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Begins on Page 79

If your product's the kind people like when they try it...
just show it on TV to get them to buy it...

Let them see for themselves on the screen while you tell...
of its benefits to them...
THEN YOU WATCH IT SELL!

KOTV - KFMB-TV

Channel 6
WRATHER-ALVAREZ, INC.
TULSA, OKLAHOMA

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

NETWORK AFFILIATIONS: CBS, NBC, ABC
Exclusive National Representative: EDWARD PETRY & CO.
Esso Standard Oil Company knows its business well. It does a complete job in the refining, distribution and sale of Esso products. The geologist, rigger, chemist, tank truck driver and your Esso Dealer are but a few of the skilled members of the Esso family. And their specialists in advertising effectively use the air to develop wide distribution and sale of Esso products.

Specialists in management and programming at the Havens & Martin Stations, Inc., also do a complete job. You'll find a combination of experience through pioneering and program imagination that has built up large and loyal audiences in the rich areas around Richmond. It's a complete job of turning ideas into sales results for advertisers on WMBG, WCOD and WTVR. Plan your campaign to work hand in hand with the "First Stations of Virginia."

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
The first, foremost and only facsimile service operated exclusively for TV

There's quite a difference between International News Facsimile and other facsimile photo services now being offered to television stations. It will pay you to check these facts before you buy facsimile:

1. International News Facsimile is a TV photo wire exclusively. It does not attempt as others do to serve both TV stations and newspapers on the same circuit, because that would sacrifice the requirements and format of each at the expense of the other.

2. International News Facsimile transmits an average of 75 pictures a day—all of which are specifically sized and scripted for immediate telecasting. No processing is required at the receiving end.

3. International News Facsimile transmissions move at the rate of 1½ inches per minute. This is 50 per cent faster than any other existing facsimile circuit.

4. International News Facsimile was first in the facsimile news field by more than eight months. This pioneering experience is reflected in a firmly established, operating, and rapidly expanding client network that includes some of the nation's top TV stations (listed below).

5. International News Facsimile is now making installations to transmit over the same facsimile circuit on-the-scene "taped" recordings with actual photos of major news events or personalities—another first in TV news programming.

It makes sense to buy International News Facsimile — a facsimile service that is exclusively and completely tailored for television. It is TV's own news photo service backed by the engineering prowess and experienced know-how of the news agency that has been the outstanding pioneer in TV facsimile as well as TV news films (the top-rated Telenews daily and weekly newsreels).

INTERNATIONAL NEWS FACSIMILE CLIENTS

- WFBG-TV—Altoona, Pa.
- WBAL-TV—Baltimore, Md.
- WGN-TV—Chicago, Ill.
- WLWT—Cincinnati, O.
- WNBK—Cleveland, O.
- WLWC—Columbus, O.
- WLWD—Dayton, O.
- KOA-TV—Denver, Colo.
- WEOA-TV—Evansville, Ind.
- KQTV—Ft. Dodge, la.
- WTIC-TV—Hartford, Conn.
- WFBM-TV—Indianapolis, Ind.
- KDUB-TV—Lubbock, Tex.
- WNHC-TV—New Haven, Conn.
- WOW-TV—Omaha, Neb.
- WENS—Pittsburgh, Pa.
- WRAY-TV—Princeton, Ind.
- WJAR-TV—Providence, R. I.
- WHUM—Reading, Pa.
- WTVU—Scranton, Pa.
- KACY-TV—St. Louis, Mo.

INTERNATIONAL NEWS SERVICE

Robert H. Reid, Television Sales Manager • 235 East 45th Street • New York 17, New York

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
NOW-NBC

COLOR TV

ON

WDEL-TV

CHANNEL 12

Wilmington, Delaware

A colorful first on the first station in the first city of the first state

Represented by

MEEKER TV, Incorporated

New York   Chicago   San Francisco   Los Angeles
ZIV TELEVISION Inc., which pioneered big-name talent on tailor-made film, has another top-flight series upcoming. Announcement probably will be made within the next few weeks, and word is that it will be situation comedy half-hour starring one of consistent top-rated performers, to be available for national, regional or local sponsorship.

ABC LETTER to basic radio and tv affiliates asking approval of changes in affiliation agreements to permit network to offer programs on split-sponsorship basis [B*T, Dec. 21, 1952] has been answered by about half of basic tv affiliates and more than one-third of basic radio affiliates, it was learned last week. While response was said to be largely favorable, enough questions were raised that effective date was postponed from Jan. 1 to some time following ABC affiliate meetings to be held this month and next [B*T, Dec. 28, 1953], at which network's proposal can be discussed and questions answered.

OPEN WARFARE on television patent situation, precipitated during Christmas weekend by Zenith, Philco and Admiral, has been smoldering for months, in light of expiration of RCA's present basic patent agreements at year-end. Portents of this were seen at FCC, where staff attorney sought desperately to have Commission investigate whole tv patent structure, and even tried to elicit help of Dept. of Justice, but FCC concluded patents were outside its regulatory domain and that if anti-trust were involved, Attorney General should move [CLOSED CIRCUIT, Jan. 26, June 15, 1953].

TEXAS State Network takes over its first operating tv and fourth radio station with $700,000 purchase of KFDA-AM-Tv Amarillo, to be announced soon. KFDA stations now owned by publisher C. C. Woodson, Wendell Mayes and Gene Cagle. Latter is principal in TSN, which owns KFJZ Fort Worth, WACO Waco and KRKO McAllen. KFDA operates on 1440 kc, with 5 kw day, 1 kw night, directional; KFDA-TV on vhf ch. 10.

IT'S UNDERSTOOD ABC-TV has received goodly number of tentative clearances from affiliates relative to network's plan to launch simulcast of Don McNeill Breakfast Club in February [B*T, Dec. 28, 1953]. Present radio sponsors—Philco, Swift, Toni and Quaker Oats—have first refusal rights on tv. Philco reportedly more receptive to tv sponsorship than Swift, though it's known latter would hesitate to give up tv rights.

WHILE NARTB will have chance to give its views on NCAA football telecast controls at convention this week, association won't offer formula for extension of weekly schedule. Reason: Anti-trust and other possible legal pitfalls.

THERE MAY be repercussions in Senate Interstate Commerce Committee on FCC proposal to increase tv station ownership in hands of single entity from five to seven (two additional vhf's). Last week prior to convening of Congress, inquiries were made by staff members of Senate committee as to who "ramrodded" uhf proposal. Presumably Sen. Edwin C. Johnson (D-Colo.) is manifesting interest.

OIL AND GASOLINE companies to be using more spot-radio-tv campaigns in upcoming year. Gulf Oil, through Young & Rubicam, planning expansion of present campaign; Socony-Vacuum Oil Co., through Compton Adv., renewing present schedule, and Continental Oil Co., through Benton & Bowles, planning schedule to start in January.

FCC SECRETARYSHIP, vacant since resignation of T. J. Slowie under Republican forced draft last Aug. 7, may be filled any time now. FCC held post open because it didn't want to pay two salaries for same job since Mr. Slowie had weeks of unexpired leave. Last week FCC, Republican Committee and White House received petition from Overseas Press Club, New York, bearing big names in radio, tv and journalism, supporting appointment of Lt. Col. William B. Campbell, front runner from start. Among others in running are Robert J. Dean, KOTA Rapid City, S. D.; Francis B. Murphy, former Labor Commissioner of Illinois, and Mary Jane Morris, FCC attorney—although latter apparently has despaired of getting appointment.

EVEN skeptics who rebel over memories of BMB aural radio coverage data are showing tolerant attitude toward well-concealed research formula developed by NARTB to measure television circulation. While still taking wait-and-see stand pending field tests proposed for spring, they are impressed by apparent enthusiasm of network research executives who have studied plan slated for NARTB tv Board consideration in fortnight.

VOICE OF AMERICA's physical move from New York to Washington must mark time until broadcast studios are completed in Independence Ave. building housing Dept. of Health, Welfare and Education. Long-range date for move is eight months from now, with expectation it may come about two months earlier.

FEATURE RADIO Inc., feature foods, plans to expand to other markets in near future, and place food and drug services on equally important basis. WBZ Boston currently carrying drug plan, and WHO Des Moines, WGN Chicago and KYW Philadelphia, food package. Other markets on drawing boards include Minneapolis.

IN THIS ISSUE

LEAD STORY

FCC's first report on post-freeze tv stations shows uhfs beyond range of vhf's are doing well but leaves unanswered the question of how uhf does against vhf competition. Page 31.

FACTS & FIGURES

Final FCC financial report for 1952 shows radio and tv combined revenue was $793.9 million. Radio was up 4.3% over 1951 and tv was up 37.5%. Page 37.

TRADE ASSOCIATIONS

NARTB's boards of directors will plan year of expansion at Jan. 21-23 meeting in Phoenix. Page 40.

Regional groups will try to crack the National Collegiate Athletic Ass'n's control over football television this week. Page 44.

Daytime Broadcasters Ass'n will start organized campaign to protect their interests at meeting Friday. Page 44.

GOVERNMENT

The second session of the 83d Congress has several pieces of radio-tv legislation hanging fire from the first. It could mean lawmaking of great influence on broadcasting. Page 46.


STATIONS

Last week's tv starters bring 1953's new-tv-station total to 225. Page 60.

NETWORKS

Mutual affiliates' convention is expected to draw representatives from 250 stations. Page 66.

MANUFACTURING

Whose baby is compatible color? Controversy breaks out among big manufacturers over credit for development of NTSC system. Page 71.

FEATURES

1954 is color television's introductory year. A special B*T article forecasts what will happen. Page 79.

A preview of the new radio-tv gallery in the U. S. Senate. Page 91.

FOR THE RECORD

Weekly TELESTATUS summary of all tv stations on the air and their estimates of receiving sets. Page 101.

Commencement target dates of all tv grantees. Page 104.

January 4, 1954 * Page 5
When Upstart and Flount nailed down the account of SNARL, "The Top Canine Fare."

Said Flount, "Here's a thought that'll get the stuff bought — the chance that we have's really rare!

We can crack the Midwest with an Omaha test . . . There's a station out there that's a gem!

Our program needs tone — we'll buy KOWH alone . . . Every guy and his dog tunes to them!

**Moral**

**EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:**

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru November, 1953).
- Largest share of audience, of any independent station in America! (November, 1953.)

**Kowh Omaha**

"America's Most Listened-to Independent Station"

---

General Manager, Todd Storz; Represented Nationally by The BOLGING CO.

Page 6 • January 4, 1954

Broadcasting • Telecasting
NBC Plans 8-Show Lineup Of Multiple-Hour Programs

ADDITIONAL multiple-hour radio programs, including four-hour Saturday afternoon Road Show designed specifically for motorists, planned by NBC as part of new eight-show lineup to be launched early this year, mostly on Saturdays and Sundays.

Included: Road Show (Sat., 2:30 p.m. EST), starting Jan. 9 and including safety driver awards, contests for motorists based on license plate numbers, etc.; Collector's Item (Sun., 10:10 a.m.-12:30 p.m. EST), starting Jan. 10 and described as "Weekly Magazine" combining "the maximum available in education, culture, civics, and showmanship"; Never Walk Alone (Sun., 9:15-10 a.m.), also starting Jan. 10 consisting of hymn of the week, recorded interviews and reports on work of clergymen in various sections, talk by Dr. Norman Vincent Peale, Sunday services, etc.

NBC spokesmen said details of sales plans to air the new multiple-hour shows were not ready for disclosure. In case of "Long" programs introduced in October, Big Preview (Sat., 11 a.m. to 1 p.m.) and Weekend (Sun., 4-6 p.m.), eight commercials per hour were offered, each carrying fixed price-tag covering both time and talent, and advertisers could be subject to usual petitions for rate-cutting.

Other programs being added: Breakfast in Hollywood (Sat., 10-10:30 a.m.), starting Jan. 9; Heritage Over the Land (Sun., 11-1:30 p.m.) starting Jan. 10; Show Tunes (Sun., 3:30-4 p.m.) starting Jan. 10; Sunday At Home (Sun., 8:30-5:5 p.m.), starting Jan. 10; and People (Sat., 6:30-7 p.m.), starting Jan. 23.

Ford Uses Large Screen Theatre Tv for Sales Meet

BOX OFFICE Television Inc., N. Y., will produce, direct and present private sales meeting for Ford Motor Co. on Jan. 28 in 31 cities coast-to-coast on large-screen theatre television, W. F. Rosensohn, BTv vice president, announced today. Closed-circuit televis, which will start at 11 a.m. EST and last about two hours, will be carried in 31 theatres. Telecast will be supervised by J. Walter Thompson Co., Ford agency.

KCTV (TV) Moves from Empire to DuMont for $1

IN AN unprecedented transaction, FCC was called upon at year-end to authorize transfer of KCTY (TV) Kansas City (uhf ch. 25) from Empire Co., to DuMont, or see station go by boards.

Deal, filed at close of business last Wednesday, proposed $1 payment for Empire outlet, and FCC promptly scheduled it for consideration New Year's Eve, with every prospect of approval. Herbert Meyer, Empire president, had planned to close KCTY and take his tax loss in 1953 calendar year, but DuMont wanted to maintain station, giving it its fourth outlet, aside from Paramount's ownership of KTLA (TV) Los Angeles, charged to DuMont-Paramount quota.

Unique is subject to usual petitions for reconsideration or oppositions under McFarland Committee Asks Station Vote on ASCAP TV Terms

ATTEMPTING to get rapid tv station reaction to terms proposed by All-Industry Local TV Music License Committee for both blanket and per program licenses for use of ASCAP music on tv [B&T, Dec. 28, 1953], Committee Chairman Dwight E. Martin, General Tele- radio, went on closed circuits of four tv net- works—CBS on Monday, ABC, NBC and Du- Mont on Tuesday—to explain licensing situa- tion.

Copies of talk were airmailed to tv station operators asking them two questions: "I (do) (do not) approve of the suggested settlement recommended by the committee, and our station will accept the proposed (blanket) (per program) type of contract? Stations were asked to return their completed ballots to committee attorney, Stuart Sprague, 38 W. 46 St., New York.

Letter enclosed in talk: Your committee sincerely believes this proposal the best obtainable by negotiation under the present circumstances. It is significant that the proposed blanket rate, instead of being higher than the radio rate as in the past, is below the radio rate.

Rates proposed by committee, which will sub- mit them to ASCAP if stations approve, are 2.85% of advertising revenue for station blanket license and 2.475% for network blanket license, plus monthly sustaining fees of high- est-quarter-hour rate for stations and highest half-hour rate plus 10% for networks. Proposed per program license fee is 9% of net revenue from sale of time or announcements during which ASCAP music is used, with reduction to 4% if such music is merely background on films not made primarily for tv, with sustaining per program scale of 3% of rate applicable to period.

As to past fees due from stations not licensed by ASCAP since Jan. 1, 1952, when blanket li- censes expiring Dec. 31, 1953, began, Mr. Martin pointed out ASCAP did not make concession as to the past without treating everyone alike, and will not refund to stations held to the higher rates. It is therefore deemed advis- able to pay ASCAP at the rates in effect Jan. 1, 1954, at the old blanket rate, or a commercial rate of 5.6% and a sustaining monthly rate of the highest half-hour rate plus 10% as an integral part of obtaining the more favorable rates for the future.

Combined Network November Gross Up 14.9% Over 1952

COMBINED gross time sales of nationwide broadcast networks—for radio and four tv— in November amounted to $377,300,405, a gain of 14.9% over November 1952 gross of $312,581,964, according to records of advertising expenditures for network time compiled by Publishers Information Bureau. For 11- month January- November period, cumulative combined gross time sales stood at $349,295,563 in 1953, up 12% from 1952 11-month gross of $311,860,931.

Four radio networks in 1953 were slightly below their 1952 time sales record both for November, down 5.6%, and for first 11 months of year, down 5.6%. Tv networks, on other hand, showed 1953 grosses well above those for 1952. November, November networks gross time sales topping those of November 1952 by 24.3% and first 11 months of 1953 showing gross billings 38.2% ahead of like period of 1952.

The PIR report:

\[\begin{array}{lcccc}
\text{NETWORK} & \text{Nov.} & \text{Nov.} & \text{Nov.} & \text{Nov.}
\hline
\text{ABC} & 2,787,592 & 2,659,934 & 2,643,930 & 32,166,319
\text{MBS} & 504,607 & 501,749 & 494,049 & 6,023,247
\text{CBS} & 2,099,067 & 2,172,245 & 21,006,808 & 19,911,789
\text{NBC} & 5,372,340 & 4,266,799 & 41,517,433 & 45,656,890
\text{Total} & 13,807,275 & 14,467,790 & 132,318,028 & 163,289,307
\end{array}\]

\[\begin{array}{lcccc}
\text{NETWORK TELEVISION} & \text{Nov.} & \text{Nov.} & \text{Nov.} & \text{Nov.}
\hline
\text{ABC} & 2,394,208 & 2,269,999 & 2,149,808 & 17,021,413
\text{MBS} & 647,898 & 631,706 & 612,468 & 7,348,642
\text{CBS} & 1,790,591 & 1,606,566 & 17,027,502 & 8,999,340
\text{NBC} & 1,423,695 & 1,350,894 & 861,576 & 7,527,767
\text{Total} & 5,057,594 & 4,928,369 & 43,823,865 & 43,556,890
\end{array}\]
Bull's-Eye!

SPOT YOUR SPOT ANY TIME
NIGHT OR DAY ON WJBK . . .
AND GET RESULTS!

WJBK's powerful balanced daytime and nighttime program format gives you top adjacencies at any hour around the clock.

TOPS IN NEWS . . . Night and Day
Every hour on the hour, WJBK's newscasts keep Detroitors up to the minute on latest newsbreaks whether they're at home or in their cars.

TOPS IN MUSIC . . . Night and Day
Every moment, day and night, leading disc jockeys bring favorite music to Detroitors in their homes, on their jobs or in their cars.

TOPS IN SPORTS . . . All Year 'Round
Baseball and hockey key station . . . football and all the other major sports on WJBK, the station that's tops with sports fans in the nation's hottest sports town.

LOWEST COST . . . Per Thousand Listeners
Compare WJBK's 44¢ daytime per thousand Michigan radio households, 59¢ nighttime* with other Detroit stations' rates and you'll see why WJBK is your best radio buy.

*52 NCS Coverage Study

WJBK
Detroit

STORER BROADCASTING COMPANY
Tops in MUSIC, NEWS and SPORTS
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY

Page 8 • January 4, 1954

Broadcasting • Telecasting
FM Functional Services Proposal Issued by FCC

FINAL "MAJOR" decision of 1953 by FCC was order for proposed rule-making proceeding to legalize functional fm services such as store-casting, transcasting and background music "beep" services. Approved at meeting Wednesday, March 14, after 2½ hour discussion, this order was issued Thursday and calls for comments on proposals by Feb. 15.

Proposals involved amendment of fm rules including (1) revision of Sec. 3361 to change minimum hours of operation to require at least 36 hours of operation weekly in 6 a.m.-midnight period; (2) plan to allow functional music or "beep" service on simplex basis during those hours when fm station is not operating its required broadcast minute; (3) proposal to allow multiplexing any time of secondary functional music or "beep" signal on regular broadcast minute if provided later not affected.

Secondary functional-type service would have to be like regular broadcast programs such as store-casting, for which radio has tax-exempt dispatching-type of operation, according to proposal.

FCC may authorize fm service either on simplex or multiplex basis, fm station would be required to request or surrender communication authorization from Commission first. Application for fm station to get Sec. 3361 now would require minimum operation of 12 hours in period 6 a.m.-6 p.m. and three 6 p.m.-midnight.

KALB Alexandria Gets Ch. 5
KALB Alexandria, La., granted new tv station on vhf ch. 5. FCC proposes granted license to telco with 28.2 kw visual and 16.2 kw audio; antenna height above average terrain would be 376. The petition for license would be challenged. The granting was on basis of Sec. 3361, which requires a new station to be licensed if an fm station or a competing fm station in the same market is granted a new tv station.

Sales Approved: WGRG, KOIL, KDUL, KPUY
KGRG approved four sales for stations Wednesday, including that of WGRG-AM-FM Cleveland from Mrs. Mary F. Seeley, widow of late radio executive, Robert Seeley, and associated to Peoples Broadcasting Corp. KDUL-AM-FM is granted to W. W. Richards, associated to Peoples Broadcasting Corp. People's already owns WRFD Worthington, Ohio; WTVG Lima, Ohio; WMME Milwaukee; W. Va., and recently sold WOL Washington, D.C. about 35 kw visual and 14.2 kw audio.

KXOB Sioux City, Iowa, pending petition to dismiss bid. FCC to take action on proposal for new tv station in the same market. The proposal would be to sell ch. 31.Bid was filed with FCC for sale of channel 31 by KXOB.

Dropout Lauds Tv Tape
CONTENDING magnetic-tape tv holds salvation for small local uhf stations. "Thrilling" and "fantastic" are some of the words使用的erance of stations. "Highly successful" is the description of the work.

Ask Ch. 3 at Rapid City
TO BREAK deadlock on vhf ch. 7 at Rapid City, S. D., between Hills Best Co. and KOZY-TV, bid for sale of channel 7 was presented. It was voted to sell ch. 7 for $10,000.

Two Channel Changes Asked
KALB Richland, Wash., petitioned for allocation to vhf ch. 3, which channel 7 took over a few years ago and then channel 7 was assigned to ch. 3. Ask to channel 7 for sale to KALB. The proposal offered 2.5 million a year.

Duncan KSIX Owner
JAMES H. DUNCAN, manager of KSIX, Silver City, N. M., for three years, became new owner as of Jan. 1, following fcc approval of purchase of stock held by Mr. and Mrs. A. C. Duncan. Duncan is KSIX affiliate.

Oppose Reclassification of KSXO
PROPOSED reclassification of KSXO, Waterloo, Iowa, Class II to Class 1, on basis of the fact that KSXO is a local station and would be invaded by "airwaves," voted against in petition filed with FCC by WATH Athens, Ohio. WATH content in Waterloo should not be granted preferential treatment.

UPCOMING
Jan. 5-9: National Collegiate Athletic Ass'n., Netherland Plaza Hotel, Cincinnati, Ohio.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Ass'n., Lennox Hotel, St. Louis.


For other Upcomings see page 78.
What an opportunity: Radio's number-one salesman is now on New York's first station—WABC. Martin Block is in a class by himself! And has been for 18 long years! No other disc jockey can match his fanatical following, or phenomenal sales successes; his afternoon program ranks consistently first or second in popularity. Now he's bringing his unique appeal to a 64% larger audience... thanks to WABC's impressive coverage (nearly 6,000,000 families in 89 counties). And you'll be surprised to find out how little Block costs to buy! Get the facts, figures, full information. Call SUSquehanna 7-5000, right away.
Monday thru Friday 2:35-6:45 p.m.
Saturday 10-12 noon, 6-7:30 p.m.

WABC-770 NEW YORK, N. Y.
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International 74  
Lead Story 31  
Manufacturing 71  
Networks 66  
On All Accounts 26  
Open Mike 22  
Our Respects 24  
People 76  
Personnel Relations 66  
Professional Services 58  
Programs & Promotion 78  
Stations 60  
Trade Associations 40

Executive and Publication Headquarters
Broadcasting * Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues; $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue); $9.00. Annual subscription to BROADCASTING * TELECASTING, including 54 issues; $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 50c per copy; 35c and 45th issues: $1.00 per copy. Air mail service available at postage cost payable in advance. (Postage to West Coast $4.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting * Telecasting, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1933 and Broadcast Reporter in 1935.

*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.
Three of the seven new modern insurance buildings either completed or under construction by major insurance firms, making a total of seven home offices and three branch home offices now located in Jacksonville.

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

Source: Latest Pulse Reports

Represented by CBS Radio and Television Spot Sales
Unanimous decision

ALL ST. LOUIS UHF

NATION'S 8th LARGEST MARKETING AREA!

kacy....

Channel 14...Owned and operated by Ozark Television Inc. Completely equipped by General Electric, KACY boasts one of the nation's first directionalized helical antennas with a gain of 46 that puts their maximum signal in the St. Louis Metropolitan area. Their transmitter site is located just South of St. Louis.

wtvi....

Channel 54...A DuMont affiliate, went on the air originally in August, 1953 with interim power. President & General Manager, Bernard T. Wilson has now prepared the transmitter site at Belleville, Ill. to operate with a G-E high power 12 KW unit. WTVI's ultra-modern equipment building is shown at the right.

kstm....

Channel 36...Opposite Forest Park, St. Louis. Here is another show-place of the finest television broadcast equipment obtainable. Owned by Broadcast House Inc., KSTM is affiliated with the ABC network. In this picture its personnel and General Electric engineers prepare to install the station's 5-bay helical antenna.
Three St. Louis TV Outlets Will Use G-E 12 KW Transmitter Units. Two More Have Specified G-E To The FCC!

When everyone votes for a single candidate he's got to be good! And, that's exactly what has happened in St. Louis' UHF broadcasting field. These stations will compete strongly for the largest metropolitan audience possible. Still, when it comes to selecting equipment, they all agree on General Electric. Each knows that in order to have complete coverage for advertising revenue and strong field intensity for the best home receiver signal... only the General Electric 12 KW transmitter provides the right and quickest answer to these problems.

All UHF outlets...new or already on the air...must take note of this complete confidence vote. Examine all you have to gain with this equipment. Then, call our local representative and join the growing number of G-E broadcast customers.

G-E 12 KW UHF Transmitter
Industry's highest power TV equipment! Features long-life Klystron tube! Carrier separation accurately maintained! Independent driver unit operation! Simplified installation! Factory-tested!

G-E 12 KW Amplifier
You can combine your present 1 KW UHF transmitter with a high power General Electric 12 KW amplifier. Get complete details from your local broadcast representative or write us direct. Act quickly!

General Electric Company, Section 214-4, Electronics Park, Syracuse, N.Y.
THE first meeting of Robert E. Sherwood and television was a disaster for both. "Backbone of America," the hour-long comedy he wrote as his first assignment for NBC-TV under probably the most favorable writer's contract in television, turned out to be spineless. It is hard to believe it came from a playwright who has won the Pulitzer Prize three times.

In concept and execution the work was banal.

Robert E. Sherwood

The central situation involved a young, female and fierce construction tycoon, addressed as "V. J." by her cooly employed, and her promotion manager, a young man with the conflicting wishes to marry his boss and to quit the crass, commercial world and write a book. But V. J., who is ravishing with her horn-rimmed glasses off, thinks only of business.

She dispatches her promotion man to Fennwick, Ind., scene of one of her housing projects, to find a typical American family that she can exploit for publicity purposes. Though his natural compassions are disturbed by the assignment he carries it out. He finds what appears to be a suitable family, is invited to dinner, and, after the father says grace, lapses into a stream of consciousness about his own boyhood home in the Middle-West.

You will have to go elsewhere to find out what followed. At that point this reviewer turned off the set.

An assembly of highly-paid performers did what they could with trite situations and unimaginative lines, but Mr. Sherwood's script was beyond salvage.

STROKE OF FATE

Network: NBC Radio
Time: Sun., 9-9:30 p.m. EST
Scriptwriter: Mort Lewis in consultation with such historians as Allan Nevins and Stefan Lorant
Director: Fred Wehel
Producers: Mort and Lester Lewis

SPECULATION based on historical possibility provides the format for a series of dramatic programs NBC Radio has been offering listeners each Sunday evening since last October. The series, Stroke of Fate, has been constructed on the premise that the fate of the world has depended largely upon accidents or circumstances which, had they been slightly different, might have completely altered the pattern of Western civilization.

The idea has a great deal of theatrical value. It is regrettable that the same cannot be said of Stroke of Fate.

The Dec. 27 broadcast was concerned with the Battle of Hastings and how our present world may have been affected had William the Conqueror not succeeded in his conquest. The scriptwriter made a stab at penning an Anglo-Saxon dialect a la 1066 A.D. It just didn't match the 20th Century delivery of the actors who were used on the show. This particular broadcast from a production standpoint was totally amateurish; music up, under and out followed by narration, followed by dialogue followed by more music. And so the cycle went.

The mistake made in the production of this series is an obvious one. Historians, not people wise in the ways of radio drama, have been at the helm. It was only correct that NBC seek advice from history experts. But presumably consultants ended up taking the show over and the effect, though it has undoubtedly met the test of historical accuracy up to the point of speculation, is devoid of dramatic merit.

MUSICIANS' CHRISTMAS PARTY

Network: ABC-TV, Dec. 25, 3-4 p.m. CST,
coast to coast
Executive Producer: Grover J. Allen
Producer: Dan Schulman
Director: Richy Victor
M.C.: Frankie Masters
Cast: The Chavales, Skinner Ennis and Orchestra, Orlando, George White, Dorothy Sarnoff, Richard Drake, Raymond Sharp
Host: AFM President James C. Petullo

THE AFM's 17th annual party-benefit for blind musicians on Christmas Day proved a highly satisfying hour of tv entertainment, not to mention a splendid vehicle of public relations for the union.

The highlight was, of course, James C. Petullo's appearance. Mr. Petullo, who pleased for the occasion, introduced his mother. A crowning touch would have been "Hearts and Flowers."

Good bits in the show: Dorothy Sarnoff's "I Love Paris," harpist Orlando's "I've Got You Under My Skin," Skinner Ennis' classic "I've Got a Date with an Angel" and guitarist Richard Drake's hilarious, deadpan "Second Hungarian Rhapsody."

BOOKS


THE aim of this book, says Mr. Bretz, formerly a CBS-TV producer-director and WPXV (TV) New York production manager, and now a tv consultant, is to bridge the gap between the creative production man and the technically-minded engineer. It concentrates on principles underlying equipment and techniques, and its most important parts, being basic, should not become obsolete.

On slick paper and plentifully illustrated with photos and diagrams, the book's chapters treat the cameraman, cameras, camera handling.
Never before have so many stations turned to one source for the answer to hundreds of local sales problems!
Local radio's stronger, sturdier, healthier than ever! The proof is in the profits . . .

LOOK HOW THESE WORLD AFFILIATES ARE MAKING MONEY, BIG MONEY WITH JUST ONE WORLD SHOW

LISTENERS BY THE THOUSANDS SIGN THIS PLEDGE TO LISTEN TO THEIR FAVORITE WORLD-AFFILIATE STATION

One station reports 5000 listeners sign up every week. Another reports more than 3000 signatures a week. Another reports 10,000 in six weeks.

"YOU WIN" . . . ONE OF A STEADY STREAM OF MONEY-MAKING LOCAL RADIO IDEAS FROM WORLD.

HERE ARE JUST A FEW:

- Star Name Shows With:
  - Robert Montgomery
  - Raymond Massey
  - Judy Canova
  - David Rose
  - Lyn Murray
  - Ray Bloch
  - and many more.

- Local Personality Show for peak audience interest.

- Sports and News Features

- Scores and Scores of World's Sales-Making Jingles and Sell Sounds.
$11116.44
ANNUAL NET FROM "YOU WIN"
PROJECTED BY
GET
GETTYSBURG, PA.
42 spot participations weekly. Income for 13 weeks already more than cost of entire World Service for year.

$5200
ANNUAL NET FROM "YOU WIN"
PROJECTED BY
WHLM
BLOOMSBURG, PA.
8 participating advertisers including Standard Plumbing, Pittsburgh Inter-Lock Tile. Annual revenue projects to more than 3 times annual cost of entire Service.

$4056
ANNUAL NET PROFIT TO COME FROM "YOU WIN"
SAYS
KROX
CROOKSTON, MINN.
52-week contracts with 18 participating advertisers. Profit is more than 2 3/4 times cost of entire Service for year.

$3120
ANNUAL NET FROM "YOU WIN"
PROJECTED BY
KYOU
GREELEY, COLORADO
Ten participating advertisers including Coca-Cola. Projected revenue amounts to twice the cost of the entire Service for one year.

BIG NATIONAL ADVERTISERS SPONSOR "YOU WIN"
Westinghouse Appliances
Coca-Cola
Necco
Sherwin-Williams Paints
Philco TV
Pittsburgh Inter-Lock Tile
Standard Plumbing
Admiral Radio & Television
Texaco Gas & Oil
Rexall Drug Products
MacGregor Sports Wear
Sinclair Gas & Oil
Grisen
Bulova
Dodge Motors
Canada Dry

The EXCITING, EXCLUSIVE, NEW half-hour telephone quiz series!

Just one of hundreds of the profit-making World features!

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Click and Mail NOW!

WORLD SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

Canadian representatives:

Clip and Mail NOW!

Please rush all the facts on your money-making program and sales service.
No obligation.

STATION MANAGER

RADIO STATION

STREET ADDRESS

CITY _______ ZONE _______ STATE _______

WHAT IS being done and what can be done for education through television receives an able and comprehensive treatment by Dr. Callahan, a member of the Hunter College faculty. Part I describes the functions and accomplishments of the many groups which have helped to make noncommercial educational TV possible. Governmental agencies, national organizations, foundations, companies, public and private groups and individuals, commercial stations, and state, institutional and community groups. A chapter includes data on financing and equipping educational TV stations.

Part II describes some outstanding educational TV programming on commercial stations by the stations and by local community institutions and public schools, both for in-school and home viewing. A chapter deals with college and university adult education telecourses.

Part III deals with educational TV writing-production techniques for community institutions, colleges and universities and public schools, with widely-varied sample scripts.


INTENDED to prepare the service dealer and servicieman to answer questions on the various uhf conversion systems on the market and to prepare for the installation and maintenance of these units, this paper-bound book covers an introduction to conversion systems, transmission lines, antennas, converter circuits, single channel converters, full range converters, all-channel tuners and uhf test equipment specifications. Illustrated with photos and diagrams.

CREAM OF WIT, compiled by Rod Arkell. Rod Arkell, Author & Publisher, American Bldg., Sebring, Fla. 190 pp.

THIS is a dictionary of 6,000 alphabetized quips, gags, puns, proverbs, wit and quotations, ancient to modern, in two parts: "Cream of Wit," which identifies the originators, and "The Gagmaster," a gleaming from the wit of modern speakers and writers. It is just the thing, says Mr. Arkell, to "help beat those jittery deadlines in the lives of editors, reporters, playwrights, tv and radio screen writers" and others. Mr. Arkell is a former columnist, former narrator for CBS, MBS and NBC and is a Florida publisher and radio and motion picture scripter.

A PRONUNCIATION GUIDE TO NEBRASKA PLACE NAMES, prepared by Arved Christensen, Wayne B. Wells, and Nanci Debord under supervision of Paul Schupbach. U. of Nebraska Publication, Radio Section, Dept. of Speech, School of Fine Arts, U. Nebraska, Lincoln 8, Neb. 51 pp. $1. THIS listing, in pamphlet form, is designed as an aid to the broadcaster and to others in the general news field. Listed are all Nebraska cities and towns, the preferred pronunciation for each, the 1950 population of each and its approximate location in the state and county. Copies have been distributed to radio-TV operations in the state free of charge. Additional copies are available for $1 plus postage from Regent Book Store, U. of Nebraska, Lincoln.

COOKING SCHOOL equipment at KCCC-TV Sacramento, Calif. is demonstrated by Ashley L. Robison (at oven), gen. mgr., and examined by (I to r) Joseph J. Weed, pres., Weed Ty, KCCC-TV representative; Don Staley, Weed's 5 F. mgr., and Harry McCurt, pres., Capitol City Ty, station owner.

FIRST single sponsorship of a tv show by Acousticon Div., Dictograph Products Inc., is arranged by (I to r) Norman Knight, gen. mgr., WABD (TV) New York; Nat Strom, radio and tv dir., Buchanan & Co., and Maxine Cooper, WABD acct. exec. Contract is for twice-weekly sponsorship of WABD-DuMont Drew Pearson Show.

HERBERT F. AGENTO (r), Raytheon vice-pres., explains workings of company's color-tubes and receivers to women at preview and reception at Sheraton Hotel, Chicago, Dec. 22.

WINNER A. J. McElfresh in Nescafe's $10,000 jingle contest accepts check from pop-eyed Jackie Gleason, star of his own CBS-Tv show. At presentation (I to r): Win Stetson, vice-pres., Sherman & Marquette, agency; Mr. McElfresh; Mr. Gleason; Dick Goebel, Nescafe ad official, and Bill Lawrence, The Nestle Co.
TSC rear screen projection
SAVES MONEY
Cuts personnel costs and program set-up time. Saves set construction and equipment costs.

Design your studio around
TSC REAR SCREEN PROJECTION for as little as
$1292

The Rear Screen system that is designed to your station. 80 TV stations from coast to coast contributed the ideas and design specifications that make this the ideal Rear Screen equipment for television stations.

With a TSC installation your screen can be rolled up like a window shade. Three minutes before air time the screen is pulled down, slides placed in the automatic slide changer—and you are ready for the air with the most economical, most convenient TV scenery ever developed. Entire backgrounds can be changed in two seconds—merely by pushing a button in the control room.

Your sponsors will like your TSC Rear Screen facilities too. You can project backgrounds of their supermarket, department store, or product display for the perfect tie-in with their sales story. TSC Rear Projection provides that "priceless plus" that makes your operation stand out as the most complete and up to date station in your area.

TSC salesmen have sold more Rear Projection equipment than all others combined. The valuable experience gained in more than 80 TV stations is available to help you profit from the use of TSC Rear Projection equipment. Write today for our free booklet "Profit-making Rear Screen Projection."

