, your needs.

- MORE FOR YOUR DOLLAR
  No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

- ONE ORDER DOES THE JOB
  All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
### COMPARATIVE NETWORK AM SHOWSHEET

**Sunday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>Morning Musicals</td>
<td>9:00 AM</td>
<td>ABC</td>
<td>Radio Bible Class</td>
</tr>
<tr>
<td>6:15</td>
<td>CBS</td>
<td>Bob Hope</td>
<td>9:15</td>
<td>CBS</td>
<td>News 6PM</td>
</tr>
<tr>
<td>6:45</td>
<td>NBC</td>
<td>Count Basie</td>
<td>9:45</td>
<td>NBC</td>
<td>NBC World News</td>
</tr>
<tr>
<td>7:15</td>
<td>ABC</td>
<td>Frank Sinatra Special</td>
<td>10:00</td>
<td>ABC</td>
<td>AMF Specials</td>
</tr>
<tr>
<td>7:30</td>
<td>CBS</td>
<td>Duke Ellington</td>
<td>10:15</td>
<td>CBS</td>
<td>Frank Sinatra Special</td>
</tr>
<tr>
<td>7:45</td>
<td>NBC</td>
<td>The Adventures of Don Juan</td>
<td>10:30</td>
<td>NBC</td>
<td>The Adventures of Don Juan</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>Duke Ellington</td>
<td>10:45</td>
<td>ABC</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>8:15</td>
<td>CBS</td>
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<td>11:00</td>
<td>CBS</td>
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<td>Duke Ellington</td>
<td>11:30</td>
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</tr>
<tr>
<td>9:45</td>
<td>CBS</td>
<td>Duke Ellington</td>
<td>12:00</td>
<td>CBS</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Duke Ellington</td>
<td>12:30</td>
<td>NBC</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>10:30</td>
<td>ABC</td>
<td>Duke Ellington</td>
<td>1:00</td>
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</tr>
<tr>
<td>11:00</td>
<td>CBS</td>
<td>Duke Ellington</td>
<td>1:30</td>
<td>CBS</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>11:30</td>
<td>NBC</td>
<td>Duke Ellington</td>
<td>2:00</td>
<td>NBC</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>12:00</td>
<td>ABC</td>
<td>Duke Ellington</td>
<td>2:30</td>
<td>ABC</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>12:15</td>
<td>CBS</td>
<td>Duke Ellington</td>
<td>3:00</td>
<td>CBS</td>
<td>Duke Ellington</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>Duke Ellington</td>
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<td>NBC</td>
<td>Duke Ellington</td>
</tr>
</tbody>
</table>

**Monday**

<table>
<thead>
<tr>
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<th>Show Title</th>
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<td>ABC</td>
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<td>Duke Ellington</td>
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<td>CBS</td>
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**Notes:**

- The schedule is for a typical week.
- Shows and times may vary by network and season.
- Footnotes and special notes are indicated in the schedule.
<table>
<thead>
<tr>
<th>DAY</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
</tr>
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<tbody>
<tr>
<td>SUNDAY</td>
<td>Luhren's New</td>
<td>U. of Chicago Roundtable</td>
<td>Cloud Circuit</td>
<td>P&amp;G's Ernie</td>
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<tr>
<td>MONDAY - FRIDAY</td>
<td>Luhren's New</td>
<td>U. of Chicago Roundtable</td>
<td>Cloud Circuit</td>
<td>P&amp;G's Ernie</td>
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</tbody>
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**Explanations:** Luhren's New was a sponsor of the program, and the schedule included a variety of shows such as "Cloud Circuit," "B&G's Ernie," and "Mitzi, Life by, Alley (Jackson)." The schedule also featured shows like "The George Abbott Show," "The Martha Raye Show," and "The Martha Raye Show." The Network also aired programs like "P&G's Ernie," "Mitzi, Life by, Alley (Jackson)," and "Cloud Circuit." The schedule included a variety of shows throughout the week, including shows during the day and overnight hours.
reflected in a special B\&T survey published
July 13. The survey showed that film oc-
cupied 27.3% of the programming time of in-
terconnected network affiliates. On June 30, 1953, half
of the total programming of non-interconnect-
ed affiliates, 60.8% of the time of inden-
ent stations.

At that time film made originally for
theatrical showing was used in greater
volume than film made especially for tv. In
terms of percentage of total programming
time movie vs. tv film worked out this way:
Interconnected affiliates, movies 17.1%; tv
film, 10.2%; non-interconnected affiliates,
movies, 32.7%; tv film, 21.5%; independ-
ents, movies, 43.1%, tv film, 17.7%.

With film in so much demand and new
stations coming on the air in quantity, the
film industry was growing rapidly. The year
was characterized by several mergers which
resulted in major film companies making
and distributing films for tv.

Color Authorized
Without doubt one of the most important,
if not the most significant, FCC actions in
1953 was the approval of the National Tele-
vision System Committee's compatible color
television standards. This occurred eight
days before Christmas. Virtually all the
broadcasting and manufacturing elements
of the industry hailed the decision, but
there were warnings that color tv would
grow slowly—in programs telecast and in
the number of receivers produced and the
price of receivers sold. Consensus was that
1956 would be the first full year of color tv
for the mass audience and the consumer
population.

As a corollary to the FCC's action, the
year also saw RCA demonstrate magnetic
tape recording of black and white and color
video signals. Significant as the tape record-
ing of video signals was, the ability to re-
cord color as well as monochrome, indicated
a major place for tape recording in broad-
casting operations when color tv became a
full-fledged, regular service on the airwaves.

In the color equipment field, 1953 saw
CBS show an improved tri-color kinescope
which, it claimed, permitted easier, thus
cheaper, production. It also claimed that
its development permitted larger picture
tubes. CBS also showed station camera
gear which was said to be less expensive,
initially and in operation costs, than those
heretofore preferred by other companies.
The camera equipment was based on the
use of CBS' original field sequential cam-
era, with revolving disc, with signals fed through
a "Chromacoder" to translate them into the
NTSC standards.

Aside from color television, the most
significant highlight of FCC in 1953 was the change
in the very composition of the Commis-
sion itself. For the first time since its
inception in 1934, FCC had a Republican
chairman and a republican majority—re-
reflecting the advent of President Eisenhower's
administration, also the first Republican in
two decades.

The President chose an FCC career man,
Comr. Rosel H. Hyde, as chairman to suc-
cceed Comr. Paul A. Walker, who retired
June 30 and now is in private practice. Mr.
Walker had been an initial appointment to
the Commission in 1934.

The President named John C. Doerfer of
Wisconsin to succeed President Truman's
recess appointee, Eugene H. Merril, who
had been named to fill the unexpired term
of Robert J. Jones. Later, the President chose Robert E. Lee as recess
appointee to succeed Mr. Walker. The
Senate still must confirm Comr. Lee.

The Commission now includes Republi-
cans Hyde, Doerfer, Lee and George E.
Sterling, Democrats Frieda B. Hemmock and
Robert T. Bartley, and E. M. Webster, in-
dependent.

With the change of administration, whole-
sale changes in the FCC staff had been ex-
pected as nearly 70 positions were reported
open to political option. However, aside
from the general counselship, from which
Benjamin P. Cottone resigned, and was re-
placed by Warren E. Baker, the many staff
changes which did occur could only be
attributed to Commission employes going to
better jobs in private industry or else-
where in government and their replacement
through normal Civil Service channels.

The major interest of FCC during the
year was cutting administrative red tape
generally and speeding up television applica-
tion processing and hearings. To help dig
away at the tv paper-work mountain, Con-
gress even went so far as to provide supple-
mental funds and specified about $1 million of the fiscal 1954 approv-
ial for tv processing.

Record of Tv Grants
On Jan. 1, 1953, post-thaw tv grants
totaled 49 vhf and 126 uhf, of which 13 vhf
and 6 uhf were on the air augmenting the
108 vhf pre-thaw stations operating. As of
Dec. 15, post-thaw grants totaled 194 vhf
and 292 uhf commercial permits plus 11
vhf and 17 uhf noncommercial, educational
permits. There not only were grants, but
also deletions, as permittees returned some
7 vhf and 23 uhf authorizations to FCC,
chiefly for economic reasons.

Four post-freeze stations ceased operation
for economic reasons (two vhf and two
uhf) but one, vhf ch. 11 KONA (TV)
Honolulu, resumed following sale to new
interest. Vhf ch. 6 KFXD-TV Nampa,
Ida., has not resumed but was sold and is
waiting FCC approval. Uhf ch. 27 WROV-
TV Roanoke, Va., quit and now is con-
testant for vhf ch. 7 there. Most recent to
suspend was uhf ch. 59 WBES-TV Buffalo
on Dec. 18. Its physical plant reportedly is
to be purchased by vhf ch. 2 merger appli-
cant Niagara-Frontier Amusement Co.

Hearing and processing procedures on
applications were modified to speed up new
tv grants. FCC ordered examiners to hold
pre-hearing conferences and have the con-
testants set forth the principal contentions
on which they base their case. Applications
now are initially processed by the
FCC staff respecting basic legal, finan-
cial and engineering qualifications, thus re-
ducing hearing time to consideration of only
comparative issues. Applicants have been
asked to condense their cases through use
of written evidence and stipulations.

By mid-year the Commission had cleared
the backlog of non-hearing tv bids and an-
nounced that when contested bids became
uncontested, through mergers or dropouts,
the surviving application would be con-
sidered at the next regular meeting. Net
result of this policy was to reduce potential hearings as applicants merged, withdrew or proposed part-time operation. Although not a completely satisfactory solution, some share-time stations were authorized, the first in television.

Lucrative new field for the shakedown artist developed in the television scramble in the form of "strike" applications. When a legitimate applicant was due for a grant, he could receive same by paying an under-counter "fee" to the owner of a competitive site bid for his dismissal. Because of the difficult burden of proof, FCC has had an almost impossible chore in separating the sheep from the goats. Circumstantial evidence alone can make a legitimate late-filed application appear to be a block, hence FCC has trod cautiously in this area.

The Commission, however, has acted in several cases in which the "good faith" of an applicant was questioned or put in issue. These were at Pine Bluff, Ark., and Buffalo, N. Y. FCC has called for hearing on the vhf ch. 2 merger bid of Niagara-Frontier Amusement Co. to determine, among other things, the good faith of dismissed applicant Enterprise Transmission Inc.

Television licenses were extended to three years, matching am and fm.

The ownership proposals were finalized to set a limit of five tv, seven am and seven fm to each firm or person. In late December the rules were expected to be further changed to allow the holder of five vhf stations to acquire an additional pair of uhf interests.

The WSM-TV Nashville experimental booster operation at Lawrenceburg, Tenn., proved successful and later in the year Sylvania Electric Products Inc. petitioned for rule-making to allow satellite tv operation. No action has been taken.

Community Television

The fate of community television systems in part hinges on information which FCC has requested from J. E. Belknap & Assoc. about its proposed use of microwave radio relays. FCC awaits its reply.

Mid-year FCC denied special frequencies for exclusive theatre tv relays, concluding common carrier channels already are available.

Subscription television issue was raised once again, this time by uhf stations across the country who petitioned FCC for proposed rule-making.

Hardluck stories of some uhf permittees and of others who returned their permits to the Commission prompted FCC in the fall to initiate a progress study of post-thaw outlets. To be issued around the first of the year, FCC's findings reportedly are that uhf has fared about as well as vhf in post-thaw markets but the question of uhf in pre-freeze vhf cities needs more study.

June 2, end of the one-year ban on changes in the allocation plan and rules, passed with but little comment. Only one commercial broadcaster, WWZ New Orleans, unsuccessfully sought removal of the educational reservation on vhf ch. 8 there.

Subsequent allocation proposals, plus one big proposal by the Commission adding three-dozen uhf channels to contested areas to help break hearing deadlocks, resulted in

final action in 30 cases involving 115 changes in the allocation table. Some 17 other bids for changes were denied.

In a significant Court of Appeals ruling in August, concerning an appeal by WLAN Lancaster, Pa., in its ill-fated attempt to secure vhf ch. 8 there, assigned to WGAL-TV Lancaster, the court upheld the FCC's fixed allocation plan for television. A second suit, however, is pending by WSAL Logansport, Ind., which challenges the tv reallocation decision.

Proposed rule-making was called late in the year looking toward improvement of television auxiliary channels, including some new facilities and exclusive use of other frequencies instead of sharing.

Operator Rules

Significant in the standard broadcast field were FCC's approval of remote transmitter operation and use of lesser grade operators under certain conditions, aiding am outlet economics. The North American Regional Broadcasting Agreement of 1950 again went un-ratified. Engineering standards were modified and blanket area restrictions around am transmitters were eased. 540 kc was made available for assignment and in early December several grants were issued. High power Class II stations were made possible in the U. S. territories.

The daytime skywave case was severed from the hoary clear channel proceeding to allow "early" action.

Of importance to all broadcast services, FCC overhauled Part 17 of its rules regulating construction of antenna towers and eased the way for air navigation clearance, but by December, after several airplane crashes into towers, aviation officials indicated a desire to reopen the issue of tower height and marking regulations.

Although the U. S. Supreme Court has ruled that transit radio does not violate any Constitutional right of the rider, transit radio continued to withdraw across the country. A second test case in the Court of Appeals was rendered moot after WWDC-FM Washington suspended programs over Capital Transit Co. vehicles.

Multiplexing Considered

At year's end FCC had yet to clarify its rules with respect to transit radio or any other kind of "functional music" fm services, but was expected soon to consider multiplexing proposals as an economic incentive.

In cooperation with civil defense officials, FCC put into effect May 15 its plan for control of electronic radiation (Conelrad) and a successful nationwide test was made in the fall.

While action on legislation dealing with radio and television matters in the first session of the 83d Congress was nearly nil, national lawmakers were busy in committee reviewing broadcast media policy.

The Congress, through its Senate and House Interstate & Foreign Commerce Committees, spotlighted problems entailed in color television, educational video and FCC's progress in processing tv applications. Also on the Congressional scene:

Sen. Edwin C. Johnson (D-Colo.) made...
a strong bid (S 1396) to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or televcasts of major or minor baseball league games within a radius of 50 miles of a home park. This cleared committee but still pending in the Senate.

The North American Regional Broadcasting Agreement (NARBA) apportioning the spectrum among the countries of the North American hemisphere, excluding Mexico and Haiti, failed to clear Senate committee. Hearings were held under the Senate Foreign Relations subcommittee chairmanship of the late Sen. Charles W. Tobey (R-N.H.).

After the death of Sen. Tobey in the last days of the session, Sen. John W. Bricker (R-Ohio) took over the chairmanship of the Senate Interstate & Foreign Commerce Committee.

Radio and tv coverage of hearings were on the upgrade again; the House in the last hours before adjournment approved $50,000 for a special committee to probe tax-exempt foundations; Rep. Carl Hinshaw (R-Calif.) asked that subscription tv be made a common carrier (HR 6431) and Rep. Charles A. Wolverton (R-N.J.) proposed in his HR 6819 that a "Telecommunications Policy Committee" (allocation of the spectrum to users) be set up. Bills introduced in the first session carry over to the second.

Congress also earmarked $1,018,496 to be applied to FCC's tv application processing in fiscal 1954; Sen. Joseph R. McCarthy (R-Wis.) introduced a bill (S 2125) to make FCC require recordings and films of everything on radio and tv.

**ATTEMPTED ON WIS-TV**

THE SOUTH Carolina Bar Association and the law school of the U. of South Carolina have joined WIS-TV Columbia, S. C., in presenting a program to better the public's understanding of the law. Called What's the Law, the half-hour program features a panel of three leading South Carolina attorneys who give answers to questions sent in by the public, and when possible, render legal advice. The public has been invited to send in any legal problems, from which will be selected appropriate ones to submit to the panel.

**FOOTBALL ON 'LIVE & LEARN'**

PROBLEMS of college athletics, including status of NCAA policy on football tv controls, will be explored in series of four Live and Learn programs scheduled by WNBJ (TV) Chicago, NBC o & outlet. William R. Reed, assistant commissioner of the Big Ten conference, was the first guest yesterday (Sunday). Mr. Reed handles Big Ten public relations and originally helped organize NCAA's first central office in 1946.

**CHRISTMAS CLASSICS**

TRADITIONAL hour-long reading of Christmas writings by Dr. Frank C. Baxter, recent Sylavia award winner for his KNXT (TV) Hollywood Shakespeare on tv, was telexcast by KNXT Dec. 24 from 11 p.m. to midnight. Presented annually on the USC campus, program included poetry and prose from writings of Thomas Hardy, Robert Frost, Ogden Nash, Dorothy Parker and others.