TSC rear screen projection for
BETTER PROGRAMMING
Provides multiple background changes, for variety and flexibility in News Shows, Disc Jockey Shows, Weather Shows and Commercials.

TSC REAR SCREEN PROJECTION
SAVES SPACE
Converts scenery and prop storage space into valuable usable studio area. Back-to-back shows can be played in the same area. Reduces space needed for scenery construction.

DELUX "PACKAGE" INCLUDES:
Projector
Automatic slide changer
Dimmer control
8' X 10' screen
Mobile screen frame
Set of slides Price complete $1292.00

Please send me, free of charge, your booklet "Profit-making Rear Screen Projection" DEPT. B-I

NAME ....................................... TITLE ........................................
STATION ...................................... ADDRESS .................................
Open Mike

Travelers
EDITOR:

... Jan Gilbert and I both got a terrific kick out of attending [NARTB district] meetings and are definitely planning to hit every meeting at least every other year from now on.

John B. Crandall
Media Director
Sherman & Marquette
New York

(Editor's Note: Miss Gilbert, Sherman & Marquette timebuyer, and Mr. Crandall attended several district meetings this year.)

Thank-You Note
EDITOR:

... As producers and distributors of television film shows, we wish to thank you for your generous recognition both of our programs and our company, and for your contribution to the development of this still little-recognized phase of the industry. . . .

Lou Shainmark
Vice President
Guild Films Co. Inc.
New York

Good Question
EDITOR:

Tv or not tv—the question is, how did the picture of KLAS-Radio's signing of Nevada Beverage for 52 weeks get into TV NEWSREEL Dec. 14 issue, with the credit going to KLAS-TV?

We were gratified to find the picture in your highly regarded and widely read magazine, but, please give KLAS-Radio the credit, not our young cousin, KLAS-TV. . . .

Tom Ivory, General Manager
KLAS Las Vegas, Nev.

More on Merchandising
EDITOR:

In connection with the Kenyon & Eckhardt survey of merchandising methods [B&T, Nov. 30, 1953] we want it known that KVWO has a food group offering premium display space in eight Allied Stores to KVWO advertisers. Two 15-minute daily programs, seven days a week, and 12 spot announcements daily, 10 in English and two in Spanish, are devoted to the Allied Group by the station. The eight stores and their wholesale supplier feature in their display and newspaper advertising KVWO advertisers—both network and spot accounts. No minimum is required. . . .

Bill Harrell
V. P. & Gen. Mgr.
KVWO Cheyenne, Wyo.

Shot in the Arm
EDITOR:

Congratulations on the merchandising supplement [B&T, Nov. 30].

This is the shot in the arm our business needs.

Nathan Brook
Dir. of Promotions and Public Relations
KLIR Denver, Colo.

Thousands More
EDITOR:

In your issue of B&T of Nov. 9 on page 112, you make certain statements about the Sight-and-Sound system being conducted by Redifusion Inc.

I feel sure that you, as the editor of a responsible journal, will want to correct some entirely erroneous figures which were published therein. For instance, you say in that article: "Some 3,000 subscribers in Montreal receive all CBFT-Montreal programs and film from Rediffusion's Montreal office, as well as five radio station programs, and a Muzak recorded program." In fact, there are more than 7,000 Rediffusion subscribers in Montreal and more than 4,000 receiving the two Vision programs in addition to the Sound programs. . . .

Arthur J. Mathers
Director of Advertising
Overseas Rediffusion Ltd.
London

Delayed Reaction
EDITOR:

I have—just this minute—completed reading "What's Right and Wrong with Radio News" in your Nov. 30 issue, so aly put down on paper by Jim Reed. This belated report is due to the fact that I must lay trade papers aside to read features at some leisure time.

Congratulations are in order for that splendid piece of writing. I have never—during my career in broadcasting—read an article which so clearly imparts the pros and cons relative to news coverage. . . .

Hal Fisher, News Editor
WALK Patchogue, N. Y.

Stab in the Back
EDITOR:

Television "goofed." While radio stations all over the nation are knocking themselves out convincing advertisers that radio can compete successfully with newspapers, certain television stations beamed pictures of empty New York stores during the recent newspaper strike!

Several local businessmen who saw these scenes are now even more completely sold on newspapers and have told us so. The work of years in building up the value of radio-tv advertising in competition with newspapers was destroyed in a few minutes.

We had just started to enjoy the confidence of advertisers and now must start all over again in some cases. The morons who dreamed up this monstrous bit of sabotage have done an injustice to their sister-industry, radio, and have in reality helped to cut their own throats.

William M. Brady
Program Director
WPRC Lincoln, Ill.

It's Not Better to Give
EDITOR:

Our business is selling time—not giving it away, or worse, by buying phonograph records to promote someone else's business.

We use the promotions sent us by various record companies and give them credit on air occasionally. We don't intend to mention brand and artist of the few we buy, but, as a result, is cutting the throat of the ones who work with and favor us.

The listeners apparently sort out the ones they like and the ones they don't, and buy from the record shops the ones they like. Believe the success average of the promotional lacquerings is as good as the ones we don't buy. . . .

Bud Crawford, President
KCNI Broken Bow, Neb.
How President Pettibone nearly bought a Pig-in-a-Poke

(OR)
DON'T be "REMOTE" in your REMOTE CONTROL THINKING

Jim Pettibone, President of WHOA AM-FM, was a mighty smart radioman. He was a superlative sponsor seller. He never double-spotted on breaks, knew programming from "A" to "Z", maintained a nice commercial station log. He knew most everything about radio. He didn't know a BLAMED thing about Remote Control Systems.

He'd heard about RUST, the pioneer remote control manufacturers.

But he had a pleasant hour's visit from the representative of a well-known "broadcast equipment manufacturer" who nearly sold him a "Gashundheit Remote Control System".

But then... up stepped Ed Brainvoltage, his Chief Engineer. Ed said,

"JIM... LOOK AT THE FACTS, NOT THE CLAIMS—BUY RUST!"

And here are the Facts* Jim learned:

<table>
<thead>
<tr>
<th>System “G” (for “Gashundheit”) has 37 tubes in its remote control system, failure of any one of 10 of which would put Jim’s station off the air.</th>
<th>SYSTEM “G” has 16 relays. RUST has 15 HIGHEST QUALITY relays. SYSTEM “G” has 23 control adjustments. RUST has one.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The RUST system has NO TUBES.</td>
<td>RESULT: JIM PETTIBONE JOINS WITH SCORES OF OTHER WISE STATION OPERATORS IN ORDERING THE RUST REMOTE CONTROL SYSTEM.</td>
</tr>
<tr>
<td>System “G” has 24 tubes at the TRANSMITTER END, failure of any one of which would take the station off the air 'til an engineer could be located and sent to the transmitter to replace it.</td>
<td></td>
</tr>
<tr>
<td>RUST HAS NO TUBES.</td>
<td></td>
</tr>
</tbody>
</table>

MORAL—Write, Wire or Phone...

🌟

the rust industrial company, inc.

608 WILLOW STREET  MANCHESTER, NEW HAMPSHIRE, U. S. A.

Broadcasting • Telecasting January 4, 1954 • Page 23
The ranks of radio and television executives are replete with engineers who first met the magic of electronics at a basement bench. Like many others of the art, James E. Barr, chief of the FCC Broadcast Facilities Division, spent many of his adolescent evenings wrapping wire around Mother's Oats boxes and hunting hot spots on galena crystals.

One thing about Jim Barr—he started young in his pursuit of an electronic career. Born in 1907 in Wise County, Tex., not far from Fort Worth, he began monkeying with spark coils at the age of 5. By 1921 he had a licensed ham station in Fort Worth, though still barely 14 years old.

After-school and between-hours spent with his hands in condensers and such, he worked in his uncle's drug store—14 of them, scattered around Fort Worth. At various times he worked in all the branches of this local pharmaceutical empire, tossing cokes at boyboysers and dispensing cosmetics to elderly spinsters.

The job security that went along with nepotism had less appeal than modern developments in the science of communication, so the young high school graduate entered Georgia Tech a few months later (in 1926), taking advantage of a cooperative educational plan. After the first year at Tech he again spent a year in Texas, working in stores.

One year of this was enough and he returned to engineering studies, this time at Southern Methodist U. in Dallas. During his two years at SMU he worked for the telephone company.

The depression was getting down to its lowest point and for a year he was out of work.

The break came in 1934 when he got a job at the old Southwest Broadcasting Co. network headquarters at KTAT Fort Worth. The network was key station for a hookup that included WACO Waco, KTXA San Antonio, KNOW Austin and KOMA Oklahoma City.

This work was pleasant, according to Mr. Barr, and there was lots of it—70 or 80 hours a week. A long tour of duty, he recalls, but after all there was a depression, and that $20 a week pay envelope looked mighty good.

Eventually Southwestern was sold to the Hearst interests, and then was disbanded, so Mr. Barr became an operator at KTAT. By that time he had accumulated a good fund of electronic information and wanted to broaden his perspective. The answer was a competitive Civil Service examination. He passed and in April 1938 left Texas for New York to become an inspector in the FCC's New York City field office. Much of the Gotham tour was devoted to ship safety work and he had the opportunity to browse among some of the maniest tubs that ever tied up to a dock.

After two years spent around the Hudson and East River harbor facilities he was assigned to FCC's headquarters in Washington, serving in the Broadcast Division of the Engineering Dept. under one of broadcasting's best-known engineers, Andrew D. Ring.

Soon he was named assistant chief of the department's allocation section for broadcasting and then chief of the application section. World War II somewhat limited the broadcast regulatory job but the entire task of engineering the 800-plus stations on the air was handled by a little cluster of four or five persons.

Floods of applications swarmed over the Commission after the war and the staff was enlarged to 70, with Mr. Barr as chief of the Standard Broadcast Division of the Engineering Dept.

About this time the international allocations problem had again become acute. The first NARBA negotiated in 1937 and effective four years later was to expire in 1946. A preliminary conference was held in 1945 and the pact extended on an interim basis to 1949. Mr. Barr was chief technical advisor to the U. S. delegation at the preliminary Havana conference in 1947. He attended the main NARBA sessions at Montreal, Havana and Washington in 1949.

When the FCC was reorganized in 1951 Mr. Barr became chief of the Aural Facilities Division of the Broadcast Bureau, which included both am and fm. A month ago the tv and aural divisions were consolidated into the Broadcast Facilities Division, so he now has all three broadcast services in his operation.

Looking back on more than a score of active radio years, Mr. Barr likes to recall his ham days in Fort Worth when he hung around a special ham club room maintained by WBAP. At that time the presiding elder, janitor, executive in charge, chief announcer—and chief most everything else—was Harold Hough, who still can be found operating at the same stand. All announcements on WBAP's early air were identified by the initials "H. H." Because of his varied functions, the WBAP audience quickly translated the H. H. into Hired Hand, and afflicted on the young executive a handle that still is known around the radio world.

Mr. Barr married Maxine Hamilton, of Fort Worth in 1935. They have two children.

As chief of the FCC Broadcast Facilities Division his responsibility covers the issuance of permits and licenses for all broadcast facilities—am, fm and television.

He is known to large numbers of broadcasters through attendance at industry meetings, including the NARTB Engineering Conferences. He has taken part, too, in some of the historic Commission hearings at which broadcasters, engineers and other industry authorities have participated.

...
This Kid Packs A Terrific Punch!

YES, the Number One Independent in the SEATTLE Market is . . .

FORMERLY KRSC — SEATTLE'S BEST RADIO BUY SINCE 1926!

*KAYO—BROADCASTING AT 1150 KC ON A POWER OF 5000 WATTS!

*KAYO—THE RATING CHAMP® AMONG INDEPENDENT SEATTLE RADIO STATIONS! (*See Pulse)

*KAYO—THE ONLY STATION IN SEATTLE THAT'S PROGRAMMED 24 HOURS A DAY!

*KAYO—THE CHOICE OF SEATTLE'S LEADING DEPARTMENT STORE FOR 23 CONSECUTIVE, SUCCESSFUL YEARS!

Write for KAYO’s Condensed 24-Hour Schedule—on Tape!

Listen to our top disc jockeys, classical music programs, and other outstanding shows. They’re all on tape, streamlined for easy listening—and available to you FREE. Send today.

GEORGE W. CLARK, INC.

11 West 42nd New York City
333 N. Mich. Ave. Chicago
517 N.W. Bank Bldg. Minneapolis

111 La Cienega Blvd. 260 Kearney St. Cascade Bldg.
Beverly Hills, Calif. San Francisco Portland, Ore.
A New TV MARKET

OF

1,749,245

PEOPLE

IN THE SOUTHEAST

Channel 4
WFBC-TV
Greenville, S. C.

Maximum Power
Began Operations Jan. 1, 1954

SERVING 60 COUNTIES
IN S. C., N. C., TENN., & GA.

LARGEST TV COVERAGE
BY FAR IN S. CAROLINA

135,480 TV SETS WITHIN
WFBC-TV COVERAGE AREA

RANKS WITH ATLANTA, MIAMI
JACKSONVILLE, NEW ORLEANS

Most of these rich industrial counties had only “fringe area” TV reception or none at all until the advent of WFBC-TV:

WFBC-TV has far more TV Homes, Population, Income, and Retail Sales in its market than any other television station in South Carolina.

Most of these sets have low-band antennas, tuned for VHF reception. Ideal for WFBC-TV (Channel 4) VHF station.

Outranking several of the former leaders, the WFBC-TV Market is truly a great new TV empire in the Southeast.

Write now for Rate Card and Market Data
Brochure. Ask us or our Representatives for
information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

National Representatives
WEED TELEVISION CORP.
501 Madison Ave., New York 22

NBC NETWORK

HERE'S THE WFBC-TV MARKET
POPULATION 1,749,245 People
INCOME $1,892,961,000.
RETAIL SALES $1,187,300,000.
AREA SERVED 20,106 Square Miles

Market Data from Sales Management
Survey of Buying Power, May 10, 1953

on all accounts

AS AN old-timer on the Chicago broadcasting scene, Mark Smith well remembers the era of the old Sears, Roebuck agricultural foundation for radio in “wholesale” activities he participated over 25 years ago. And he is not apt to forget the days when he wrote copy and announced shows for S-R on WLS Chicago.

By contrast he might be considered a “young old-timer” in agency circles because he has been associated with Presba, Fellers & Presba since its formation in the mid-30s.

In any event, Mark Smith today is executive vice president, radio-TV director, copy chief and account executive of the Chicago agency.

M. Smith was born Marquis McLeod Smith (he's of Scottish extraction) in Winterset, Iowa, on March 17, 1899 and attended Kemper Military School in his youth. He took business administration at the U. of Iowa and graduated in 1921, following that up with post-graduate work at Iowa State College in Ames.

In Mr. Smith's early days he was persuaded to teach Latin and mathematics. He taught for one year and served as principal of a consolidated school system in Iowa.

Mr. Smith came to Chicago in 1925 and, answering a local newspaper ad, accepted a position in the mail order division of Sears, Roebuck which had launched a training course for applicants. Sears wanted to build a plant in Atlanta, Ga., and dispatched him down there as manager.

At that time the Sears agricultural radio foundation was gaining momentum. He worked with George Biggar (recently with WLS and now with WLBK De Kalb). Mr. Smith also was operating supervisor of Sears' store in Memphis, and worked at WMBR (now WMPS) there.

After a brief sojourn in Iowa, Mr. Smith returned to Chicago and, when Ed Fellers and Bert Presba started their own agency, he joined them. He worked on the early Smilin' EdMcConnell shows and others. According to Mr. Smith, it was one of the first instances of the integration of commercial copy with program format, with Mantel Aladdin Lamps as sponsor.

Mr. Smith was elected a vice president in 1946. Among his radio accounts today are Flex-O-Glass, Olson Rug, Warp Bros., Bunte Bros. and others.

Mr. Smith married the former Katherine Van Spanckeren. They live at Crystal Lake and have one son, Marquis Jr., 27. Mr. Smith's hobbies are fishing and dabbling with machine tools. He is a former president of the Chicago Radio Management Club.

Marquis McLeod Smith
We interrupt this program to bring you a special announcement!

Effective January 1st, 1954
KROD and KROD-TV
EL PASO, TEXAS
(CBS NETWORKS)
will be Represented Nationally by

THE BRANHAM COMPANY
"LET A BRANHAM MAN HELP YOU"
New York • Chicago • Detroit • Saint Louis • Charlotte
Memphis • Atlanta • Dallas • Los Angeles • San Francisco
Enter Your Radio or TV Station for the 1953

Gold Medal Awards
For Outstanding Public Service in Fire Safety and Fire Prevention

The National Board of Fire Underwriters will award a Gold Medal or $500 in cash to the radio station and to the TV station which have carried out the best fire safety and fire prevention campaigns during 1953. Honor Award Citations will also be made to other radio and TV stations. Identical awards will be made to daily and weekly newspapers. We extend you a cordial invitation to participate in this 13th annual award.

All you have to do is to prepare a scrapbook of clippings, letters, photographs, recordings or other material that will tell the full story of your fire safety and fire prevention activities for the year. This material should demonstrate the value of your community’s activities, particularly their performance and effectiveness. Entries should be mailed on or before February 15, 1954.

Judges who will select the winners are nationally-known representatives in each medium’s field. The National Board takes no part in judging. It serves only as a liaison between the community, the radio and TV stations or newspapers, and the judges.

Plan Your 1954 Fire Safety Campaign Now!

Careful planning and full-scale use of every means of promotion are the basis of winning campaigns. So begin your planning now for next year. Be sure to keep material so your exhibit will show to the best advantage among Gold Medal entries when 1954 awards are judged.
SPECIAL ANNOUNCEMENT for TV STATIONS, NETS, AGENCIES and SHOWMEN!

Coming January 29th

TELEVISION ADVERTISING TODAY

A SPECIAL PI task force report documenting completely and with characteristic Printers' Ink thoroughness the first FIVE BIG YEARS of television as a major advertising force.

IN THIS report on TV to the largest audience of buyers of advertising reading any advertising publication existent, PI editors and contributors will cover television in six sections:

1. Introduction
Television 1949-1953—a general article which will be an analysis of current production and programming techniques and how they were developed. The advertiser's role as a showman.

2. Statistics
Growth charts on markets and sets; revenue and expenditures; production vs. time costs (in %); average cost (5 yrs.) for 10 program categories.
TV market maps listing national and regional networks, TV cities, TV stations both VHF and UHF, and their affiliations and the Bell TV lines networks.

3. How advertisers use television
Examples of how advertisers use programs and commercials, spot and network programs to sell products; results.

4. Color television
A brief analysis of the state of color television with some recommendations on how to prepare for it; do's and don'ts of production and planning.

5. What prominent people say about television
Comments by advertising, agency, television, government people.

6. Special aspects
There will be three articles dealing with special aspects of television written expressly for this feature by people prominent in television advertising. For example, one deals with film syndication—especially important to spot advertisers. Another deals with UHF—its status and potentialities. The third explains the value of color television as a brand new sales tool.

THIS REPORT will be especially valuable to you because it is appearing in Printers' Ink—the Voice of Authority in advertising and marketing. It follows others made to our readers recently on Newspaper Advertising Today, Magazine Advertising Today, etc. . . . covering every major medium. For our readers are interested in all media. Television Advertising Today will be read by advertisers everywhere and extensive use of reprints of this feature will be made.

THE IMPORTANT part of this job to you having something to sell to television advertisers and prospects is that you can get to prospects for television advertising while their thinking is in the formative stages—prospects that you don't know today but that can become your customers and clients tomorrow!

THIS IS your chance to uncover hot new prospects . . . just as they're coming to a boil!

GET TO these people first and get to them when their attention is turned to television by this most comprehensive and authoritative report from PI . . . the Voice of Authority in advertising and marketing. Use the coupon to order space today or to get full details. Advertising forms close January 19th—so you must act today to capitalize on this!

PRINTERS' INK
205 E. 42nd St., New York 17, N. Y.

1. Send full information and rates □
2. Please reserve the following space for me in the January 29th issue in the report Television Advertising Today:

Company

Address
RADIO KING carries more national spots than other two leading Seattle network stations combined

Radio KING leads Network Station A by 102% in Total National Spots

Radio KING leads Network Station B by 157% in Total National Spots

RADIO KING also wins with local spot advertisers

Radio KING leads Network Station A by 59% in Total Local Spots

Radio KING leads Network Station B by 68% in Total Local Spots

*Based on independent monitoring of Seattle's top three network stations, week of October 25-31

LEADING NATIONAL AGENCIES

N. W. Ayer & Son, Inc., New York
Young & Rubicam, Inc., New York
Young & Rubicam, Inc., Chicago
Batten, Barton, Durstine & Osborn, Inc., New York
Batten, Barton, Durstine & Osborn, Inc., Detroit
Needham, Louis & Brorby, Inc., Chicago
John F. Murray Advertising, New York
Foote, Cone & Belding, Chicago
Foote, Cone & Belding, Los Angeles
Harvey-Mississippi Co., Inc., Atlanta
Doner-Pierson-Sample, Inc., New York
Gardner Advertising Agency, St. Louis
Erwin, Way & Co., Inc., New York
Erwin, Way & Co., Inc., Los Angeles
Compton Advertising, Inc., New York
Campbell-Ewald Company, Detroit
Petree's, Inc., Terre Haute, Indiana
The Blow Company, San Francisco
Street & Flinner, Inc., New York
Sidney Groffstein and Associates, San Francisco
Leo Burnett Co., Inc., Chicago
Sheehy, Clifford, Swayne & Sheehy, Inc., New York
Bedger and Browning & Fairchild, Inc., Boston
Ruthrauff & Ryan, Inc., New York
Sherman & Marquette, Inc., New York
Ted Bates & Co., New York
J. Walter Thompson Company, New York
Donnelo & Co., Inc., New York
Byron H. Brown & Staff, Los Angeles
The Neale Associates, New York
Sullivan, Stefflen, Coavall & Butensky, Inc., New York
Cunningham & Walsh, Inc., New York
Stone & Kineh, Inc., New York
Barton & Bowles, Inc., New York
Koster, Forrell, Cheley & Clifford, New York
W. B. Down & Co., Chicago
William Ely Co., Inc., New York
Lynn Baker, Inc., New York
Don R. Wood Company, Los Angeles
Robert-Loeburnan Company, Los Angeles
Campbell-Hutten, Inc., Chicago
McConnell-Erickson, Inc., Chicago
Raymond R. Morgan Company, Hollywood
Hourse International, Inc., New York
Knoll Advertising Agency, San Francisco
Geyer Advertising, Inc., New York

PLACING THESE TOP ADVERTISERS

ALL Detergent
Anacin
Armour's Star Franks and Sauces
B. C. Headache Remedy
Bayer Aspirin
Bromo Seltzer and
4-Way Cold Tablets
Carnation Evaporated Milk
Instant Cheese & Sunbeam Coffee
Chevrolet Trucks
Clabber Girl Baking Powder
Co-ats
Davich Margarine
Demond's Food Products
DeSoto Motor Cars
Don's Pils
Forte Dusk Starch
Durkee Margarine
Feast-o-nite and Chopoo
"Key Word" Game
Goodyear Car Mats Cleaner
Halo and Val
Hills Bros. Coffee
Jack & Jill Cat Food
Swansondown Cake Mixes
Jello
Kool Cigarettes

Loengendorf Bakery Products
Life Magazine
Lipton Soup
Liquid Ice
Maine Soultzu
Morning's Coffee
MGM Pictures
Mini-Tab
Muletries
Nash Automobiles
Men's Old Spice
Mull Hall Cigarettes
Cosmetics, Perfumes and Toilets
Pepto-Bismol
Doctor Pierce's Golden
Medical Discovery
Prescott
Perox Liquid Bleach
Pepperidge Farm Cat Food
Beaver costumes
Skippy Peanut Butter
Snowy Bleach
SOS Magic Scrub Pads
Three Peat and Kai Kam
Viv-nix, Vaporex,
Villa's Cough Syrup
Wildroot Cream-Oil

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Broadcasting • Telecasting
January 4, 1954

**UHF FARES ON PAR WITH VHF IN ONE STATION AREAS—FCC**

Commission’s first report on post-freeze television stations shows that those ultra-high outlets which don’t have competition are doing as well as the very-highs in similar situations. The unanswered question: What happens when there is vhf competition?

**POST-FREEZE** uhf television stations—part-time in one state which are the only outlets in their markets and are at least 50 miles from existing vhf service—are doing as well as vhf in revenue and network programs.

How uhf fares in pre-freeze vhf areas, or success in introducing uhf is determined in its area, is still indeterminate.

In brief, that is the substance of FCC's first study of the progress of 101 post-freeze uhf and uhf stations operating but a few months as of Aug. 1, 1953 [Closing Comment, Dec. 21].

According to the report, made public by the Commission last week, the success of all stations which were authorized since lifting of the freeze and which went on the air by Aug. 1, 1953, appears to depend generally upon (1) the size of the market and (2) the age of the station. This is true for both vhf and uhf.

Uhf's Two Yardsticks

For uhf, however, success also appears to hinge directly upon two additional factors, the report shows. These are: (1) distance from existing vhf stations and (2) uhf set saturation.

These latter factors affecting uhf success, about which the report does not have much data because of timing, are considered by both Commission and industry observers to require further study. The initial report could not include this information in detail because there were not enough uhf stations operating in pre-freeze uhf—or post-freeze uhf—areas as of Aug. 1.

Comr. Frieda B. Henneck expressed her concern over the problem in a separate opinion attached to the report. She noted the report covers only two uhf stations in pre-thaw vhf areas while there are 23 such cases today.

Warning about the report's limitations, Comr. Henneck cautioned its use and urged a further, up-to-date study.

The study, compiled under the supervision of Hyman H. Goldin, assistant chief accountant in charge of the FCC Economics Div., was ordered by the Commission in September to get the facts on post-freeze progress, especially uhf and network affiliation practices [B&T, Sept. 28]. In brief, FCC wanted to find out if the hard-luck stories of certain post-thaw uhf franchisees were typical of uhf as a whole.

The report covers the period from April 1952 (final reallocation and lifting of the freeze) to Aug. 1, 1953, and is based on questionnaires sent the 101 post-thaw stations on the air as of the latter date. Replies were received from 83 of the 101, 42 from vhf and 41 from uhf outlets. Average was on the air only 4.9 months.

Information also was obtained from the four tv networks on stations carrying programs (34 of the 41 uhf and 35 of the 42 vhf) and the amount of compensation paid.

In addition, at FCC's request, the Radio-Electronics-Television Mfrs. Assn. supplied uhf production figures up through Aug. 31 showing a million uhf-equipped sets and 700,000 new converters had been shipped to distributors and dealers. An additional 700,000 uhf-equipped sets and converters were in factory inventory for a total of 2.4 million units. Of the 83 reporting stations (8 vhf, 75 uhf), the report shows, 16 stations (8 vhf, 8 uhf) reported overall profitable operations to date.

Of the 67 stations reporting an overall loss from operations to date, 20 stations (12 vhf, 8 uhf) reported a profit during one or more months of their operation and 15 stations (7 vhf, 8 uhf) were approaching a break-even point on a monthly basis. The report says data submitted by the remaining 24 was insufficient to indicate continuing substantial losses in each month of operation. See Table 1.

The eight profitable uhf stations, FCC says, had average monthly revenues of $26,600, average monthly expenses of $20,300 and an average monthly profit of $6,200. For the eight profitable uhf stations, the comparable figures were $26,400 monthly revenues, $20,300 monthly expenses and $6,100 average profit.

The profit point for the unprofitable stations, average monthly loss of stations with a profit in at least one month of their operation was $3,900 for 12 vhf stations and $2,600 for eight uhf stations. For those approaching a break-even point on a monthly basis the average monthly loss was $2,100 for seven vhf stations and $4,700 for eight uhf outlets.

The Ones Who Lose

For stations with continuing "substantial" monthly losses, the average monthly loss was $12,700 for 15 vhf stations and $14,700 for 17 uhf stations.

The age of the average profitable station was 8.6 months in the case of vhf and 6.8 months for uhf. Average age for stations in the other groups ranged from 3.5 to 5.8 months, according to findings. See tables 2 and 3.

The average reporting station had been on the air 4.9 months at the time of its report to FCC, the study shows. Vhf outlets had an average of 5.3 months and uhf 4.6 months. Of 31 stations on the air more than six months, 11, or nearly one-third, reported an overall profit. Five stations of the 52 outlets in operation six months or less also were profitable overall.

"Combining the profitable stations with those achieving a profit in at least one month of their operation," FCC says, "it appears that 58% of the stations over six months in age were in these two groups as compared to 35% of the stations in operation six months or less. No substantial differences are apparent between vhf and uhf stations when compared by age of station." See Table 4.

"Stations in the larger-sized markets generally fared better than those in the smaller cities," the report asserts. "Thus, while 5 out of 14, or 36% of the stations in markets over 300,000, were profitable overall, 7 of the 37 (19%) stations in markets of 100,000-300,000 and 4 out of 32 (12.5%) in markets below 100,000 were in that category."

All eight of the profitable uhf stations were in markets over 100,000 while the eight profitable vhf operations were evenly divided be-
tween markets over and under 100,000. Of the 41 reporting uhf outlets, 33 (80%) were in markets above 100,000 as compared to 18 (43%) of the reporting vhf stations. See Table 5.

Network reports, FCC states, showed that "one or more commercial programs were carried by 34 of the 41 uhf stations and by 35 of the 42 vhf stations. Five uhf stations received commercial programs from all four networks; six received programs from three; 14 from two, and nine from a single network. Approximately the same number of uhf stations were in each of these categories."

**Commercial Shows**

The study points out that "commercial programs of the ABC network were carried by 16 vhf stations and 9 uhf stations; of CBS, by 24 vhf and 22 uhf stations; of DuMont, by 16 vhf and 20 uhf; of NBC, by 23 vhf and 25 uhf." See Table 6.

Network compensation received by the average station in operation less than six months was $3,700 for vhf stations and $8,200 for uhf stations for the period Jan. 1-Aug. 31. For stations on the air more than six months, the average network compensation during the same period was $40,000 in the case of vhf stations and $31,000 for uhf. See Table 7.

"Network compensation of the average station was 13% of its total revenue," according to the FCC report. "For the average vhf station, this figure was 10% while for the average uhf station it was 15%." See Table 8.

All eight of the profitable uhf stations "were in cities located at least 50 miles from the nearest operating vhf station," the study finds. "Of the unprofitable uhf stations which were either profitable in one or more months or near the break-even point on a monthly basis, at least half were located 50 or more miles from the nearest uhf station. Of the 10 unprofitable uhf stations with continuing substantial monthly losses, nine were in cities which were located within 50 miles of two or more vhf stations." See Table 9.

FCC found that as of October 1953 set saturation in the majority of the uhf markets was below 25% and no uhf market had more than 50% saturation.

"Of the eight profitable uhf stations, four had set saturation between 25-50%; two had less than 25% and information on the remaining two was unavailable," FCC reports. See Table 10.

In evaluating results of the survey, FCC warns, consideration must be given to such

<table>
<thead>
<tr>
<th>Table 3</th>
<th>Table 4</th>
<th>Table 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table 3</strong></td>
<td><strong>Table 4</strong></td>
<td><strong>Table 5</strong></td>
</tr>
<tr>
<td>Age of Station</td>
<td>Number of Stations</td>
<td>Age of Station</td>
</tr>
<tr>
<td>3 months or less</td>
<td>UHF</td>
<td>VHF</td>
</tr>
<tr>
<td>6 months</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>7 months</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>8 months</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>9 months</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>10 months</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>58</td>
</tr>
</tbody>
</table>

**Table 4**

<table>
<thead>
<tr>
<th>Station Grouping</th>
<th>UHF</th>
<th>VHF</th>
<th>UHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profitable Overall</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Overall Loss but Profitable Overall During One or More Months</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Overall Loss but Near Break Even Point Monthly</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Overall Loss with Continuing Substantial Monthly Losses</td>
<td>9</td>
<td>12</td>
<td>6</td>
<td>5</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>29</td>
<td>18</td>
<td>13</td>
<td>83</td>
</tr>
</tbody>
</table>

**Table 5**

<table>
<thead>
<tr>
<th>Population of Community</th>
<th>Under 100,000</th>
<th>100,000-200,000</th>
<th>Overall UHF</th>
<th>VHF</th>
<th>UHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 stations</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Overall Loss but Profitable Overall During One or More Months</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Overall Loss but Near Break Even Point Monthly</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Overall Loss with Continuing Substantial Monthly Losses</td>
<td>9</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>15</td>
<td>3</td>
<td>4</td>
<td>32</td>
<td></td>
</tr>
</tbody>
</table>

**H. H. Goldin** of the FCC says these markets, where vhf set saturation is 80% or better, present the greatest problems for uhf.

**CRITICAL areas for uhf tv are the 63 pre-freeze tv markets in which set saturation is 80% or better, H. H. Goldin, FCC assistant chief accountant in charge of the economics division, told the Wednesday panel at the American Economic Assn. convention in Washington, D. C.

**About the Same**

In other areas, uhf, by and large, is doing about the same as post-freeze uhf stations, Mr. Goldin explained.

## 63 PRE-FREEZE AREAS 'CRITICAL' FOR UHF

Mr. Goldin pointed out that applications for cities of 10,000 or less population numbered only 11-1% of the total number of the channels available. He also compared the minimum average costs of construction of a radio station ($50,000) and of a tv station ($200-250,000) to indicate why there probably would not be the same number of tv stations as there are aural broadcasters (2,600).

Mr. Goldin pointed to a 1951 FCC study to show the sources of revenue for broadcasting: There are 475 communities with radio stations whose income was reported as $100,000 or more, while there were 715 communities with radio stations whose income was reported as less than $80,000.

**The Major Interests**

In discussing the monopoly issue, Mr. Goldin said that in 1951 the three largest interests in am radio (NBC, CBS and ABC) accounted for 17.4% of the total net time sales for that year. He also indicated that in the same year 70 groups had majority or minority interests in more than one radio facility. From a program point of view, he indicated that the four networks accounted for 50% of the program market with affiliated stations containing 50% of all radio stations and all of the then operating tv stations). This proportion rose to 75% during the hours 6-11 p.m., he said.

In other statistics, Mr. Goldin pointed out that 25% of the radio stations in the country are owned (either through majority or minority interests) by newspapers or magazines. He also stated that fm-only interests comprised only 15% of the total fm stations.
matters as the fact that the 101 stations quizzed represent less than one-fourth of the total post-freeze grants to date and represent less than one-half of the total number of stations now on the air.

FCC also notes that "the great bulk of the stations were the only operating stations in their community during the period studied" and points out that "as more stations go on the air, there will be an increasing number of two- and three-station communities, thus changing the competitive conditions under which the stations are operating."

Further on this point, the report states that "only two of the uhf stations included in the survey were located in markets where pre-freeze vhf stations were in operation whereas a total of 73 uhf stations have been authorized in such markets."

Citing the average station was in operation

### Table 8

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>Stations’ Total Revenues:</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% - 19%</td>
<td>12</td>
<td>11</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>20% - 29%</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>30% and over</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Median</td>
<td>34</td>
<td>34</td>
<td>68</td>
<td></td>
</tr>
</tbody>
</table>

*During period January 1 - August 31, 1953*

### Table 9

<table>
<thead>
<tr>
<th>UHF Stations Only</th>
<th>No. of VHF Stations Within 50 Miles of UHF City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Groupings</td>
<td>Total of UHF</td>
</tr>
<tr>
<td></td>
<td>Profitable Overall</td>
</tr>
<tr>
<td></td>
<td>Overall Loss or Profitable</td>
</tr>
<tr>
<td></td>
<td>During One or More Months</td>
</tr>
<tr>
<td></td>
<td>Overall Loss or Near Break-even</td>
</tr>
<tr>
<td></td>
<td>Point Monthly</td>
</tr>
<tr>
<td></td>
<td>Overall Loss with Continuous</td>
</tr>
<tr>
<td></td>
<td>Substantial Monthly Losses</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

*Only about five months, FCC explains the reporting period generally was April through August or September, which includes the summer months "when business is normally below other months of the year."

**REMTA Totals**

FCC states RETMA reported that during the period Jan. 1-Aug. 31 a total of 124 vhf and 108 uhf transmitters were manufactured, the vhf units ranging up to 50 kw and the uhf up to 12 kw. The bulk of the vhf transmitters were in the category of 10 kw or less while most uhf transmitters were rated at 1 kw.

"The major transmitter manufacturers indicated that uhf transmitters of 50 kw rated power are not expected to be in commercial production until late 1955 or early 1956," the report says.

REMTA reported that a total of 2.4 million receivers or tuners for uhf had been produced up to Aug. 31 and during the same period a total of 1.4 million strips were made for insertion in uhf-equipped sets to provide for the reception of the specific uhf channels available to the set owner.

REMTA pointed out, however, FCC states, "that the figures reported do not include in-

**Maury Long New B&T Vice President-General Manager; Sellers Southern Sales Manager**

PROMOTION of Maury Long, business manager of BROADCASTING TELECASTING, to the newly created position of vice president and general manager was announced last week by Sol Taishoff, president of BROADCASTING PUBLICATIONS Inc., and editor and publisher of the newsmagazine. Maury Long, 42, has been business manager of B&T since 1945, having joined the organization initially as yearbook researcher. He completes 20 years on the magazine next July, having successfully served as advertising representative, advertising manager and business manager following his editorial apprenticeship. He will continue to headquarter in Washington, but will supervise the business and sales activities of the publication's bureaus in New York, Chicago, Los Angeles and Toronto, as well as at Washington headquarters.