**ROCKET DEMONSTRATION**

A GROUP of Baltimore Polytechnic Institute students and their physics teacher will show the viewers of the Johns Hopkins Science Review program how they built and propelled a rocket. The program will feature a short film showing the take-off and flight of their model, which was launched in a field outside of Baltimore and rose to a height of 1200 feet. The rocket was the product of eight months' study of rocket construction, aerodynamics and rocket propulsion theories by the group. The Johns Hopkins Science Review is presented each week in the Baltimore studio of WAAM (TV) and is carried across the nation by the DuMont Television Network as a public service.

**PSYCHOLOGY PROGRAMS**

QUESTIONS on psychology such as: "Is Insanity Inherited?", "Can Some People Read Other People's Minds?" and "Is Humor Based on Misfortune?" will be discussed on The Mind of Man, an educational-type program over KPHO-TV Phoenix, presented by Arizona State College at Tempe. Among other visual techniques, the program uses a silhouette screen because of the difficulty of presenting complete sets and costumes. The screen makes possible more difficult presentations such as Alexander Dumas' separated Siamese twin "Corsican Brothers." At the conclusion of each program, both panel members give a summary of their opinions and the program host, Rexford Bolling, an assistant professor of psychology, gives a final summary.

**WOV-OSOLSA PROMOTION**

UNUSUAL PREMIUM is being offered by J. Osolla Co., N. Y. (Torino brand foods), over WOV New York, whereby listeners of station's Italian-language programs may assist friends or relatives in Italy. A contestant is asked to send 15 labels from any of the more than 60 Torino products to the Osolla Co., plus the name and address of a friend or relative in Italy. The company sends to the person in Italy a ticket for a football pool in Italy on which the holder may win money prizes.

**KTTV (TV) 'CHEERATHON'**

ANNUAL Cheerathon was inaugurated this month by KTTV (TV) Hollywood in recognition of National Salvation Army Week. A 24-hour telexcast did not ask for direct contributions or pledges, but reminded viewers how donations to the Salvation Army "boiling pots" are used. Appearances by and participation of Hollywood name talent and musicians were approved by AFTRA and AFM.

Merry Spotology

NBC SPOT SALES is sending to more than 2,000 advertising agencies throughout the country a live Christmas tree, its branches decorated with greeting cards from each of the stations represented by the sales organization. An enclosed card, signed by Thomas B. McFadden, director of NBC Spot Sales, says: "This live picea pungens (Colorado blue spruce) represents our way of saying season's greetings. We're not horticulturists, we are spotologists (experts in spot broadcasting). For more detailed information on the care and feeding of this evergreen and other flora, look inside this card or see your nurseryman. . . . For complete information on the best spots in the nation's leading radio and tv markets, see us."

**SWISS AID COMMERCIAL**

"THE COMMERCIAL must go through" is the motto of Joseph Rines, West Coast representative of Sherman & Marquette Inc. N. Y., agency for Colgate-Palmolive Co. Mr. Rines composed a commercial jingle for Halo shampoo, to be played on a music box on forthcoming program of NBC-TV Colgate Comedy Hour. Finding no clockmaker in United States able to construct box to his specifications, job was given to Swiss firm. Two weeks ago highly precision-made instrument, which plays full, correct harmonies, arrived in Hollywood from Europe for future use on series.

**TV VISITS PARAMOUNT**

KTLA (TV) Hollywood Bekin's Hollywood Music Hall, half-hour weekly program starring Lucille Norman, Victor Young and his "Sing-Along Strings" and sponsored by Bekins Van & Storage Co., L. A., is the first tv program originating live from major film studio. Emanating from the scoring stage of Paramount Pictures with no audience, applause presented a problem, but that was solved by monitoring the show to the KTLA Studio Theatre where an audience waiting for the next program is given applause cues with the results dubbed into the transmission of the musical program. Bekins, which sponsors a similar program on CPRN, according to Brooks Adv. Agency, L. A. agency servicing the account, is planning to release the tv program to additional western cities.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

Dec. 17 through Dec. 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


FCC Commercial Station Authorizations

As of Nov. 30, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,485</td>
<td>535</td>
</tr>
<tr>
<td>CPs on air</td>
<td>74</td>
<td>26</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>113</td>
<td>20</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,609</td>
<td>561</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,622</td>
<td>581</td>
</tr>
<tr>
<td>Application pending hearing</td>
<td>29</td>
<td>154</td>
</tr>
<tr>
<td>New station requests</td>
<td>181</td>
<td>5</td>
</tr>
<tr>
<td>Facilities changed pending</td>
<td>49</td>
<td>34</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>838</td>
<td>94</td>
</tr>
<tr>
<td>Licenses deleted Nov.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted in Nov.</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational fm and tv stations.

*Authorized to operate commercially.

Am and Fm Summary through Dec. 21

<table>
<thead>
<tr>
<th>On air Licensed CPs</th>
<th>Applied Pending in Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,520</td>
</tr>
<tr>
<td>Fm</td>
<td>563</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>134</td>
<td>202</td>
<td>436</td>
<td></td>
</tr>
<tr>
<td>Educational</td>
<td>11</td>
<td>17</td>
<td>28</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

| Commercial | 225 | 115 | 340 |
| Noncommercial on air | 1 |

Applications filed since April 14, 1952:

| Commercial | 28 |
| Educational | 51 |
| New | 28 |
| Amended | 124 |
| vhf | 337 |
| uhf | 686 |
| Total | 1,213 |

| Thirty CPs (7 vhf, 23 uhf) have been returned. |
| Includes CP already granted. |

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect (B • T, Oct. 26).

ACTION OF FCC

New TV Stations

APPLICATIONS

Palm Springs, Calif.—Florence P. Bailey d/b/a Desert Radio & Telecasting Co. (KPAL), uhf ch. 14 (470-476 mc); ERP 12.75 kw visual, 7.265 kw audio; antenna height above average terrain 450.8 ft. above ground, 510.7 ft estimated construction cost $180,440, first year operating cost $19,000, revenue $230,000. Will be on 510.7 ft. above ground. Filed Dec. 16.

Washington, D.C.—United Becht. Co. (WOEC, WFAN (FM)), uhf ch. 59 (888-902 mc); 95.2 kw visual, 48.4 kw audio; antenna height above average terrain 395.8 ft. above ground 430.8 ft. Estimated construction cost $1,350,000, first year operating cost $147,000, revenue $330,000. Post office address 210 North Louise St., Santa Ana, Calif. File will be on 420.7 ft. above average terrain to 492 ft. Will be on 492 ft. above average terrain to 492 ft. Filed Dec. 16.

Jacksonville, Fla.—Jacksonville Becht. Corp. (JACK, KJAX—TV), new tv station on vhf ch. 12 to change transmitter location to northwest corner corner of State St. and Columbus Ave. antenna height above average terrain to 492 ft. Filed Dec. 16.

Braddock, Pa.—Matta Enterprises (WLOA) amend application for new tv station on vhf ch. 12 to operate on 3.1 kw visual, 18 kw audio. File will be on 492 ft. above average terrain to 492 ft. Filed Dec. 16.

APPLICATIONS DISMISSAL

Duluth, Minn.—Head of the Lakes Becht. Co. (WOEC, WDCN) FCC dismissed bid for new tv station on ch. 3 at request of applicant. Dismissal Dec. 16.


SCHAFFER REMOTE CONTROL SYSTEM

satisfied customers coast to coast one year guarantee

two weeks delivery complete—ready to install $1645

Content: Line up these features — compare the cost

1. remote control system available . .
2. positive control
3. 20 metering circuits
4. 40 control circuits

SCHAFFER CUSTOM ENGINEERING

2729 ALLENDORF STREEL

LOS ANGELES 35, CALIF.

125-927-2415

December 28, 1953 • Page 85
Existing TV Stations

APPLICATIONS

KJEO (TV) Fresno, Calif.—O'Neil Bestg, Co. amends application for modification of CP for uhf ch. 47 to change ERP to 228 kw visual, 197 kw audio; antenna height above average terrain 1,800 ft. Filed Dec. 18.

WDYO-TV Orlando, Fla.—Orlando Bestg, Co. seeks modification of CP for uhf ch. 49 to increase ERP to 174 kw visual, 154 kw audio; antenna height above average terrain 542 ft. Filed Dec. 10.