Simultaneously, announcement was made of the appointment of Edward L. Sellers, formerly with NARTB and after with Carl Boyer & Associates, as southern sales manager. Mr. Sellers will travel out of Washington headquarters. He joined the B&T sales staff last October, upon leaving the Byoir organization.

Promotion of three editorial staff members to assistant editors also was announced, David W. Berlyn, who became a staff reporter in 1949; Harold C. Hopkins, who joined B&T in 1952 and Donald V. West, who became a staff member last March, were elevated to the new positions, under Art King, managing editor, and Edwin H. James, senior editor.

Mr. Long was born in St. Paul Oct. 9, 1911. He received his elementary education at Fargo, N. D., and attended Northwestern U. from 1929 until 1931 when he entered U. of North Carolina, graduating in 1933 with a B. S. in Commerce. While attending high school in Fargo, he was on the repertorial staff of the Fargo Forum (affiliated in ownership with WDAY). Before joining B&T, Mr. Long was supervisor of Rural Tax Delinquencies of the Agricultural Adjustment Administration in Washington, and afterward a project supervisor with the Public Works Administration.

Mrs. Long is the former Wylma Hum-}

**Mr. Sellers**

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Mrs. Long is the former Wylma Humphrey of Little Rock. Their son, Allen, is a sophomore at U. of North Carolina.

Mr. Sellers, 39, was born in Baltimore, but was educated in Virginia. He attended high school in Roanoke, and graduated from Roanoke College with an A. B. degree and completed a post-graduate year in journalism at Washington & Lee. Following service with the Marine Corps as a flight instructor during World War II, Mr. Sellers worked with Norfolk & Western Railway (advertising-public relations); Capital Airlines (manager of news bureau); FM Association, as executive director, and subsequently with NARTB when the FM Assn. was absorbed, and with the Associated Press, as a feature writer for its radio wire.

The staff promotions were announced with the beginning of the new year and following the moving of B&T's headquarters in Washington from the National Press Building to the Broadcasting Telecasting Building, Connecticut Ave., and DeSales just across from the Mayflower Hotel. The magazine had been housed in the Press Building from its start in 1931.

The B&T building of eight stories, also houses other radio and television operations. In addition to the magazine's executive, editorial, advertising and circulation offices, tenants include the Washington headquarters of CBS and ABC. Others include McKenna & Wilkinson; Fischer, Willis & Panzer, and Haley, Doty and Schellenberg, attorneys (occupancy about Feb. 1); Jansky & Bailey Inc., consulting radio and television engineers (occupancy about Jan. 15), and Sinrod & Tash, certified public accountants.

---

**Table 10**

<table>
<thead>
<tr>
<th>UHF Set Saturation 1</th>
<th>25% and Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>5%</td>
<td>25%</td>
</tr>
<tr>
<td>10%</td>
<td>50%</td>
</tr>
<tr>
<td>15%</td>
<td>75%</td>
</tr>
<tr>
<td>20%</td>
<td>95%</td>
</tr>
<tr>
<td>25%</td>
<td>100%</td>
</tr>
</tbody>
</table>

1 As of October 1953
'AFFAIR OF ROSES' BLOOMS IN N. Y.

Creditors meeting held after Garden Guild of America fails to deliver rose bushes to listeners. Ned Smith of Smith, Hagel & Snyder says the agency is 'liable for our debts and we intend to take care of them.'

AN "affair of the roses" bloomed in New York last week.

At a creditors meeting stemming from non-delivery of rose bushes ordered by listeners to a Garden Guild of America radio spot announcement campaign, President Ned Smith of Smith, Hagel & Snyder, New York, agency handling the account at the time, gave assurances that as an agency "we are fully liable for our debts and we intend to take care of them."

The agency head said his assurances extended to the payment of some 50 radio spots reported not yet reimbursed for time used in the campaign. They were offered at a meeting held Tuesday in New York between SH&S executives and about a dozen station representatives.

Harold Olsen, assistant credit manager of CBS, and Joseph Burg of American Newspaper Publishers Assn., the latter said to be acting on behalf of two newspapers and in the interests of ANPA members' stations involved, were named co-chairmen of a creditors' committee to survey the situation and make recommendations to creditors.

The creditors' committee also consists of H. D. Neuworth of Headley-Reed, Harry S. Kirwan, Crosley Broadcasting Co., and Robert Foselt, Free & Peters. The committee is slated to meet tomorrow (Tuesday) to seek a solution in the best interests of all creditors, according to spokesmen.

A personal letter was to be sent last week by the guild to all customers whose climate prevented distributing to them the choice of waiting until March for the bushes, or a refund. To all others, it was said, the rose bushes were sent last week.

John Southwell, former vice president of the agency and also president of the Garden Guild, personally signed the letters. He, too, has promised to pay the agency so that they in turn can pay the stations for time used during the '53 fall campaign, which started late in August and ran through November, agency officials reported.

Mr. Southwell has discontinued his connection with the agency but said he will continue the Garden Guild, transferring headquarters from St. Louis to New York. The guild account was resigned by SH&S three weeks ago, and Mr. Southwell said he would appoint a new agency this week.

Within 60 days, and certainly within 90, he said, stations owed money by the guild will be paid. He estimated the number at 31.

Mr. Southwell did not appear Tuesday morning at a St. Louis hearing before the U. S. Commissioner, being represented by counsel. He was charged with using the mails to defraud.

According to St. Louis authorities, Mr. Southwell was served a fortnight ago at request of a federal attorney and the Post Office Dept. Postal inspectors, it was indicated, had received hundreds of complaints from people who failed to receive roses or were not satisfied with the product received. These complaints included charges that refund checks were not good.

The roses were tended by a nursery in Tyler, Tex., it was stated by postal officials, with the nursery claiming the guild was behind in its payments.

Next move by federal officials, it was indicated, may be an opportunity for Mr. Southwell to plead, with grand jury action being considered.

BBD0 Sees Need of More Research on TV Color Film

VIEW that "there still remains quite a bit of research and experimentation before color film on tv will be completely acceptable" was expressed by BBD0 in announcing plans of its screen department to stage a special screening of tv color film in New York Jan. 14. Included will be showing of a special red and blue color re- duction reel of footage made in Technicolor optical prints in Hollywood and Kodochrome reverse prints in New York.

Van Merritt Tests Radio

VAN MERRITT BREWING Co., Burlington, Wis., is testing radio on a Chicago station as part of a proposed advertising campaign, according to special Glueck account executive of Bozell & Jacobs, Chicago. The agency has a list of good availabilities to submit to the client, he added, noting that plans to expand distribution are being considered.

Mr. Glueck said a project distribution plan under which stations would aid in selection of distributors and be paid on a sales volume basis had been discarded. The plan was first suggested in a December letter sent to a number of broadcast stations. He added that the idea had been abandoned as too complicated.

$100,000 Faith in Radio

THE SALES POWER of local radio was acclaimed last week by Buddy Lee, owner of clothing stores in Manhattan and Brooklyn, as he signed for approximately $100,000 worth of additional time on WMGM New York, 30 kw independent outlet.

"Radio's importance as a sales medium hasn't diminished one bit in this great metropolitan area," Mr. Lee said. "All of us at the Buddy Lee stores feel that most people who can no more get along without radio than they can do without clothes or other everyday essentials. We have been regular users of radio time on WMGM and . . . have made a splendid sales impression on the listening audience. We are certain that the new and concentrated campaign of our sun flowers on WMGM Winter Sports program cannot help but bring many new and satisfied customers into the Buddy Lee stores."

The contract, negotiated by Station Director Bertram Lebhar Jr., calls for Buddy Lee participations, totaling more than 1,500 spots, in WMGM broadcasts of New York Rangers hockey games, college basketball games, plus four sports news series in the spring.

Agency for Buddy Lee is Henry Bach Assoc., New York.

GLAMORENE PLANS INCLUDE RADIO-TV

GLAMORENE INC., New York, has designated a total of $1 million for its 1954 advertising campaign, the largest in the company's history, Clayton Hulsh, president of the firm, announced last week.

The campaign will include tie-in magazine advertising with newspaper promotions on a local level. Plans are being extended to back up each market with concentrated radio and tv spots. The starting date for the barrage of spots is February through the newly-appointed agency, Hicks & Greist, New York.

"The purpose behind this new vigorous advertising campaign is to leave no stone unturned in reaching the 25 million homemakers who have yet to try Glamorene products," Mr. Hulsh pointed out.

Geyer Agency Promotes Four

GEYER Inc., New York advertising agency, last week announced four staff promotions: John Geyer, assistant secretary and director, was named assistant general manager; John Henry, transferred to the Detroit office to be account executive on the Nash account; Anthony La Sella, assistant general manager, to assist Sam Ballard in supervising the Nash account in the New York office, and Leslie Van Cleve, in charge of office personnel, was appointed New York office manager.

NEW BUSINESS

Liggett & Myers Tobacco Co., Chesterfields, renews Les Griffith and the News on full ABC Radio network (Mon.-Fri., 7:55-8 p.m. EST), effective today (Mon.) for 52 weeks. Agency: Cunningham & Walsh, N. Y.

Mutual Benefit, Health & Accident Assn. of Omaha has ordered its third participation a week for 13 weeks, beginning Jan. 25 on NBC-TV's Today (Mon.-Fri., 7-9 a.m. EST). Agency: Bozell & Jacobs, Omaha. Amino Products Div. of the International Minerals & Chemical Corp.,

Broadcasting * Telecasting
Chicago, has ordered 26 participations on same show, beginning after Jan. 1. Agency: BBDO.

S.O.S. Co., Chicago (scouring pads), has purchased one participation per week for 52 weeks on Today (NBC-TV, Mon.-Fri., 7-9 a.m. EST), starting Jan. 7; seven-and-one-half-minute segment of alternate Wednesdays, 3:15-3:30 p.m. EST, period of Kate Smith Show (Sat.-TV, Mon.-Fri., 3-4 p.m. EST) for 52 weeks, starting Jan. 13; and alternate Monday of Hawkins Falls (NBC-TV, Mon.-Fri., 11-11:15 a.m. EST) for 52 weeks, starting Jan. 4. Agency: McCann-Erickson, S. F.

Van Camp Sea Food Co., Terminal Island, Calif., signed as alternate-week sponsor of Edgar Bergen-Charlie McCarthy Show, CBS Radio (Sun., 9:30-10 p.m. EST), effective Jan. 10. Agency: Britacher, Wheeler & Staff, S. F. Other sponsor is Consolidated Cosmetics.

Carter Products Inc., N. Y., will resume sponsorship of City Hospital (CBS Radio, Sat., 1-2:30 p.m. EST), starting Jan. 9. Agency: Sullivan, Stauffer, Coxe & Bayles, N. Y.

Procter & Gamble Co., Cincinnati, starts The Brighter Day series over CBS-TV (Mon.-Fri., 9-10:15 p.m. EST) on Jan. 4. Compton Adv., N. Y., billing agency; Young & Rubicam, N. Y., producer.


DuMont Television Network's Colonel Humfrey Flack show to switch to Sat., 10-10:30 p.m. EST, period, starting Jan. 2 in move that will enable at least 14 new stations to receive program in addition to present 57. Program is co-sponsored by American Chicie Co. (Clorets and Dentyle), through Dancer-Fitzgerald-Sample, N. Y., and Allen B. DuMont Labs (Teletests), through Campbell-Ewald, Detroit.

Faith for Today Inc., Forest Hills, N. Y., renews Faith for Today (ABC-TV, Sun., 12:30-1 p.m. EST), starting Jan. 3. Agency: Rockhill Co., N. Y.

CBS-TV's Garry Moore Show (Mon.-Fri., 1:30-2 p.m. EST), completely sold out, will be expanded starting this Thursday, to include two additional half-hour periods on Tuesday and Thursday when program will be carried from 1:30-2:30 p.m. EST. Seeman Brothers (Airwick) will sponsor Thurs., 1-2:15 p.m. EST, period, through William H. Weintraub & Co., N. Y. Absorption of Tuesday and Thursday periods resulted in shifting I'll Buy That to new time (Fri., 11:15-12:30 p.m. EST), which started Dec. 25.


Van Munching & Co. (Heineken's Holland beer) extends its advertising budget to include tv participation with tv being used in Miami area. Agency: Herston-Garfinkle, N. Y.

Mutual Benefit Health & Accident Assn. of Omaha will shift its On the Line radio program, featuring Bob Considine, from NBC to MBS (Sun., 6:30-6:45 p.m. EST), starting Jan. 24. Agency: Bozell & Jacobs, Omaha.

Supercoola (soft drink) expanding its radio and television schedule to include West Coast, using six tv markets and 14 radio markets, effective early in January for 52 weeks. Agency: Ted Bates Inc., N. Y.

Bantam Books, N. Y., planning radio campaign to promote books in January in 10 top metropolitian areas. Firm will use Housewives' Protective League on CBS Radio wherever possible. Agency: Aip Paul Leflon, N. Y.

International Appliance Corp. Div. of Bridgeport Press Steel Corp. (Brol-King products) names Richard I. Hirsch ad agency to handle account. Firm using tv film series Craig Kennedy Criminologist on WGN-TV Chicago, selected as test market.

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Metro-Goldwyn-Mayer Pictures, Culver City, Calif., used intensive one-week saturation spot announcement campaign in L. A. area to publicize theatrical film, "Knights of the Round Table," of 90 twenty-second and one-minute spots on two tv stations and 150 half-minute and one-minute spots on three am stations, from Dec. 19. Agency: Donahue & Coe, N. Y.

General Electric Co. (tv receivers) preparing saturation radio spot announcement campaign starting Jan. 15 on more than 125 stations in markets where new television stations are opening up. Agency: Mason Inc., N. Y.


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Cinerama Theatres of Calif., Inc., L. A. ("Cinerama" 3-D feature), names Mort Goodman Advertising, Beverly Hills. Intensive radio spot announcement campaign, with 63 to 75 a week on from 3 to 5 local stations, to promote theatrical showing of "Cineramas" in Hollywood, is slated for 4 weeks or more, starting today (Jan. 4). Florio Field is account executive.


B. T. Babbitt Inc. names Robert Otto & Co., international advertising agency, to handle advertising for Babbitt's cleaner, Glim and Red Devil in export markets throughout the world, effective immediately.

Rootes Motors (Canada) Ltd., Toronto (British automobiles) appoints Erwin, Wasey of Canada Ltd. to handle all Canadian advertising. Same agency's offices in London and Paris to handle part of account.


Smart & Final Iris Co., L. A. (Smart and Final, Iris brands food products), appoints Stromberger, LaVene, McKenzie, same city. Norval LaVene is account executive.

Zastrow-Goettert Co., L. A. (Apex Hour-Saving Appliance distributor for Southern California) names Beckman, Hamilton and Associates, same city. Tv and radio will be used. Milton J. Beckman is account executive.


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SPOT

AGENCY APPOINTMENTS

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AGENCY SHORTS

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January 4, 1954 • Page 35
AIR TOUR BRINGS NEW SALES TO UTP

APPROXIMATELY $800,000 in new business has been recorded by United Television Programs Inc. as a result of a new approach promoting Royal Playhouse and Counterpoint on a special combination basis.

Assignment of Dale Sheets from UTP's West Coast office to a 21-day air tour of 17 states was instituted, according to Wynn Nathan, sales manager, so as not to disturb current efforts by the distribution firm's sales force in behalf of other filmed products.

The concentrated promotion has resulted in purchases of the Bing Crosby Enterprises' packages by KFTV (TV) Hollywood, KPIX (TV) San Francisco, KUTV (TV) Salt Lake City, WBKB (TV) Chicago, WBNS-TV Columbus, Ohio, WBAL-TV Baltimore, WBZ-TV Boston and three stations comprising the recently-organized Rocky Mountain Network.

Aaron Beckwith, UTP vice president in charge of the New York office, reports contracts also have been signed with WABD (TV) New York and WXYZ-TV Detroit.

Guild Films 1953 Sales
At $2 Million—Kaufman

LISTING 1953 total billings of Guild Films Co., New York, at nearly $2 million, Reub Kaufman, president, predicted last week that total billings for 1954 would be approximately $5 million.

Organized by Mr. Kaufman as a production and distribution firm 14 months ago, Guild began operations with The Liberase Show. He said the program currently is carried on 151 tv stations throughout the U. S. and in Brazil, Alaska, and Canada, and estimated total Liberase billings as of Dec. 30 at $1,093,000.

Other tv films produced by Guild were Life With Elizabeth, presented in 55 markets with billings of $385,000, and Joe Palooka Story, which has brought contracts totaling $117,000 in the one month since it was placed on the market. The firm also is distributing the Guild Sports Library and several quarter-hour programs and feature films, with billings estimated at $437,000.

Screen Gems Signs Young To Two-Fold Film Contract

SCREEN GEMS Inc. has signed actor Robert Young to a two-fold contract, under which he will make his tv film debut in "One in Every Family" for NBC-TV Ford Theatre and in April will star in a video film version of his NBC Radio Father Knows Best program.

Father Knows Best, besides Mr. Young, will utilize a completely different cast from the one heard on the weekly radio version.

A series of 26 half-hour programs is planned with Eugene Young, Mr. Young's partner in Cavalier Enterprises, to produce it in addition to the Ford film. The latter goes into production Jan. 16.

Safford Heads M-S Sales

MCGEARY-SMITH Labs Inc., Washington, which processes for television and industry, has announced appointment of O. D. (Jack) Safford as sales manager. Mr. Safford is former senior sales representative of American Airlines, that city, and has a total of eight years airline sales experience.

NBC Film Div. Makes 17 Canadian Tv Sales

NBC Film Division has completed 17 sales of its properties in the newly-developed Canadian tv market, John B. Cron, national sales manager of the division, announced last week.

With RCA Victor Co. Ltd. serving as its distributor in Canada, the Division has sold Victory At Sea in three markets; hour-long Hopalong Cassidy and Douglas Fairbanks Presents, each in five; half-hour Hopalong Cassidy in one; Watch The World in one, and Daily News Report in two.

Mr. Cron pointed out that the Division has sold programs in foreign markets since 1952, with series having been sold in Mexico, Venezuela and Italy.

Pathe Labs Appointments

APPOINTMENTS of two executives to newly-created posts in its West Coast division have been announced by Pathe Labs. In anticipation of "great demand for color processing, both of theatrical and television motion pictures," Otis W. Murray, for two years vice president and general manager of Color Corp., manufacturers of Cinicolor motion picture film, has been named Pathe vice president in charge of west coast operations; James S. Burkett, Color Corp. vice president in charge of sales, was appointed sales manager of Pathe's West Coast Division.

Clark Joins ABC Film Unit

WILLIAM L. CLARK, formerly sales manager of WPX (TV) New York, today (Monday) begins new duties as Western Manager of ABC Film Syndication, with offices in the ABC Television Center in Hollywood, George T. Shupert, vice president in charge of film syndication, announced today.

Mr. Clark previously was associated with Tenn-Timers Inc., program package firm, and with the sales staffs of ABC-TV, DuMont TV network and WPX.
FIGURES

FCC’s 1952 Score Credits Broadcasters
With $794 Million, 15.7% Over 1951

Final revenue tabulation shows: Radio $469.7 million, tv $324 million. Income: $116 million; radio $60 million, tv $56 million.

Radio and television broadcasting industry revenue for 1952 totaled $793.9 million, 15.7% above that for 1951 when the total was $686.1 million. The FCC announced last week in releasing final financial tabulations based on reports to the agency by networks and stations. Final tv figures were released last August [B* T, Aug. 3, 1953].

The revised, am-fm-tv industry total was accounted for by last week’s figures on ra showing that total radio revenue for 1952 was $469.7 million, a 4.3% rise over the 1951 figure of $450.4 million, but less than preliminary estimates submitted to FCC of $473.1 million for 1952 [B*T, May 4, 1953]. For comparison, tv, as shown by final figures last August, showed a 37.5% jump over 1951, going from $235.7 million to $324.2 million in 1952. Initial radio-tv industry income total for 1952 (before federal income tax) was $115.6 million, a 16.6% rise over 1951’s $99.1 million. Radio’s 1952 income was $60.1 million, a rise of 4.5% over the 1951 figure of $57.5 million. This compares with $55.5 million for tv in 1952, representing a 33.4% increase over the $41.6 million 1951 figure.

Industry Expenses in ‘52

This means industry expenses in 1952 amounted to $678.3 million, up 15.6% from $387 million in 1951. Radio’s expenses in 1952 totaled $409.6 million, a 4.3% increase from the $392.9 million 1951 figure. Expenses in tv totaled $268.7 million in 1952 and $194.1 million in 1951, a 38.4% increase. The FCC cautioned that some overhead radio-tv expenses undergone by networks, but not easily allocable to either medium, have been charged to radio and may affect the totals to this extent.

The FCC final report showed the 2,355 am, fm or independent fm stations had revenue of $369.1 million in 1952, an increase of 6.6% over 1951 revenue of $346.4 million (2,241 stations).

The four nationwide networks and three regionalisms (including 25 network-owned stations) had 1952 revenues of $100.6 million, down 3.3% from the $104 million 1951 figure.

Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1951-1952

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Broadcast Revenues</th>
<th>Percent Increase or (Decrease) in ’52</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>$469.7 million</td>
<td></td>
</tr>
<tr>
<td>1952</td>
<td>$560.1 million</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

4 nationwide networks and 3 regional networks (including owned and operated stations) $100.6 million

Other radio stations 369.1 million

Total $469.7 million

Broadcast Income (before Federal Income Tax) $496 million

Broadcast Income 496 million

4 nationwide networks and 3 regional networks (including owned and operated stations) $100.6 million

Other radio stations 369.1 million

Total $469.7 million

Broadcast Income 496 million

1 Includes the operations of 25 network-owned stations in both years. As a result of ownership changes in 1952, however, operation of these stations will be included only for that portion of 1952 during which the stations were network-owned and operated. The three stations are included in "other radio stations" for the remainder of the year.

2 Includes additional FM stations in 1953 and 1954.

3 Includes 2241 AM, AM-FM, or Independent FM stations in 1951 and 1952.

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Comparative Financial Data of Radio Networks and Stations 1951-1952

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount 1952</th>
<th>Amount 1951</th>
<th>Percent of Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Revenues from the network time sales</td>
<td>$2,324</td>
<td>$2,200</td>
<td>7%</td>
</tr>
<tr>
<td>b. Limited time sales</td>
<td>$102,076</td>
<td>$113,984</td>
<td>(10.4)</td>
</tr>
<tr>
<td>c. Miscellaneous networks and stations</td>
<td>$4,413</td>
<td>$4,664</td>
<td>(5.4)</td>
</tr>
<tr>
<td>Total</td>
<td>$109,410</td>
<td>$122,655</td>
<td>(10.7)</td>
</tr>
</tbody>
</table>

2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications.

Revenue from network time sales | $109,602 | $122,034 | (10.0) |

3. Non-network time sales to:

a. National advertisers and sponsors | $123,638 | $119,559 | 3.4 |
| b. Local advertisers and sponsors | $239,613 | $214,519 | 11.7 |
| Total non-network time sales | $363,251 | $335,078 | 8.7 |
| Total revenues from broadcasting activities | $473,151 | $456,112 | 3.7 |

4. Deduct—Commissions to regularly established agencies, representatives, brokers and station operators.

Net revenues from broadcasting activities | $405,550 | $384,551 | 2.1 |

B. Revenues from incidental broadcasting activities:

Talent | $34,418 | $26,889 | 23.4 |
Sundry broadcast revenues | $14,669 | $17,765 | (17.5) |
Total revenues from incidental broadcasting activities | $49,087 | $44,657 | 7.6 |
Total broadcast revenues | $448,592 | $449,292 | 0.3 |

C. Total broadcast expenses of stations and networks | $407,516 | $389,975 | 4.5 |

D. Broadcast income (loss) before Federal tax | $10,076 | $59,317 | 3.1 |

1. airportes 26 independently operated FM stations.

Includes 3 regional networks, the Yankee Network, Inc., the Don-Lee Broadcasting System and the Texas Network, Inc.

2. 2,000 stations reported in 1951.

Average Per Radio Station:

Broadcast Revenues and Broadcast Income in 1952, as classified by Year Licensed and by Class and Time of Station:

<table>
<thead>
<tr>
<th>Class and time of station</th>
<th>Average per station</th>
<th>Broadcast Revenues</th>
<th>Broadcast Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed 1941 and prior years</td>
<td>$899,920</td>
<td>$524,925</td>
<td>$183,185</td>
</tr>
<tr>
<td>Licensed 1942 and prior years</td>
<td>$769,298</td>
<td>$443,925</td>
<td>$121,356</td>
</tr>
<tr>
<td>Licensed 1943 and prior years</td>
<td>$726,925</td>
<td>$413,925</td>
<td>$113,185</td>
</tr>
<tr>
<td>Licensed 1944 and prior years</td>
<td>$686,925</td>
<td>$383,925</td>
<td>$106,185</td>
</tr>
<tr>
<td>Licensed 1945 and prior years</td>
<td>$648,925</td>
<td>$356,925</td>
<td>$100,185</td>
</tr>
</tbody>
</table>

Average Broadcast Revenues per station of 2207 Radio Stations classified by Total Broadcast Revenues:

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Stations Serving as outlets for national and regional networks</th>
<th>Stations not serving as outlets for national and regional networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>112,033</td>
<td>17.9</td>
</tr>
<tr>
<td>Program</td>
<td>256,086</td>
<td>37.4</td>
</tr>
<tr>
<td>Selling</td>
<td>20,756</td>
<td>16.6</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>110,987</td>
<td>16.6</td>
</tr>
<tr>
<td>Total</td>
<td>389,931</td>
<td>51.5</td>
</tr>
</tbody>
</table>

Average broadcast revenues per station | $879,920 | $200,000 | 70,819 |

Number of Stations | 1,245 | 74 | 375 |

As in Radio, U.S. TV Shows Becoming Canada's Top Fare

Elliott-Haynes Ltd. ratings show U.S. programs popular to the Canadian viewer. The trend has set in with increased telecasting by our Northern Neighbor.

TV program popularity in Canada is following the pattern which developed in radio over the years, setting the U.S. imports as the favored fare. This trend to U.S. shows is being emphasized now that more programs from the south of the U.S. Canadian-border and more tv stations are making debuts in Canada.

December "Teletating" report of Elliott-Haynes Ltd., Toronto and Montreal, points to U.S. shows in the lead among the top 10 programs in the Toronto area where there are some 22,000 tv sets.

On CBCL Toronto, gives NHL Hockey (Canadian) a leading rating of 53, followed by Jackie Gleason, 52; Sports Club, 50.5 (Canadian); Dennis Day Show, 44; Saturday Dinah Shore Show, 41; Our Miss Brooks, 39; Dr. Phil Coats, Presents, 35.7 (British); Toast of the Town, 34.9; Kraft Theatre, 33.1; Tuesday Dinah Shore, 32.9.

The same audience also looks at WBEN-TV Buffalo, where leading shows have a higher percentage of the Canadian audience. The first five are Arthur Godfrey, 45.4; I Led Three Lives, 63.3; Studio One, 59.7 (13.2 on Toronto at the same time); Life of Riley, 58.1, and Groucho Marx, 57.4.

On CBCL Montreal, only station received by 87,000 receivers, the 10 most popular shows in December were NHL Hockey (Canadian), 89.9; Hit Parade, 89.4; Wrestling, 86.6 (Canadian); Foreign Intrigue, 84.7; Studio One, 80.4; Big Revue, 79.6 (Canadian); La Famille Plouge, 78.6 (Canadian); Jackie Gleason Show, 78.4; Ford Theatre, 76.9; General Motors Theater, 75.6.

CFPL-TV London, during its first week on the air, with competition from U.S. border stations, had in the lead, Dennis Day, 81.6; Sunday Movie, 80.5; Show Time (Canadian), 78.4; Ford Theatre, 76.5; Four Star Theatre, 75.2.
WSIX-TV began telecasting on Channel 8 on November 29, 1953, to Middle Tennessee and Southern Kentucky... with excellent quality reports from viewers even in Northern Alabama. We've had numerous consistent-signal reports from points more than 100 air line miles from Nashville.

Power: 90,000 watts video (e.r.p.)—CP for 316,000 watts
Networks (live): Basic CBS
ABC & DuMont Affiliate
Television sets: 135,993 in Nashville area on October 31, 1953. (50-mile radius).
Antenna: 1370 feet above sea level.
New antenna will be 1749 feet above sea level.
Call your Hollingbery man or the station for availabilities or additional information.

NATIONAL REPRESENTATIVE

THE GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO
NARTB'S RADIO- TV BOARDS SET PARLEY TO OUTLINE 1954'S EXPANDED WORKLOAD

Arizona meeting Jan. 21-23 will study tv and radio growth, association structure, membership, budget, research, codes, access to news—and the Chicago convention in May.

NARTB's Radio and Television Boards, and the combined boards, will meet Jan. 21-23 at Camelback Inn, Phoenix, Ariz., to lay plans for a year of expanded work in line with 1954 expansion of radio- tv broadcasting into a billion-dollar industry.

New functions centering around tv's fast growth and the continuance of aural broadcasting's steadily increasing business will be considered by the boards as the association adapts its operations to these trends.

The board will examine the association's structure after three years of radio- tv life under a single trade organization roof. Ty was brought into NARTB in early 1951 when by-laws were rewritten to keep the two electronic media working in harmony.

Following committee meetings early in the week, the Radio Board will meet Thursday, the 21st. The Radio Board meets the next day followed by a combined meeting on the 23d. Membership has reached the 1,800 mark, 135 up over a year ago. TV members now comprise more than doubled, with about 225 video stations now, compared to half that number a year ago. Associate membership, too, is at a record high, and aural broadcast rolls have been moving continuously upward. A nationwide membership drive is in the works.

One effort to set up a separate radio-only association appeared during the early autumn when a group of stations proposed formation of a Federation of American Radio Broadcasters [BPT, Sept. 28, 1953]. The idea drew enthusiastic support in some quarters and vigorous opposition in others. Nothing happened, however, and the plan has been inactive.

Some increase in the association's budget is anticipated in view of the bigger servicing job and the expansion of activities, particularly in the committee field. The 1953 budget ran a little under $740,000 or about $50,000 over the 1952 figure.

A big topic at Phoenix will be the plan to set up a television circulation study project. The idea was born at the Television Board's meeting in December 1952. Intensive studies have been made during the last 13 months and the project is ready for field testing on a pilot basis, if the board approves. The project would accomplish for tv the type of service developed by the two Broadcast Measurement Bureau surveys for radio.

Dr. Franklin R. Cawl, former Wharton U. professor and a market-research consultant, has developed the tv circulation measurement formula. Details have been kept secret pending final approval by the Television Board and launching of the pilot study.

The radio and tv boards will go over the separate department budgets after preliminary finance committee study and review programs of each department and committee.

Contact of Judge Justin Miller as chairman of the board expires March 31. Judge Miller became president Oct. 1, 1945. He was elected chairman of the board in 1951 when Harold E. Fellows was selected as president. In addition to the board chairmanship, Judge Miller has been general counsel. His three-year contract provided salaries scaling from $35,000 to $55,000.

If the contract is not renewed Judge Miller becomes eligible to participate in a pension plan that becomes effective July 1.

First results of a tv program-advertising monitoring campaign under the auspices of the NARTB TV Code Review Board will be submitted to the Television Board. This monitoring is based on observations by staff monitors and self-examination by stations and networks.

Preliminary monitoring by staff personnel had shown too much commercialism on tv, according to the code group. Edward H. Bronson, director of code affairs, conducted a trial-run monitoring effort. Stations have now been given monitoring logs as a means of checking compliance with the code.

The code is widely credited with having eliminated much objectionable program material from tv programs since it went into operation 22 months ago. The principal concern at the Code Board's recent meeting centered around commercial violations [BPT, Dec. 14, 1953].

Thus far the code group has announced no punitive action against subscriber stations.

TRADING ASSNS.

SRA 'CRUSADE'

Crusade has been supported by funds subscribed by member stations. In April, less than a month after the Crusade began, Reg Rollinson was appointed director of advertiser relations.

The Crusade's success has already surpassed his expectations, Mr. Blair said, reporting that September was the highest month in the history of radio in volume of new orders for spot business and that October was the top month in spot radio time billings until November set an even higher record. Cited among the achievements are more national spot radio advertisers, using more markets and more stations per market, with more saturation campaigns, and longer seasonal campaigns, as well as more new and unusual types of campaigns, specially based on local station talent and programs.

SRA chairman, Mr. Miller has made it clear that the Crusade will not be a one-shot campaign.
announcing

THE FORMATION
OF

VENARD, INC.

RADIO AND TELEVISION
STATION REPRESENTATIVES

NEW YORK
444 Madison Avenue
Lloyd George Venard,
President

CHICAGO
35 E. Wacker Drive
Howard B. Meyers

SAN FRANCISCO
Mills Building
Duncan A. Scott

DALLAS
LOS ANGELES
ATLANTA
BOSTON
...in important matters such as the purchase of TV broadcast equipment...

**COMPARE BEFORE YOU DECIDE**

If your station plans to begin television service, or go to high power... Standard Electronics invites you to compare and decide on a basis of cold facts.

Compare circuitry... tube replacement costs... power consumption... ability to transmit color signals... operating simplicity... eye appeal... maintenance... deliveries... comparative factors that truly decide which transmitter best serves your needs.

**Comparison Chart of VHF High Power Transmitters (50 KW)**

<table>
<thead>
<tr>
<th>Feature</th>
<th>SE Transmitter</th>
<th>Transmitter B</th>
<th>Transmitter C</th>
<th>Transmitter D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amplifier Drives with 5 kW</td>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Amplifier Will Operate with Any Make Driver</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Tube Cost (Complete Set/FCC Spares)</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Air Cooled</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Power Line Requirements (at black level)</td>
<td>208/230 V</td>
<td>60 cy, 3 φ 193 KW</td>
<td>208/230 V</td>
<td>60 cy, 3 φ 165 KW (est)</td>
</tr>
<tr>
<td>Floor Area (including power equipment, blowers, etc.)</td>
<td>152 sq. ft.</td>
<td>154 sq. ft.</td>
<td>160 sq. ft. (est)</td>
<td>——</td>
</tr>
<tr>
<td>All Tubes Visible from Front</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Self Contained (no separate enclosures, vaults, pumps, etc.)</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Individual Chassis Construction</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Interunit Cabling Without Trenches</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>
SE's BLUE STAR STATIONS
(SE equipped—maximum power authorized by FCC)

★ THE BIRMINGHAM NEWS CO. • WABT, Birmingham, Channel 13
40 KW—316 KW ERP

★ CROSLEY BROADCASTING CORP. • WLW-A, Atlanta, Channel 11
50 KW—316 KW ERP

★ GENERAL TELERADIO • WOR-TV, Empire State Bldg., New York, Channel 9
50 KW—130 KW ERP

Transmitter room of WOR-TV's new Empire State 50 KW transmitter, 130 KW ERP. 100% air cooled. Completely self-contained. Equipment throughout by Standard Electronics.

ONLY
STANDARD ELECTRONICS
has these
exclusive features

★ ADD-A-UNIT DESIGN
Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

★ VERSATILE AMPLIFIERS
SE's Add-A-Unit amplifiers can be added to existing station equipment regardless of make. Any 5 KW transmitter will drive a 50 KW S-E amplifier.

★ ECONOMICAL INSTALLATION
Fewer building alterations. Units fit any station layout.

★ SELF-CONTAINED
Compact, no external blowers or external vaults needed.

★ LOWER TUBE COSTS
Similar types throughout. Low emission visual tubes interchangeable with aural section where power requirements are less. Lower initial tube cost, too.

★ ACCESSIBLE
All tubes visible and accessible from the front via full length glass doors.

★ COLOR ADAPTABLE
Elimination of back porch clamp insures proper operation with color signals.

TO DELIVER TOMORROW'S EQUIPMENT TODAY.

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry
WILL NCAA'S TV POLICY BE ALTERED?

Three-day convention opens in Cincinnati Wednesday. Opposition grows within NCAA's ranks to break the one-game-a-Saturday policy.

ATTEMPT to crack the National Collegiate Athletic Assn. television monopoly will be made by regional college groups when the NCAA opens its three-day convention in Cincinnati Wednesday.

Growing opposition has been developing within NCAA ranks to break up the one-game-a-Saturday policy [WBT, Nov. 27, 1953, et seq.]. It has been lively, a battle within NCAA's TV Committee as well as on the convention floor.

While feeling has become more intense among regional college conferences, where alumni are anxious to see their teams play, NCAA will enter the Cincinnati convention with a feeling of assurance based on its interpretation of the decision of Federal Judge Allan K. Grim [Nov. 16, 1953].

The effort to continue airtight control over football telecasting comes after one of the most successful seasons in sports history. Just prior to the Cincinnati convention in Washington an outburst of heated resentment against the monopoly was heard in sports and college circles.

Opposition Leaders

This year, however, the opposition is clustered in the indignant reports by the Big Ten and Pacific Coast Conferences, which want to sell their own games but do not care to see other games picked out before the calibers of teams are known and without regard for the intense sectional interest in individual conference areas.

NCAA had been delaying adoption of a formal television policy pending outcome of the government's antitrust suit against the professional league. The decision of Judge Grim, according to Joseph L. Rauh Jr., NCAA counsel, supports NCAA's method of confining tv for the most part to one game per Saturday.

A few exceptions have been made in the case of sellouts, but for the most part NCAA has departed from the one-game-a-Saturday policy despite the opposition of important colleges and public groups.

NARTB as been given a spot on the NCAA agenda. President Harold E. Fellows will speak at a Wednesday panel session, 3:30 p.m., at which professional and technical problems of college athletic directors will be discussed. Radio will be one of five topics to be considered by the athletic directors. Robert K. Richards, NARTB administrative vice president; George J. Higgins, KMB-CAM-TV Kansas City, chairman of the NARTB Sports Committee, and Thad Brown, NARTB vice president and tv council, are expected to take part in this panel and in other sessions.

The NCAA TV Committee will handle the main workload in the video side of the problem.Already the group has prepared part of its detailed report to the convention. At Tuesday and Wednesday morning sessions the committee will decide policy questions, aided by reports from the separate conferences. Its last meeting was held Thursday morning.

General discussion of the tv problem will be held Thursday morning, with the committee's report and recommendations slated to come before the full committee. Fellows follows the pattern a year ago, a strong minority will put up a stiff but futile fight for relaxing the football tv policy. Robert Hall, head of the TV Committee a year ago, presided at the 1953 meeting.

Last Monday, Mr. Hall was quoted by AP as advocating continuance of the game-of-the-week plan. "To do otherwise at this time would be unfair," he said. As substitute, he said, would be subscription tv which he believes "could be a tremendous thing for college athletics if the receipts are spread among all football playing colleges." Spokesmen for several types of subscription tv appeared before last year's convention.

The basic discussion portions of the NCAA convention will wind up Thursday. Friday will be devoted to a business meeting, an all-day procedure, ending with a banquet.

Big Ten's Views

Loudest opposition to NCAA's tv plan can be expected from the Big Ten (Western) Conferences, which control one of the most important of the association's regional units. Last month the conference voted unanimously in favor of a recommendation by its TV Committee that football telecasts be placed under regional control.

Threats of revolt were made by the conference as it demanded a program that will better serve sectional interests of televiewers. The Big Ten committee will hold a meeting in Cincinnati and it is a top tv group to include its regional plan in the recommendations to the convention.

All but one Big Ten team, Purdue, took part in the 1953 schedule. Teams received an average of $11,000 for participating in a single game, and five colleges got $25,000 each for the unsuccessful "panorama coverage" of five games in a single afternoon. Nearly 90 tv stations took part in the 1953 schedule, sponsored by General Motors.
John F. Lawson, General Service Manager of the Otis Elevator Company, tells why:

He hates to see you walk!

"People don't like to climb stairs," says Mr. Lawson, "and we don't want them to do it! "

"When we sign an Otis maintenance contract with a building owner, we not only promise to keep his elevators in good running condition—we promise the fastest possible service."

"To keep this pledge—and to save many people many steps—we have thousands of parts in reserve in warehouses throughout the country. But in an emergency we deliver replacement parts from the most convenient point. These frequently go by the fastest possible way—via Air Express.

"We use Air Express on an average of six times a day. Everything from small but vital contacts and switches to heavy windings in weights from one to 700 pounds goes Air Express—and gets there fast!"

"Air Express is a big factor in making Otis maintenance a service on which our customers can depend. Yet we've found that, in most of our weights and distances, Air Express dependability is priced lower than any other air service!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.
some time about efforts of clear-channel stations to get FCC recognition of the existence of daytime skywave. Mr. Patterson said, claiming this action is designed to restrict further the operation of daytime stations in the early morning and late afternoon hours.

DBA is seeking uniform sign-off times besides opposing any rule that might lessen daytime intercasting hours. These objectives were discussed at the Oct. 24 meeting [B&W, Nov. 2, 1953], when DBA was formed. Present plans contemplate a formal convention in Chicago during NARTB convention week. The association will intervene in any rule-making proceedings before the FCC in connection with daytime operations, including daytime skywaves.

Officers of DBA are on a temporary basis, according to Mr. Patterson, Ray Livensay, WBH Mateo, Ill., is secretary-treasurer. Other officers include Robert Harrison, KCRV Caruthersville, Mo., vice president; three directors—George Dodd, WGWH Marion, Ill.; Jerrell Shepard, KNMC Moberly, Mo.; and George B. Anderson, KJSDK Columbus, Neb. Harry J. Daly is DBA's Washington counsel.

AAA A Set youth Exams For Advertising Careers

EIGHTH annual examination for young people interested in advertising careers will be held by the New York Council of the American Assn. of Advertising Agencies in New York on Feb. 20, 27 and March 6. Schedule in other cities is as follows:

- Boston, Jan. 23, 30; Cleveland, Feb. 6, 13;
- Dallas, Feb. 13; Detroit, mid-February; Fort Worth, Feb. 13;
- Houston, Feb. 13; Minneapolis, Feb. 6, 13;
- New Orleans, Feb. 6, 13; Oklahoma City, Feb. 13;
- San Francisco, Feb. 20, 27; St. Louis, Feb. 6, 13;
- Spokane, Feb. 20, 27; Tulsa, Feb. 13;
- Philadelphia, Jan. 30; Portland, Feb. 20, 27;

The examination is designed "to attract high-caliber young people to advertising and to test their aptitudes for the various types of work in the field," including contact work, selling, copywriting, layout and art, mechanical production, media selection, radio and tv production and research. Fee for the examination is $20. Further information may be obtained by college seniors from their dean, or from the AAAA, 410 Lexington Ave., New York 17, N. Y.

Airline Radio Study Completed by BAB

STUDY has been completed for BAB on the types of radio programs listened to by business men who patronize airlines and at what times those airline customers can be reached most easily.

Conducted by The Pulse, the study incorporates data obtained from businessmen traveling by air in airports in 11 major cities. Publication of the report is set for mid-January.

It is described by BAB Vice President Kevin Sweeney as the first in a series of "qualitative studies to pinpoint the listening habits of segments of the radio audience that are of major interest to certain types of advertisers." He said that BAB shortly will begin similar research for advertisers interested in reaching the teen-age girls and working wives market.

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GOVERNMENT

RADIO-TV PROBLEMS PEND FOR RETURNING LAWMAKERS

Depending on the height of Capitol Hill interest, the 83d Congress has the opportunity to take up a host of matters, including legislation, affecting the broadcast industry. Session starts Wednesday.

AN 83D CONGRESS which has shown keen interest in radio-tv affairs is sure to keep that spark alive when it picks up Wednesday where it left off last August.

All legislation introduced last year carries over to this year.

In its first session, the Congress did little legislatively to affect the broadcast industry. But it made its influence known and felt through committee review [B&W, Aug. 10, 1953]. And there is no evidence to indicate the watch-dog attitude will be slowed.

In 1954, it may be a turnabout Congress in communications lawmaking. According to latest information, FCC may request legislation on two key issues: (1) the so-called "protest rule"—Sec. 309 (c) of the Communications Act of 1934, (2) political broadcasting (including the equal time question)—Sec. 315 of the Act.

At adjournment last year, it was reported Rep. William L. Springer (R-III.) had been considering introduction of a bill to amend the protest section.

This section provides that in non-hearing grants within 30 days after a grant, a party in interest can petition for reconsideration and review, thus automatically placing that grant in hearing. Party in interest can claim economic injury or electrical interference.

FCC is said to be considering a request for legislation which would knock out any requirement of automatic hearing and oral argument. The Commission, according to this report, wishes such actions discretionary in order that FCC can act on the basis of paper pleadings where necessary. (FCC's request in the form of a bill [HR 4458] that 309 (c)'s provision requiring the Commission to act on a protest within 15 days be extended to 30 days, already has passed the House and Senate committees but awaits action in Senate action.)

Sec. 315 of the Act deals with political broadcasts and liability of the broadcaster for what a candidate says on the air. The issue was left hanging for the 83d Congress to pick up and clarify through legislation.

The section requires broadcasters to give all political candidates equal opportunity on the air if they permit one to use their facilities. It also forbids broadcaster censorship of a candidate's speech.

It is expected that measures proposing amend-

any number of fronts affecting their industry. Topping the possible radio-tv headlines are these:

- "DRY" CAMPAIGN—The anti-alcoholic beverage forces, vocal on Capitol Hill, can be expected to marshal another drive for legislation to bar "liquor" advertising from the airwaves. In the past few years, spokesmen have asked amendment of this proposal to include all alcoholic beverage advertising on radio and television. Logical step from there would be to request all such advertising be knocked out of all media, a proposal supported for many years by the "drys."

- BASEBALL—The Senate still has before it Sen. Edwin C. Johnson's (D-Colo.) proposal to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park.

- FCC FUNDS—The watch on Commission spending will be carried on, i.e. how much money is going for tv and how fast grants are being made and hearings resolved because of

Broadcasting • Telecasting
JEPCO knows how the wind blows...

There's a firm with headquarters in the city of New York named John E. Pearson Co.

It represents radio and tv stations throughout the United States.

It's as rugged as a farmer's fist.

It's as basic as a coin flung on a counter.

For more than fourteen years, John E. Pearson Co. has taken the radio and tv stations of the so-called "little" towns, as well as the larger cities of America, and bunted them up to local, national and financial glory.

How does John E. Pearson Co. do this? A formula? Some sort of technique? What?

No, none of those things... just downright, plain, cracker-barrel commonsense... and experience.

JEPCO knows how the wind blows long before the first leaf whirls or the ponds glaze in the winter winds.

John E. Pearson Co. sells the so-called "hard-to-sell!"

John E. Pearson Company
radio and television station representatives

New York  •  Chicago  •  Minneapolis  •  Dallas  •  Los Angeles  •  San Francisco
this concentration on television.

An action that will be inspected carefully on the Hill is what the FCC, along with the Budget Bureau, suggests in the way of fees for broadcasters and others whose industries are regulated by the FCC. The tie-up with the White House is obvious.

The Administration’s request for appropriations, which, of course, includes operational expenses of the FCC, will be forthcoming this month. This fiscal year, ending June 30, 1954, the Congress earmarked $31,084,496. He also applied to the in-hearing tv application load. Total monies (for tv) appropriated were to provide for the hearing of some 27 examiner teams. FCC now has 16 teams.

The Senate Commerce Committee will have before it the confirmation of two Presidential nominees for the FCC. Comr. Robert E. Lee, the newest member, is a recess appointee. The President must send to the Senate a new nomination of Mr. Lee to serve for a full seven-year term. Mr. Eisenhower also must act on Comr. John C. Doerfer (Independent) whose term expires June 30, 1954. Comr. Doerfer is serving out the term of former Comr. Robert F. Jones, who resigned.

Comr. Lee is a Republican. There has been some speculation that his nomination may be opposed by certain Democratic Senators. A key member in the Senate Commerce Committee is Sen. Edward C. Johnston of Colorado.

Sen. Johnston, however, says he is keeping an "open mind and an open ear" on Comr. Lee. He told B\&T he would stay neutral "until I know more about his nomination." He emphasized that by practice, "I go along with the appointing power on nominations unless there is real reason not to."

NARBA Awaits Action

Still awaiting action is the North American Regional Broadcasting Agreement (NARBA) sponsoring the am spectrum among the countries of the North American hemisphere (excluding Mexico and Haiti). Last year, it failed to clear the Senate Foreign Relations Committee when the drive to get the treaty to the floor of the Senate fell apart with the death of Sen. Otis W. Tobey, chairman of the NARBA subcommittee, who was steering the treaty through.

Under Sen. Tobey's directorship, a detailed hearing was held [B\&T, July 13].

A number of possibilities now are open. NARBA may be put on the shelf; the treaty could be considered by the full committee or reconsidered by the subcommittee, or a new hearing with a new chairman could be called. Sen. Alexander Wiley (R-Wis.) is chairman of the foreign relations group.

FCC has cautioned the Senate Commerce Committee that a few questions must be asked in any consideration of Sen. Joseph R. McCarthy’s bill (S 2125) which would require everything on the air to be recorded [B\&T, Dec. 21, 1953].

There is a change at the helm of the Senate Interstate & Foreign Commerce Committee which suddenly came about at the close of Senate proceedings last summer. When Sen. Tobey died, Sen. John W. Bricker (R-Ohio) became chairman for committee membership see separate story.)

Sen. Bricker, except for his position on educational tv, is virtually an "unknown" in Capital radio-tv affairs. He is a newly elected chairman of the board of trustees of Ohio State U. who has keen interest in the future of education via video.

The start of this session of Congress also marks the debut (today) of a remodeled Senate Radio-TV Gallery at a cost of $33,000 (see FEATURE section).

Status of bills:


- S 3215. To extend the federal communications law (amended by S 3215) and amend the wire films of all that goes on radio and tv. Sen. Joseph R. McCarthy (R-Wis.). Before Senate Interstate & Foreign Commerce Committee.


- H R 6538. Claim by William L. Gleeson for compensation for losses claimed when he began construction of tv station that would have been on vhf ch. 1. Rep. George F. Miller (D-Calif.) directed findings of fact from U. S. Court of Claims [B-T, July 27, 1953].


- H R 6012. To provide a "civil remedy" for violations of Communications Act (designed to permit organizations to air in court their grievances concerning relationships between the open or employment of Musicians). Rep. G. A. Dondero (R-Mich.). Before House Commerce Committee.

- H R 4628. Repeal FCC bills passed by House. Reported by Senate Commerce Committee. No Senate action. Respectively they would extend time FCC has to act on a protest from 15 to 36 days; would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and would reduce penalty provisions for violating Communications Act from felony to misdemeanor.

- S 2353. Sen. Hubert H. Humphrey (D-Minn.). To create a commission to study expansion of television programs (including costs of radio and tv to) politics. Before Senate Rules Committee.

- S 2831. Sen. Thomas C. Hennings Jr. (D-Mo.). To study both and political party conventions and to revise upward the limit on campaign spending listing radio-tv time purchases. Senate Rules Committee.


- H Res 113. To establish House Judiciary Committee to study rights of witnesses before committees and would permit the ban of microphones if witnesses requests them to be off.

Wissman Named

BERTRAM O. WISSMAN, staff member of Senate Republican Policy Committee, has been named chief clerk of Senate Interstate & Foreign Commerce Committee by Sen. John W. Bricker (R-Ohio), committee chairman. Mr. Wissman, formerly with Washington Times-Herald and Star, joined policy committee in 1946 as reporter clerk. Mr. Jarrett remains as assistant clerk with no change in salary. Mr. Wissman's post pays $11,646 yearly.

Few Committee Changes

EXCEPT for Sen. John W. Bricker (R-Ohio) who is the new chairman of the Senate Interstate & Foreign Commerce Committee, there are no changes in the membership of the Senate group or the House Interstate & Foreign Commerce Committee. The latter is chaired by Rep. Charles W. Wolverten (R-N.J.).

There is a single Republican vacancy on the Senate committee. There is no Democratic vacancy. Ratio on the Senate committee (subject to reorganization) is eight GOP members, seven Democrats.

Here is the membership lineup of both Commerce committees which have jurisdiction over broadcast industry matters:


Staff committees: Senate Commerce—Robert D. L'Heureux, chief counsel; Bertram O. Wiss- man, chief clerk; Edward Jarrett, assistant clerk; Nicholas Zappelle, professional member (com- munications); House Commerce—Elton J. Lay- ton, clerk; Kurt Borcherd, professional member (communications).

Congressional Newsmen Seek Tv, Film Lighting

MOVE to persuade Congressional leaders to install permanent lighting fixtures for tv film and newsreel cameramen in the Senate and House caucuses rooms got underway last week with the appointment of a joint committee representing all Congressional news groups.

Objective of the committee is to work out arrangements for permanent lighting installations in the two main hearing rooms in order to eliminate temporary gear (cables, power sources, etc.) and aid in the efficient functioning of hearings. Permanent fixtures for flood lights would also meet newspaper correspondents' claims that these lights hindered their ability to cover Hill hearings.

Requirement for bright lights is for film camera coverage only; live tv coverage does not require any increase in light intensity.

Dear Ted:

We are working on a promotion which uses Chanel perfume as a tie-in with our tv Channel 2.

When we received your agency promotion, "They buy through the nose," we thought of putting the two ideas together in a beautifully smelling ad for Broadcasting. What do you think?

You'll soon receive a bottle of Chanel, to help you decide if this spur-of-the-moment has any merit.

Don't try to wire the ad for sound!

Cordially,

Bill

Wm. B. Quarton
General Manager
WNT & WMT-TV

National reps: The Katz Agency

Dear Bill:

It's a wonderful idea. Got all steamed up about it. Called Maury Long. He got all steamed up about it. Asked how much. He didn't know—they'd never used perfumed ink. He investigated.

First, it takes 8 or 10 days to make. Second, they need about 90 ounces of perfume. Third, it won't take on their coated stock. It would have to be an insert. This runs into real money.

Very rough estimate of cost: $1,200 plus perfume plus who knows what. That interest you?

By the way, thanks for the Chanel. I smell much better now. Hoping you are the same...

Fragrantly,

Ted

Dear Ted:

Like most of us humans, we buy through the nose but don't want to pay through it!

Happy New Year!

Bill
YOUR

*52 star-studded half-hours of top TV plays
A successful, tested program...  

first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is new to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, top quality, network-calibre programs with a proved, impressive audience record. The series boasts ratings of 20.3 in Chicago... 30.5 in San Antonio... 22.9 in Cleveland... 32.6 in Kalamazoo... 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase “presents with pride” truly applies. It is great drama. It is a weekly parade of marquee names... sparkling scripts... tight direction... lavish production.

On all counts, Your* Star Showcase can be the showcase for your product. Call, write or wire for the complete story.

*Advertiser or brand name.  

[Advesden, February, 1953]
REPORT TO CONGRESS shows.

PAID AT THE FCC

Gilbert H. Hatfield, personnel officer, $9,160, and Eric G. Stewart, planning officer, $9,600.

Five of the 37 persons listed in the Office of Opinions & Review were listed in the $8,000-10,000 bracket: Harold C. Anderson, Donald J. Berkmyer, Sylvia D. Kessler (resigned), Erich Saxl and Horace E. Stone.

George O. Gillingham, director of information, was listed at $9,360.

Four hearing examiners were in the above-$10,000 class: William G. Butts, James D. Cumnyngham, Hugh B. Hutchinson and Fanney E. Litvin.

In the $8,000-10,000 category were: Basil P. Cooper, Thomas H. Donohue, Benito Gaglone (resigned), Annie N. Huntting, H. Clifford Irion, Herbert Sharffman and Elizabeth C. Smith.

Seven of the 85 employees in the Office of Chief Engineer were rated above $10,000 including Chief Engineer Edward W. Allen, $12,200; Virgil R. Simpson, assistant chief engineer, $10,800, and John A. Willoughby, assistant to the chief engineer, $10,600. There were 21 employees in the $8,000-10,000 bracket.

Of the five persons in the Office of Chief Accountant, two made over $10,000 and four between $8,000-10,000. Thomas J. Slowie (resigned), FCC secretary, drew $10,800. William P. Massing, assistant secretary, was listed at $9,600. Thirty were 57 persons in the Office of Secretary.

Field Engineering & Monitoring Bureau listed 372 employees, five above-$10,000 and 21 in the $8,000-10,000 class. There were 100 in the Common Carrier Bureau, five above-$10,000 and 21 in the lower category.

Safety & Special Radio Services Bureau staff totaled 103, with seven over $10,000 and 12 in the $8,000-$10,000 bracket.

FCC Denies Bid to Enlarge Issues in Hartford Hearing

REQUEST of Hartford Telecasting Co. in the Hartford vhf ch. 3 television hearing to enlarge the issues so as to put in dispute the legal and equitable qualifications of competitor WTCI was denied by FCC last week in a memorandum opinion and order. WTCI is a subsidiary of Travelers Insurance Co.

The Commission indicated the issues are not appropriate nor necessary in view of the affidavit submitted by WTCI showing compliance with state insurance laws and other statutes as well as the fact the radio station has been licensed since 1925. FCC granted a petition by WTCI, however, giving the hearing examiner the right to enlarge the issues to determine whether the funds available to each applicant will give reasonable assurance that the proposals set forth in the applications will be effectuated.

Fortnight ago the examiner approved a motion by Hartford Telecasting that it be allowed to include in the pleadings, "one or more opinions of "significant differences" in the case, the economic influence of Travelers in the Hartford area. Hartford Telecasting would argue it should be preferred over Travelers to prevent concentration of control of mass media.

KXXL Petition Granted

FCC last fortnight granted the petition of KXXL Monterey, Calif., that the Commission reconsider, and revise, the station's license to permit it to change its power from 500 w., daytime only to 1 kw., unlimited time, using different directional antenna patterns day and night. KXXL is on 620 kc.

U. S. to Step Up Offensive By Media in Southeast Asia

Radio will play a big part, says USIA Director Theodore Streibert in announcement following surprise Red blitz which severed Indo-China.

THE U. S. is stepping up its media offensive in Southeast Asia, Theodore C. Streibert, director of the U. S. Information Agency, announced Monday.

Mr. Streibert, former MBS board chairman, disclosed radio will play a big part in the increased media drive.

His announcement came amid further adverse news reports from Indo-China, cut in two by a surprise Red blitz in Laos.

The USIA director, upon return from a Far East tour, outlined a new concept in Washington a current change in emphasis in information activities. He said the information program was being expanded "substantially" in Southeast Asia, which he described as "critical" to U. S. interests.

Funds to pay for this increase will be taken from information operations in certain other areas of the world, he said.

As part of the expansion, Mr. Streibert said the USIA will increase its programming via its two megawatt medium-wave transmitters, located in Okinawa (now full power) and in Manila (half power but to go full).

Total hours broadcast daily now will be 12, doubling former broadcasts. Programs primarily are news and commentary. Broadcasts were the evening hours only; now they also will be in the late evening and will begin in mid-afternoon, he said.

The broadcasts are received on the South China mainland with the Manila station also penetrating Southeast Asia. The medium-wave broadcasts (on 1130 and 1140 kc) are in addition to shortwave transmissions, he said. The skywave skip in the medium wave brings the best signal to the mainland, Mr. Streibert explained.

He revealed a plan now under study of the "possibility and desirability" of working with USIA activities with Nationalist China to cement Nationalist support within Red China and elsewhere, he said, thus capitalizing on the "obvious divergence" from the Reds by "overseas Chinese.”

Mr. Streibert said USIA has reports that broadcasts to the Chinese mainland—"the only way of getting there"—are being received and passed on chiefly by word of mouth.

Asked about USIA’s budget, he reiterated the agency this year will seek "a different level of operations." The agency was appropriated $75 million by Congress for fiscal 1954, ending June 30, 1954. Another $6 million was transferred to USIA from the Foreign Operations Administration while $15 million was subcontracted for use by the State Dept. in the overseas exchange program.

FCC Gets New Attorneys

Two new attorneys are expected to join FCC’s Broadcast Bureau today (Monday), the Commission reported last week. They are Bernard Williamson, formerly in private practice at Aberdeen, S. D., and Benton Tolly, previously with the State Dept. Their new attorney is Ann L. Mooney, formerly in private practice in Washington, who joined the Legislation and Treaty Division of the Office of General Counsel effective Dec. 15.
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Broadcasting • Telecasting
January 4, 1954 • Page 53
Merrill Hits Proposed Station License Fees

The president of WHAR Clarksburg and WKYR Keyser, W. Va., sends his protest letter to President Eisenhower.

PROTEST against the Administration's proposed levies for broadcast licenses was voiced by Glaus G. Merrill, president of WHAR Clarksburg and WKYR Keyser, W. Va., in a letter to President Eisenhower last week.

Under a Budget directive, FCC and other Federal licensing agencies are required to put their licensing activities on a pay-as-you-go basis. [BET, Nov. 16, 1953].

By Feb. 1 the agencies must make public proposed license fees, and then give an opportunity for the affected parties to comment. By May 1 agencies must report to the Budget Bureau on what plans they have put into operation and to give reasons where it has been decided that a Federal license fee should be levied.

In his letter to the President, Mr. Merrill asserted the imposition of the proposed fee may cause economic hardship to broadcasters, may lead them to cut public interest programs and that an equitable plan for setting the fee is not feasible. Mr. Merrill's letter:

Dear Mr. President:

The Bureau of the Budget has directed the Federal Communications Commission to make public proposal to impose license fee from broadcast station operators. It is said that this proposal is permissible, but not required, under Title V of Public Law 137, 82nd Congress. As I read the statute, the words "if any" suggest that no fee should be imposed where, as in broadcasting, the licenseee gives away valuable air time of the public interest. If the law means otherwise, it is my opinion it should be changed to ensure broadcasters for the following reasons:

1. A license fee will discourage new stations and may well put old ones into the red, depriving the public of service.
2. Payment of a license fee may cause broadcasters to devote less time to the public interest in order to make up the additional cost.
3. Payment of a fee may lead broadcasters to leave the air, in deference from its public interest. In the public interest, except to the extent common carriers and other licensees who give free time do.
4. Senate Report 2120, 81st Congress, suggested that where, as in broadcasting, the public is a joint beneficiary with the licensee, no fee should be assessed.
5. A license fee may give rise to a claim of ownership of a frequency, contrary to the basic concept of the Communications Act of 1934.
6. A license fee is in the nature of a "tax", and is a prior restraint on freedom of expression, which is a right the Bill of Rights.
7. A system of fees will further burden the Federal Communications Commission, which is already overburdened.
8. A license fee will increase expenses directly and indirectly and reduce income taxes presently paid by broadcasters.
9. Because of the great diversity in the size, location, business methods, benefits and revenue among American broadcasters, no equitable plan is feasible.
10. A license fee will lead to increased federal control and further convert broadcasting from a private enterprise conducted in the public interest to a government enterprise financed with private capital.

I urge you to consider this matter seriously and to use your efforts to discourage the imposition of a broadcast license fee by the Federal Communications Commission.

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KSTM-TV APPEALS FCC CH. 11 DENIAL

PLEA to the U. S. Court of Appeals to force the FCC to accept its application for ch. 11—now-retired ch. 11h—of KSTM Clarksburg, W. Va., 470 ft. tower, in Morgantown, was made last week by KSTM-TV St. Louis.

Station—owned by local businessmen including William E. Ware (KSTL)—took an appeal to court in Washington a week after FCC refused to accept its application for ch. 11. FCC twice denied KSTM-TV's request to apply for the vhf channel on the ground that the station had been too long applying for another channel in the same city [BET, Dec. 28, 7, 1953].

KSTM-TV, in addition to attempting to apply for ch. 11, previously had asked the FCC to assign uhf channels for the city's two existing unassigned vhf frequencies. This the Commission denied two weeks ago on the grounds that it was wasteful of spectrum space and contrary to its allocation plan.

In seeking a court reversal of the FCC's action, KSTM-TV pointed out that its second application was for ch. 11 in East St. Louis, across the river from St. Louis and therefore could not be confused with a second application for the city in which it held a station grant. It also pointed out that, if granted, it would give up its ch. 36 CF, thus obviating any duopoly.

It asked the court to stay the scheduled hearing among four applicants for St. Louis' ch. 11 until a decision was reached on its appeal. The vhf channel is the object of applications from St. Louis Amusement Co., (Ambassador Investment, 726), and Panionoch, Marco, 42%, St. Louis U-VW, 22-Tv Inc. (Harold Koplar and William Koplar Shenker) and CBS-KMOX, all St. Louis. Hearing is Jan. 14.

KSTM-TV recently broadened its stockholders to include the East St. Louis Journal.

FCC Denies WSAL Petition For Sec. 3.611 Amendment

PROPOSAL of Logansport Broadcasting Co., operator of WSAL Logansport, Ind., for amendment of Sec. 3.611 of FCC's television rules so as to allow a five-mile tolerance in reference points for assignment of new vhf channels was turned down last week by FCC last week in a ruling that held the request would violate the basic allocation principle for only .154 years.

WSAL wants ch. 10 allocated there, but has been refused because of the minimum-spacing rule.

FCC had ordered a proposed-rule making proceeding on the WSAL petition, but this is now moot. WSAL wanted Sec. 3.611 amended to add a new subsection providing that "if the distance from the authorized transmitter site is in any community within the reference point in said other community is less than, but within five miles of, the minimum separation requirement of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610."

U. of Wash. Gets TV Grant

CONSTRUCTION permit for reserved vhf ch. 9 at Seattle, Wash., has been granted by FCC to the University of Washington for a commer-

cial educational television station. The permit, granted Dec. 24, specifies effective radiated power of 29.5 kw visual and 17.8 kw aural with antenna height above average terrain 470 ft.

WBUT-TV Asks to Intervene In Buffalo Ch. 2 Hearing

WBUT-TV which is on uhf ch. 17 asks intervention in Niagara-Frontier Amusement bid for vhf ch. 2, charging economic injury.

WBUT-TV, uhf ch. 17 station operating at Buffalo, N. Y., last week filed a petition to intervene in the hearing on the Niagara-Frontier Amusement Corp. bid for ch. 2 there, on the ground that it would be "aggrieved" by the proposed channel grant.

The FCC, on Dec. 9, 1953, had designated for hearing the application of Niagara-Frontier, sole survivor there, and had put into issue the "good faith" of Enterprise Transmission, which had dismissed its competitive bid [BET, Dec. 14, 1953].

Reviewing the circumstances leading up to the designated hearing, WBUT-TV's petition pointed out that prior to Dec. 8 the 2 contending parties had agreed that WBUT, Buffalo, Niagara Falls Gazette Pub. Co. (licensee of WHLD Niagara Falls), Victory Television Corp. and Enterprise Transmission. The latter application was filed last year as a result of a merger agreement between the other four applicants. The petition recited that "the filing of the Enterprise application frustrated the effectuation of the objective of the merger—namely, the grant of the merged application without a hearing—but apparently did not lead to the cancellation of the agreement itself."

On Dec. 8, 1953, eve of the Commission's regular morning meeting, Enterprise, WGR, Victory and McFarland each desired that the "Frontier application was amended so as to reflect new stock arrangements with some or all of the withdrawing applicants." The amended application was considered by the Commission the next day and it was "unable to conclude that a grant of the application would serve public interest, convenience and necessity."

On Dec. 10 the application was designated for hearing to begin on Jan. 8, 1954. The hearing order stated that Frontier had advised the Commission by letter dated Dec. 9 that it was "meant to issue a notice of pre-hearing McFarland notice (Sec. 309(b)) should a hearing be necessary."

WBUT's petition contends that this action was in contravention to the Commission's rules and "the instant case is the first and only instance since the enactment of Sec. 309(b), as amended, where a hearing was ordered in a television case without issuance of the notice setting forth the grounds for the Commission's inability to find that a grant of the application would be in the public interest, without requiring the applicant to submit a reply, and without considering the material set forth in said reply as required by Secs. 309(b) of the Communications Act."

WBUT also protested that the Commission's further action of designating the hearing on Jan. 8, less than the 30-day limit for consideration of new applications. WBUT contends that the net result of the procedure followed by the Commission has been to insulate the Frontier application from having to compete for ch. 2 with any other applicant" and that "at no time prior to filing of the merged application was it possible for a new applicant to file an application with the Commission, designed to show that the new applicant could better serve the public interest than the merged applicant."

WBUT's petition to intervene in the hearing
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**GOVERNMENT**

**NO COMMENT SO FAR ON 7-TV LIMIT**

Commission's latest proposal in the multiple-ownership field would allow a maximum of five vhf's.

No OFFICIAL comment, pro or con, had been filed with FCC by the middle of last week concerning the Commission's proposed rule-making proceeding looking toward amendment of the new multiple ownership rules so as to allow common ownership of seven television stations, not more than five of which may be vhf ([BFT, Dec. 28, 1953]).

The new multiple ownership rules, issued in late November, permit station holdings to five by a single interest and similarly limit am and fm holdings to seven each ([BFT, Nov. 30, 1953]). The proposal to allow an additional two uhf stations was announced Dec. 24. It was a dissenting opinion by Comr. Freda B. Hennoch and included a concurring view by Comr. Robert T. Bartley. Comments on the proposal are due Feb. 4.

Text of the proposed rule-making notice and the separate opinions of Comrs. Hennoch and Bartley follows:

Before the

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

DOCKET NO. 10622

FCC 53-1720

Notice of Proposed Rule Making

1. Notice is hereby given of proposed rule making in the matter of...

2. The Commission on November 27, 1953 issued its Report and Order relating to the maximum permitted ownership of television broadcast stations...

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the matter of...

**Sylvania Will Appeal FTC Examiner's Decision**

SYLVANIA Electric Products Inc. last week announced it will appeal Federal Trade Commission Hearing Examiner Webster Ballinger's initial decision Dec. 23 ordering the firm to cease discriminatory price practices in sale of its radio tubes.

The examiner's order followed hearing on a complaint Sylvania sold replacement tubes to Philco Corp. at prices lower than Sylvania sold to its own distributors (i.e., the manufacturer's price), thus permitting Philco distributors to undersell Sylvania distributors ([BFT, May 11, 1953]).

The examiner also dismissed a technical FTC complaint against Philco that it "knowingly" induced and encouraged the practice. Sylvania's defense was based on price figures and the difference in the cost of marketing.

Both Sylvania and FTC counsel in support of the complaint had been given 30 days to appeal the examiner's decision. The decision described Sylvania as manufacturer of 25% of U. S. domestic tubes and Philco as the largest manufacturer of radio sets in the U. S. and as Sylvania's biggest tube customer.

Sylvania general counsel Arthur L. B. Richardson, announcing Sylvania's intention to appeal the initial decision, denied Sylvania's pricing had been discriminatory or contrary to provisions of the Clayton Act of 1914. He said the acts upon which the fines were based were occurring in 1948 and hearings extended over a prolonged period in 1952 and 1953.
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The most advanced professional tape recorder ever engineered... designed and developed for the Armed Forces by Stancil-Hoffman... now used the world over... tested and proven superior to any other tape recorder, regardless of cost! Now available for commercial use.

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VARI-TROL knob...
the sensational one knob editing control to wind or re-wind tape at continuous or variable speeds... moves the tape in either direction at full or playing speeds, or stops tape instantly. An exclusive feature found only in the Stancil-Hoffman R-5.

PIANO KEY controls...
the new electrically interlocked, centralized control panel with forward, rewind and stop keys for quick, one hand editing. An exclusive feature found only in the Stancil-Hoffman R-5.

OTHER FEATURES
• Automatic tape lift protects heads from wear... insures tape position for recording.
• Three motor units... two real torque-sensitive motors and one drive system... direct drive capstans gives positive timing.
• Two speed motor control for 7 1/2 and 15 ips... automatic "pre" and "post" equalization.
• Ideal for instrumentation too.

SPECIFICATIONS

• Operates vertically on racks, horizontally, in consoles and in motion... for both fixed and portable operation.
• Complete recording and play back system in two convenient carrying cases; only 20" wide, 14" tall. Three wide range, low noise microphone inputs, monitor amplifier and speaker output.
• Designed for full remote control.
• Maximum total distortion less than 1.5%.
• Flutter less than 0.1% RMS at 15 ips.
• Signal-to-noise exceeds 60 db.
FCC Orders Pre-Sunrise Stop to WRIS, WGRD

FCC last week told WRIS Roanoke, Va., and WGRD Grand Rapids, Mich., that they cannot operate before local sunrise due to interference to WING Dayton, Ohio. Petitions by both stations' owners to extend the FCC's telegraphic notice to cease pre-dawn operations [BT, Dec. 28, 1953] were denied—but the way was left open for both stations to ask for oral argument.

WING, operating on 1410 kw unlimted, claimed in November that both stations' operations before local sunrise were causing objectionable and undue interference to its normally protected contour (2.5 mv/m ground wave). WING begins operations at 5 a.m. weekdays and 7 a.m. Sundays. Both WRIS and WGRD operate on the same 1410 kc wavelength, the former with 5 kw daytime only, the latter with 1 kw daytime only. Both had been operating before local sunrise. This cuts WING's protected contour to 16 mv/m on the part of WRIS and 8 mv/m on the part of WGRD.

To arguments by WRIS and WGRD that the Commission's action ordering cessation of pre-sunrise broadcasts was taken without a hearing, the FCC answered that the rules expressly provide for such action when interference is caused to a Class III station.

Gen. Taylor Criticizes McCarthy Probes as 'Excesses'

BRIG. GEN. TELFORD TAYLOR, attorney, former member of the Joint Committee on Educational Television and FCC general counsel, says he believes in Congressional investigations but that "abuses and excesses" like those indulged in by Sen. Joseph R. McCarthy (R-Wis.) tend to degrade the process.

Gen. Taylor, who tangled with the Senator a few weeks ago [BT, Dec. 14, 1953], proposed the creation of a new Joint Congressional Committee on Internal Security. Sen. McCarthy last Wednesday said his committee would subpoena the general to testify on this month on what he knows about espionage at Fort Monmouth, N. J. Sen. McCarthy also said he would check further into the Senator's background in preparation of the hearing.

Gen. Taylor's views were printed in Newsweek magazine.

Court Upholds WILS-TV

WILS-TV Lansing, Mich., uhf station, carried the Detroit Lions-Cleveland Browns championship football game Dec. 27 after receiving a favorable court ruling. Judge Marvin J. Salmon, of Ingham County Circuit Court, on Dec. 26 dismissed a bill of complaint filed by WJIM-TV, uhf station, and denied an injunction request following a five-hour hearing.