RMTV (TV) Oklahoma City, Okla.—KLPR TV Inc. seeks modification of CP for uhf ch. 19 to change ERP to 179 kw visual, 104.4 kw audio; antenna height above average terrain 556 ft. Filed Dec. 18.

WIP-TV Philadelphia, Pa.—Bestg, Co. seeks modification of CP for uhf ch. 63 to change ERP to 174 kw visual, 155.4 kw audio; antenna height above average terrain 655 ft. Filed Dec. 18.

New Am Stations

APPLICATIONS BY FCC

Monte Vista, Colo.—San Luis Valley Bestg, Co. granted 1450 kw, 250 kw unlimited. Estimated construction cost $1,050,000; first year operating cost $546,000, second year operating cost $432,000, third year operating cost $375,000. President is George D. Cory (50%), president and majority stockholder of KUDK. Montgomery County; licensed to operate under call letters KMCV. Clayton Moore (25%), 5% stockholder. Granted Dec. 17.

Lanett, Ala.—Greene Land & Cattle Co., granted CP for uhf ch. 34 to change ERP to 173 kw visual, 155 kw audio; antenna height above average terrain 1,190 ft. First year operating cost $430,000. Fred A. Gilpin, president; owner, controls 100% of stock. Granted Dec. 17.

Cambridge, Md.—John Breith, Jr., granted CP for uhf ch. 2, to change ERP to 173 kw visual, 155 kw audio; antenna height above average terrain 1,284 ft. Filed Dec. 18.

APPLICATION AMENDED

Rogersville, Tenn.—Rogersville Bestg, Co. granted new application for uhf ch. 46 to change ERP to 173 kw visual, 155 kw audio; antenna height above average terrain 999 ft. Filed Dec. 18.

APPLICATION FORFEITED

WFVG Mayaguez, P.R.—F. Stephan tress, granted application for cp to change to 1469 ch. 1 kw to 570 kw. Filed Dec. 15.

APPLICATION FORFEITED

WFVG Mayaguez, P.R.—F. Stephan tress, granted application for cp to change to 1469 ch. 1 kw to 570 kw. Filed Dec. 15.

Existing Am Stations

APPLICATIONS BY FCC

KCFM San Diego, Calif.—Weather-Alvarez Bestg, Inc. granted CP to change from 590 kw to 540 kw, 5 kw unlimited, directional. Granted Dec. 17.

WRNV Narrows, Va.—Gilles Bestg, Co. granted CP to change from 590 kw to 540 kw, 5 kw unlimited, directional. Granted Dec. 17.

VRFW San Bernardino, Calif.—Lee Bros. Bestg, Co. seeks to change CP to 1 kw to 5 kw directional. Filed Dec. 18.

WRVO Stroudsburg, Pa.—Ponceo Bestg, Inc. amended CP from 12 kw to 2 kw to specify change to 1 kw, 1 kw unlimited. Granted Dec. 17.

WFJL Mobile, Ala.—Jack Bestg, Jr., granted permission to transfer from Charleston, S.C., to Charleston, S.C., to operate as Bluff City Bestg, Inc. Granted Dec. 17.

WRWO Weirton, W. Va.—Friend TV Inc.—FM, Granted CP to change from 2 kw to 15 kw, 12 kw unlimited. Granted Dec. 17.

APPLICATION ORelters

WFYV Fayuy Springs, N.C.—J. Stephen tress, granted CP to change from 1469 ch. 1 kw to 570 kw. Filed Dec. 15.

Existing FM Stations

APPLICATIONS BY FCC

WABW-FM Mobile, Ala.—Mobile Press Register Inc. granted CP to change from 5 kw to 2 kw to 26 kw. Granted Dec. 17.

WDBU-FM Westbury, N.Y.—WDBU Bestg, Corp. granted CP to change from 2 kw to 2 kw to 2 kw. Granted Dec. 17.

WKRC (FM) Richlands, Va.—Clinch Valley Bestg, Co. granted CP to change from 10 kw to 50 kw. Granted Dec. 17.

Ownership Changes

APPLICATIONS BY FCC

KCCG-TV Sacramento, Calif.—Capital City TV Corp. granted voluntary relinquishment of negative control of permitted corporation from Frank E. Hard and Ashley L. Robison by sale of 25% interest to Henry W. McCarty for $15,000. Mr. McCarty is owner of The Wholesale Liquor Business. Granted Dec. 17.

WMOC Covington, Ga.—WMOC Inc. granted voluntary assignment of CP for WMOC on behalf of Emil Georg Bongi, Jr., Clerk of Service. Physical assets purchased for $58,000. Principals include President James E. Colley (16.6%), Mr. Georg Bongi, Jr. (51.6%), vice president John W. Shiffman (16.6%), and general manager WRF fromsecretary S. E. Cason (16.6%). Granted Dec. 17.

WHRN Monroe, Ga.—WHRN, Inc. granted voluntary transfer of control of permitted corporation from Charles F. Schmidt, Sr. to owner for sale to Spalding for all stock for $1,500. Each purchaser transferred in name of his chief engineer W Reeves Cornelia, Ga. Granted Dec. 21.

KAM-FM Green Bay, Wis.—Blue Ridge Radio Corp. granted voluntary assignment of CP for WMAP-TV in Green Bay. Granted Dec. 17.

APPLICATION AMENDED

Rogersville, Tenn.—Rogersville Bestg, Co. granted CP to change from 590 kw to 540 kw, 5 kw unlimited to specify 1270 ch., 1 kw directional. Filed Dec. 18.
Help Wanted

If you are in a 250 watt or larger station and ready to try radio and into television, send complete information, tape availability, and salary expected immediately to Box 786A, B-T.

Back home again in Indiana. There are openings in all parts of Indiana, also in television positions available. If interested contact W. F. Ruppert for application. Associated Radio Station KWHO, Terre Haute, Indiana.

Managerial

Station manager. 250 watt network affiliate, San Joaquin Valley, Calif. Must be strong on sales. Phone Charles, Calif., Frontier 2-6879 or write Box 786A.

Experienced station manager. Can offer large interest in station to right man for nominal investment. Box 780A, B-T.

Manager for well established radio station in one of largest metropolitan areas in southeast major market. Must have wide aggressive sales, program, and personnel experience. Prefer well-known personality, technical and legal experience, as well as management. Good personal and incentive for right man. Box 801A, B-T.

Station manager for full time station in small market. Station 6 years old with complete experience. Must sell and have sales background. Civic worker. Incentive. Replies confidential. Give full details—experience, references, salary expected. Box 804A, B-T.

Immediately. Manager for one of the best small market stations in North Carolina. Station now doing over $80,000 per year. Man we want must now be in radio in the south, familiar with small market operation, heavy on sales, family man with clean records and habits. $15,000 per year. All replies strictly confidential. If you think you’re the man, write full details to Box 850A, B-T.

Saloonmen

Planning to make ’54 a bigger money-maker than ’53? SELL YOUR OWN BROADCASTING or TELECASTING. Show your village, town, and area what you’re doing now. Results are based on facts. Write, wire or phone BROADCASTING or TELECASTING, Route 3, Box 744 Madison Avenue, New York City, Plaza 2-8555.

Florida salesman. Experienced man. Excellent opportunity for responsible salesman. Full details in your first letter. Box 876A, B-T.

Established New Mexico station has opening for commercial manager. Monthly salary, car allowance, commission, paid vacation, and insurance benefits. Prefer commercial manager in job three years. Must be experienced, married, sober and reliable. Give full details first letter. Box 815A, B-T.

Salem manager has opening for aggressive experienced Salem manager. Network station in important market. Box 815A, B-T.

Assistant sales manager for kw daytimer, one station market—moves Pennsylvania (formerly experienced aj) round radio man. A job with a future. Excellent working conditions and good staff. Salary, plus commission. Box 815A, B-T.

A job with a future for competent salesmen desiring to advance! Established northern Illinois 1,000 watt independent offers guaranteed monthly income $400, against 15 per cent commission, protected territory, account list, bonus, paid vacation, sick benefits. Personal interview required. Give full details, experience, age. Box 821A, B-T.


General manager with outstanding record for sales in competitive market. Unusual opportunity for advancement. Box 847A, B-T.

Help Wanted—(Cont’d)

Announcer

Announcer-salesman combo men. 1st phone desirable. Midwest. Wire Box 716A, B-T.

Experienced announcer capable of doing emcees work and delivering selling commercials on radio and tv. Top small market North Carolina station has opening for two announcers. One must be heavy on hierarchy DJ, other must be heavy on pop, news, and sports. Want been now employed in the Carolinas. Top money and living conditions. Write Box 714A, B-T.

Outstanding personality and emcee with successful record in large radio and tv operation. Box 850A, B-T.

Excellent opportunity for a disc Jockey who can build an audience and sell and move into tv. We need a strong personality who wants to live in a medium sized midwestern city and become a part of one of the most progressive and effective radio and television operations in the United States. Send full information, tape, availability salary expected, and experience, to Box 878A, B-T.

Combom man for NBC affiliate. Permanent position. Top salary for right man. Phone or write Paul Hayes, KCIL, Houma, La.

We are shopping for good experienced combo or otherwise well-liked staff member. KCNN, Broken Bow, Nebraska.

Combination man, first phone strong on announcing. Send audition, complete details, salary $70.00. Joe Potts, KEDD, Clinton, Missouri.

Immediate opening for first rate announcer. Good working conditions and excellent pay. Send audition, photograph and past experience first letter. KMLB, Monroe, Louisiana.

Versatile, experienced, all-around announcer wanted for new daytimer. Regular hours, best working conditions, permanency for right man. Mid-February start. KNCK, Concordia, Kansas.

Newscaster. Send tape and details. RTBS, Shreveport, Louisiana.

Experienced announcer-engineer with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button. Manager, KSPV, Artesia, New Mexico.

Announcer-engineer for concert music station. Smooth voice and good pronunciation helpful. WCRB, Waltham, Mass.

Morning man. With minimum of four years experience. Good job waiting for you in number one market. Must be major market. Reply in morning operation. Contact Chief Announcer, WGBM, Huntington, N. Y.

Help Wanted—(Cont’d)

Immediately. Experienced announcer, news. DJ, night shift. Must be able to control board and recording equipment. Excellent working conditions. 45,000 population city. Tape recorders, interview, pictures necessary. Reference, WZBG, Bloomington, Illinois. Phone 2581.

We are looking for a top-notch disc jockey to help us six am to ten pm plus schedule until one pm. $125 weekly plus heavy plus percentage on charges (for three remuneration separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner’s risk. Box 812A, B-T.


Announcer with emphasis on news and hillbilly music. Good salary. Good working conditions. Write for information. Fond du Lac, Wis.

Technical

East coast major market Independent wants first rate DJ, experienced in tv and radio sales and working arrangement. Personal interview and auditions, references which will be checked. Box 817A, B-T.

Station in sunny southwest has three job openings soon. Transmitter operator for tv. Transmitter operator for am. Also maintenance man for tv. Latter must have some special training and experience in equipment. Apartment available. Box 870A, B-T.

Announcer-engineer with first class ticket. Good salary, complete details. Conventional, letter and references which will be checked. Box 876A, B-T.

Ohio network affiliate of more than 25 years’ growth has openings at top money, with first class license, age 21-30, experience unneccessary. West Coast hire, salary paid first class. Also individuals who are stable, willing and interested in their work, looking for permanent employment who should apply. Receive full information, at least references, in your application. Box 857A, B-T.

Two radio operators in midwestern 5 kilowatt station. Must have first phone. Box 865A, B-T.

Immediately opening for two better than average announcers. One with a 3rd ticket, one with 3rd class. Excellent working conditions and excellent pay. Write or phone KFAT, Pampa, Texas.

1000 watt network station in the heart of hunting and fishing land seeks capable engineer who can announce or handle copy. Excellent opportunity for advancement into executive position with growing organization. KYWO, Cheyenne, Wyoming.

First class transmitter engineering and fm. 200 watts each. 30 hour week. Hours arranged for greatest convenience. Station WKRT, Cortland, New York.

Michigan independent has immediate opening for First class engineer. Midwestern station, mid-size city location combined. Good working conditions. Send résumé and pictures to M. Robinson, WHBF, Benton Harbor, Michigan.

Two first class engineers to work in am and learn tv. Contact Technical Director. Radio Station WNDK, Fort Myers, Florida.

Engineer-instructor. Permanent staff openings for two college men with teaching experience or over five years broadcast experience $4500, per year to start. Teach theory on am-tnv transmitter and studio equipment. Established accredited school. Write C. Crowell, Technical Institute, 6244 Wyandotte, Kansas City, Missouri.

Production-Programming, Others

Ohio station looking for news director. Prefer man who can do some news broadcasting as well as run a regular local beat. Must have working experience. Send full details including tape or disc to Box 850A, B-T.

Girl Friday for delightful mid-west small station. Excellent working conditions, good salary. Airwork if wanted. Nice community, nice staff, nice future. Box 855A, B-T.

Executive secretary (female) with experience in radio. Preferable knowledge acquired in smaller stations. Unmarried. Unique opportunity. Box 877A, B-T.

Fine opportunity for news man with strong mid-west tv-radio outlet. Want man who can report local news plus tv and radio airwork. Send full information, tape, availability, salary expected, experience, to Box 877A, B-T.

(Continued on next page)
Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B-T.


Technician

Top salesman. 5,000 watt midwest station billing six to seven thousand monthly in 16,000 station. Position desires to sell in larger market. Married. 32. 8 years selling experience. Box 864A, B-T. College-educated salesman manager with 20 years experience. Leading salesman New England regional network. Married veteran. Available January 1st. Box 865A, B-T.


Experienced announcer. Replies or personal interview after January 7th. Dan Kalenak, 1234 Johnson, Nanty-Glo, Penna.

Announcer, recent broadcasting school graduate; no experience. Looking for entry level position. Immediately. Bernard Wilson, 2332 S. Third Street, Los Angeles, Calif. A.P.T.


Television

Production-Programming, Others

Tv director needed immediately by vhf, RCA equipt. Six in sixth year of operation. Nbc affiliate in major midwest market. Must be well versed in handling local live programs. Excellent opportunity for top-notch man. Give contemporary, updating experience and educational background and references. Must be available immediately. Box 872A, B-T.

Tv production-program director. Must have tv experience and film and commercial operation. Good future for right man in the Tennessee Valley. Send full details, also small photo first letter. WMST-TV Decatur, Alabama.

Production-Programming, Others

Top salesman. 5,000 watt midwest station billing six to seven thousand monthly in 16,000 station. Position desires to sell in larger market. Married. 32. 8 years selling experience. Box 864A, B-T.

Salesman-announcer. Ambitious, looking for advanced placement. 3 years experience all phases radio including spots. College. Box 861A, B-T.

Announcers


Four years experience indie and network. Versatile type, desires position in growing larger market with future. Box 842A, B-T.

Copywriter-DJ portfolio, tape, resume on request; Handle sales, clients. Box 843A, B-T.

Announcer-producer, radio-tv, 4 years experience, degree, solid, high-type, wishes join staff established radio or new tv station. Box 847A, B-T.

Hold it! Get this picture. Versatile staff announcer. Five years experience. Heavy on news. 1512 one way, program director, knows how to get a good product in pictures. Excellent voice. You can get it. Available January first. Box 860A, B-T.

Well trained negro announcer, disc jockey, control manager with 20 years experience. Ambitious, dependable. Resume, tape available. Box 866A, B-T.


Young radio announcer would like job in small independent station. Experience on Gales equipment is very willing to learn. Box 879A, B-T.

Combo-first class ticket, one year experience. Cat, family interested in position in position midwest. Security uppermost. Live on pay audition. Telephone 7-0695, 10 a.m. to 12 noon. Box 880A, B-T.

Record rescues my mature-sounding, able, experienced radio man, age 34. Now earning $100. Dependable, local, good station. For tape, details, write Box 880A, B-T.

Announcer-DJ. Versatile 3 years experience, really knows music. Excellent news and commercial delivery. Best references, top Calif positions in competitive market. College, married. Seek permanent position with progressive organization. Tape, resume, references. Box 862A, B-T.


Equipment, etc.

Two complete DuMont dual image orthicon chains with all accessories. Two 1000 mc microwave relay links and one General Electric 2000 kg television truck, complete with small type-end mobile studio. Excellent opportunity for use as a complete mobile studio. Large assortment of studio and lighting equipment. Will sell as package or on piece basis. Interested, contact Box 810A, B-T.