Judge Salmon held that since Miller Brewing Co., game sponsor, negotiated for the WILS-TV time through DuMont network, there was no reason to issue an injunction.Harold Gross, WJIM-TV president, had asked DuMont to show cause why the program should not be carried on WJIM-TV.

WKDN Grant Proposed

INITIAL DECISION proposing to grant WKDN Camden, N. J., a new tv station on uhf ch. 7 was issued last week by FCC Hearing Examiner. But formal action on the ch. 7 facility was made possible by dismisal a fortnight ago of the competitive bid of WJM Philadelphia.

New Call Letters Denied

REQUEST of Lee Broadcasting Co. for call letters WTAD-TV for its newly acquired KHQA-TV Hannibal, Mo., has been turned down by FCC as contrary to the Commission's cessation of the common call for Lee Broadcasting's am and fm stations. Quincy, Ill. KHQA-TV operates on vhf ch. 7. WTAD gave up its vhf ch. 10 bid at Quincy when it acquired the Hannibal tv station. Ch. 10 at Quincy was awarded to WGEM there [BT, June 22, 1953].

Mr. Dine & Mr. Kalmus
Washington, Boston and Hollywood. It will specialize in public relations, publicity, sales development and promotion.

Both principals formerly were associated with NBC, Mr. Dine as director of the press department for four years before moving to the Ziv company in April 1952, and Mr. Kalmus in handling tv publicity from 1946 until September 1952 when he moved to Lever. Mr. Dine served in the Army during World War II, rising to the rank of major, and before the war was a reporter for WSYR Syracuse and a newspaperman in Worcester, Mass. Mr. Kalmus formerly was a news writer with WQXR New York and during the war was with OWI.

Gautney, Jones Open Office

As Consulting Engineers Firm

NEW Washington consulting engineering firm of Gautney & Jones was announced last week, comprising George E. Gautney and Carl Jones, former chief of the Civil Defense Administration radio branch. Mr. Jones was graduated from George Washington U. and Catholic U., both Washington, worked with consulting engineer John Barron and in the tv engineering division of the FCC until March 1951 when he left to join FCDA. During World War II, Mr. Jones served as a naval aviator. Mr. Gautney has been in practice in Washington since 1944, first with John Barron and then with Homer Ray as Gautney & Ray. In mid-1952, Mr. Gautney established his own office.

Zugsmith in New Quarters

The Albert Zugsmith Corp., radio, tv and newspaper brokers and consultants, has announced the company's offices now will be located in its own building at 12015 San Vinceente Blvd., W. Los Angeles 49, Calif. Telephone numbers: Arizona 8-8294, 9-2776.
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now meets full FCC specifications for STL
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— better than 55 db signal to noise ratio

KTR-100 provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RF plumbing and audio circuits, the Raytheon KTR-100 is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy equipment for remote pick-up, STL or network interconnection, look into the Raytheon high and low power microwave—DESIGNED FOR TELEVISION. Write for complete information. Inquiries invited concerning special government or industrial applications.

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Stations from coast to coast will tell you that Raytheon KTR-100 is tops for simplicity, dependability, operating convenience and economy. Shipments are now being made on schedule.

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WTG — Washington, D. C.
KVOS-TV — Bellingham, Wash.
WHYN-TV — Holyoke, Mass.
WTVE — Elmira, N. Y.
KCCC — Sacramento, Calif.
KOMU — Columbia, Mo.

WCIA — Champaign, Ill.
KNUZ-TV — Houston, Texas
KOAT-TV — Albuquerque, N.M.
WTAP — Parkersburg, W. Va.
Kiem-TV — Eureka, Calif.
WTAD — Quincy, Ill.
KETX-TV — Tyler, Texas

WAYS-TV — Charlotte, N. C.
KLPR — Oklahoma City, Okla.
KFBC-TV — Cheyenne, Wyo.
WCHA — Chambersburg, Pa.
KBOI — Boise, Idaho
CBC — Vancouver, Canada
KACY — St. Louis, Mo.

RAYTHEON MANUFACTURING CO.
Equipment Sales Division
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January 4, 1954 • Page 59
1953 SAW 225 MORE TV STARTS OVER U. S.

Year’s last week adds 12 more stations to the total. Nearly 360 now on air. Forecast for ‘54: another 200.

NEW tv station debuts totaled 12 last week, while opening tv markets in seven communities. Thus the first-post-holiday calendar year ended with about 225 stations, including two non-commercial outlets, beginning operations.

The number of operating stations now is near the 360 mark with the possibility of over 200 more stations going on the air in 1954, although the pace will not be as active as 1953.

The 12 stations that went on the air last week were:

WEAR-TV Pensacola, Fla., vhf ch. 3 (CBS), represented by George P. Hollingbery Co.
WDAN-TV Danville, Ill., uhf ch. 24, represented by Everett-McKinney Inc.
KSLA (TV) Shreveport, La., vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer Co.
WTVY (TV) Cairo, Mich., vhf ch. 12 (CBS, ABC, DuMont), represented by Weed TV Inc.
WHBT (TV) Jackson, Miss., vhf ch. 3 (NBC), represented by George P. Hollingbery Co.
WCGO (TV) Meridian, Miss., uhf ch. 35.
KHLV (TV) Kearney, Neb., vhf ch. 13 (CBS, DuMont), represented by Meeker TV Inc.
WMFD-TV Wilmingon, N. C., vhf ch. 4 (NBC), represented by Weed TV Inc.
WARM-TV Scranton, Pa., uhf ch. 16, represented by George P. Hollingbery Co.
WFRC-TV Greenville, S. C., vhf ch. 4 (NBC), represented by Gill-Perna Inc.

Danville, Shreveport, Cadillac, Kearney, Wilmingon, Weslaco and Fairmont got their first local stations; four others got their second. Scranton now has three.

KSLA started test patterns a week before it began commercial operations Jan. 1 and said that excellent reception was reported in the immediate area.

Date Stalled

Technical difficulties have stalled the starting date of WMGT (TV) Adams-Pittsfield, Mass. (ch. 74), to Jan. 15. Portions of the new high gain antenna need reworking after failing to meet final tests, Leon Podolsky, president, reported. WMGT was to have beamed Christmas day.

KARK-TV Little Rock, Ark. (ch. 4), announced the arrival of its antenna and 25 kw transmitter. The station will feature NBC-TV programs and is represented by Edward Petey & Co., Carol Vinson, promotion manager, announced.

New grantee in Joplin, Mo., Air Time Inc., expects to be affiliated with CBS-TV and will use RCA for its basic equipment, according to Austin A. Harrison, president.

KATV (TV) Pine Bluff, Ark. (ch. 7), which started regular operation Dec. 19, said that fine reception was reported within a 100-mile radius.

Starting commercial operation with an experienced 10-man staff last month WRAY-TV Princeton, Ind. (ch. 52), programs from 4 p.m. to midnight every day with local live shows consisting of news, sports and variety shows, according to Robert L. Epstein, general manager.

WMCT (TV) Greenville, N. C. (ch. 9), started regular programming Dec. 22, affiliated with CBS-TV and DuMont. It is represented by John E. Pearson TV.

The U. of Missouri's commercial station, KOMU-TV Columbia, Mo. (ch. 8), has received wires and telephone reports indicating strong signal 85 miles northeast at Quincy, Ill., and 70 miles south at Rolla, Mo., according to a station spokesman. The station began programming Dec. 21.

WEAU-TV Eau Claire, Wis. (ch. 13), started commercial telecasting Dec. 23 with an estimated area set count of 54,230, Richard P. Keppler, manager, reported.

KTV (TV) Anchorage, Alaska (ch. 11), began regular operations Dec. 11 with dedicated program featuring guest appearances by civilian and top-ranking military personalities, stressing the idea that Anchorage is a two-part community.

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

CALIFORNIA
KGED (TV) Berkeley-San Francisco, vhf ch. "5" (CBS), KBID (TV) Fresno, uhf ch. 53, represented by Meeker TV Inc.

FLORIDA
WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co.

ILLINOIS
WDAN-TV Danville, uhf ch. 24, represented by Everett-McKinney Inc. (granted STA Dec. 26)

KENTUCKY
WLOU-TV Louisville, uhf ch. 41, January '54.'

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

MICHIGAN
WNEH-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed TV Inc.

MISSISSIPPI
WLBT (TV) Jackson, ch. 3 (NBC), represented by George P. Hollingbery Co.

NEW JERSEY
WBTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 20)

NEW YORK
WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker TV Inc.

NORTH CAROLINA
WTAG-TV Greenville, uhf ch. 5 (NBC), represented by Weedy TV Inc.

OHIO
WCOT (TV) Meridian, uhf ch. 30, Jan. 1 (granted STA Nov. 13)

OREGON
KCEB (TV) Tualatin, uhf ch. 23, represented by The Bolling Co.

PENNSYLVANIA
WARM-TV Scranton, uhf ch. 18, represented by George P. Hollingbery Co.

TEXAS
WAC-TV Camden, uhf ch. 15, January '54.

WILLIAMSBURG, N. C.
KHCW-TV Wilson, uhf ch. 5, represented by Paul H. Raymer Co.

VIRGINIA
WBBM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co.

WASHINGTON
KXAN-TV Vancouver-Oregon ( Ore. )

WVBP-TV Fairmont, uhf ch. 35, represented by
Mt. Wilson Fire Spares Los Angeles Tv Towers

TRANSMITTER buildings and antennas of all Los Angeles tv stations appeared in no danger Wednesday as a forest fire on Mt. Wilson came almost to a standstill after winds diminished. The $3 million in equipment and buildings atop Mt. Wilson still faced the danger of a resumption of heavy winds or change in direction, the fire having come within a mile of the "antenna farm."

Forestry officials pointed out that they had eight bulldozers and 44 pumpers working on the fire which could be rushed to the mountain top should the situation become that critical.

Greatest immediate problem of transmitter personnel was the intense smoke and lack of oxygen, but no one was in actual danger, since roads leading down the mountain remained open, it was said. Executives of KNBH (TV) Hollywood, NBC O&O station, said if evacuation were necessary, they conceivably could set equipment on automatic and remain in operation for some time after the personnel left.

NBC-TV engineers and those of Pacific Telephone and Telegraph Co. said should the worst occur and transmitter buildings of both the station and phone company be damaged, the station would still receive colorcast of New Year's Day Rose Parade (B&T, Dec. 28, 1953) and the telecast of the Rose Bowl football game. Remote equipment could transmit to the phone company's building in Hollywood and be transmitted nationwide. However, local reception would be blacked out.

Monday as the fire melted lead sheathing of aerial audio cable part way up Mt. Wilson, KECA-TV and KNXT (TV) Hollywood reported to their own and telephone company microwave equipment temporarily. This they agreed was only an emergency measure in anticipation of more serious trouble, since the cable remained in operation throughout. Both stations resumed use of the cable shortly after repairs were made by the phone company emergency crew. Meanwhile, 24 message circuit microwave radio relay transmission equipment of the telephone company was standing by in case of further difficulties.

On the mountain top, company technicians swathed their transmitter's antenna "horn" and plate glass windows with asbestos sheets.

Some transmitter buildings, notably that of KLAC-TV, are of wood and stone construction. Others are concrete built.

Klaus Landsberg, KTLA (TV) general manager, on the scene, told B&T he had crews clear station grounds of trees and brush and that other stations did likewise.

Seigel Again Heads N. Y. Radio

SEYMOUR N. SEIGEL was to be sworn in for another four-year term as Director of Radio Communications and head of the Municipal Broadcasting System of New York in ceremonies Friday marking the assumption of office of city commissioners and department heads and featuring the inaugural address of Mayor Robert F. Wagner. Municipally owned WNYC planned to cover these ceremonies and others upon the installation of the new city administration, including Mayor Wagner's inauguration on New Year's eve.

Heintz Vice Pres.-Gen. Mgr. Of Copley Radio-TV Interests

JACK HEINTZ, vice president and general manager, KSOD San Diego, Calif., has been appointed first vice president and general manager of the radio-tv properties of Copley Press Inc., which includes KLAC-TV Hollywood, recently purchased from Mrs. Dorothy Schiff Sonnenborn, New York Post publisher for $1,375,000 [B&T, Dec. 28, Nov. 16, 1953]. Copley Press publishes 15 newspapers in Southern California and Illinois and has interest in KSOD, Wilson Edwards, KSOD assistant manager has been named station manager.

A. G. Flanagan, commercial manager, KETV (TV) Tijusno, joins KLAC-TV as assistant general manager. Mr. Heintz will headquarter in Hollywood, dividing time between the two stations.

Prefab Metal Framing

PREFABRICATED metal framing has been used by two west coast tv stations—KGO-TV San Francisco and KMJ-TV Fresno—to install studio grids to support lighting and other equipment.

E. A. Nickel, advertising manager, Unistrut Products Co., Chicago, said in both cases Unistrut framings and fittings were quickly assembled by the staff crews who used only wrenches, to provide a "strong framework" at "low cost." KMJ-TV used the framing for building an adjustable, movable grid to support lighting, sound, projection and other equipment, he said.

KGO-TV's engineers used Unistrut material to install an adjustable scaffolding enabling the studio's two production areas to be lighted from above, without use of floor space. The studio is 46-feet long, 23-feet wide and 17-feet high. The KGO-TV installation took only 80 man-hours, Mr. Nickel said.
PROVOST NAMED; PECK HEADS WISN

PROMOTION of two broadcast executives of the Hearst Corp. was announced last week.

D. L. (Tony) Provost, vice president and general manager of the Radio & Television Division of the Hearst Corp., was appointed to the corporation's board. Mr. Provost supervises operation of WBAI-AM-TV Baltimore and WISN Milwaukee.

At the same time, Mr. Provost announced elevation of Harry Peck, manager of WISN Milwaukee since May 1952, to vice president of the division.

Mr. Peck has been in the broadcast business 20 years, associated with KFBI Abilene, Kans.; KFAB Lincoln, Neb.; KOIL Omaha and in April 1946 as vice president and manager of WDOY Minneapolis-St. Paul before taking over WISN's management.

Richard Stanton Wolfe Dies While Cruising Caribbean

RICHARD STANTON WOLFE, 46, president of RadiOhio Inc. (WBNS Columbus, Ohio) died Dec. 26 while on a holiday cruise in the Caribbean with his family.

Mr. Wolfe also was a newspaper publisher and bank executive. He was vice president, treasurer and director of the Dispatch Printing Co., publishers of The Columbus Dispatch and The Ohio State Journal and owners of WBNS-TV Columbus. In the financial world, he held the position of executive vice president and director of Bane-ohio Corp. He was a director of the Wolfe Wear-U-Well Corp., shoe manufacturers.

Mr. Wolfe died on the steamship Coronia near the Dutch island of Curacao off the coast of South America. News of his death was cabled to Columbus by his wife. Cause of death was not given. Mr. and Mrs. Wolfe and sons, Richard Martin Wolfe, 19, and Bruce Fowler Wolfe, 10, sailed on Dec. 24.

WOR Reports Top Year

OUTLOOK for WOR-AM-TV New York in 1954 was pictured as "bright" by station officials last week in year-end statements that noted the tv outlet ended the year 1953 in "the strongest position in its history" and that WOR's list of radio advertisers had grown from 875 in 1951 and 525 in 1952 to 775 in 1953.

The radio outlet was said to have had the "largest gross billing and more advertisers than any single station in the country." It was pointed out the most significant developments at WOR-TV were the station's move to the Empire State Bldg., which resulted in increased power, and its improved programming.

Program to Save Uhf

A NEW program idea designed to solve every problem of the small uhf station is being used by WACH (TV) Newport News, Va. The two-hour program is arranged like a movie schedule, e.g., news, cartoon, short subject and feature movie, and will be repeated three times each evening (6, 8 and 10 p.m.).

"The viewer can now watch his favorite shows on network stations and still catch one of our three performances," Frederic F. Clair, station manager, said. "An advertiser is assured that all the local audience will see our whole show every evening," he continued. Savings resulting from using one third of the material, production and continuity required for a full evening schedule, make the new idea a low-budget operation with maximum expected audience, it was explained.

The idea was originated by a local tv serviceman, Dave Berents of Norfolk, and will feature a new playbill each day.

WNHC-TV Switches From Six to Eight

WNHC-TV New Haven, Conn., switched to ch. 5 Dec. 19, making the change from ch. 6 in accordance with the FCC Sixth Report and Order (8[BT], April 14, 1952). WNHC-TV operated on both channels for a 10-day period ironing out any technical difficulties on its new carrier. Reports on signal clarity have been encouraging.

Highlighting the program commemorating the changeover was a talk by Sylvester L. (Pat) Weaver, NBC president.

Elmer Davis Honored

ELMER DAVIS, radio and television news analyst, last Tuesday was presented with the Lauterbach Award for 1953. Award, consisting of $1,000 in cash, is given annually by the Authors Guild of America for contribution in the field of civil liberty. Ceremony was held in the studios of WABC New York and carried by the ABC Radio network.

WTRF-TV Sets Boost to 316 Kw

WTRF-TV Wheeling, W. Va., plans to boost its output to 316 kw in February, Robert W. Ferguson, station executive vice president, has announced. Station also will increase its programming to 105 hours weekly, with about 22% of the programs originating from the Ogden Bldg. studios.

Letters of Approval

WHUM-TV Reading, Pa., increased its uhf ch. 61 power to 260 kw and installed a new antenna atop its 1,000-ft. tower — and local viewers and sponsors responded with letters of praise and congratulations at the improved picture.

Typical of the comments received was one by a sponsor in Phillipsburg, N.J.: "I am in a bad location for tv, bound in by College Hill in Easton (Pa.) and Phillipsburg Hill in New Jersey — so surprised using next to perfect reception. Kept me on all night."

NBC SPOT SALES REPORTS RECORD '53

A $5 million increase to $22 million puts the sales figure 33% over 1952, McFadden announces.

RECORD-BREAKING $22 million in billings was recorded by NBC Spot Sales in 1953, representing an increase of $5 million over 1952 billings, Thomas B. McFadden, director of NBC Spot Sales, announced last week.

Pointing out that the 1953 figure was 33% over billings in 1952, Mr. McFadden said total billings for radio reached $4½ million and for television, more than $17½ million. He stressed that the $5 million overall increase represents not dollar bookings after agency commissions and discounts are considered.

Mr. McFadden said that total billings for radio in 1953 were $860,000 over the 1952 figures, representing a 23% increase for NBC Spot Sales as compared with an industry-wide published figure of an 8% gain. He noted that these increases were recorded for stations long represented by NBC Spot Sales, adding that one station had increased billings over 1952 by 64%.

Tv Billings

In television, Mr. McFadden continued, total billings were more than $4½ million over 1952. He reported that billings at NBC owned-and-operated stations were 22% greater than in 1952, while at non-owned tv stations represented by NBC Spot Sales, they were 56% ahead of 1952, with one station registering a gain of 61%.

In releasing the report, Mr. McFadden explained 1953 was the first full operating year under the new organization. He said: "In the last six months of 1952, we went through a major reorganization at NBC Spot Sales. In 1953 we expanded and consolidated our staff which resulted in the record-breaking sales story we have to tell today,"

In the process of reorganization, Mr. McFadden said, the selling staff of the unit was ex-
WGY-Land is Vacationland

AND RADIO GOES WHERE VACATIONERS GO

From the first winter snow until the Spring thaw, winter sports fans from all over the country flock to upper New York State and New England. As in the summer WGY-Land again becomes vacationland for millions of people. From Lake Placid to the Catskills, from the Finger Lakes to the Green Mountains, wherever people ski or sled or skate, WGY reaches an increased audience all through the winter season.
panded from 24 to 44 men, divided equally between radio and television. An incentive compensation plan was inaugurated, he continued, which permits each salesman to earn 25% over his base salary.

Other practices cited by Mr. McFadden as contributing to the climb in sales were a new business development department, which creates "tailor-made pitches" for specific clients, and a cash prize plan, under which more than $20,000 was presented to members of the NBC Spot Sales staff during 1953.

He singled out "Electronic Spot Buying" as the most forceful sales technique developed during the year. It is a method of selling spot radio and television by "live" demonstration through the use of coaxial cable or microwave facilities. In practice, ESB permits advertising executives in New York, Washington, Cleveland, Chicago and Hollywood to witness a "live," closed-circuit demonstration in any of those cities of a program presented locally in any of the other cities.

During the past year, Mr. McFadden said, NBC Spot Sales was appointed national sales representative for KSD-AM-TV St. Louis; KONA (TV) and KGU Honolulu and WAVE-AM-TV Louisville. Other stations represented by the year include KPTV (TV) Portland, WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTAM-WNBK (TV) Cleveland, WMAQ-WNBQ (TV) Chicago, KNBC San Francisco, KNNB (TV) Hollywood and WRGB (TV) Schenectady.

NBC Spot Sales is a component of the NBC owned-and-operated stations division under Charles K. Denny, NBC vice president in charge of that division.

**Venard Inc. Opens With 23 Ams, 8 Tvs**

VENARD Inc., new station representative organization which begins operations today (Monday) with headquarters in Suite 3701, 444 Madison Ave., New York (B&T, Dec. 28, 1953), will represent 23 radio stations, eight tv stations and the Oklahoma Network, Lloyd George Venard, president, announced.

Radio stations are: WHBC Canton, Ohio; WERE Cleveland; WAGE Syracuse; WPDQ Jacksonville, Fla.; WHIM Memphis; WCOV Montgomery, Ala.; WILS Lansing, Mich.; WMAN Mansfield, Ohio; WPAY Portsmouth, Ohio; WPJB Providence, R. I.; KCIC Texarkana, Tex.; KBUR Burlington, Iowa; KMB Monroeville, La.; KTRI Sioux City, Iowa; WOR Orlando, Fla.; WBSR Pensacola, Fla.; WJTN Jamestown, New York; WLOS Asheville, N. C.; KWBW Hutchinson, Kan.; KTXL San Angelo, Tex.; KTBB Tyler, Tex.; KWKJ Abilene, Tex.; KTRF Lufkin, Tex.

Tv stations are: WFIX-TV Evansville, Ind.; WITV (TV) Miami; WJNO-TV Louisville; KCMC-TV Texarkana; WCOV-TV Montgomery; WALS-TV Lansing; KIDM-TV Midland-Odessa, Tex.; KTXL-TV San Angelo.

**Meyers Manages**

Howard B. Meyers will be Chicago manager of Venard Inc., Mr. Venard said, with headquarters at 35 E. Wacker Drive. Duncan Scott will be the firm's West Coast representative with offices in the Mills Bldg., San Francisco. The company also will have offices in Atlanta, Boston, Detroit and Dallas, Mr. Venard said.

**KOA gets through even when snowplows can't!**

A land of great distances (302 counties in 12 states), the Western Market's basic means of communication is radio. And radio is KOA-Radio.

KOA's is the single signal capable of reaching this entire 480-million acre market. More than a million families live in the Western Market—better than half of them rural.

Last year they earned $5-billion, spent $4-billion in retail sales.

The Western Market farmer has an income 74.3% greater than the national average. And he's a prime customer for consumer goods of all kinds plus the equipment and materials aiding him in his production capacity.

50,000 WATTS • 850 KC

**KOA DENVER**

Covers the West...Best!

**In Public Service**

**AFTER only three days of telecasting, KWTX (TV) Oklahoma City took hold of its first fund raising program and came up with a success in soliciting money for the U. of Oklahoma's marching band to travel to Miami with the Orange Bowl-bound football team.** "Congratulating Edgar Bell (r), station's general manager, is Boyd Gunring, Oklahoma U. extension director. Station telecast on evening half-hour show and again that evening carried appeals nearly to midnight. Only $7,000 had been gained by independent efforts but at least twice that figure was needed. Pledges on KWTX alone amounted to $10,000, the station reports.**

**Broadcasters Aid Milk Bowl Talent Search**

AN all-out international search for small fry football talent by The National Milk Bowl, annual classic at Bryan, Tex., for kid football, is getting a helping hand from many radio and tv stations throughout the U. S. and Canada. Glenn McCarthy, KXYZ Houston, Jack Harris, KPRC Houston, and Gordon McLendon, KLIF Oak Cliff, Tex., are among the members of the board that governs the grid event.

The classic, which features a squad of 27 youngsters from all over the world pitted against a squad of young Texans, is scheduled for the first Saturday in January.

In the past, the event has been broadcast coast-to-coast, with Al Helfer of MBS adding the color of a major bowl contest.

**WTMJ-TV Christmas Party**

WTMJ-TV Milwaukee's Foreman Tom show entertained some 1,000 children members of the western program's "Foreman Tom B-Square Ranch Club" at three Christmas parties. The station awarded $1,000 worth of prizes to contest winners at the parties. The children were winners of a letter-writing contest among the 25,000 members of the "Foreman Tom Club," the station said.

**WWDC Party for Aged**

WWDC Washington held a Christmas party for residents of the Blue Plains Home for the Aged and Infirnir, featuring entertainment and gifts, the latter contributed by the public to WWDC's Christmas fund. The station broadcast a half-hour of the proceedings. Guest star was Renah F. Camilier, District commissioner.
Josef C. Dine and Allan H. Kalmus

*announce the opening of the*

PUBLIC RELATIONS FIRM

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Public Relations • Publicity

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Eighteen years of public relations success in television, tv films, radio, newspapers, magazines, trade publications, and industry.

4 West 58 Street New York
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Washington • Chicago • Hollywood • Boston • Miami
PERSONNEL RELATIONS

AFM, RECORDERS TO TALK CONTRACT

NEGOTIATIONS between the American Federation of Musicians (AFL) and the recording and transcription industry over a new contract are scheduled to be renewed in New York this week. The contract was to expire last Thursday but both sides reportedly agreed to keep the pact in force until a new agreement is reached, with the understanding that a new contract be retroactive to Dec. 31, 1953.

Negotiations with the recording and transcription industry are preliminary to talks with the radio and television networks, which are scheduled to begin about mid-January. These contracts expire Feb. 1, 1954. A spokesman for one recording company told BT last week that the recording and transcription companies are "very optimistic" about reaching an agreement with AFM some time this week.

TWA Slates Vote on Officer Who Wouldn't Answer Solons

DECISION on whether or not to oust one of its officers for refusal to answer questions on political affiliation is to be handed down by the Western Region, Television Writers of America, in a mail referendum and mass meeting early this month.

Joel Swift, vice secretary of the Western group, refused to answer such questions at a closed hearing by a House Un-American Activities subcommittee (BT, Dec. 21, 1953). New York members of the writers association recently expressed concern over this resignation; the TWA executive board decided to hold the mail vote.

Non-Theatrical Producers Organize Bargaining Unit

NON-THEATRICAL Motion Picture Producers Assn. has been formed in Hollywood by producers of non-theatrical motion pictures as a trade association to bargain collectively with guilds and unions for more favorable wage scales and working conditions than those in effect for theatrical film producers.

Carl Swanstrom, president of Dudley Pictures Corp. and Dudley Television Corp., is president. Other officers include David Lurie, Wolf Studios, vice president; Jerry King, Polaris Productions, secretary, and Carl Swansstrom, Centaur Productions, treasurer.

Talks with unions and guilds have been underway for some time, according to Mr. Dudley, who said the association was formed to facilitate signing of contracts.

NLRB Election at Sovereign

NATIONAL Labor Relations Board will hold an election before Jan. 15 to determine whether clerical workers at Sovereign Productions Inc., Hollywood tv film company, want the Office Employees International Union AFL, Local 174, as their bargaining agent. The election's outcome is expected to set a pattern for 15 other producer-members of the Alliance of Television Film Producers. The Alliance's petition that representation elections be held simultaneously among workers employed by AFTE associations to bargain collectively with NLRB, which decreed that elections would be on a single-employer basis.

NETWORKS

MBS AFFILIATES' IDEAS TO BE EXPLORED IN BILOXI JAN. 18-19 MEET WITH NETWORK

MBS affiliates will have a chance to offer their individual ideas about the type of service to be provided by the network at a meeting Jan. 18-19 at Buena Vista Hotel, Biloxi, Miss.

The convention is strictly an affiliate-sponsored project, with top network officials invited to attend as guests of the stations, according to Pat Reilly. Mr. Reilly is the MBS station group in the Northeast and chairman of the Mutual Affiliates Advisory Committee.

This will be the affiliates' own convention," Mr. Reilly told BT. "At least 250 of the 560 affiliate stations will be represented, possibly 300, judging by replies to a questionnaire survey conducted around the nation by individual MAAC members. The 560 affiliates will have a chance to tell network officials and to make any suggestions about network-station service and programming" [BT, Nov. 30, 1953].

On the agenda, of course, will be the new affiliation concept developed last summer by the MAAC group and submitted to the network. This plan provided that affiliates get their payments from the network in the form of free programs for local sale rather than in dollars.

Loud Criticism at First

When the plan was first disclosed last year, it brought loud criticism from several stations. Some of this criticism was based on fear that other stations would want to try something down the affiliates' throats. Part of the plan had been put into effect despite the handicap of a WOW New York strike that found network and station executives handling staff functions.

When the MAAC group met Nov. 5 it recommended that all affiliation agreements revert in terms to effect before the plan was launched Oct. 1 [BT, Nov. 9, 1953]. At that time Mr. Reilly said the plans had stated that a majority of stations considered the new MBS concept sound in principle but agreed its "common denominator" did not win "solid acceptance.

When the convention opens Jan. 18 the affiliates will have their own private session. When all ideas are in, the MBS executives will be invited to the meeting room to answer questions.

Mr. Diehm said affiliates will have a chance "to see what we want and where we're going. We'll put questions to the network officials and get their answers. Out of this discussion we may be able to develop a plan that will help all of us."

Serving with Mr. Diehm on the 14-man MAAC are Rex Howell, KXPF Grand Junction, Colo., vice chairman, and Robert McRaney, WCBI Columbus, Miss., secretary.

MBS officials invited to the Biloxi convention include Thomas F. O'Neill, president and chairman of the board; J. Glen Taylor, administrative vice president in charge of policy; James E. Wallen, administrative vice president in charge of finance; Robert A. Schmidt, administrative vice president in charge of advertising, programing and sales; Adolph N. Hutt, vice president in charge of sales.

Also, Herbert Rice, vice president in charge of programming, Jack poorer, legal counsel of General Teledora; Bert Hauser, vice president in charge of cooperative programming; Charles Godwin, director of station relations; Robert Carpenter, assistant director of station relations; Robert King, station relations; Roy Daniel, director of commercial operation; George Ruppel, controller; Francis X. Zuzulo, director of press information.

Members of the MBS board, many of whom are operating station or regional network executives, also have been invited.

Mr. Diehm made clear that the entire proceedings would be under the control of affiliates, with MBS to be host at one or two meals as well as at a hospitality room.

After the MAAC November meeting, some of the committee members said privately they felt there had been a general misunderstanding last summer about the new affiliation idea. They explained that the idea was first developed at a 1952 meeting held at Virginia Beach, Va., and refined at a Cape Cod meeting last June. Involved was the then-view that four nationwide radio networks were no longer feasible, under current network concepts, with affiliates bound to suffer.

MAAC members felt the plan would give prestige to stations and lead to attractive programs plus easy-to-sell adjacencies. Last summer network officials voiced concern over the theory since the headquarters staff was not located behind the idea.

In the late summer and early fall the plan was broached to some affiliates at informal regional sessions, though the headquarters strike problem made it difficult for executives to go out on the road and interfere with plans to hold regional conventions for affiliates.

'Deals' Alleged

After the World Series when programs got under way, the pact did not live up to promises, some of the affiliates felt. Others claimed the network was offering special deals to some of its more powerful stations. The network denied it.

Some of the opposition developed at ramp sessions held during NATB's autumn schedule of meetings.

Asked about the present attitude of affiliates toward the network concept, Mr. Diehm said he had not seen any recurrence of the scattered revolt of the September-October period.

CBS-TV Plans to Air Ike's Resources Report

FOR THE first time, the report of the President's Material Policy Commission will be presented on television, Sunday, Jan. 10, when it will be carried on CBS-TV from 3-4 p.m., EST.

The program is called Resources for Freedom, which is also the title of the Commission's five-volume report summarizing its appraisal of the resources of U. S. and the free world. Among those appearing on the program will be William L. Ross, general counsel of the board of CBS and chairman of the President's Material Policy Commission.
Crew That Santa Forgot

THE Christmas Eve midnight service at Washington National Cathedral provided an impressive program for CBS-TV viewers coast-to-coast but proved to be a nightmare for the tv crew headed by Ted Ayres, executive producer.

First sign of trouble appeared at rehearsal the day before when two engineers running cable in the cavernous depths of the cathedral were caught by the 5 p.m. night watch and locked in a coffin-filled crypt behind a foot-thick concrete door. Producer Ayres, who was worrying about double and penalty time, missed the pair and led a safari that eventually rescued them.

During the processional just before air time, a WTOP-TV cameraman wearing an appropriate and seldom-used black suit, leaned over. His pants split wide open, with realistic sound effects, in full view of the congregation. He swapped pants behind a pillar with a vestryman, who remained seated during services.

A roving camera inspired a worshipper who hung his coat on the lens. Waiting the monitor, Mr. Ayres saw a hand approaching the camera and made a fast switch to another camera.

CBS artists worked all night prior to the service, putting dabs of paint on the electric candles used by choir boys. This solved the halo problem created by conventional and electric candles.

Storer's KABC Signs As CBS Radio Affiliate

SIGNING of KABC San Antonio, Storer Broadcasting Co. outlet on 680 kc with 50 kw day and 10 kw night, as an affiliate of CBS Radio, effective March 1, was announced last week by William A. Schudt Jr., CBS Radio vice president in charge of station relations.

A series of call letter changes also is slated. Mr. Schudt noted that on Feb. 1 KABC will take the KGBS call (employing the initials of George B. Storer, as in the case of Storer-owned WGBS Marlins, Tex., in giving up that call will become KGBT [B&L, Dec. 14, 1953]. The KABC call given up by the San Antonio station, meanwhile, is expected to be taken by ABC-owned KEEA Los Angeles, getting the ABC network identification into its signature, while presumably Storer's KEYL (TV) San Antonio will identify itself with its radio affiliate and become KGBS-TV.

The newly signed CBS Radio affiliate in San Antonio currently is affiliated with ABC. ABC officials indicated no decision had been reached as to a new ABC outlet there. The current CBS radio affiliate, which KABC will replace, is KTSU, a 5 kw outlet on 550 kc.

CBS Radio officials said the network now has, in continental U. S., a total of 28 stations operating with the maximum 50 kw power in daytime and 25 kw in the 30 kw nighttime class.

5 Tv Outlets Added by AT&T

FIVE more tv stations were hooked into the AT&T nationwide facilities to receive live tv network programs over the Christmas weekend. They are: KOA-TV Denver, WROL-TV and WTSK-TV Knoxville, WOSH-TV Oshkosh; WSTV-TV St. Louis. Network tv service now is available to 246 stations in 152 U. S. cities, according to AT&T.

How come $1.00 steak from 25¢ steers?

1000 lbs. Steer at 25.8¢ per lb.

Packer pays $258.00

Production costs of cattle raisers and feeders include: Breeding stock, death losses, feed and labor, land use, taxes, interest, supplies, equipment and other expenses for the three full years it takes to produce and feed a choice grade steer.

590 lbs. Beef at 41¢ per lb.

Retailer pays $241.00

Value of by-products, such as hides, fat, hair, animal feed, etc., helps offset packers’ dressing, handling and selling expenses, so that usually the beef from a steer actually sold to the retailer for less than the live animal costs. As shown above, packer pays $208.00 for typical 1000-lb. steer—sells meat for $241.00.

All cuts of beef are equally nourishing.

If there were equal amounts of all, with an equal demand for all, steak and hamburger and stew meat would all sell at the same price.

But that just isn’t the case—see table at right, above.

In general, demand is concentrated on steaks and roasts. This is why porterhouse steak, for example, may sell in some stores for $1.00 while hamburger sells for 42¢.

If consumers don’t want steak badly enough to pay $1.00 for it, the price goes down. If they demand more hamburger and the supply does not increase in line with increased demand, the price goes up.

That’s how the law of supply and demand works.

Prices above are averages for all kinds of Chicago stores, including cash-and-carry, charge-and-deliver, in high rent areas and in low rent areas. Prices in some stores may be higher...in others lower.

AMERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U. S.
Frey Said to Assume Herbert's NBC Duties

George Frey reported taking over John K. Herbert's position as head of tv network sales at NBC. Mr. Herbert's plans not disclosed.

RESIGNATION of John K. Herbert, NBC vice president in charge of tv network sales and a member of the network board, was reported last week to have been received, effective Dec. 31, and George Frey, vice president and director of tv network sales, was said to be taking over his responsibilities [BET, Dec. 28, 1953].

Mr. Herbert's resignation was attributed to policy differences with newly elected President Sylvester L. (Pat) Weaver but had been delayed pending negotiation of terms with respect to the termination of his contracts, which had approximately two and a half years to run. His plans were not disclosed.

Mr. Frey had been in broadcasting since 1924, when he joined WEA (now WNBC) New York in its ownership by AT&T and continuing when the station was sold to RCA in 1926. He has been with NBC ever since, starting in engineering and promotion and switching to sales in 1929. He became sales service manager in 1940, eastern sales manager in 1946, director of tv sales in 1949, and was elected a vice president in January 1951, at the same time Mr. Herbert also was elevated to a vice presidency.