Have spare zoom lens; perfect condition. Box 811A, B-T.

Tubes for RCA TT-2AL tv transmitter. $225 worth used 190 hours and $150. worth brand new. For sale. Also for sale one phasing cabinet. State price. Box 868A, B-T.

One new type 10 Winchinger, 25 ft. tower, complete with guys and earth anchors—$2,000. One used 250 ft. Truscon self-supporting nonsalable transmitter, $3,000. KGTV, Mission, Montana.

One 50 foot stainless steel designed to support 4-6 foot superstructure. W. Sanders, Station WAPI, Birmingham, Alabama.

Tubes for RCA TT-2AL tv transmitter. $225, worth used 190 hours and $150. worth brand new. For sale. Also for sale one phasing cabinet. State price. Box 868A, B-T.

Towers for sale—-One 283 foot stainless heavy duty tower. Can support fm pylon or tv on top. Guedes, 520 W 42nd street, New York City (150 foot light guyed tower). CAA lighted. State price. Will sell two towers together or one separate. Box 876A, B-T.

Gates transmitter, 500 kw B.C.-E. Remains as originally designed. 15 years old. Like new. No modifications. $5,000. Also for sale one phasing cabinet. State price. Box 868A, B-T.

One new type 101 Winchinger, 25 ft. tower, complete with guys and earth anchors—$2,000. One used 250 ft. Truscon self-supporting nonsalable transmitter, $3,000. KGTV, Mission, Montana.

Ten 400 watt light towers. Will sell for use as transmission line. Box 874A, B-T.

British Made, 3 kw, Fs, 300 mc, 1 kw, 10 kw, complete with all accessories and specialized equipment, including tv transmitter truck, suitable for use as a complete tv camera. Large assortment of audio and lighting equipment. Will sell as package or on piece basis. Interested, contact Box 810A, B-T.

Television

Managerial

Tv operators, managers, program director: launched two successful uhf stations, 6 years vhf-uhf experience. Desires permanent affiliation. Excellent references. Available January 1. Box 864A, B-T.

Tv production manager. 4 years vhf-uhf experience. Desires permanent affiliation. Excellent references. Available January 1. Box 864A, B-T.

Over the top in '54 with aid of top program manager! 5 success-studied years with key network stations, creating and managing model uhf-air on in major market. Outstanding record of network shows as well as local. Very intelligent and prolific worker. All phases radio and tv. Colleague and highly respected references from leaders in the industry. Will relocate to join station offering challenging position with real future. Box 870A, B-T.
WANTED TO BUY—(Cont'd)

One 300 foot self-supporting tower, strong enough to hold a 6 kW transmitting antenna and dual 1/2 kW concentrice lines. Also one 200 foot self-supporting tower with insulators. Give tower base, dimension, make, location and price with approximate weight. Write Box 261, Idaho Falls, Idaho.

One kw transmitter, modulation monitor, frequency monitor in good condition. Box 85A, B-T.

One field irdo orth camera chain and one balco or telco, used. Make optional. Please state details and price in first letter. Box 857A, B-T.

In first class operating condition Langevin progral unit. KREL, 160 w Watts receiver, model 1228 and 440 Western Electric limiting amplifier. 1126C, Radio Broadcasting Company, 18th Floor, Inquirer Building, Philadelphia 30, Penna.


Miscellaneous


Attention tv operators. Flip card package covering most situations. Artfully finished now being shipped to many stations. Information: Tello-Flip, Room 67, 1717 Post St., San Francisco.

Help Wanted

MANAGERIAL FACTOR

WANTED GENERAL MANAGER PENNSYLVANIA STATION Must have strong sales background. Pleasant tone. Excellent public relations sense, interests. 5 yrs complete history, experience, references. Salary expected, Box 854A, B-T.

Salesmen

Radio and television salesman that likes to sell on an expanding and progressive operation in the Midwest. Contact Mr. Evans Nord, KELO-TV, Sioux Falls, South Dakota.

Television

WANTED: APPLICANTS—TV STAFF

New WTV station Mid-West Metropolitan market, 100,000 population to go on air in the spring. May 1st, position open except General Manager and Chief Engineer. Send complete information, picture, references. Box 851A, B-T.

FOR SALE

1 RAC TUT-1B 1 kw uhf Transmitter including: 2 sets of crystals, 1 set of operating tubes, filter, thermos, and 1 TFC-1B Control Console. 1 RAC TUF-4BMS Antenna, 10 kw, gain 24. 1 RF load & wattmeter. Equipment now tuned for Channel 26. Complete package can be tuned from Channels 31-50. Available around January 1, 1956. We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter. Call or write KSTM-TV, St. Louis for details.

FOR SALE

Western Electric 556 B-2 FM 10 kw transmitter. West Electric 54 A-Antenna with 400 Andrews 1/2 coaxial line with spare elbows and native length of length. Western Electric 1126C limiting amplifier. Western Electric D-161322B precision panel Harney FM receiver Model 195 R. ALL EQUIPMENT IN PERFECT WORKING CONDITION. WRITE—PHONE OR WIRE: Ken Garden or Bob Hankweck Radio Station KTHN Dubuque, Iowa Cell 7-3751

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio Effective Service to Employer and Employee Howard S. Frizler TV & Radio Management Consultants 708 Board Bldg., Washington 5, D. C.

Miscellaneous

(Continued from page 85)

assigned. Mr. Phillips sells his 1/2 interest for $250 in cash. January 1. See above ad.

WIRE OR WRITE TO BOX 864A, B-T.
December 21 Applications

APPROVED FOR FILING

License to Cover CP

WAZL-TV Hazzlett, Pa., Hazelton Television Corp.—Mod. of CP (BP-481) as mod., which authorized changes in facilities of existing Commercial television station for extension of complete date to 6/1/54 (BPCT-1590).

KSPR-TV Casey, Wyo., Donald Lewis Hathaway—Mod. of CP (BPCT-1595) which authorized new commercial television station for extension of complete date to 9/10/54 (BPCT-1590).

WNAC-TV Boston, Mass., General Teletelco Inc.—Mod. of CP (BPCT-766) as mod., which authorized changes in facilities of existing Commercial television station (BLCT-168).

December 21 Applications

APPROVED FOR FILING

License to Cover CP

WJMW Athens, Ala., Athens Bcstg. Co.—License to cover construction permit (BP-8140) as modified which authorized a new standard broadcast station (BL-179).

WJOL Franklin, Ind., Stephen P. Bellinger, Charles Vandeloev, Joel W. Townsend, Ben H. Tobias—License to cover construction permit (BPCT-2543) as modified which authorized a new standard broadcast station in the location of 105.3 KIC, Washington, Ind. (BLCT-1512).

WKZ-AM Jackson, Miss., and Charles R. Shubett, a partnership d/b a as Telemedia Corporation—License to cover construction permit (BP-8161) as modified which authorized a new standard broadcast station (BL-1577).

KLCO Poca, Okla., Le Flore Bcstg. Co., a Partnership d/b a as Northwest Oklahoma Broadcasting—License to cover construction permit (BP-8170) as modified which authorized a new standard broadcast station (BLCT-1513).

WJWL-AM Henryetta, Okla., Untel County Bcstg. Co.—License to cover construction permit (BP-8225) as modified which authorized a new standard broadcast station (BL-1580).

KEAN Brownwood, Texas, Lyman C. Brown, a Partnership d/b a as Kean Broadcasting Co.—License to cover construction permit (BP-8181) as modified which authorized a new standard broadcast station (BLCT-1513).

Applications Returned

Charles R. Wallmore, Baltimore, Md.—License for new standard broadcast station of 1710 kc with power of 500 w and daytime hours of operation.

WATS Skyre, Pa.—Thompson K. Casale for remote control system.

Renewal of License

WBRJ-FM Detlov, Mich., Booth Radio & Telecasting Inc.—License for renewal in station BRJ-16 for 105.9 kc with power of 60 w and daytime hours of operation.


Modification of TV CP

WCIN-TV Cincinnati, Ohio, Robert W. Roush—Modification of construction permit for station WTVG-AM in territory of Alpha Broadcasting Co.—Mod. of CP (BPCT-1681) which authorized new commercial TV station for extension of complete date to 16/5/54 (BPCT-1665).

WAVE-TV Louisville, Ky., WAVE Inc.—Mod. of CP (BPCT-1680) as mod., which authorized changes in facilities of existing commercial TV station for extension of complete date to 2/15/54 (BPCT-1645).

KTAT-TV Lake Charles, La., KTAT-TV Inc.—Mod. of CP (BPCT-1544) which authorized new commercial TV station for extension of complete date to 4/21/54 (BPCT-167).

KROC-TV Rochester, Minn., Southern Minnesota Bcstg. Co.—Mod. of CP (BPCT-1675) which authorized new commercial TV station for extension of complete date to 10/1/54 (BPCT-1665).

KROK-TV Rochester, Minn., Southern Minnesota Bcstg. Co.—Mod. of CP (BPCT-1675) which authorized new commercial TV station for extension of complete date to 5/3/54 (BPCT-1675).

 license to cover construction permit (BP-8181) as modified which authorized a new standard broadcast station (BL-1577).
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>City, State</th>
<th>Phone</th>
<th>Additional Info</th>
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<tbody>
<tr>
<td></td>
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<td>Offices and Laboratories</td>
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<td>1339 Wisconsin Ave., N. W.</td>
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<td>Washington, D.C.</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash., 4, D.C.</td>
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<td>Member AFCCE*</td>
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<td>Telephone District 7-1205</td>
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<td>Member AFCCE</td>
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<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years' Experience in Radio Engineering</td>
<td>Munsey Bldg., Republic 7-3847</td>
<td>Washington, D.C.</td>
<td>202-328-3200</td>
<td>Member AFCCE</td>
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<td>Washington 4, D.C.</td>
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<tr>
<td>GEORGE E. GAUTNEY</td>
<td>Consulting Radio Engineers</td>
<td>1055 Warner Blvd., National 4-7757</td>
<td>Washington, D.C.</td>
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<td>Consulting Radio Engineers</td>
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<td>WELDON &amp; CARR</td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>PAGE, CREUTZ,</td>
<td>Consulting Radio Engineers</td>
<td>710 14th St., N. W.</td>
<td>Washington, D.C.</td>
<td>202-328-3200</td>
<td>Member AFCCE</td>
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<td>Consulting Radio Engineers</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Consulting Radio Engineers</td>
<td>MUNSEY BUILDING DISTRICT 7-9218</td>
<td>Washington, D.C.</td>
<td>202-328-3200</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>ROBERT M. SILLMAN</td>
<td>John A. Moffet—Associate</td>
<td>1405 G St., N. W.</td>
<td>Washington, D.C.</td>
<td>202-328-3200</td>
<td>Member AFCCE</td>
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<td>Republic 7-6646</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>Complete Installations</td>
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<td></td>
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<td>Complete Installation</td>
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<tr>
<td>TRALA RECORDS</td>
<td>Offering discs concerning Studebaker Cars</td>
<td>BOX 11</td>
<td>HOLLYWOOD</td>
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<td></td>
<td>punches Terrific sales for Local Dealers</td>
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<td>One station in each city being approached</td>
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<td>inquiries are really not necessary</td>
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**Custom-Built Equipment**

**U. S. RECORDING CO.**

1121 Vermont Ave., Wash., D.C.

Lincoln 3-2705

**COMMERCIAL RADIO MONITORING COMPANY**

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 5202

P. O. Box 7037 Kansas City, Mo.

---Established 1956---

PAUL GODLEY CO.

Upper Montclair, N. J. MO. 3-3000

Laboratories Great Notch, N. J.

Member AFCCE*
Why is Atlanta's WSB-TV a great AREA station?

Dixie's most powerful TV outlet gives you the 3 ingredients that add up to tops in audience productivity...

These ingredients are: (1) High Tower, (2) Maximum Power, and (3) Low Channel.

Use WSB-TV's high tower-low channel formula on channel 2 and get the 3 ingredients that give you the mass circulation you need for building mass sales volume in this expanding market.

Ride the far-reaching signal of WSB-TV and gain a tremendous coverage advantage over your competitor on any other Georgia television station.

Ally yourself with one of America's truly great area stations. Get more for your television dollar. Your Petry man will show you the facts that show you how.
## TELESTATUS®

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

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

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area (vhf/uhf)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>KSBW (19)</td>
<td>18,100</td>
</tr>
<tr>
<td>Mobile</td>
<td>WJRL (4)</td>
<td>71,500</td>
</tr>
<tr>
<td>Montgomery</td>
<td>KOLO (3)</td>
<td>22,000</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KGTV (7)</td>
<td>99,621</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV (5)</td>
<td>14,320</td>
</tr>
<tr>
<td>Tucson</td>
<td>KGUN (2)</td>
<td>175,000</td>
</tr>
<tr>
<td>Yuma</td>
<td>KTV (36)</td>
<td>17,300</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFSA-TV (22)</td>
<td>13,440</td>
</tr>
<tr>
<td>Little Rock</td>
<td>KTVP (7)</td>
<td>344,000</td>
</tr>
<tr>
<td>Pinedale</td>
<td>KTV (7)</td>
<td>17,300</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KERO-TV (36)</td>
<td>74,925</td>
</tr>
<tr>
<td>Chicago</td>
<td>CHICAGO (24)</td>
<td>27,540</td>
</tr>
<tr>
<td>Fresno</td>
<td>KFRO (27)</td>
<td>39,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA (2)</td>
<td>74,434</td>
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<tr>
<td>Monterey</td>
<td>KBFT (12)</td>
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<td>Sacramento</td>
<td>KBRA (13)</td>
<td>1,734,582</td>
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<tr>
<td>Salinas</td>
<td>KSBW (8)</td>
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<td>San Diego</td>
<td>KSDK (8)</td>
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<td>San Francisco</td>
<td>KFO (27)</td>
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<td>Santa Clara</td>
<td>KTV (11)</td>
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<tr>
<td>Stockton</td>
<td>KRVN (27)</td>
<td>1,740,274</td>
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<tr>
<td>Colorado</td>
<td>KEVT (11)</td>
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<tr>
<td>Denver</td>
<td>KEVR (11)</td>
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<tr>
<td>Pueblo</td>
<td>KFTR (27)</td>
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<tr>
<td>Bridgeport</td>
<td>WICC (42)</td>
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<tr>
<td>New Britain</td>
<td>WKNN (25)</td>
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<td>New Waterbury</td>
<td>WATER (23)</td>
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<td>Wilmington</td>
<td>WDEL (12)</td>
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<td>Washington</td>
<td>WAMB (7)</td>
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<td>Ft. Lauderdale</td>
<td>WTVL (33)</td>
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<td>Jacksonville</td>
<td>WJS (10)</td>
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<tr>
<td>Miami</td>
<td>WTVJ (10)</td>
<td>1,740,274</td>
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<tr>
<td>Palm Beach</td>
<td>WPBN (27)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>WTXL (2)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV (5)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Augusta</td>
<td>WSB (12)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Columbus</td>
<td>WOAK (12)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Macon</td>
<td>WMAZ (12)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Rome</td>
<td>WROM (9)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Idaho</td>
<td>KIOO-TV (7)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Boise</td>
<td>KBOI (10)</td>
<td>1,740,274</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KWJ (10)</td>
<td>1,740,274</td>
</tr>
</tbody>
</table>

### FOR THE RECORD

- Dec. 28, 1953

- Winter subscriptions are now available. To subscribe, call your nearest TV station.

- For more information, call 1-800-TELECAST.
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 a basic

**Television Affiliate**

represented by RAMBEAU

NEW YORK • CHICAGO

SAN FRANCISCO • MINNEAPOLIS

LOS ANGELES
Oh no! Not another deadline!

Who reads Broadcasting, anyway, the day after the Christmas weekend?*

*We'll find out. If you would like a copy of a booklet which retells some of the anecdotes from our ads (and gets in a few licks for the Amarillo market), send us an old cork and your name and business address. On second thought, never mind the cork.