Mr. Herbert joined NBC, as assistant to the then-president, Joseph H. McConnell, in September 1950 after 12 years with Hearst magazines, where he was vice president and general advertising manager. He became general sales manager for NBC Radio in November 1950; vice president in charge of both radio and tv sales in July 1952; vice president in charge of both radio and tv networks last January; vice president in charge of the tv network in July when radio and tv operations were separated; member of board and vice president in charge of tv network sales in September in further realignment of NBC-TV executives.

LUNCHEON in New York honored 13 employees of NBC o&o stations division who have completed 10 or 20 years with NBC. None of them are pictured here with the executives congratulating them (l to r): Hamilton Shea, general manager, WNBC-WNBT (TV) New York; Richard Close and Charles Callide (both 20); Thomas B. McFadden, NBC Spot Sales director; Charles R. Denny, vice president in charge of the o&o division; Daniel Murphy and James V. Coleman (both 20); Isabelle Finnie, Peter Affe, Morris Goodman and John Riedel (all 10); and Ralph Bennett (20).

MBS SALES UP NEARLY 10% IN '53

Mutual also reports its network numbered 364 affiliates at the end of 1953.

MBS gross billings for 1953 will approximate $23 million, an increase of nearly 10% above the 1952 gross of $20,992,105, according to the estimate of Mutual statisticians pending the completion of accounting records for December.

In achieving this increase, the Network reported, Mutual attracted a number of advertisers who were not only new to MBS but also to network radio, including such companies as Credit Union National Assn., Niagara Mfg. & Distributing Co., Grand Duchess Steaks, North American Van Lines and National Homes.

Against the growing competition of tv, Mutual utilized a new twist by persuading video advertisers that radio, in the Mutual style, could still do a job. Perry Como for Chesterfields, Eddie Fisher for Coca-Cola and My Little Margie for Scott Paper Co. are now heard on MBS as well as being seen on the tv networks. In October the World Series was televised, but 53 million people, an all-time record, heard it at home via Mutual, not counting those listening in cars or on portables MBS stated.

17 of Top 25

At the end of the year, MBS said, its sponsor list included 17 of the nation's top 25 advertisers. Furthermore, many MBS advertisers, the network reported, have expressed their renewed faith in radio—and MBS—for more network time in 1954. Among these are such companies as S. C. Johnson & Son, American Federation of Labor, State Farm Mutual Automobile Insurance Co., American Home Products, John-Manville Corp., Kellogg Co., Liggett & Myers Tobacco Co., P. Lorillard Co., R. J. Reynolds Tobacco Co. and Mutual Benefit, Health & Accident Assn. of Omaha.

Mutual recounted that 1953 saw a strengthened program structure as well as advertising line-up with such recent additions as Counter Spy, Bulldog Drummond, Wonderful City, Nightmare, Deadline and Starlight Theatre. Further strengthening was promised for 1954.

Largest network in the world, MBS at the end of 1953 numbered 364 radio stations as affiliates.
TRIPLE THREAT IN THE PRESS BOX

No pass-punt-run man this, but a triple threat just the same. Collins 12Z Remote Amplifier is a star performer in its own right.

It's small, lightweight — about as easy to carry as a football with handles.

Automatic, instantaneous switchover to battery power in case of AC power failure. Never a worry of a blank-out with Collins 12Z on the job.

It's extremely convenient to set up and operate. All microphone cables and telephone line connections come in on the back panel out of the operator's way. Front panel has four large individual gain controls; a master control employs Daven faders for smooth cross fades and sensitive gain control. A big, four-inch VU meter measures either output level in volume units or the amplifier's operating voltages.

Additionally — four microphone channels for maximum coverage — standard size batteries and automatic battery switch-off when the cover's closed make the Collins 12Z Remote Amplifier just about the next most valuable player at football and basketball broadcasts or any other remote pick-up job.

**SPECIFICATIONS**

- **Input:** Four channels, with individual controls and a master control.
- **Gain:** 83 db minimum.
- **Noise level:** At least 55 db below program level.
- **Power output:** 50 milliwatts (+17 dbm*).
- **Distortion:** Less than 1.5%.
- **Frequency response:** ±1 db 50 to 10,000 cps; ±1 -2.5 db 30-15,000 cps.
- **Input impedance:** Choice of 30/50 or 200/250 ohms.
- **Output impedance:** 600 ohms (150 ohms available on special order).
- **Weight:** Approximately 40 lbs. with batteries, 28 lbs. without.

**COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER**

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60 H mixer unit.

**SPECIFICATIONS**

- **Gain:** 80 db minimum.
- **Input impedance:** 30/50 ohms or 200/250 ohms.
- **Output impedance:** 600 ohms.
- **Power output:** 50 milliwatts (+17 dbm*).
- **Distortion:** Less than 1.0% between 50-15,000 cps.
- **Noise level:** 65 db below normal program level.
- **Frequency response:** ±2.0 db; 50-15,000 cps.
- **Weight:** Approximately 10 lbs.

*dbm, 1 mw into 600 ohms.

Engineer Paul Levin and Sportscaster Tom Decker of Radio Station WHDH, Boston, doing a play-by-play of the Boston U.-Penn State Football game.
DuMONT HAS GOOD '53, WITTING SAYS

Billings were up 21% above prior year, affiliates growing, station clearance better, while sponsor lists are larger, retiring DTN managing director summarizes.

DuMONT Television Network's 1953 billings were up 21% above those for 1952, its affiliates list is "the largest" in television, its station clearance is 50% better than a year ago, and its roster of sponsors is the largest DuMont has ever had, Chris J. Witting, retiring managing director, said last week in a year-end report.

Mr. Witting, who resigned Jan. 1 to become president of Westinghouse Broadcasting Co. and was succeeded at DuMont by Ted Bergmann, noted that the network had a lineup of 205 stations (178 formal affiliates and 27 outlets on letter agreement), whereas the total was 72 at the end of 1952 and 62 when the freeze was lifted in July 1952. DuMont also has an exchange agreement with CBC, with XEW-TV Mexico City, and is working out similar arrangements with stations in Sao Paulo and Rio de Janeiro.

'largest' Lineups

"Some of the largest lineups in television history" were reported delivered by DuMont for Admiral Corp.'s. Life is Worth Living (170 stations); Mogen David Wine's Dollar a Second (115 f.o stations), and the full series of professional football games for Westinghouse Electric Corp. and a group of regional sponsors (more than 100 stations).

For the entire broadcasting division, 1953 revenues were reported 30% ahead of those for 1952. The Teletranscription Division was said to have "backstopped the network's efforts very substantially during the year, both in extending commercial program networks and DuMont's cooperative project. For example, it provides Teletranscriptions for 14 commercial shows to over 100 stations, and it prepares film on 18 other shows, which are the mainstay in the joint effort with the stations on a cooperative basis." The Broadcasting Division also expanded its activities in the closed-circuit field, while the Film Syndications Dept., in its second full year, "saw considerable growth in the volume of its film sales to local stations and advertisers.

The DuMont network served 45 national advertisers during the year, the report continued, asserting that Publishers Information Bureau figures indicate network time billings totaled approximately $12,255,000 as against $10,140,000 in 1952.

For the DuMont owned stations, the report said WABD (TV) New York had "an excellent year," with last-half billings running 28% ahead of those for the same period of 1952; WTTG (TV) Washington's total billings for the first 11 months of 1953 were 32.9% ahead of those for the same period of 1952 and 8.3% greater than those for entire 1952, while WDTV (TV) Pittsburgh "made the notable record of producing 127 local shows each week."" WDTV is slated to move into new studios in Gateway Center early in 1954, for an early increase to 100 kw effective radiated vertical power.

23 Tv Stations Colorcast: Pasadena 'Roses' Parade

TWENTY-THREE TV stations were to have carried NBC-TV's colorcast of the Tournament of Roses parade in Pasadena, Calif., New Year's Day.

In addition, RCA Victor reported that 17 additional stations were to have been equipped for rebroadcast of network color programs on Jan. 1. These, however, were not NBC-TV affiliates and were not carrying the Pasadena parade.

Stations carrying the NBC-TV colorcast were:

WNBT (TV) New York, WNBW (TV) Washington, WNBT (TV) Cleveland, WHBT (TV) Chicago, KYBH (TV) Los Angeles—all NBC odo stations—and WABD (TV) Philadelphia, WZTV (TV) Philadelphia, WSBT (TV) Wilmington, WOCL (TV) Baltimore, WSPD (TV) Toledo, WJW (TV) Columbus, KOKY (TV) Denver, KTVW (TV) Boise, KRON (TV) San Francisco, WTMJ-TV Milwaukee, KSBO-TV St. Louis, WJAC-TV Johnstown, Pa., WWJ-TV Detroit, WLWT (TV) Cincinnati, and WDTV (TV) Columbus. All of these stations, except WWJ-TV Detroit and WLWT (TV) Cincinnati, WLWD (TV) Dayton, and WLWC (TV) Columbus, were equipped with RCA color gear.

To meet the Jan. 1 deadline, a special production unit at RCA's Camden (N.J.) factory operated on a 24-hour schedule seven days a week turning out the station equipment necessary for the rebroadcast color network color programs. First shipment left the factory Nov. 30, air-expressed to the stations.

Five crews of specially trained RCA Service Co. technicians traveled by air with the shipments.

Stations equipped by RCA to rebroadcast network color signals, in addition to those listed above, were:


W. Palm Beach-Orlando Link

PERMISSION to construct a microwave radio-relay route between Orlando and West Palm Beach, Fla., has been asked by AT&T in an application filed with FCC last fortnight. Proposed route will be part of the Jacksonville-West Palm Beach radio-relay system which, when completed, will permit release of two circuits on the existing coaxial cable route between those cities for tv use.

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Heavy Broadcast Director, Managing Director: WEVD 117-119 West 45th St., New York 19

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DISPUTE ON COMPATIBLE COLOR CREDITS RESURRECTS OVERTONES OF PATENT CASE

Zenith Radio, Admiral and Philco line up in opposition to alleged RCA try at creating impression that it alone developed the FCC-approved system. RCA retorts and notes its patent litigation with Zenith.

A DISPUTE over corporate credits for the development of compatible color television broke out last week against a backdrop suggesting a battle over patent rights may become involved.

Joe E. F. McDonald Jr., president of Zenith Radio Corp., sent FCC Chairman Rosel H. Hyde a letter charging that RCA was trying to create the impression that it alone developed the compatible television system recently approved by FCC. He sought to link the alleged RCA endeavor with forthcoming expiration of agreements under which RCA collects royalties from a large part of the industry. Those agreements expire at the end of 1954.

RCA retorted that "RCA has consistently been the first in every major color television development," and charged that "this is not the first time that Mr. McDonald has been wrong," and said that "Zenith is now in patent litigation with RCA and Mr. McDonald's last ill-chosen blast is an obvious maneuver on his part related to the action now pending in the federal courts.

In other developments, Admiral Corp. President Ross D. Siragusa asserted as part of a general statement to Admiral distributors that "color television is an industry accomplishment stemming from unprecedented cooperation by competitors who set aside their keen rivalry and pooled their knowledge to speed the perfection of the color medium for the public." Philco Corp. earlier took ads proclaiming that compatible color TV standards approved by FCC "were developed by the leading scientists of the electronics industry" and "are not the work of any one company" [B&T, Dec. 28, 1953].

"Without Foundation"

Mr. Siragusa characterized RCA's claim that it was primarily responsible for color development as "absolutely without foundation." He said:

"The fact is that the so-called RCA system was flatly rejected as unsatisfactory by the FCC in the fall of 1950. "At that time the Commission authorized the non-compatible Columbia system. The industry, which except for [CBS] was unanimously agreed that any color system adopted would have to be compatible, then stepped forward and developed the [present] system."

Accusing RCA of trying to "create a patent position for itself in color TV," by claiming credit for itself, Mr. Siragusa noted that RCA's present licensing agreements expire at the end of 1954. He said, "It is most regrettable that a company like RCA should seek publicity and unfair advantage by making such statements.

In his letter to FCC Chairman Hyde, Comdr. McDonald wrote that "we were shocked when we saw the misleading manner in which RCA sought, through television announcements and full-page newspaper ads published throughout the country, to create the impression that this NTSC system of color television which you approved was the sole and entire product of RCA."

"Nothing could be further from the truth. The system was developed by the joint efforts of many TV manufacturers, of which RCA was only one."
BLACK-AND-WHITE TV SALES IN MILLIONS PREDICTED BY RCA'S FOLSOM FOR 1954

'Sellers market gone,' he says, necessitating new strategy by business leaders. Color tv's introductory year forecast 'orderly.'

RCA EXPECTS sales of black-and-white tv, which approximated 6 million sets in 1953, to "continue in the millions" in 1954, "during the orderly introduction of compatible color television," RCA President Frank M. Folsom, said in a year-end statement issued today (Monday). RCA "plans to accelerate promotional activities to achieve this," he stated.

Pointing to a new trend in merchandising, which had reached its turning point in 1953 and now "represents a closer approach to normal business conditions," with "the 14-year-old sellers' market gone," Mr. Folsom stated that "the changed market condition requires evaluation by business leaders, not only along economic lines, but in overall strategy of operations."

"Recognizing these needs," he said, "RCA is charting a positive course of action to maintain relatively high volumes in production and sales during 1954." Major steps being taken by RCA to achieve this aim he listed as: re-shaping productive capacity, streamlining operations and selling organizations, establishing closer teamwork between retailers, wholesalers and manufacturers, strengthening the distribution system and giving more assistance to dealers in building effective sales staffs.

"Abundant sales opportunities are ahead in such fields as black-and-white television, compatible color television, industrial tv, transistors, high fidelity phonograph instruments and records, office and home communications systems, radio sets and electronic equipment for industry and military uses, as well as the older lines of communications apparatus," he said.

Reporting substantial progress in commercial planning for color during 1953, Mr. Folsom said that RCA "production schedules were mapped to provide more than 30 stations with necessary equipment to broadcast network-originated color programs in key cities by the end of 1953." Pilot production of the RCA tri-color tube and other color components, as well as of color sets, was started. Last fall, RCA began holding seminars to educate broadcasters and other manufacturers in color requirements, he said, with this program to be continued in 1954 and broadened to include courses for servicemen as well.

RCA is making color broadcasting equipment available to stations, Mr. Folsom said, reporting that as of Dec. 31 it had orders for such equipment from one or more stations in 58 U. S. cities. RCA's demonstrations of three systems for broadcasting color film [BFT, Nov. 2, 1953], he said, assures that this equipment will be available to broadcasters within reasonable time.

Radio set sales continued good in 1953, Mr. Folsom stated, with nearly 13 million new sets manufactured and the number of sets reaching an all-time high of 115 million. "During 1954, radio will play a major role as a communication and entertainment service to the public and sales of receivers can be expected to continue in substantial volume," he said.

He predicted that phonograph record sales in 1954 would add another 10% to the 12% increase of 1953, pushing industry volume above $250 million.

MANUFACTURERS TOOL UP FOR COLOR TV

Sylvania color receivers also were due to be demonstrated to distributors in "several major cities," said Bernard O. Holsinger, Sylvania radio-tv general sales manager. This was to be the second Sylvania color receiver demonstration, the first was at the company's July 1953 convention in Buffalo. Mr. Holsinger also announced that beginning Jan. 8, Sylvania will launch its own color service school, with field clinics for dealers to begin shortly thereafter.

Hoffman distributors in Los Angeles, Denver, Salt Lake City, Newark, N. J., San Francisco, Cleveland and Washington will view the NBC-TV Pasadena, New Year's Day parade on Hoffman color sets, H. Leslie Hoffman, president, announced.

Siragusa Prediction

Prediction that the public can buy a 21-or 24-in. color tv set for about $600 in five years was voiced by Ross D. Siragusa, president of Admiral Corp., in a talk to 900 distributors and other staffs at a Chicago convention last Monday. Admiral showed its first color receiver and its new black-and-white line at the Conrad Hilton Hotel, Chicago, on Tuesday.

Mr. Siragusa said color tv will help make the industry "bigger than ever," but added it will supplement, not replace, black-and-white tv. He also reported that Admiral had its best year in its 20-year-old history—total sales reaching $250 million in 1953. Previous record high was $230 million in 1950, with $100,724,536 for 1952.

Westinghouse is producing color tv sets on a "limited basis" at its plant in Metuchen, N. J., and is expected to start assembly-line operations in February. A spokesman said last week a full-door console, with a 12½-in. picture, will sell for about $1,000. The company completed a two-week color tv service school for 26 key field service engineers on Dec. 23. Graduates will start training distributor personnel in February.

Andrea expects to have commercial color receivers available to the trade in limited quantities before the end of June, Frank D. Andrea, president, reported last week. By 1956, Andrea will be in production to take care of "most needs," Mr. Andrea said. He hailed color tv as inaugurating a "golden era" to all tv receivers manufacturers, but tempered his enthusiasm with the statement that this will occur "at its proper time."
DuMONT REPORTS ON FIRM'S GROWTH

DuMONT Television Network "continued to strengthen its position as a truly national video service," Dr. Allen B. DuMont, president of the organization bearing his name, declared Wednesday in a yearend statement. (See story, page 70).

An exchange agreement was set up with Canadian Broadcasting Corp. for its stations in Toronto, Ottawa and Montreal, and for additional stations until they go on the air, he said, with similar agreements being worked out in Mexico and Australia.

Sales of products and services of Allen B. DuMont Labs. during the first 11 months of 1953 ran 20% above those for the comparable period of 1952 and "it is anticipated that profits for the full year will exceed those of 1952," he said.

He said the company "reflected the pattern of expansion," which marked the tv industry during the year. The transmitter division almost doubled its size and output in 1953, introduced a new 5 kw uhf tv transmitter, started regular delivery of new 25 kw vhf transmitters, introduced the Video Recorder and also a new 1 kw uhf transmitter among other products, he noted. The receiver division's sales gain was placed at 25%.

FCC approval of color standards, though ahead of the industry's ability to deliver commercially practical color tv and programs for several years, serves "to standardize a system of color broadcasting that is compatible and in the public interest," he said.

Dr. DuMont sees a demand by consumers for large-screen color tv, to be introduced in 1954, but warned they will be expensive no matter what size. He predicted the industry's ingenuity and technical competence will solve color problems in time.

Furnishings 'Mart' Meets

JOSEPH B. ELLIOTT, vice president of consumer products for RCA Victor Division, and Wallace Johnston, head of the National Appliance & Radio-Tv Dealers Assn., will be among the speakers at the International Home Furnishings Market in Chicago Jan. 4-15.

Selevision of Fruit

SELEVISON INC.—an electronic system whereby Florida fruits and vegetables will be sold at auction on an F.O.B. basis by use of a private television wire to distant points throughout the nation—has been organized with headquarters in New York and originatoin point in Lake- land, Fla., according to George W. Barr Jr., Florida manager for the system.

Buyers will bid from the more than 50 points expected to be in operation over the U. S. within a "few months." Advance teletyped descriptions of the product lot will be handed each buyer, with bids from the several points flashed on the Selevision screens until the final "Sold" is flashed.

Mr. Barr said the tv equipment, perfected by AT&T, International Business Machines, General Electric, duPont and others, will be installed in nine other cities where operation will begin Jan. 6 with sale of citrus fruits. They are: New York, Boston, Detroit, Pittsburgh, Washington, Cleveland, Chicago, Philadelphia and Buffalo.

New RCA Tv Antenna

NEW tv antenna, specially tailored to obtain maximum power on chs. 7-13, has been announced by RCA. Type TF-12AH Superwatt is designed to give a vertical pattern with no nulls, to provide minimum field intensity of 100 mw/m from base of tower out to the distance where attenuation dominates, and power gain to permit maximum ERP with 35% in

Gabriel Change Noted

GABRIEL Co., Cleveland, announces that effective Jan. 1 in its Norwood, Mass., division is identified as Gabriel Electronics Division, with address at Endicott St., Norwood. Telephone is Norwood 7-3300. The unit was formerly called Workshop Associates Division.
CKLW Slates $1.25 Million for New Center

The building will house the station's am-fm-tv facilities when it is completed, possibly next July.

CKLW Windsor, Ont. (Detroit), which has been granted vhf ch. 9 by the Canadian Dept. of Transport, has begun a $1.25 million project to construct a new radio-tv center and a 670-foot television tower on Windsor's waterfront.

Both Canadian and American public officials and business executives participated in groundbreaking ceremonies Dec. 15, J. E. Campeau, president-general manager, said. He said he expects the new tv facility to be in operation by next July, with am-fm-tv facilities and executive offices under the same roof.

Taking part in the ceremonies were: representing Detroit, Mayor Albert E. Cobo, Council President Louis C. Miriani and Police Commissioner Don Leonard. Canadian officials included Windsor Mayor Arthur J. Reaume, the Hon. Paul Martin, minister of national health and welfare, and Don F. Brown, member of Parliament. Mr. Campeau predicted the CKLW tv station will start programming seven hours daily, 4-11 p.m.

He said the tv facility will have an effective radiated power of 325 kw visual and 220 kw aural and the station's fringe area will extend 65 miles. The tower and studios will be on the waterfront of the Detroit River at Sandwich and Crawford streets.

CKLW is an affiliate of and a shareholder in MBS and is a basic CBC outlet, with 50 kw on 800 kc. It is represented in the U. S. by Adam J. Young Inc. and in Canada by All Canada Radio Facilities.

$1 Sells Each Car

CKVL Verdun, Que., suburban Montreal station, reports a success story in moving used cars in mid-December. Page Motors, local Ford dealer, found few cars moving despite use of all media, including radio programs. The company decided on a multi-spot campaign on CKVL at $1 a car for 300 cars on its lot. Spots used: Five on Monday, seven Tuesday, and by late Wednesday the campaign had to be called off. Seventy-six cars were sold Monday, 106 Tuesday and the rest Wednesday.

In the South, Nielsen says:

WCKY

HAS AN AVERAGE NIGHTLY AUDIENCE OF 823,530 FAMILIES IN THE
13 SOUTHERN STATES . . . LARGER THAN ANY STATION COVERING THE SOUTH.

The L. B. Wilson Station, Cincinnati

Canada May Consider Color Tv; Cost Cited for Delay

OFFICIALS of the Canadian Department of Transport and Canadian Broadcasting Corp., anticipate preliminary meetings late in January to discuss standards for color tv now that the FCC has approved standards in the United States.

Color tv is not expected for some time in view of the high costs for CBC to convert its studios and high cost of color receivers in Canada, where practically all electronic equipment costs about one-third to one-half as much again as in the U. S. due to import duties and excise taxes. Al Ouimet, CBC general manager, estimates cost of about $1 million to convert each CBC tv studio.

Canadian Tv Set Sales Grow

SALES of television receivers in Canada for the first 11 months of 1953 totaled 313,633 sets valued at $128,487,261, according to figures of the Radio-Television Mfrs. Assn. of Canada.

This is a greater number of sets sold than there were in Canada at mid-1953. Largest number (193,760) was sold in the province of Ontario, 103,942 in Quebec province, 15,188 in British Columbia, 626 in the Atlantic Coast provinces, and 1,117 in the prairie provinces. In Toronto alone nearly 90,000 sets were sold. By far the majority of sets sold had 18 to 21 in. screens.

INTERNATIONAL SHORTS

FREMANTLE Overseas Radio Inc., reported that with sale of The Burl Ives Show to South African Broadcasting Corp. and Hollywood Open House to Radio Ceylon, it now has 22 different radio and tv shows running in 18 countries.

CKTR Three Rivers, Que., new 1 kw station, is scheduled to go on the air on Feb. 1 on 1350 kc.

CKGO Ottawa East, Ont., new 250 w French-language station, to go on the air about mid-February on 1240 kc.

Greetings by Short-Wave

SEVERAL American firms bought spot announcements on international short-wave radio station WRUL Boston to extend season's greetings to clients, distributors and associates throughout Latin America, the station reported last week. WRUL spokesmen said it was the first time in the history of international radio broadcasting that companies doing business abroad have bought time to extend greetings to Latin America.
Speech Panel Sees Radio Future 'Bright'

Optimistic outlook given radio by speakers at the 1953 Speech Conference in New York. Educational, network and independent operation was discussed.

THE FUTURE of the radio broadcasting industry was characterized as bright by a panel of four speakers at a session last Monday of the 1953 Speech Conference in New York.

In a discussion centering on "A Re-Evaluation of Radio," speakers concentrated on the impact of television on educational radio, network radio, the independent radio station and educational radio courses and curricula.

Frederic L. Horton, director of sales for NBC Radio, declared networks have the task of "re-educating the prospect and selling the medium," but contended that "this tremendous advertising and social force is definitely here to stay." He cited the contribution network broadcasting has made as a democratic force by making available to the country "nationally-known performers, great orchestras and great dramas and the products of nationwide and worldwide news organizations."

He acknowledged the advent of tv has prompted radio broadcasters to alter their programming to cater to the needs of out-of-home listening, daytime listening, and to specialized audience. Similarly, Mr. Horton continued, networks have been developing new sales patterns, including participation in multiple-program plans and in "program blocks," to build revenue.

The future of educational radio was termed "bright" by Harry J. Skornia, executive director of the National Assn. of Educational Broadcasters, who referred to numerous studies to indicate that the medium as a whole is "still very much alive." He asserted that education, in the past, has not adequately used radio and he added that it would be a mistake to "toss out a medium like radio until or unless it's really dead."

Radio Con Contribute

He recommended that a university planning to expand in the direction of radio and television consider that, proportionately, radio can contribute more than tv. He quoted from a speech at a recent NAEB meeting at which the point was made that when a university adds a radio station it adds far more to its resources than when it adds television to its radio station because of the "nature of its clientele and the nature of its materials."

Bill Kaland, director of programming for WNEW New York, said the independent station can continue to prosper if it offers entertainment, which he described as educational in many instances. He said that radio can cope with television by initiating imaginative programming, which he declared is "lacking on tv today."

John B. Roberts, radio and television director of Temple U., offered several suggestions to educators training personnel for careers in radio and tv and stressed that a vital consideration must be a thorough grounding in liberal arts.

He suggested, too, that rather than concentrate attention on tv and radio courses, training might be spread over the entire area of communications, including advertising, journalism, the theatre and motion pictures.

NCC Radio-Tv Workshops 1954 Schedule Announced

SCHEDULE of 1954 religious radio-tv workshops, conducted under the sponsorship of the National Council of Churches of Christ in the U. S. A. with the assistance of local stations, was scheduled to start yesterday (Sunday) with a tv workshop in Cincinnati and with WLWT (TV) participating. The workshop will continue through Friday.

The rest of the schedule:

- Cleveland, April 18-20, television, WEWS (TV) cooperating; Altoona, Pa., April 25-30, radio-tv; Oklahoma City, May 16-14, radio-tv; Kansas City, June 27-July 2, television; Ames, Iowa, July 11-16, television, WOI-TV cooperating; New York, July 26-Aug. 6, radio-tv International Workshop, New York Union Theological Seminary; Syracuse, Oct. 24-28, television, WHEN (TV) cooperating.

Sloan Grants Hit $129,000 in 2 Years

GRANTS issued by the Alfred P. Sloan Foundation during 1951 and 1952 included "more than $100,000" to Teleprograms Inc. for the NBC American Inventory educational tv program and $10,000 to Johns Hopkins U. for The Johns Hopkins Science Review series on DuMont TV Network, according to the Foundation's Biennial Report, released last Thursday. Other radio-tv grants during the two years included $19,172 to the Automotive Safety Foundation and the National Safety Council for continuing awards in the radio, tv and advertising fields for promotion of highway safety.

Come Again

Radio - Electronic Men!

Just as you have been coming since 1945 to the IRE National Convention and Radio Engineering Show — coming by the thousands, 35,642 in '53 — so come again to see and hear all that is new in the engineering advances of your industry.

— 243 scientific and engineering papers will be presented, skillfully grouped by related interests into 54 technical sessions. More than half these sessions are organized by IRE Professional Groups, thus making the IRE National a federation of 21 conferences in one. The whole provides a practical summary of radio-electronic progress.

— Fifty-four in '54!

— 600 Exhibitors "spotlight the new!" — A mile and a half of exhibits line the avenues of this show. Intriguingly named for the elements of radio — such as "Instruments," "Components," "Airborne," "Radar," "Transistor," "Audio," "Microwave," etc., filling the four acres of the great Kingsbridge Armory to capacity. An expanding radio industry shows why it is growing by proving how engineering research pays off in new products. The exhibits themselves are an education, condensed to one place — reviewed in four days.

Kingsbridge is the solution!

Only the combined facilities of the Waldorf-Astoria Hotel, plus the three great halls in the Kingsbridge Armory, seating 906, 720, and 500 respectively, are able to keep pace with the increased technical papers program of the IRE Convention. The show had to move because the U. S. Treasury took over Grand Central Palace. The immense Kingsbridge Armory, connected to the very satisfactory Lexington Avenue Hotel area by direct express subway, serves well to expand the already overcrowed exhibit facilities of the Palace and provide space for 200 new firms to exhibit, as well as seat greater audiences at the high-interest sessions.

In addition to the subways, free buses leave the Waldorf every ten minutes in which you may travel in the congenial company of fellow engineers, direct to Kingsbridge.

A Admission by registration only! Registration serves for the four day period. It is $1. for IRE members, $3. for non-members, covering sessions and exhibits. Social events priced separately.

March 22-25, 1954

The IRE National Convention

Radio Engineering Show

THE INSTITUTE OF RADIO ENGINEERS

1 East 279th Street, New York City

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Timothy J. Healy named director of research for Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.


Cliff Hookings, account executive, Hixon & Jorgensen Inc., L. A., to Abbott Kimball Co. of Calif., same city, in similar capacity.

Willard E. Wilson, Northwest manager, McCann-Erickson Inc., Portland, Ore., to Cole & Weber, same city.

Humphrey Ireland, former tv director and copy writer, Ruthrauff & Ryan Inc., Hollywood, to Brisacher, Wheeler & Staff, S. F.

Florie Field, formerly with Brooke, French, Smith & Dorrance, L. A., to Mort Goodman Adv., that city, as media director.

Dale Dickson, retail advertising manager, radio-tv div., Montgomery Ward & Co., Chicago, to Fulton, Morrissey Co., that city, as copywriter.

John F. Tucker Jr., former advertising manager, Benjamin Foster Co., Phila., to John P. Eldrige Co., that city.


Stations

Carles Reeder, acting manager, WCOL Columbus, Ohio, appointed manager.

Robert B. Hoog, CBS Tv Spot Sales Dept., N. Y., to KFMB-TV San Diego, as commercial manager.

Jack Black, assistant sales manager, WTAR-AM - FM - TV Norfolk, Va., appointed sales manager WTAR radio property, effective Jan. 1.

Peter Tommie appointed sales manager, KISW - FM Seattle.

John Fitzgerald, announcer, WXEL (T V) Cleveland, named promotion director, and Jack Beauchamp, WHEN-TV Syracuse, to announcing staff of WXEL (TV).

Dick Lawrence, promotion manager, WPIK Alexandria, Va., named promotion director.

Dean Naven, news director, KOHL Omaha, to KMA Shenandoah, Iowa, as special events director.

Gus Grebe, sports director, WJBC Bloomington, Ill., to KREI Baytown, Tex., in same capacity.

Norm Gero, WCOG Greensboro, N. C., promoted to program director.

John Edgerton, traffic manager, KVWO Cheyenne, Wyo., promoted to director, merchandising and promotion dept.

Paul Abert, engineering staff, WSYR Syracuse, to WTRI-TV Troy, N. Y., as technical supervisor. John Gilchrist, chief engineer, WICY Malone, N. Y., to WSYR engineering staff. Peter A. Stoner, program director, WHAY New Britain, Conn., to WKNB-TV that city, as news director. Ralph Kanna, formerly manager, WONS Hartford, to WKNB-TV, as program director.

William Winter, news commentator, returns to KGO San Francisco in that capacity.

Larry Vaber, announcer, WBRK Pittsfield, Mass., promoted to head news departments, WBRK and WMGT-TV, that city.

Fred Griffiths, traffic department head, WJAR-TV Providence, named tv operations coordinator. Deborah Seaman promoted to head of traffic department.

Jean Jorgensen named traffic manager of KFAB Omaha.

Walter Lithell, night program supervisor, WBAL Baltimore, promoted to night program director. Martin Edwards to WBAL Baltimore announcing staff.

James H. Gardner, newscaster, WJTN James-
town, N. Y., to WBEN Buffalo announcing staff.

Perry Andrews, WFPG Atlantic City, to announcing staff, KYW Philadelphia. Betty Low McCarthy to KYW traffic dept.

Dick Becker, KSFR Casper, Wyo., to announcing staff, KOA Denver.

Jules Hufman, WCPO-TV Cincinnati, and Jerry Zelen, WKST Thomasville, Ga., to WSAZ-TV Huntington, W. Va., as vocalists.

Edgar Kobak, broadcaster (WTWA Thomson, Ga.), business consultant and president, Advertising Research Foundation, and Mrs. Kobak are on holiday vacation in Honolulu, planning return to New York about Jan. 24. Mr. Kobak plans to attend NARTB board meeting in Phoenix, week of Jan. 19.


Keith J. Nighertz, director, KUSD Vermillion, S. D., appointed member, National Publicity and Public Relations Committee, Veterans of Foreign Wars.

Matt Guokas, sports director, WPEN Philadelphia, receives third annual Sports Award by B'ith Sholom, and Del Parks, disc jockey, that station, presented a certificate of merit for volunteer work he did for service organizations.

Bill Healion, star of WNBQ (TV) Chicago Hobby Time, has received Award of Merit from Veterans of Foreign Wars of Illinois, with program cited as "a major step toward the betterment of our children.


Cliff Gill, operations manager, KBIG Avalon, father of son, Jeffrey Cliff, Dec. 24.

Gerhard Schachter, 57, radio commentator at WIND Chicago, died Dec. 23.

Networks

Emerson Smith, formerly with NBC San Francisco, appointed director of promotion and merchandising, KALL Salt Lake City, and the Intermountain Network.

John Bryam, Paramount Pictures Corp., Hollywood, to ABC-TV as a story editor and consultant.

Skip Martin, freelance orchestrator-arranger, named musical director, NBC Radio Phil Harris-Alice Faye Show, replacing Walter Scharf, resigned because of film-scoring assignments.

Emanuel Sacks, NBC staff vice president, named chairman of entertainment committee for Salvation Army's 1954 appeal in greater New York.

Virginia Hewitt, who portrays Carol on ABC-TV Space Patrol, and Ernst Meer, Beverly Hills designer, were married Dec. 26.

Manufacturers


Lou Willis, regional sales manager for Admiral Corp., on West Coast, appointed special western consultant to firm.

D. W. Gunn, equipment sales manager, Sylvania Electric Products Inc., N. Y., promoted to general sales manager of Electronic Products.

Otto C. Bixler, director of engineering and research, Magnecord Inc., Chicago tape recorder manufacturer, elected president.

Leo Hahn, in charge of sales in Central Atlantic states for Emerson Radio & Phonograph Corp., N. Y., promoted to national radio sales manager.


Harold Arment named southern California sales engineer for Gates Radio Co., Quincy, Ill.


James T. Buckley, board chairman of Philco

**Mr. Gunn**

Wed Howard, NBC Chicago disc jockey, father of girl, Meredith Jane.


**WBNS makes your sales pitch stick**

Your sales pitch sticks on WBNS because our listeners stick to WBNS... through every rated period... through local talent and network shows. Proof? WBNS carries the top 20 rated programs in Central Ohio... has more listeners than any other station!
Harper Buys Norfolk Tars

EARL HARPER, general manager of WNOR Norfolk, Va., has bought the Norfolk Tar baseball franchise in Class B Piedmont League. The team was purchased from the New York Yankees, which had operated it since 1934. Mr. Harper is president and principal owner of the club. He is a former broadcaster of Newark Bear games. All Tar games will be broadcast by WNOR.

Corp., appointed to President's Committee on Employment of the Physically Handicapped.


Program Services


Harry F. Landon, general manager, Gotham Recording Co., N. Y., becomes a partner of that company Jan. 1.

Fred Henry, program director, KLAC-AM-TV Hollywood, to Don Fedderson Productions, Beverly Hills, as executive assistant in the packaging and production of tv filmed shows.

Karl Bauer, vice president of Associated Music Publishers, subsidiary of Broadcast Music Inc., N. Y., elected president, United Singers of greater New York, Robert S. Thompson, promotion dept., BMI, to Chamber of Commerce, Lake Placid, N. Y., as public relations director.

Professional Services

Perspective 1953, New York public relations firm, updates itself by changing name to Perspective 1954, effective Jan. 1.

Film

John A. Davis director of operations WETV (TV) Macon, Ga., and commercial manager, WDAK-TV Columbus, Ga., appointed account executive for Eastern Sales Division, Film Syndication Division of Motion Pictures for Television.

Bill Williams, Star of Kit Carson tv film series, father of girl, Laura Lee, Dec. 22.

George Gross, 77, father of Jack Gross, partner in Gross-Krasne Inc. and board chairman of United Television Programs, and also father of Mickey Gross, partner in J & G Enterprises publicity firm, both Hollywood, died Dec. 19.

Trade Associations

Herbert Pangborn, manager of tv and technical operations, CBS Hollywood, elected president of Society of Television Engineers, Southern California video engineering organization. Edward Benham, chief engineer, KTTV (TV) same city, elected secretary-treasurer.