KGNC and KGNC-TV, Amarillo, Texas
Or get in touch with our national reps, The Katz Agency.
Color TV decision reprints available

FCC REPORT AND ORDER
APPROVING COMPATIBLE
COLOR TELEVISION

Complete text of Federal Communications Commission approval of the National Television System Committee's compatible color standards, as reported in the December 21 BROADCASTING • TELECASTING, is available at these printing-cost rates:

<table>
<thead>
<tr>
<th>Single copy</th>
<th>10 copies</th>
<th>20 copies</th>
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<td>$1.00</td>
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Complete text of Federal Communications Commission approval of the National Television System Committee's compatible color standards, as reported in the December 21 BROADCASTING • TELECASTING, is available at these printing-cost rates:

BROADCASTING • TELECASTING
Readers' Service
1735 DE SALES STREET, N.W.
WASHINGTON 6, D. C.
DECEMBER 1953

UPCOMING

FRANKIE Laine • Columbia
MONTE KELLY • Essex
CLARK DENNIS • Tiffany
RALPH MATERIE • London
STANLEY BLACK • London

Published by Peer International Corp.
Million Dollar Babies

As might be expected, B&T's annual survey of radio-tv billings of leading agencies turned up a whopping increase in television expenditures in 1953. What some might not have expected, however, was the healthy gain in total radio billings.

The $102 million that the 32 agencies spent for their clients in radio in 1953 compared with 1952 does not look big when matched against the $102 million gain in television billings. But it looks much bigger when the different natures of the two media are considered. Radio is a mature and stabilized business. Television is in the troughs of young growth.

Of course the billings of 32 agencies are not an exact record of the total condition of radio and television, but they do present a good indication of how national advertisers are apportioning their budgets. To judge by these and other economic indicators available, including a generally bullish trend in local and regional advertising, we should guess that the total revenue of radio and television in 1953 will be almost $1 billion. That figure pertains only to money taken in by networks and stations and does not include the considerable expenses that go into other channels for radio-tv production.

No other evidence is needed to confirm what more and more broadcasters and their customers have realized throughout 1953: That in this billion-dollar business radio occupies a firm and permanent position, and television is destined for indefinite expansion which, with color added, will lead to unimaginable importance.

Triumph of the 'American Plan'

There has been great tumult in Great Britain over the approval of commercial television by Parliament. It has been treated as a domestic issue involving only the light little British Isles.

Actually it is a tremendous victory of global proportions for the "American Plan" of commercial broadcasting, as opposed to the so-called "European Plan" of government-controlled broadcasting. This battle of the air-waves has been waged on the world front since broadcasting began in a similar course in the early '20s. The United States is now the unquestioned victor; Britain the vanquished.

There remain other nations which have non-commercial broadcasting. For example, the Soviet dictatorship has no private industry, per se, although reports have surfaced through the Iron Curtain that even Soviet radio carries "commercial" to move government goods.

Because Great Britain has been the strongest economic as well as political factor in the western bloc of nations, its broadcasting policies have prevailed. It controlled most of the equipment. Hence, France and Italy, among others, have followed the British plan of state-controlled systems, with no advertising.

It is because Britain economically has become more and more strained that the Government finally decided to press for limited commercial television. It can be predicted that other democratic nations will follow a similar course. It is a safe assumption, too, that British radio, through the BBC or otherwise, will convert to limited commercial, and then full commercial operation, though this probably will be branded a canard.

The debates in the House of Commons on approval of the government's plan for "limited commercial television" were amusing. American tv was assailed as vulgar. The Laborites were fearful of debasing Britain's cultural values. They fretted about their beloved BBC, the state-controlled, jack-luster operation, which currently monopolizes both radio and tv.

The fact is the British plan has lost public favor, despite the continual libelling of U. S. broadcasting. The British economy is in a bad way. The "American Plan," emulated by practically all other British dominions, with all its alleged shortcomings, thrives in the greatest industrial nation.

What the British need is a big shot of salesmanship, merchandising and promotion, American style. They need an end to the striped-pants BBC self-perpetuating monopoly, which has bumbled along playing it safe and pressuring other nations to go it its way or be deprived of programs and equipment.

In proclaiming commercial television, the Churchill government marked the transition of all broadcasting in democratic nations to the "American Plan" which, as the sun sets on bbc, will become the "World Plan" of radio and television broadcasting.

Caution in the Airways

As reported in last week's issue, aeronautics agencies in the government may attempt to obtain further restrictions on height and location of radio and television towers. The renewed concern over antennas as alleged hazards to air safety has been caused by recent crashes including that in which Kim Sigler, former governor of Michigan, was killed.

It is difficult to set up a defense against more and stricter regulation of antennas without giving the impression of callous indifference to air safety, an indifference that no broadcaster we ever heard of feels. But a defense must be set up, lest in their desire to rid the air of obstructions, the government aeronautical boards force through rules which will limit the effectiveness of towers.

We pretend to no professional knowledge of air safety, but it appears to us that if towers have been located with the approval of Airspace authorities and are properly lighted and marked (as all involved in recent crashes have been), they cannot be blamed for crashes. One does not sue or otherwise penalize the owner of a house into which an erratic auto driver crashes. The driver should stay on the road. And a pilot should stay in the airways.

The Wild Blue Yonder

The FCC's acquiescence to Air Force operation of television stations on air bases in New Mexico and Maine may become a matter of profound significance. The danger is that this action could be interpreted as a precedent for widespread utilization of commercial frequencies by the military with the nearby public looking at "government" tv over the military's shoulder.

In advising the Defense Dept. that it had no objection to the establishment of low-power stations at Limestone, Me., and White Sands, N. M., the FCC specified that the stations would have to be abandoned if the facilities were ever granted to a commercial station. It is possible that because of the remoteness and small population of these areas no commercial operator would ever want to risk tv. If, however, a commercial applicant did appear, a test of strength with the military would be unavoidable.

The Air Force has said that the Limestone station will be paid for with some $30,000 of Post Exchange and base movie profits. Would the Air Force personnel who contributed to those profits be pleased if their investment had to be scuttled? The probability is that at least some effort would be made to protect it.

By its own announcements, the Air Force plans other such installations if the Limestone experiment works out. The theory is that television will improve morale. A potentiality is creation of a whole system of military television in inevitable conflict, either direct or indirect, with the commercial service. And with that we disagree.

The FCC should make no further agreements for military tv without thorough investigation of each case. Even if it appears certain that such a station will be beyond the range of a commercial station or a feasible booster for a commercial station, the FCC should make it clear that if any competition whatever develops in the future, the military station must quit and without argument.
COMPATIBLE COLOR...

Here's what WPTZ is doing about it

For the past 2½ years, WPTZ has been working in compatible color for television. Through our experimental station—KG2DXT—we've cooperated in producing and airing over 70 different color test programs. These have ranged from experimental slide tests to public demonstrations of commercial products. For instance...

August 4, 1951—Slides
Color slides were used for initial checking purposes. Various colors were studied for clarity and definition and compatibility checks were made.

February 6, 1952—Slides and Live
Additional checks were made in improvements of slide fidelity. Live color tests were made for the first time under the compatible system.

June 26, 1953—Howdy Doody from NBC, New York
The colorful Howdy became the first network star to be seen in full color on an intercity network. Compatibility was checked on regular receivers.

October 30, 1953—Local color demonstration for advertisers
The first slide and film demonstration of compatible color was made available to Philadelphia advertisers. Commercial products were demonstrated and the first continuous film projector was used in this demonstration. Four separate showings were held.

October 31, 1953—Opera "Carmen" from NBC, New York
Philadelphia's first public demonstration of compatible color was presented by WPTZ to an audience of civic leaders and dignitaries.

When commercial color television becomes a reality, WPTZ will be ready to program and service your needs with experienced personnel and the finest equipment—just as it has served your black-and-white TV requirements since January 1932.

FIRST IN TELEVISION IN PHILADELPHIA

Power-peaked at 100,000 watts—now delivering a stronger signal to more people over a wider area than any other television station in Pennsylvania.

WESTINGHOUSE RADIO STATIONS Inc
WBZ · WBZA · KYW · KDKA · WOWO · KEK · WBZ-TV · WPTZ

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales
IN KANSAS CITY...

the Swing is Solid

TO CHANNEL

9

WHB-TV

BASIC CBS TELEVISION AFFILIATE

It's a solid swing to Channel 9 on the airwaves in the Kansas City market...and solid selling for WHB-TV advertisers! A full schedule of CBS-TV network programming...plus a variety of talent-packed locally produced shows...put your spots in the right spot for sales—on the solid favorite of 349,529* television homes in the WHBig Kansas City market!

*Nov. 30 est. of Kansas City Electric Assn.

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Swing, the vest-pocket-size magazine published monthly by WHB and WHB-TV, is packed with interesting and informative reading for time buyers, advertisers, agencies, advertising and sales executives. Request free copy on your company letterhead.

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1922-1953

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