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KAYO HITS HARD

NEW CALL letters—KAYO—of KRCSC Seattle, effective January 1, are being promoted heavily in its coverage area. In addition to trade magazine advertising, KAYO is using bus cards, streamers and bumper strips on taxis, display cards on trucks, paid space in Seattle daily newspapers and the Shopping News and tin-in promotions with a local drug store chain. On the day of change, station was to air transcribed singing station breaks.

TOOTLESS' CELEBRATION

INSTEAD of dance bands and the usual tooting and cheering that make up New Year's eve programs, KFKA Greeley, Colo., devoted two full hours, 10:30 p.m.-12:30 a.m., to light music interspersed with some poetry and thoughts for the new year. A prominent minister was to narrate the program, which was to be sponsored by the Greetey Council of Churches and the Weld County Ministerial Alliance.

DOUBBLE ANNIVERSARY

A DOUBLE anniversary party for Art Brown, disc jockey, and Bill Jenkins, custodian, of WWDC Washington was celebrated by an open house at that station. Mr. Brown, celebrating 20 years on the air in Washington, and Mr. Jenkins, marking his 13th year on WWDC's staff, received more than 5,000 birthday cards, and over $1,000 for the District of Columbia Home for the Aged and Infants, collected from party.

LETTERHEAD PROMOTION

LETTERHEADS from 20 of its advertisers on which are written the number of years each advertiser has been using the station's services are being distributed by WNAX Yankton, S. D. The 20 clients represent a total of 305 years of continuous advertising, and the promotion contends that these long-standing accounts prove that "Advertising Stays Where it Pays."

TV-RADIO 'HEALTH FORUM'

WGN and WGN-TV Chicago, carried heavy schedule of public health forum sessions sponsored by Chicago Tribune Dec. 28-29. Panel of medical experts participated in two-day program, originating in WGN's studio one. WGN aired two hours and 35 minutes and WGN-TV one hour and a half of sessions devoted to heart disease, cancer, arthritis and rheumatism.

JUMPING BEAN PROMOTION

MEXICAN jumping beans are featured in promotional mailing to 8,000 advertising executives with attached New Year's greeting card from KBIG Avalon, Calif., saying, in part, "An advertising man's New Year resolution: "We won't be like these jumping beans, hopping in and out of advertising, in and out of radio, in and out of fashions in techniques." Card goes on to cite case of J. B. Finch Co., Hollywood furniture retailer, which has used 6 one-minute spots daily on station since start of KBIG operations in mid-1952. Also attached is testimonial letter from Smith & Ganz Inc., same city, advertising agency for Finch store, quoting favorable results of campaign on station.

KPTV GRAM' PROMOTION

A FACSIMILE of a telegram, 16x10½ inches, labeled a "KPTV-GRAM," has been sent to trade publications by KPTV (TV) Portland, Ore., during the American Research Bureau survey of the Portland city audience for Nov. 13-19, station claims leadership of other stations in five departments, and states: "Anyway you look at it—your advertising message reaches more viewers for less money on KPTV.

TV EXPLOITS MUSICAL

EXPLOITATION plans similar to those used to encourage movie attendance through the medium of television were completed in Cincinnati where sequences from "Little Jesse James," a musical, were filmed to be used as "trailers" on tv stations where the show is to play. WLWC (TV) Columbus was used to exploit the musical, which will open in New York early January. The first tv campaign was launched in Baltimore in December.

HOTEL FIRE COVERAGE

NEWSREEL staff of WGN-TV Chicago claimed major scoop with film coverage of Reliance Hotel fire last month. Camera men shot hundreds of feet of film of one of city's most disastrous fires and had it processed, edited and shown on a 10:55 a.m. news show. Pictures also were shown on later programs.

CJVI BOOKLET

CJVI Victoria, B. C., has produced a booklet, with bright marginal paid, for distribution to its agencies and accounts. The booklet contains pictures of the station's new offices and radio personalities, the station's program schedule and also statistics relating to population, progress and the number of owners of various household units.

UPCOMING

JANUARY

Jan. 6: BMI program clinic, Hotel Halekulani, Honolulu.
Jan. 7: Second session of NBA League begins.
Jan. 8-10: Daytime Broadcasters Assn., Lennox Hotel, St. Louis.
Jan. 16-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.

BROADCASTING • TELECASTING
COLOR TELEVISION

Its Introductory Year Begins

As one of the most spectacular growth enterprises in U.S. business history, television has been subjected to equally spectacular growing pains. Some have been caused by government regulation, others by the industry’s own ineluctable inventiveness which has made equipment and technologies obsolete almost from month to month. All the years since World War II have been hectic years for all those in the industry—telecasters, tv advertisers and their agencies. Nineteen Fifty-Four will be more hectic still.

For 1954 has been marked as the introductory year for color television. By the end of it, the prodigious transition from the present system to a wholly new one will be far along. Manufacturers will be producing transmission and reception equipment in quantity; telecasters will be carrying substantial schedules of color programs; advertisers and their agencies will be experimenting seriously with color techniques and actually telecasting some color commercials. About 100,000 color television sets will be in upper-income homes, and receiver prices will be coming down to levels at which upper-middle income families can consider buying them.

Those conditions, if achieved as promised, will represent an enormous advance from conditions existing now. Color television’s status of the moment is best illustrated by the picture above.

It shows a one-minute color film commercial in production for Pall Mall cigarettes. A year or two from now it will be a historical curiosity, for it demonstrates the beginning of color evolution. Where or when it will be telecast—if ever—is not yet known. American Cigar
ON DECEMBER 18, 1953, less than 24 hours after the FCC approval of the NTSC standards had been announced, Westinghouse Station WPTZ televised "in color" the first commercial announcement and the first local program.

But this historic event was by no means WPTZ's first experience with color television.

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 color television becomes a commercial 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

WESTINGHOUSE BROADCASTING COMPANY 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
and Cigarette Co., maker of Pall Malls, and its agency, Sullivan, Stauffer, Colwell & Bayles, through Film Counsellors, commissioned Peter Elgar Productions Inc., New York, to shoot the commercial experimentally. (The same film was made in black and white and has already been telecast on Pall Malls' Where's Raymond on ABC-TV.)

There can be no doubt that the commercial is colorful. The setting is a costume ball in an ornately furnished ballroom. The costumes, furniture and other props look elegant. The question which SSC&B and its client must decide is whether the commercial will sell costumes or Pall Malls, whether the distinctive, red package held in the actor sitting at a table can command attention in the midst of such distracting opulence.

A lot of advertisers and their agencies will be asking questions like that in the next year. At this moment there are more questions than answers.

Probably the most vital question is that of color costs. For tv advertisers the answer to this question may be postponed until the end of 1954, for in color's introductory year telecasters will absorb the expenses of conversion. Without a color audience, they can hardly ask advertisers to pay premium prices for color shows that will still be seen by most tv viewers in black-and-white.

The expenses which confront telecasters in the next 12 months are considerable. It will cost around $25,000 to adapt transmission equipment to accommodate network color shows, another $40,000 or so to install color slide projection gear, another $50,000 for color film equipment and substantially more than that for even a rudimentary setup for local live production.

Adapting existing transmitting facilities to telecast network color is not a serious problem either economically or technically, and indeed a number of stations have already equipped themselves for that stage. Some 20-odd stations were to carry the NBC-TV colorcast of the Pasadena Tournament of Roses New Year's Day.

A number of stations are planning early installation of the next stage—slide projection—which, though more expensive than the first and subject to a few more technical uncertainties, will probably be reached by many stations before the end of 1954.

The Next Stages

The next two stages will not come so quickly. Delays in the case of film equipment will be caused primarily by technical bugs, in the case of local live production by costs which will give ulcer to the management of even the most successful stations.

As yet color film equipment has shortcomings. An RCA system which is being produced commercially uses a flying spot scanner tube in conjunction with a 16 mm fast pulldown projector. "Fast" is the word for it. The mechanism moves the film from a standstill to a speed of 22 miles per hour and stops it again, all in little more than one-thousandth of a second. This feature restricts the device to the use of 16 mm film that has absolutely no weaknesses from splicing. Station engineers are wondering how to lick the film breakage problem.

It is the local live production stage that obviously will be reached last. RCA has quoted $69,500 as the price of a single color camera and associated equipment. Last October CBS demonstrated a prototype of a Chromacoder camera system to be marketed at $30,000 for the camera which picks up the scene in CBS' old field sequential color and $34,000 for a Chromacoder which translates the signal into the compatible, NTSC color system approved by the FCC.

CBS claimed that its Chromacoder system would be cheaper than others in multicamera installations since one Chromacoder will take care of any number of cameras. Additional camera units would cost $30,000 each, compared with the $69,500 per unit for three-tube RCA cameras. At the time it was shown, the system admittedly still needed refinement.

Not many stations that can afford to think of live local color at all will want to think of it in such primitive terms as operation with a single camera. Local live production probably means two color cameras at least at the outset, or a total investment of between $94,000 and $139,000 for cameras alone. Costs, however, will not stop there. More intricate lighting is required for good color production than for black and white. More lighting means more cost for lighting itself and, because of greater heat, more adequate air conditioning. Only those tv stations which have particularly powerful air conditioning systems will escape added costs for such facilities when they install live color tv.

Although most stations will wait a while to create their own facilities for live origins, networks must face that stage right off the bat. And for them the costs will
What Will Color Mean To Department Stores?

HOWARD P. ABRAHAMS, manager, sales promotion division, National Retail Dry Goods Assn., says:

DEPARTMENT stores have not been outstanding users of television as an advertising medium, yet there are dozens of cases where they have been highly successful in this medium.

Stores have been among the first to use tv. In spite of this, their use of television is limited with many department stores having gone into the medium and then stopped, often before they had given tv a fair opportunity to demonstrate results. The main problem appears to be that stores are not familiar with and hence do not know the best way to use tv. Similarly, tv stations are guilty of not knowing how to help stores with programming.

Retailers have always been experts in selling visually. They use their windows and selling counters, especially in this era of self-selection, to demonstrate and sell merchandise. It would appear that this knowledge would be a tremendous advantage in creating advertising for a video medium.

However, many department stores have clearly indicated that the lack of color has held them back in television. These stores argue that they need color to demonstrate their fashions and accessories. One store, for example, now using 20% of its media budget in tv, insists that when color comes in they will probably increase it to 50% of their budget.

If this store is any index, and the store is an important one in the department store scheme of things, then anything can happen in retail advertising when color tv is practical and priced competitively with other media.

SAMUEL H. CUFF, television veteran and consultant on radio and television to Allied Stores, says:

DEPARTMENT stores are mainly soft line vendors. They do naturally carry all lines, hard and soft, but, since their largest markups come from soft line items, they concentrate on these.

Soft lines are largely color lines. There is a strong element of style, fashion, and so forth, but these really need color for the best presentations. Also in their linens and domestics color is an important factor. They give much black and white newspaper space to tell of the colors and shades the items advertised come in.

Thus, with color television, department stores will have the ideal advertising medium, from the standpoint of their descriptive phases of their all over promotional effects. But, this does not mean that they will flock into color tv as soon as this reaches their respective markets. There will be less resistance to the use of color television than there has been for other broadcast media.

One of the errors which will probably be made by broadcasters is to assume that, merely because they can offer color, they have solved all of their department stores selling problems. Actually, color, though adding much to the selling punch, will not replace the selling punch and know-how. The error will be in assuming that color, as such, will carry itself.

Color will help and many stores will use it, many more stores and many stores with a strong fashion character who have stayed away from all broadcast media. But color alone will not be the entire ingredient. Know-how on the use of tv is just as necessary here as it is in black-and-white.
color-casts of its California-originated shows from there. Neither ABC nor DuMont has definite color plans.

Robert E. Kintner, president of ABC, told B&T that ABC would go into color "when the time is ripe." But he added: "We don't have to go into color in any hurry," he said, pointing out that unlike other networks ABC has no affiliation with a manufacturer and hence no motive to rush into color.

Ted Bergmann, director of the DuMont network, said DuMont would be "ready to go ahead with it [color] when it has reached the point where it can be taken seriously by the groups whose support is essential to make it a success."

Mr. Bergmann explained that DuMont has been transmitting test programs in color on uhf in cooperation with the NTSC and that the network's "color transmitter crew has probably telecast more hours of color than any other crew in the city."

While networks and their advertisers are experimenting with color programs, advertisers and their agencies will, like Pall Mall and Sullivan, Stauffer, Colwell & Bayles, be experimenting with color spot commercials. Because of relative simplicity and inexpensiveness short commercials on slides probably will be produced in comparative abundance. Though slides lack the unquestionable advantages of moving film, they at least will allow a sponsor to experiment with package design and color fundamentals. And, as mentioned above, quite a few stations will probably be equipped to show slides.

Again, the telecaster will absorb the costs. In the introductory year, few if any stations will charge extra for showing color slides despite their investment in color slide equipment.

The local advertiser will also have a chance to begin experimenting with color television. And there can be no doubt that many local accounts which heretofore have shown scant interest in television will be

Color Tape May Change Tv Program Packaging

OF ALL the elements in the television business, none is more interested in the development of color tv tape recording than the film packagers. If tape pans out as promised, the fundamental technology of their operations is bound to change.

Though some are already working in color television film and others plan to start production soon, most are hedging their bets on film until there is greater certainty about the delivery date, the economics and the technical quality of tape.

A spot check by B&T of tv film production firms showed this range of activity and interest in color:

Ziv

In the forefront with color production plans is Ziv Television Programs Inc. A company official pointed out that Ziv has been shooting in color TV for the past five years and currently is producing four of its serials in both color and in black-and-white. They are I Led Three Lives, Boston Blackie, Cisco Kid, and Favorite Story. The official said the company is conducting research on the west coast in an effort to determine which is the best all-around method of transmission—film or tape.

Guild Films

Another firm with positive color plans is Guild Films Co. Reub Kaufman, president, said that Guild on Jan. 1, started shooting the Liberace series in both black-and-white and color. He added it has not been determined whether to use 35mm Technicolor or 16mm Eastman Kodak, but the company has been experimenting extensively the past few weeks. Other plans by Guild, according to Mr. Kaufman, are to make the Life with Elizabeth and Joe Palooka Story serials in color and black-and-white as soon as the first 26 black-and-white programs of these series are completed. He said the company is currently weighing the practicability of tape.

Screen Gems

Screen Gems, subsidiary of Columbia Pictures, is currently producing in color a film titled The Studebaker Story that will be available for tv distribution as well as for theatrical and other showings. A spokesman said the company has made some location material for American Tobacco Co. in Technicolor that will probably be used in some commercials and also some color commercials for Motorola.

He explained that Screen Gems has made no extensive plans for color production at this time because the company is geared to act swiftly and convert to color as soon as it becomes practicable. He noted that Screen Gems can tap the reservoir of talent and skills of its parent company, Columbia Pictures. He said Screen Gems is carefully watching all developments in the tape field, but expressed the belief that this method would not be economically feasible or satisfactory in performance for some time to come.

Londou

Ely Landau, president of Ely Landau Productions, said his company has no plans in the color field at the present. He said that he is convinced that there is still "a tremendous need for black and white pictures" and this condition will persist for several years.

Vitapix

Robert Wormhoudt, executive vice president of Vitapix Corp., said his firm is adopting a wait-and-see attitude until the most economical method of transmission is determined. He noted that he has had many discussions with industry leaders in the past few weeks, and said it seemed to be the consensus that over the long haul, tape will win.

CBS-TV Films

A spokesman for the CBS-TV Film Dept. said the company had no plans for color in the immediate future. He said that all aspects of color were being examined carefully but CBS-TV Film would come to no decision until "the present jumbled situation becomes clearer."

Gross-Krasne

Aaron Beckwith, top executive with the New York office of Gross-Krasne, said the company has no present plans but voiced confidence that the company will be ready to "jump into color when the time is ripe." He noted that Gross-Krasne has had many years of experience in the motion picture field and that color "is not something new to us." Mr. Beckwith said that production officials on the west coast are studying tape along with conventional stocks.

Official Films

Officials of Official Films, Television Programs of America, and MCA said their companies had no color production plans under immediate consideration. It was pointed out that MCA, which produces Superman, may produce 10 of these programs in color next September if color seems practicable at that time.
"No, the weight isn’t EQUALLY distributed!"

Measure Kentucky’s economic dimensions and you’ll find the big Louisville Trading Area alone accounts for 55.3% of the State’s total retail sales . . . 51.3% of its food sales . . . 59.8% of its drug sales!

5000-watt WAVE delivers this tremendous market intact — covers it (plus a quarter-billion-dollar chunk of Southern Indiana) thoroughly, without waste circulation. To reach the rest of Kentucky, you need many of the State’s 50 other stations.

Let NBC Spot Sales give you all the facts on WAVE — the station that really pays off in Kentucky.

WAVE
5000 WATTS
NBC AFFILIATE • LOUISVILLE

NBC Spot Sales, Exclusive National Representatives

more receptive to the medium when color becomes available.

Color alone will not turn retailers from newspapers to tv, as Samuel H. Cuff, consultant to Allied Stores, and Howard P. Abrahams, of the National Retail Dry Goods Assn., have pointed out (see box page 82). But to say that color does not titillate the average store manager is to underestimate the imaginativeness of U. S. retailers.

Probably as good a testing ground for a survey of local color advertising possibilities as any is Washington, D. C., where retailing is aggressive, where three of the four major newspapers have color printing facilities and where four pre-freeze television stations are on the air.

John S. Hayes, president of WTOP-AM-FM-TV Washington, recently prepared an illuminating report on this subject. He talked with several of the biggest local advertisers to find out what they thought of color advertising.

"In every case," said Mr. Hayes, "each

BBDO, biggest billing agency in radio and television, has been working intensively on color film processes with several film manufacturers, but its screen department believes "there still remains quite a bit of research and experimentation before color film on tv will be completely acceptable."

The agency has scheduled a special screening Jan. 14 in New York of a 16mm reduction reel of footage made in Tecnicolor optical prints and Kodachrome reverse prints. In announcing the screening, the agency said it guessed a color film could be made in just a few days more than it would take to make a comparable black and white film, assuming tricky opticals weren’t used.

"BBDO’s tv people are also studying closely the possibilities and development of RCA’s new video tape," the announcement added.

advertiser told me that the sales results of his store from using color space were greater than the same space when printed in black and white. That is the positive side of it.

"On the negative side, strangely enough, each advertiser had exactly the same four complaints about the use of color in newspapers. The question is how we, in television, can minimize these four problems to the advertisers when the time comes to complement their color space with color time."

The first complaint of the advertisers was that newspapers required from two to six weeks notice of insertion for a color ad, a deadline sometimes too advanced to satisfy local retailers. Right now it is within the technical capacity of color television to beat the newspaper’s two-week deadline by at least 10 days, and, what can be more important, call off a scheduled commercial at the last moment, as a newspaper, with its rigid press schedules, cannot do.

The second complaint of the merchants again dealt with newspaper printing
THE MUST MARKET
in the great Southwest

SAN ANTONIO . . .
more than
½ MILLION PEOPLE
RETAIL SALES . . .
more than
½ BILLION DOLLARS

SOUTH TEXAS . . .
nearly
1½ MILLION PEOPLE
RETAIL SALES . . .
more than
1½ BILLION DOLLARS

WOAI COVERAGE . . .
more than
2½ MILLION PEOPLE
RETAIL SALES . . .
nearly
2½ BILLION DOLLARS

THE MUST STATION
in the great Southwest

THE MOST POWERFUL ADVERTISING INFLUENCE
IN THE SOUTHWEST

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

Clear Channel 50,000 Watts
problems. Most papers which print color cannot guarantee a fixed position for a color ad. Color television does not have that disadvantage. The station knows in advance what times it can clear and can guarantee the advertiser that his commercial will appear then.

The third complaint was that newspaper color is of uncertain quality. In a large press run, the quality of reproduction sometimes varies from copy to copy. Compare that with color television where, as Mr. Hayes said, "we will take a color photograph and instantly that same photograph will be in uniform color in hundreds of thousands of homes."

The fourth complaint was that the cost differential between color ads and black-and-white ads in newspapers is too high for local merchants. In Washington papers, a full-page color ad in the average is roughly 37½% more expensive than the same size ad in black-and-white. It is Mr. Hayes' belief that no such price differential will be necessary in projecting color commercials on local slides.

"If a station is in a fairly well sold out situation," said Mr. Hayes, "and if the volume of local color announcements that it prepares itself or has prepared for it locally totals more than about 20% of the station's current volume of local black-and-white

slide material, production costs will remain just about the same."

Are merchants willing to commit themselves to color tv? Here are excerpts of two letters to Mr. Hayes from two of them.

The advertising director of a heavy-volume department store with gross sales of probably $55 million a year: "The selling appeal of merchandise depends so much on texture and color that undoubtedly color television will have the impact we need to bring the story of new merchandise to people's homes. We have always felt that the lack of color was a solid barrier in merchandising the use of television the way we would like to."

The vice president of Garfinckel's, Washington's leading high-fashion shop, which ranks with Bergdorf-Goodman of New York and Neiman-Marcus of Dallas: "We deal with fashion merchandise, and we have always felt that radio and black-and-white television do not lend themselves to the projection of our type of merchandise to the public because women's apparel has to be truly seen in order to be truly appreciated. "In many tests of black-and-white tele-

HILTON & RIGGIO, New York agency, in its bulletin, "What's New," said last week: "It may not be too early to start thinking about how color tv may necessitate changing your package labels to assure the strongest possible identification. Indications are that full color video may be available within two to three years. Preliminary tests already have revealed that products packaged predominantly in white suffer badly in comparison with those put up in brighter hues. Make a note of it."

"C'est si bon!" exclaim the Belgians. They know a good thing when they see it.

Belgium, the jewel center of the world, has reason to glitter. But Belgium, N.Y., is sure that WHEN is the greatest jewel of all - and Belgium is only one of more than 250 communities in Central N. Y. who think that WHEN sparkles more than the Jonkers itself. It takes a lot of sparkle to attract 2½ million pair of eyes, but WHEN has it! Climb into the Channel 8 showcase if you want some of that attention for your product.

SEE YOUR NEAREST KATZ AGENCY

EVERYBODY WATCHES

WHEN TELEVISION SYRACUSE

CBS

ABC

DUMONT

A MERRIDETH STATION

WHEN

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EVERYBODY WATCHES

WHEN TELEVISION SYRACUSE

CBS

ABC

DUMONT

A MERRIDETH STATION

WHEN
vision we have found that details of color, workmanship and quality of fabrics in women's apparel cannot be brought out sufficiently to meet our requirements.

"In experiments with color television made in collaboration with CBS in Washington several years ago we felt that by being able to bring out the effects in color of women's merchandise we were able to project a fashionable impression unobtainable in any other medium."

In his analysis of how color television could meet the competition of newspaper color space, Mr. Hayes was confining himself to the use of tv slide projection. More elaborate television presentations are farther in the future.

Not in 1954, perhaps not in 1955, undoubtedly in 1956 local television color commercials and programs, live and—what holds infinite promise—on electronic tape, will be giving newspaper publishers plenty of headaches.

It is tape which, if present promises are realized, will give television a degree of flexibility that will widen the margin of advantage over newspapers.

So far only RCA has publicly demonstrated a color tape recording system, and that system is incomplete. At its present stage the system can record tv signals and reproduce them but cannot rebroadcast them. Brig. Gen. David Sarnoff, RCA board chairman, has said he was confident that "it is only a matter of time, perhaps two years, before the finishing touches will bring the system to commercial reality."

Bing Crosby Enterprises, which demonstrated a magnetic tape recording system for black-and-white television a year ago, claims to have a color system virtually ready for demonstration. The Crosby company was scheduled to make a color tape recording of a local colorcast of the Tournament of Roses parade New Year's Day.

A number of other companies are known to have been working on magnetic television tape systems. These include Minnesota Mining & Manufacturing Co., St. Paul; General Electric Co., Syracuse; Armour Research Foundation, Chicago; Shoup Engineering Co., Chicago; Audio & Video Products Corp., New York; Brush Development Co., Cleveland; General Precision Lab., Pleasantville, N. Y.

With all these research and laboratory resources devoted to the development of tape, it seems certain that it is only a matter of time—probably not more than the two years that Gen. Sarnoff predicted and possibly less—before present inadequacies are licked. One problem is to reduce the massiveness of equipment and the amount of tape needed to record programs.

In RCA's system, the tape moves across the recording and reproducing heads at a speed of 30 feet per second, meaning that 54,000 feet of tape must pass through the system in a half-hour show. Refined equipment now under development will reduce the speed to 20 feet per second.

The tape moves more slowly in the Crosby Video Tape Recorder, according to Frank C. Healey, executive director of the electronics division of Bing Crosby Enterprises. The VTR uses up to 30,000 feet in half an hour.

The advantages of tape over film are
Hope "Cappy" Told Him Where To Get Off!

"Cappy" Fisher—who just retired after thirty-five good years as a railroad conductor—was telling us about a salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a Dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket, the salesman busts out with "Who's worried about the darn ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Copyright, 1951, United States Brewers Foundation
Mary, Mary—quite UN-CONTRARY

or

How to shoot it... show it... and be sure of it...
again—and again...
Trained technicians—directors, cameramen,
effects and laboratory men—have always been able
to accomplish tremendous things with film.
Today the tricks of their trades become more and more important.
For the show on film is the show that "lives" to be shown
without change, or quirks of temperament
—day after day—on-and-off network.
Difficult to film a show? No! It's easy...
economical, too—when you SAVE IT... on

Eastman Film.

For complete information write to:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

W. J. German, Inc.: Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS

American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.
Radio-Tv Find a Home on Capitol Hill

After more than 16 years of pillar-to-post existence, the broadcast media correspondents who cover the Senate have been given $33,000 worth of elbow room. The new Senate Radio-Tv Gallery goes into operation today.

RADIO and television have a new and bigger stature on Capitol Hill, after more than 16 years of taking a back seat in facilities for reporting Washington affairs to the nation.

Just completed, with debut slated for today (Monday), are remodeled studios on the gallery floor of the Senate wing of the U. S. Capitol which will accommodate all major radio and tv networks, four major film services and 35 individual radio stations or special news services.

Here, away from the gilded halls and corridors of the historic Senate, newsmen can interview legislators, tape shows and produce radio or tv programs in a setting which resembles the most modern broadcast studio layout in the country.

Cost of the remodeling, under direction of Capitol Architect David Lynn and his assistant, Arthur E. Cook, was $33,000, appropriated last summer by the 83rd Congress which begins its second session Wednesday.

Nomenclature: G-25

The remodeled room, G-25, is located in one of the many rooms which are adjacent to the Senate chamber's seating gallery. It is next door to the Press Gallery which houses the many correspondents covering Senate proceedings for the nation's newspapers and wire services.

The gallery now contains a new tv studio, 20x151/4 ft., which has acoustical doors permitting two studios, 10x151/4 ft., to film two separate shows at the same time. For radio, there is a 12x6 ft. studio, and two 7x5 ft. studios, the latter studios also separated from each other by acoustical doors.

Stairs lead up to a mezzanine (17x123/4 ft.) which is used for files, power, telephones and air conditioning controls. Office space measures 28 ft. 3 in. x 8 ft. 10 in. Lines are included for any of the radio and tv networks to use any of the studios. Acoustical tile and grid lighting are among the many installations.

This is a departure from the former make-shift arrangement which complicated production. Whenever it was necessary to accommodate more than one show, or when a big issue broke in the Senate, near pandemonium would ensue in the gallery.

The before broadcasting history of the room goes back to 1859 when the Senate wing was opened. So far as Capitol records show, first occupant was the Committee on Claims. Later, when the Committee on Privileges & Elections was there for several

FLOOR PLAN of the new Senate Radio-Tv Gallery, which goes into operation today, shows graphically the facilities broadcast media newsmen will have to cover lawmakers and their activities. The newly-designed gallery will provide working room for the major radio and tv networks, four major film services, and individual stations and services.

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS • • • U.S.A.

January 4, 1954 • Page 91
The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN

IN THE large tv studio, Capitol Architect David Lynn, who directed the $33,000 remodeling of the Senate Radio-Tv Gallery, briefs the executive committee of the Radio & Television Correspondents Assn. on details. L to r; seated, Ann Corrick, Crosley Broadcasting Corp., member at large; Martin Agranovsky, ABC, chairman; Mr. Lynn; Richard Harkness, NBC, vice chairman; standing, Julian Goodman, NBC, member at large; George J. Morder, UP Radio, member at large; D. Harold McGrath, Gallery superintendent; Joseph F. McCaffrey, MBS, treasurer. William Costello, CBS, secretary, was not present.

years, the room was the scene of famous hearings held on contests for Senate seats. It was in G-25 that Sen. Rush Holt, elected before he was eligible (he was under the constitutional age), successfully resisted ouster efforts.

Leslie Biffe as Secretary to the Democratic Majority was asked to leave the room in 1933 and in the thirties it was the rendezvous point for Senatorial strategy for the debates of early New Deal days.

First Space in 1937

When first the radio news fraternity was recognized (1937) and permitted access to the galleries, a 6x12-ft. room was made available and later the space was doubled. The first major show: Description of the funeral of Sen. William E. Borah. In 1941, H. R. Baukhage broadcast for NBC a description of the Senate war declaration against Germany.

More space (about 28x28 ft.) was turned over to radio use when Michigan's Arthur Vandenburg gave up claim to G-25's full area.

It was then 1945. The day after Franklin D. Roosevelt died, the room was jammed with newsmen recording a series of interviews with members of the Senate.

Soon after Harry S. Truman became President, the expanded gallery was formally dedicated on radio's 25th anniversary with Mr. Truman cutting the ribbon. Nearly all of the Senate was present.

Television made its entry in 1947 with a live show telecast by NBC. Earl Godwin, Richard Harkness and Robert McCormick were featured in a round-table discussion of current affairs. Sen. William Langer (R-N.D.) was the first Senator filmed there (for NBC-TV's Camel Caravan).

With tv making film demands, part of the gallery was re-apportioned in 1949 to permit a few lights to be installed in one of the small, original studios. More than half the members of the Senate were filmed there.

A move, backed by Sens. Homer Ferguson (R-Mich.) and Burnet R. Maybank (D-S.C.), to add a portion of the corridor adjacent to the Gallery for tv use was put in legislation which failed during the 82d Congress and the first session of the current Congress. Efforts will be made for reconsideration.

But, in the meantime, demands were great on the limited area being used. Seven network and the independent members of the Radio & Television Correspondents Assn. worked out the plan which reaches fruition today.

The Gallery must take over the sundry (and often unexpected) demands of 155 correspondents, working for radio and television.

The new layout, it is expected, will keep the traffic problems down to a minimum while permitting production of radio recordings, live pickups (radio or tv), forum shows, filmlings and relays to be unhampered.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the Maritimes Busiest Station
5000 WATTS
Station Authorizations, Applications
(As Compiled by B & T)

Dec. 22 through Dec. 28

Includes data on new stations, changes in existing stations, ownership changes, cases rules & standards changes and routine roundup.

Abbreviations:

CF—construction permit. DA—directional antenna.

ERF—electro-static dissipation. FM—frequency modulated.

Transmitter—link, synch, amp—synchronous.

Ultra—high frequency.

v—visual. kw—kilowatts. w—watts.

FCC Commercial Station Authorizations
As of Nov. 30, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,613</td>
<td>2,335</td>
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<tr>
<td>PSs not on air</td>
<td>113</td>
<td>255</td>
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<td>Total on air</td>
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<td>2,590</td>
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<td>Total authorized</td>
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<td>Applications in hearing</td>
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<td>Facilities change pending</td>
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<tr>
<td>Total applications pending</td>
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<td>280</td>
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<tr>
<td>Licenses withheld Nov.</td>
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<td>0</td>
</tr>
<tr>
<td>CPs deleted in Nov.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Does not include noncommercial educational fm and tv stations.

Authorized to operate commercially.

Am and Fm Summary through Dec. 28

On Air Licensed CPs

Am 2,521 2,499 128 182 137

Fm 566 534 23 2 3

Total 2,991 2,958 151 204 150

Thirty-three CPs (8 Am, 23 Fm) have been re-gained.

Am applicant did not specify channel.

Includes 29 already granted.

Includes 514 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].

Seattle, Wash.—U. of Wash., (KUOW-FM) granted noncommercial educational vhf ch. 9 (103.3 mc); ERP 29.2 kw visual. 17.4 kw audio; antenna height above average terrain 476 ft., above ground 287 ft. Estimated construction cost $151,546, first year operating cost $163,164. Post Office address: 607 E. Denny, Seattle. Studio location school campus. Transmitter location 1215 15th Ave. S. Station requests added.

Fayetteville, N. C.—Ralph H. Hess, uhf ch. 18 (464-500 mc); ERP 314.4 kw visual. 91.8 kw audio; antenna height above average terrain 674.8 ft., above ground 521.3 ft. Estimated construction cost $246,389, first year operating cost $150,009. From address: 1218 Edmonds Ave., Drexel Hill, Pa. Station location 9216 Edmonds Ave., Drexel Hill. Fm. License granted to station location between Ramsey & North Sts., just inside city limits, Fayetteville. Geographic coordinates 35° 04' 19" N., 78° 52' 45" W. Long. Transmitter and antenna GE. Legal counsel Maurice W. Harman. Consulting engineer, C. R. Chambers, Reboehl Beach, Del. FCC is to provide technical assistance for Al Paul LeFon Co., Philadelphia. PA, Mr. Hess recently purchased WPFI Fayetteville, for $125,000, subject to FCC approval. Filed Dec. 22.

APPLICATIONS DISMISSED


Existing Tv Stations

ACTIONS BY FCC


Joplin, Mo.—Air Time Inc. (KSWM) granted vhf ch. 5 (512-518 mc); ERP 98 kw visual. 117 kw audio; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost $10,475, first year operating cost $199,000, revenue $100,000. Post Office address 1908 W. 12th St. Joplin, Missouri. Studio and transmitter location: 1928 W. 12th Street, Joplin, Missouri. Geographic coordinates: 36° 12' 05" 94° 10' 00" W. Long. Transmitter RCA, antenna TCA. Legal counsel Ronson, Joinlin. Mo. Principal includes President Austin A. Harrison (96%). Vice President Herbert Van Fleet (16.5%). Secretary-Treasurer Eleanor F. Harrison (46.7%). Granted Dec. 22.

FOR THE RECORD

LINE UP THESE FEATURES - COMPARE THE COST

the finest
two weeks delivery

remote control

system available...positive control

20 metering circuits

40 control circuits

satisfied customers coast to coast one year guarantee

Two weeks delivery

complete — ready to install $1845

2279 ALLENSANDO STREET

1103 ANGELES ST., CALIFORNIA

FOR TWO WAYS

105-141

BROADCASTING • TELECASTING

January 4, 1954 • Page 93

WTVI (TV) Belleville, Ill.--Signal Hill Telecasting Corp., granted modification of CP for ch. 54 to change ERP to 245 kw visual, 139 kw aural; antenna height above average terrain 720 ft. Granted Dec. 17; announced Dec. 22.


WHO-TV, Des Moines, Iowa, Central Broadcasting Co., granted modification of CP for ch. 13 to change ERP to 316 kw visual, 191 kw aural; antenna height above average terrain 780 ft. Granted Dec. 18; announced Dec. 22.

KSLA (TV) Shreveport, La.--Interim TV Corp., granted STA to operate commercially on ch. 12 for the period ending Dec. 28. Granted Dec. 18; announced Dec. 28.


WRGB Schenectady, N. Y.--General Electric Co., granted STA to operate commercially on ch. 8 for the period ending March 29. Granted Dec. 22; announced Dec. 22.

WARM-TV Scranton, Pa.--Union Bestg. Co., granted modification of CP for ch. 16 to change ERP to 151 kw visual, 81 kw aural; change to directional antenna system; antenna height above average terrain 1,200 ft. Granted Dec. 15; announced Dec. 22.


New Am Stations . . .

APPLICATIONS


Elmira, N. Y.--John S. Booth & Thompson K. Cansell 0/9 as Elmira TV, 600 w, 200 kw daytime. Estimated construction cost $11,000, first year operating cost $52,000, revenue $75,000. Principals include T. R. Cansell (50%), owner WATS Sayre, Pa.; general partner WTVI (TV) Elmira and 22.5%, owner WTVI (TV) Elmira; and John S. Booth (50%), general partner WTVI (TV) Elmira and 22.5%, owner WTVI (TV) Elmira. On grant of this application Mr. Cansell will sell WATS. Post office address 423 Chestnut St., Newburyport. Filed Dec. 8.

Lawton, Okla.--Progressive Bstg., Inc., 1000 kc, 250 w daytime. Estimated construction cost $1,750, first year operating cost $1,750, revenue $16,500. Principals include President Dr. Gerald G. Downing (50%), Russian, Vice President William A. Logan (18%), attorney, and Secretary-Treasurer (18%), employee KWSP Lawton. Post office address P.O. Box 345, Lawton, Okla. Filed Dec. 22.

APPLICATIONS AMENDED

Columbus, Ohio--WOSU, Inc., amends application for new am station on 1540 kc, 1 kw daytime to specify 1550 kc. Filed Dec. 22.

WINFIELD, Kan.--Eric F. Jensen & George L. Gifford d/b a Winfield Bstg. Co., amends application for new am station on 1210 kc, 350 kw daytime to specify 500 kc using directional antenna. Filed Dec. 22.

APPLICATION DISMISSED


Existing Am Stations . . .

APPLICATIONS BY FCC

WKRF oil City, Pa.--WKRF Inc., granted modification of license to operate unlimited hours except from 7:30 p.m.-8:30 p.m. on Sundays; 7:15 p.m.-8:45 p.m. on Tuesdays and Thursdays. Granted Dec. 18; announced Dec. 22.

WAJ Grove City, Pa.--Grove City College granted modification of license to change hours of operation from 5:00 p.m.-7:00 p.m. to 7:15 p.m.-8:45 p.m. on Tuesdays and Thursdays. Granted Dec. 18; announced Dec. 22.

New FM Stations . . .

APPLICATIONS BY FCC

Harford City, Ind.--School City of Hartford City granted CP for new non-commercial education fm station on ch. 229 (81.9 mc) with power of 10 kw. Granted Dec. 15; announced Dec. 22.

New FM Stations . . .

APPLICATIONS BY FCC

WBBS (FM) Crawfordsville, Ind.--First Baptist Church granted modification of CP to change antenna height above average terrain from 38 ft. to 120 ft. Granted Dec. 18; announced Dec. 22.

WNAS (FM) New Albany, Ind.--School City of New Albany granted CP to make changes in non-commercial fm station to change power from 150 kw to 250 w. Granted Dec. 23; announced Dec. 29.

APPLICATIONS AMENDED


KNBL (FM) Clarksville, Tenn.--Walt H. Cobb granted modification of CP to change ERP from 2.3 kw to 10 kw; antenna height above average terrain 690 ft. Granted Dec. 18; announced Dec. 22.

STATIONS DELETED


Ownership Changes . . .

APPLICATIONS BY FCC

KFOX Long Beach, Calif.--Nichols & Warriner Inc., granted voluntary application for new non-commercial educational station on ch. 229 to Dorothy A. Nichols (98.7%), individually and as executrix of the estate of Hal G. Nichols, Granted Dec. 18.

KLAQ-TV Los Angeles, Calif.--Dorothy Schiff granted voluntary application of CP for vhf ch. 13 to Copley Press Inc. for $1,375,000. Copley Press Inc. for $1,375,000.

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. * Washington 6, D. C., N. 8-3233

Lincoln Building * New York 17, N. Y., M. 7-4242

Broadcasting * Telecasting
Help Wanted—(Cont'd)


CBS station in state's largest metropolitan area, going 5000 watts in January, requires additional experienced announcer. No SMV's. Two weeks vacation with pay, resort privileges ar ranged. No operation staff. Excellent future opportunity. Only those desiring permanency apply. Send full details, resume, references, and annual salary required. WAKE, Greenville, S. C.

Announcer. Experienced in radio with prospect of working into television. Good pay and working conditions with complete insurance. No crediting and 46-hour, five-day week. Send full information—picture and resume to Program Director, WOC, Davenport, Iowa.

Experienced staff announcer who can also do play-by-play sports. Opportunity to advance. Opportunity to sell if you desire. Linder Group, Box 17, St. Paul, Minnesota.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and employment required. Write in detail giving references which will be checked. Box 271A, B-T.


Ohio network affiliate of more than 25 stations throughout state has openings for first class announcer, age 21-30, experienced unnecessary. Must be able to handle all situations. Salt, hillbilly, etc. Individuals who are stable, willing and interested in their work must apply. Complete information should be furnished. Apply by mail for fullest details.

WABD, 1740 A.

Two radio stations in metropolitan 6000 watt market. Must have first phone. Box 909A, B-T.

Applicants who are looking for first phone engineer ready to take over chief's engineering. Must have stable and creditable job announcing. Immediately. Good daytime and good evening. Indirectly, near our own. Arden Booth, KLIN, Lawrence, Kansas.

1000 watt network station in the heart of hunting and fishing land seeking one who can announce or handle copy. Excellent opportunity for the right man. Strong connections with good growing organization. KYWO, Cheyenne, Wyoming.

First class engineer for transmitter. Three days off each week. Salary $85.50 for forty-five hours. WCCH, Norwich, New York. Write or Telephone 4-2218.


Michigan independent has immediate opening for first class engineer. Good working conditions combined. Good working conditions. Send complete bio-data to Mr. Robinson, WHFB, Benton Harbor, Michigan.

Two first class engineers to work in am and learn tv. Contact Technical Director, Radio Station WVT, St. Petersburg, Florida.

First phone transmitter operator, WSYB, Rutland, Vermont.

Immediate openings. First class engineers for am, tv operation. Call or write Wallace Wurz, Engineer, WTVB, Peoria, Ill.

Production-Programming, Others

Advertising copywriter wanted. First letter should tell all. Earl Ruth, WBHY, Appleton, Wis.

Ohio station looking for news director. Prefer someone who can do some news broadcasting as well as run a regular local bulletin. Must have working knowledge of photo. Send full details including tape or disc to Box 825A, B-T.

Executive secretary (female) with experience in radio. Preferable knowledge acquired in commercial operations. Unique opportunity. Box 875A, B-T.

Grl radio continuity writer for small progressive station. Life insurance, hospitalization, vacation paid. Moderate working conditions. Position permanent with small, only creditable person. For all details see our classified. Desirable, personal interview necessary. Position open immediately. Contact Phil Creshaw, KVJH, Pauls Valley, Oklahoma.

Help Wanted—(Cont’d)

Commercial copywriter, or writer—answerer, write or call John Wilson, WFLO, Farmville, Virginia.

Television

Salezmen

Need experienced TV salesman, excellent opportunity for real producer. Box 719A, B-T.

Outstanding opportunity for aggressive television salesman at market of half million. Can easily earn $15,000 first year. Eastern seaboard station. Wire or write Box 592A, B-T.

Technical

TV engineer for operation and maintenance of progressive southeastern vhf station. Include salary required and experience in first letter. Box 854A, B-T.

Production-Programming, Others

TV production-program director. Must have to station experience film and commercial spots. Good future for right man in the Tennessee Valley. Send full details, also small photo first letter. WMSL-TV Decatur, Alabama.

Situations Wanted—(Cont’d)

Managerial

Stranded! On an island in the midst. Will work like hell to capture your treasure island. Have salary and number of radio stations shipwrecked in tv ports. Will bring aboard big cargo of sales and broadcasting experience. Write for Captain’s Log today. Box 912A, B-T.

Station manager in small market 250 watt network station needs opportunity offering more elbow room. Thoroughly experienced sales, operations, and engineering man. Nine years’ experience all phases. Ambitious, conscientious, hard worker, loves PTA. Southern states. Resume on request. Box 926A, B-T.

Manager available. 25 years in the business, 37 years old. Small and medium markets. Every station profitable including tv six months old. Good reasons for wanting change. Box 958A, B-T.

Salezmen


Announcers

Want a “Town and Country” DJ? Country singer. Also work staff in Ohio, anywhere. Tapes, resume request. Box 853A, B-T.

Announcer-producer, radio-tv, 4 years experience, degree, solid, high-type, wishes join staff estabished radio or new tv station. Box 857A, B-T.

Record emcee job by mature-sounding, able, experienced radio man, age 24. Now earning $100. Desires change to opportunity offering more elbow room. Good station. For tape, details: write Box 888A, B-T.


Veteran with professional broadcasting training, no experience, a tape and ability wishes to become top operator. All-round experienced announcer with proven ability. Box 902A, B-T.

APN experience, mature voice, personality, good all-around announcer. Disc, resume upon request. Box 934A, B-T.

Hard working announcer, will travel, strong DJ news, sports. Board third class ticket. Available now. Disc, tape. Box 904A, B-T.


DJ or newcomer, 8 years’ experience. Four with network. Would prefer position in progressive station situated in entering market. Also free lance work, working shows thoroughly phased in all facets of broadcasting and wish to settle. Married with two children. Tape and brochure upon request. College grad. Box 927A, B-T.

Situations Wanted—(Cont’d)


Announcer newswaster excellent news-copy writer. College graduate, three years post-grad study, several television experience over lecture stage and in public speaking. Midwestern graduate. Will travel. Available February lst. Box 855A, B-T.

Tegnapher announcer, deejay, newscaster. Mature voice, experienced radio-tv, minimum $75. Box 817A, B-T.


Announcer, recent broadcasting school graduate; no experience; 3rd class ticket. Joseph James, 108 West 8th St., Bayonne, New Jersey. Federal 8-8739.


Staff announcers (8). Newscasters, board men, competent and sober, also girl writer. Pathfinders School of Radio, 2 S. W. 1st St., N. W. W., Washington, D. C. Phone Metropolitan 8-3325.

Box, first phone, available January, Emphasis announcing. Experienced both in indie and net affiliations. Good location. Good voice, limited. Good references. Write Box 177, Byron, Minnesota.

Technical

Engineer with 20 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 658A, B-T.

Box, first phone. Graduate of Don Martin’s radio-tv school. Knowledge of tv control. Prefer S. W. Box 901A, B-T.

Experienced combo engineer. With first phone. Wishes to establish position in New York or New Jersey area. Box 906A, B-T.

Engineer, first phone. Studio and transmitter, experience, available immediately. Box 910A, B-T.

Box, first phone, graduate 2 years radio and television broadcasting school. Five years experience am and transmitter. First phone. Studio or transmitter employment wanted. Box 928, B-T.

Engineer, 4 years experience, 2 years chief. Broadcaster, hi-power vhf, some announcing. Wish to locate in New York, Conn. area. Box 942A, B-T.

1st phone. Six years experience, interested in combo work, with tv future. Southwest preferred. Box 923B, B-T.

First class operator, 8 years experience desires job as chief engineer of small station or as operator in large station. Can work at once and will travel. Phone 75, Jeff Rice, Jr., 708 W. Central, Bentonville, Arkansas.

Production-Programming, Others

News director-newswaster seeks good talent, talent with major market. Authoritative news background. Proven newshut 50 kw metro-politan newspaper as copy editor. Box 785A, B-T.

Challenging opportunity requiring creative talent desired by college graduate with seven years radio. One year tv experience. Box 935A, B-T.

Sports, sales, program director. Seven years experience. Desire settle California, Box 988A, B-T.

Newman, presently employed, five kilowatt news, journalism graduate. Desires position withopeer or newsmaster of aggressive radio or television live-wires. Consider anything. Available February. Box 932A, B-T.
PRODUCTION MAN

50,000 watt network station in Midwest million market offers production opportunity to qualified man. Includes details of experience, etc. phus on music. Enclose photo, references, salary expected. Box 930A, B.T.

FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
2 sets of tubes, 1 set of operating tubes, filter-plexer, and 1 TTC-1B Control Console. 1 RCA TFU-24BM Antenna, 10 kw, gain 24. 1 RF load & wattmeter. Equipment now tuned for Channel 36. Complete package can be tuned from Channels 31-50. Available around January 1, 1954. 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.

PERSONNEL PROBLEMS

We render a complete and confidential service to Radio & TV Stations (near and far) as well as to Film, Club, and Dance-Hall Circuits.

Griiffen & Culver Personnel (Agency)

280 Madison Ave., New York, N. Y. (212) 686-2446

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Hearing Cases

INITIAL DECISIONS

Baton Rouge, La.—New TV, vhf ch. 2, FCC Hearing Examiner, Andy Neal Huntling issued initial decision looking toward grant of application of Louisiana Television, Bcstg. Corp. for construction permit for new tv station on ch. 2; in so doing, the examiner grants the application conditioned on the stockholders of Louisiana Television, Bcstg. Corp. filing with the Commission, within 60 days of the date of the initial decision, true and complete amendments of its articles of incorporation so that the name of the company shall be in conformity with the provisions of sec. 309(c) of the Communications Act of 1934, as amended.

Montgomery, Ala.—By Order, the Commission denied petition filed by William E. Bennis Jr., d/b/a Alabama Television Corporation, for modification of construction permit for new tv station WGRD, to take over the operations of Louisville Television, Bcstg., Corp., and to operate under the name of Louisville Television, Bcstg., Corp., in Montgomery, Ala., on ch. 12. Action Dec. 28.


OTHER ACTIONS

Montgomery, Ala.—By Order, the Commission scheduled oral argument for Jan. 11, on petition for reviewing and granting exceptions filed by William E. Bennis Jr., d/b/a Alabama Television Corporation, for modification of construction permit for new tv station WGRD, to take over the operations of Louisville Television, Bcstg., Corp., in Montgomery, Ala., on ch. 12. Action Dec. 28.


Radio-Television

NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of any length by an individual radio or television news department during the year.

2. Radio or Television Newsmaking: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either scheduled or unscheduled, broadcast by radio or television during the year.

3. Public Service in Radio: For an outstanding example of public service by an individual radio station or network, through radio journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

4. Public Service in Television: For an outstanding example of public service by an individual television station or network through television journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

Deadline Feb. 1, 1954

SEND ENTRIES TO: Victor E. Bluedorn, Ex. Dir., Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

January 4, 1954 · Page 99
"Big Mo's" Got It!

275,000 WATTS E.R.P.
NON-DIRECTIONAL SIGNAL

LOCATED IN ST. LOUIS

In the very heart of the city... a block off Forest Park. 600-foot tower on the second highest plot of ground in the area.

ABC-CBS SHOWS

NATIONAL ADVERTISERS

such as BRISTOL MYERS, GEMEX, GRUEN, BROWN and WILLIAMSON, HAZEL BISHOP, GE, GENERAL FOODS, SHERWIN-WILLIAMS, KRAFT, B-BROL-RITEPENS, SPEIDEL, AMERICAN TOBACCO, MOTOROLA, ARMOUR, CARTER PRODUCTS, US STEEL, FALSTAFF, BULOVA, PONDS, GENERAL MOTORS, PONTIAC, FORD, BAB-O, LIGGETT and MYERS, CHEVROLET, THOR and many others.

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

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CHANNEL 36 SAINT LOUIS
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<td><strong>WISCONSIN</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ (4)</td>
<td>36,000</td>
<td></td>
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<tr>
<td><strong>WYOMING</strong></td>
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<tr>
<td>Laramie</td>
<td>KSLP (6)</td>
<td>7,200</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Note**: Stations listed in the city where they are 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.
For the record

VHF sets served by WTVJ in the $1,000,000,000. South Florida Market

There’s no stopping the set count... 226,000 VHF sets served by WTVJ in the $1,000,000,000. South Florida Market

Get more facts and figures from your free and patron Colonel.

City

Outlets on Air

Channel

Sets in Station Area

vhf

 uhf

Minneapolis

KMST (6)

WPTF (19)

32,800

KSTP (5)

WMIN (11)

413,400

KROC-TV (10)

60,000

MISSISSIPPI

Jefferson

WJT (25)

27,745

Meridian

WOKX (11)

21,600

MISSOURI

Columbia

KOMU (8)

35,000

Festus

KACY (14)

10,233

Kentucky

KCMO (5)

KWBC (9)

WDAI (4)

WHB (9)

155,435

KCTY (25)

91,879

St. Louis

KCY (14)

KSOU (5)

WTVI (54)

163,000

Springfield

KTES (6)

39,676

KTTV (8)

36,500

MONTANA

Billings

KGOV (2)

4,500

Butte

KOPI-FM (4)

6,800

NEBRASKA

Lincoln

KFOR-TV (10)

71,248

Omaha

KOLN (12)

36,418

NEW JERSEY

Atlantic City

WFPO-AM (46)

Newark (New

WATV (12)

1,010,000

New York

KOKQ-AM (13)

KOAT-TV (7)

KYY (7)

13,732

NEW YORK

Albany

WRAL-TV (41)

53,000

Binghamton

WBIC (17)

62,075

Buffalo

WECT (18)

24,953

Elmira

WTAY (13)

55,000

KXLY (10)

4,150,000

Rochester

WSJF (8)

205,000

Schenectady

SYRACUSE

WNYC (32)

129,000

NORTH CAROLINA

Asheville

WISE-TV (62)

14,200

Charlotte

WFTM (13)

273,913

Greenboro

WFMJ (2)

191,292

Greensboro

WBYG (T)

10,000

High Point

WNCD (28)

49,800

Winston-Salem

WTVD (26)

3,200

NORTH DAKOTA

Bismarck

KFYV (5)

15,000

Fargo

WDAY (4)

60,000

Minot

KCBY (13)

16,000

OHIO

Akron

WAKR-TV (49)

45,007

Cincinnati

WCPO (9)

45,000

Cleveland

WEWS (5)

600,000

Columbus

WEWS (10)

307,000

Dayton

WXIO (7)

330,530

Detroit

WFLD (22)

309,000

Lima

WKEU (29)

32,375

Steubenville

WTOV (9)

200,000

Toluca

WHOZ-TV (7)

230,000

Youngstown

WYTV (25)

100,000

Zanesville

WHIZ (16)

17,644

OKLAHOMA

Lawton

KSWO-TV (7)

34,211

Oklahoma City

KWTV (9)

243,759

Tulsa

KTUL (25)

46,327

OREGON

Medford

KBIX-TV (5)

1,800,876

Portland

KPTV (27)

3,299

PENNSYLVANIA

Allentown

WBBF-TV (15)

13,000

Bethlehem

WGAL (2)

12,815

Bucks County

WKGU (15)

10,815

Erie

WICU (12)

2,580

Harrisburg

WHP-TV (35)

85,750

Johnstown

WJAC-TV (6)

27,930

Lancaster

WLBX (15)

125,000

Lebanon

WERT-TV (15)

100,000

New Castle

WMHT (8)

150,000

Philadelphia

WGCA-TV (10)

1,092,000

WPHT-TV (6)

1,240,000

WPTZ (3)

1,704,000

Pittsburgh

WFIT (2)

770,000

WISH (16)

192,954

Reading

WEEU (3)

140,000

Shenandoah

WHUM (31)

175,000

Scranton

WIBN-TV (28)

150,424

Wilkes-Berkeley

WREB (28)

150,000

York

WYR (94)

125,000

WSBA (43)

76,100

RHODE ISLAND

Providence

WJAR-TV (10)

1,080,413

SOUTH CAROLINA

Anderson

WAIM-TV (40)

43,800

Charleston

WCSC-TV (5)

43,075

Columbia

WCS (5)

32,660

WORK-TV (47)

30,000

Greenville

WGL (23)

32,779

SOUTH DAKOTA

Sioux Falls

KSEO-TV (11)

43,992

TENNESSEE

Johnson City

WJIH-TV (11)

40,557

Knoxville

WLED-TV (6)

48,102

Memphis

MWHQ-TV (13)

52,000

WMCT (5)

234,892

Nashville

WSIX-TV (8)

133,849

TEXAS

Abilene

KPRC-TV (9)

18,810

Amarillo

KFTX-TV (10)

38,804

Austin

KTRC-TV (7)

52,913

Dallas

KRLD-TV (10)

210,000

El Paso

KROC-TV (4)

33,565

Fort Worth

WBAP-TV (8)

39,487

Galveston

KGUL (77)

235,000

Huntington

KGLS-TV (8)

27,000

Houston

KFOC-TV (2)

30,000

Kingsville

KUST (8)

281,500

Longview

KTVH (23)

54,000

Lubbock

KCBS-TV (11)

14,100

Midland

KMDI (2)

15,339

San Angelo

KTXL (5)

17,500

K酉 (5)

177,469

Salt Lake

KSL-TV (4)

150,500

Seattles

KING-TV (5)

316,100

Spokane

KXLY-TV (6)

46,678

Tampa

KCTV (15)

1,000,000

Richmond

KWRV (34)

13,788

Richmond

KXBY (34)

14,738

Wichita Falls

KFW (3)

44,000

WASHINGTON

Bellingham

KVOS-TV (12)

173,570

Seattle

KING-TV (5)

43,500

SPOKANE

KXLY-TV (6)

139,000

KREM (5)

139,000

Seattle

KING-TV (5)

316,100

Spokane

KXLY-TV (6)

46,678

TACOMA

KOMO-TV (12)

139,000

Richmond

KXBY (34)

14,738

Wichita Falls

KFW (3)

44,000
KBID - TV
FRESNO, CALIFORNIA
ANNOUNCES THE APPOINTMENT OF
MEEKER TV, INC.
NEW YORK - CHICAGO - PHILADELPHIA - SAN FRANCISCO - LOS ANGELES
AS
EXCLUSIVE NATIONAL REPRESENTATIVES*

CHANNEL 53 470,000 WATTS

*In Oregon and Washington
MOORE & LUND

1117 "N" Street, Fresno, California
Owned and Operated by the
John Poole Broadcasting Company
Affiliated with
KBIC-TV, Los Angeles—KBIF, Sanger—KBIG, Catalina

January 4, 1954 • Page 103
### Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

#### ALABAMA
- Birmingham, WLIR-TV (48), 10/12/52—Unknown.
- Montgomery, KBTC-TV (23), 2/26/53—Unknown.
- Decatur, WURL-TV (23), 12/25/53–1/5/54.
- Montgomery, Montgomery Broadcast Co. (14), Initial Decision 10/7/53.

#### KANSAS
- Little Rock, KARK-TV (4), 6/18/53-March '54, NBC, Pauly.
- Joplin, KJTV (22), 10/20/52—Unknown.
- CALIFORNIA
- Berkeley-San Francisco, KQED-TV (9), 7/7/53-July 31, 1954.
- San Francisco, KRON-TV (22), 9/16/53—Unknown.
- Merced, KMER (54), 9/16/53—Unknown.
- Sacramento, KMBV-TV (35), 6/26/53–Spring '54.
- Sonoma, McMurry broadcasters Co. (10), Initial Decision 1/15/53.
- Salinas, KIUC-TV (28), 1/15/53—Unknown.
- San Bernardino, XTRA-TV (10), 6/15/53—Unknown.
- San Bernardino, Orange Belt Telecasters (30), Initial Decision 9/16/53.
- San Diego, Elliot C. Lassman (21), 12/23/53—Unknown.
- San Jose, KSFV (TV) (49), 6/17/53-Oct. 31.
- San Jose, Standard Radio & Television Co. (11), Initial Decision 11/15/53.

#### COLORADO
- Denver, KSDK-TV (26), 7/11/53—Unknown.
- Denver, KRBW (TV) (56), 7/11/53—Unknown.

#### CONNECTICUT
- Bridgeport, WCTB (TV) (27), 1/29/53—Unknown.
- Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.

#### FLORIDA
- Clearwater, Pioneer Gulf TV Bxsts. (33), 12/3/53-March 54.
- Fort Myers, WFTM-TV (11) 2/7/53–1/5/54.
- Mississippi
- Montgomery, KBTC-TV (23), 2/26/53—Unknown.
- Merced, KMER (54), 9/16/53—Unknown.
- Sacramento, KMBV-TV (35), 6/26/53–Spring '54.
- Sacramento, McMurry broadcasters Co. (10), Initial Decision 1/15/53.
- Salinas, KIUC-TV (28), 1/15/53—Unknown.
- San Bernardino, XTRA-TV (10), 6/15/53—Unknown.
- San Jose, KSFV (TV) (49), 6/17/53-Oct. 31.
- San Jose, Standard Radio & Television Co. (11), Initial Decision 11/15/53.

#### COLORADO
- Denver, KSDK-TV (26), 7/11/53—Unknown.
- Denver, KRBW (TV) (56), 7/11/53—Unknown.

#### DILLON
- WACAN (23), 12/25/53—Unknown.
- WOKX (19), 160,000.
- Oaksho, WOSH-TV (48), 10/13, 11,130.
- Anchorage, KFAL (TV) (11), 12/26/53—Unknown.
- Anchorage, KTVA (31), 12/26/53—Unknown.

#### CANADA
- London, CPFL-TV (10).
- Montreal, CAFT (2).
- Ottawa, CBCT (4).
- 10,100.

### New Grantees’ Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 101.

### New Grantees’ Commencement Target Dates

#### FOR THE RECORD

- Washington, D.C.
- James E. Blackmore
- William T. Stubbfield
- WSJO (TV) 3-4344-2

#### CHICAGO
- Ray V. Henderson
- Tribune Tower
- Delaware 7-2335

#### SAN FRANCISCO
- Lester M. Smith
- 2511 Market St.
- EKX6K 2-5872

### Major Market Regional Independent $97,500.00

Located in one of the East’s important cities. This fulltime 5000 watt property is in a unique position to increase both gross and net profits due to current developments in this excellent market. Financing available.

### Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TELEVISION BROKERS

WASHINGTON, D.C.

CHICAGO

SAN FRANCISCO
<table>
<thead>
<tr>
<th>State</th>
<th>Television Stations</th>
<th>Radio Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSOURI</td>
<td>Cape Girardeau, KFVS-TV (12), 10/4/53</td>
<td>News</td>
</tr>
<tr>
<td></td>
<td>Cape Girardeau, KOMO-TV (18), 4/16/53</td>
<td>News</td>
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<tr>
<td></td>
<td>Clayton, WCYB-TV (25), 1/29/53</td>
<td>News</td>
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<tr>
<td></td>
<td>Joilette, KQTV (135), 1/29/53</td>
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<td></td>
<td>Kirksville, KICB (10), 1/29/53</td>
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<tr>
<td></td>
<td>St. Louis, KETC (TV) (2), 1/29/53</td>
<td>News</td>
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<td></td>
<td>(granded STA Oct. 15, 1952)</td>
<td>News</td>
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<tr>
<td>MONTANA</td>
<td>Billings, KOBT-TV (10), 4/16/53-9/23/53</td>
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<tr>
<td></td>
<td>Great Falls, KITB (5), 1/15/53-3/21/53</td>
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<td></td>
<td>Great Falls, KMON-TV (9), 4/2/53-9/21/53</td>
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<td></td>
<td>Missoula, KOVO-TV (13), 3/11/53-7/1/54</td>
<td>News</td>
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<td>NEBRASKA</td>
<td>Kearney, KHOL-TV (13), 7/22/53-9/25/53</td>
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<tr>
<td></td>
<td>Dubuque, KLOSTV (6), 2/16/53-9/26/53</td>
<td>News</td>
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<tr>
<td>NEW HAMPSHIRE</td>
<td>Keans, WKKN-TV (45), 4/2/53-9/22/53</td>
<td>News</td>
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<tr>
<td></td>
<td>Manchester, WMTW-TV (5), 6/28/53-3/1/54</td>
<td>News</td>
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<tr>
<td></td>
<td>Mt. Washington, WMTV (6), 7/18/53-1/1/54</td>
<td>News</td>
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<tr>
<td>NEW JERSEY</td>
<td>Asbury Park, WRTY (TV) (58), 10/25/53-9/1/54</td>
<td>News</td>
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<td>Atlantic City, WCN (TV) (25), 12/15/53</td>
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<td>Camden, WTVZ (TV) (12), 7/23/53-1/17/54</td>
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<td>New Brunswick, WTVL (TV) (91), 12/24/53</td>
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<td>Trenton, WTRY (TV) (41), 7/24/53-Unknown</td>
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<td>NEW MEXICO</td>
<td>Clovis, KNEV (TV) (12), 3/24/53-Unknown</td>
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<td>NEW YORK</td>
<td>Albany, WFTZ (TV) (22), 6/10/53-Unknown</td>
<td>News</td>
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<tr>
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<td>Albany, WTV (TV) (23), 7/16/53-Unknown</td>
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<tr>
<td></td>
<td>Binghamton, WQRT (TV) (46), 8/14/53-Unknown</td>
<td>News</td>
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<td>Bloomington, WKAL (TV) (46), 12/25/53-Summer 54</td>
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<tr>
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<td>Buffalo, WNYT (TV) (122), 7/24/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Ithaca, WICU (TV) (20), 8/5/53-Nov. 5/2/54</td>
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<tr>
<td></td>
<td>Ithaca, WICU (TV) (20), 12/13/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Jamestown, WJBN (TV) (38), 1/22/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Kingston, WTVY-J (TV) (46), 1/23/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>New York, WNYT (TV) (25), 8/14/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Poughkeepsie, WZON (TV) (11), 2/16/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Rochester, WRIT (TV) (21), 7/34/53-Unknown</td>
<td>News</td>
</tr>
<tr>
<td></td>
<td>Rochester, WJMC (TV) (58), 12/15/53-Unknown</td>
<td>News</td>
</tr>
<tr>
<td></td>
<td>Schenectady, WRTI (TV) (35), 6/11/53-1/5/54</td>
<td>News</td>
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<tr>
<td></td>
<td>Syracuse, WSYR (TV) (28), 8/14/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Utica, WFTB (TV) (19), 7/23/53-Unknown</td>
<td>News</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>Asheville, Skyway Brg (Co.), 12/9/53-Unknown</td>
<td>News</td>
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<td></td>
<td>Gastonia, WTV-J (TV) (10), 9/20/53-Unknown</td>
<td>News</td>
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<td></td>
<td>Charlotte, WAYS-TV (34), 2/25/53-1/15/54, ABC, Bolling</td>
<td>News</td>
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<tr>
<td></td>
<td>Dawson, WJRT (TV) (25), 2/13/53-Unknown, Duvu, NBC, H-F</td>
<td>News</td>
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<tr>
<td></td>
<td>Raleigh, WRAL (TV) (25), 8/20/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Reidsville, WQAM (TV) (5) (33), 11/3/53-Unknown, ABC, Bolling</td>
<td>News</td>
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<tr>
<td></td>
<td>Salisbury, WPSA (TV) (11), 12/26/53-Unknown, ABC, Bolling</td>
<td>News</td>
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<tr>
<td></td>
<td>Wilmington, WMBF (TV) (67), 11/10/53-12/31/53, NBC, Weed (granted STA Dec. 31)</td>
<td>News</td>
</tr>
<tr>
<td>NORTH DAKOTA</td>
<td>Valley City, KJBI-TV (4), 8/5/54-Unknown</td>
<td>News</td>
</tr>
<tr>
<td>OHIO</td>
<td>Cincinnati, WNCN (TV) (54), 7/24/53-15/54, Spring 84</td>
<td>News</td>
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<tr>
<td></td>
<td>Cleveland, WJRT (TV) (65), 6/18/53-Unknown</td>
<td>News</td>
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<td>Cleveland, United Brg Co., 10/17/53-Unknown</td>
<td>News</td>
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<td>Columbus, WOQN-V (TV) (34), 4/25/53-Unknown</td>
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<td>Massillon, WYNT (TV) (215), 9/25/53-Unknown, Patry</td>
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<td>Youngstown, WYTV (TV) (21), 9/25/53-Unknown, Patry</td>
<td>News</td>
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<tr>
<td>OREGON</td>
<td>Ado, Eastern Oregon, WTV Co. Inc. (10), 12/16/53-6/4/54</td>
<td>News</td>
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<td>End, Streets Electric Inc. (5), 12/22/53-Unknown</td>
<td>News</td>
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<td>Molalla, KOMO-TV (10), 12/22/53-Unknown</td>
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<tr>
<td></td>
<td>Oregon City, Oregon Educational TV Authority (13), 12/22/53-Unknown</td>
<td>News</td>
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<tr>
<td></td>
<td>Tulsas, KCEE (TV) (23), 2/28/53-1/15/54, Bolling</td>
<td>News</td>
</tr>
<tr>
<td></td>
<td>Portland (Ore)-Vancouver (Wash.), KTVN (TV) (21), Initial Decision 11/10/53</td>
<td>News</td>
</tr>
<tr>
<td></td>
<td>Portland, Oregon Television Inc. (12), Initial Decision 11/10/53</td>
<td>News</td>
</tr>
</tbody>
</table>

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS ★ RADIO STATIONS
10 E. 58th St.
New York 22, N. Y.
ELdorado 3-0405

Broadcasting ★ Telecasting
Fifth Amendment Phonies

CURRENT events once again point up the need for positive action by broadcast-station and network ownership against those who hide behind the Fifth Amendment in refusing to answer questions regarding communistic activity or espionage. We have no patience with those who, on phony intellectual grounds, insist they are good Americans, and then won't talk because their testimony might incriminate them.

A person is a loyal citizen or he isn't. One who now owes his allegiance to Communism can't be a good American. That is to say that an individual who in his misguided youth joined a Communist outfit can no longer be a good citizen. He or she should frankly admit the former association and forthrightly confess that regrettable mistake.

Certainly, there has been enough evidence in this past generation to establish beyond question that authoritarian Government is repugnant to American ideals. The importance of this to the broadcast field is also historically established. Once a dictator moves, he first commandeers the radio. (In this decade television would be equally important.) This is because broadcasting is the swiftest means of reaching the masses and of controlling them.

General Electric Co., which handles a great volume of sensitive Government contract work, a few weeks ago decided it would fire as bad security risks, employees who use the device of the Fifth Amendment. Previously Attorney General Brownell had ruled that recourse to the Fifth Amendment disqualified a Government employee for Further service.

Based on what has happened elsewhere in this shrinking world, it's clear that radio and television cannot afford to harbor any one who is even suspect. It is as important as Government, because in an emergency broadcasting is the voice of Government.

A network microphone in the hands of a Communist at zero hour could be more potent than a thousand atomic bombs.

To hide behind the Fifth Amendment is a reflection upon station ownership. To refuse to answer questions as a necessary first step, any employee on a station or network payroll who cites the Fifth Amendment in refusing to testify, should be fired summarily.

Another Year; Another Congress

HAVING counted the achievements of another "miracle year" in the electronic arts and sciences, we now look wishfully toward the year ahead.

The beginning of the calendar year 1954 also marks the convening of the second session of the 83d Congress—a Congress that demonstrated it is wired for radio and tv sound and sight.

Every politician wants to be a tv expert. Last session a record number of measures was introduced. All still are pending, since Congress didn't adjourn; it merely recessed. There are a dozen bills of varying degrees of importance ready to be dropped 'into House and Senate hoppers this week.

The FCC, as usual, will come in for a good share of Congressional attention. But unless the FCC is caught in partisan cross fire, it should enjoy an unusually good year on Capitol Hill.

The FCC wound up 1953 with its "must slate" virtually clear. It has handled its most vexatious problem—the tv allocations log-jam—to the point where only adversary hearings are left. That was the real pressure point at the last session. Legislators on both sides hammered away at the FCC for new tv stations in their constituencies.

The skill with which Chairman Rosel H. Hyde has directed the FCC's activities in coping with the tv problem certainly should win the approbation of both Senate and House committees dealing with communications. And it appears the FCC has spent less money for this purpose than even Congress had anticipated—a unique departure in government.

The drum-beaters in Congress for approval of compatible color have been assuaged too. The FCC took its good time in handing down its color decision, determining as it did that it wasn't writing a per curium opinion pronouncing approval, but a magna carta that must stand the test of time. We doubt whether there will be any valid criticism.

There are imponderables too, because no one can devine what a Senator or a Congressman may contrive to do in so active and volatile a field as broadcasting. The redoubtable Sen. Joe McCarthy uncorked one at the last Congress to make mandatory the recording and filming of everything that is broadcast (and which would bankrupt most smaller operations). There's the Hinshaw Bill on making subscription-tv a common carrier.

This year of 1954 is a political year. The lads on the opposite sides of the aisles will be banging away for strategic advantage. Radio and television are the most effective campaigning media. They should avoid getting caught in the middle and possibly stabbed by their own kilocycles.

Recovering Their Fumble

FOR THE first time in the past three years there appears to be a chance that the National Collegiate Athletic Assn.'s incredible stranglehold on college football telecasts will be relaxed.

Unless they unexpectedly back down from a policy they adopted a month ago, the Big- Ten members will stage a revolt at this week's meeting of the NCAA convention of coaches and athletic directors in Cincinnati. What the Big Ten wants is regional control over football television. Among conference members none can present a more formidable bloc than the Big Ten.

The essence of a statement adopted by the Big Ten, or the Western Conference as it is more formally known, at an early December meeting was that the NCAA's plan of a game a week did not provide the public with "a satisfactory representation" of football. Surely that is understating the case.

Midwest viewers can hardly be expected to be satisfied when on a given Saturday any number of Midwest games are being played and an Ivy League game is the sole television attraction. Nor can Easterners be pleased when television brings them only a contest in Oklahoma on a day that several important other games are being played close to home.

The Big Ten was quite right in saying that the NCAA's disregard of public interest could lead to the "entire collapse" of the NCAA monopoly. Unfortunately the Big Ten's suggested cure of regional control, though obviously an improvement over the centralized monopoly now existing, is not drastic enough.

It is time that football games were opened to competitive bidding on an individual basis and schools allowed to set their own policies. Only in the course of unrestricted freedom of choice by individual members can the NCAA pretend to be serving public interest.

That, however, is not likely to come about immediately. The subtitution of regional for single-handed, national control would at least be a step toward the ideal realization.

It must cheer telecasters to know that for once they will have official representation at the NCAA conference this week. Though we do not profess to know what Harold E. Fellows, NARTB president, will say in his talk to the athletic directors, we are sure he will make a good case for less restriction. He and George J. (Coach) Higgins (KMBC-AM-TV Kansas City), chairman of the NARTB Sports Committee, can be counted on to enlighten the meeting and infuse some reason in what in the past have been largely emotional affairs.
For Years, the KMBC-KFRM Team has been the undisputed leader among the radio stations in the great Kansas City primary trade area. As the sixth oldest CBS radio affiliate, KMBC has enjoyed the audience that goes with the nation’s number one radio network. Arthur B. Church’s 32 years of radio know-how are the key to the Team’s leadership in local programming and the finest of facilities.

In television, KMBC-TV is the “Big I” in Kansas City—both literally and figuratively. With the CBS Television Network (KMBC-TV shares time with WHB-TV on Channel 9), KMBC-TV immediately took the spotlight and its fair share of audience. (A special promotion tie-in with TV Preview Magazine conducted before Channel 9 had been on the air a month resulted in nearly 12,000 pieces of mail). KMBC-TV originates eight live TV programs daily to add to the station’s popularity. More are to be added in the near future.

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