Baltimore—
the city of white marble steps...

Baltimore’s rows and rows of white marble steps make it different from every other city in the United States.

It’s different as a market, too! Because

IT’S HIGHLY CONCENTRATED!

Baltimore’s 1½ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

NIELSEN PROVES W-I-T-H’S SUPERIORITY!

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.
WJVR
CHANNEL 6 RICHMOND, VA.

MAXIMUM POWER
100,000 Watts

MAXIMUM HEIGHT
1049 Foot Antenna

LOCATED IN THE GEOGRAPHICAL CENTER OF THE CITY

Not a half station located on the Atlantic Coast, but a whole Station Located 100 miles from the Coast in the State's Capitol, RICHMOND, VA.

Statewide Coverage

Service from all four Networks
Represented Nationally by Blair TV. Inc.

Wilbur M. Havens - Station Manager
Havens & Martin Inc. - Richmond, Va.

actual photo of the new 1049 ft. Self-Supporting Tower
Take out a map of Pennsylvania, and measure the vast area covered by WBRE-TV as indicated by the cities shown above, and you begin to realize how important it is to you, the time buyer, to select WBRE-TV in this, more than 1,100,000 population area of Manufacturing, Mining, Farming and Wholesale distribution payrolls. WBRE-TV serves most of these people most of the time.

There are many reasons why the TV viewers in this Colossal Coverage turn more frequently to WBRE-TV . . . we have the most and the best day and night programming, both local and network . . . we have the best quality signal, because we have one of the best technical staffs in the country . . . WBRE is the pioneer station of N.E. Pennsylvania . . . 1st in Radio, 1st in TV and now, 1st in Color TV.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

National Representative The Headley-Reed Co.
to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience yours on WLEV-TV, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, and the Golden Gloves. Each event has four segments, at $125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity.

Of equal importance is the WLEV-TV complete local sports programming, filmed by mobile units and processed in the station’s own modern laboratories. Cash in on the WLEV-TV sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley, Buy WLEV-TV.
MAJOR radio networks and BAB reportedly discussing with Advertising Research Foundation possibility of spring survey of radio set ownership in homes (including set locations within homes) and in automobiles. Aside from producing uniform, up-to-date figures, such study under tripartite ARF auspices would signify acceptance of results by advertisers and agencies as well as media.

Elsewhere on research front there's speculation that Nielsen Audimeters may take road, installed in automobiles to measure listening in that virtually untested field.

FCC THINKING on filing fees now believed narrowed to point where flat fee may be recommended for new station applications, plus smaller fee for renewals. Preliminary thinking has centered around $200-$300 application fee for all classes of broadcast licenses, and perhaps fee of $100 for renewals at three-year intervals.

IN ITS PROBING into filing fee possibilities, FCC staff came up with startling fact that it would take Cable Sam about four times as much to process application for radio station as it does for tv — about $800 against $200. That's because in radio channel checks have to be made, along with proof of performance, whereas in tv engineering is all pre-fabricated since stations have to meet minimum criteria.

INDICATIONS last week that AT&T tariffs for color tv might be about 60% higher than black-and-white rates brought prospects that major users (networks) would petition FCC for hearing on reasonableness of rates. Contention was that charges would make colorcasting prohibitive, whereas AT&T has argued that it has lost money (about $75,000 per month) on black-and-white relays and must recoup it in color. It can't provide service that isn't compensatory, it's contended, and assign losses to other users. Delay in filing might mean further study will bring downward readjustment of tariff.

APPLICATION for formal transfer of Empire Coil to Storer Broadcasting Co. (including WXEL [TV] Cleveland, ch. 8, and KPTV [TV] Portland, Ore., ch. 27) will be filed with FCC as soon as audit is completed, presumably about Feb. 1. Transaction, pegged at $8.5 million, also includes provision governing net quick assets and other liabilities which might require adjustment. Application may propose approval conditioned upon sale by Storer of property to bring him within multiple ownership limit.

ONE FACTOR reportedly back of sale of Empire Coil Co. by Herbert Mayer, attorney who rode crest of tv wave, was rather bleak outlook for both his Empire manufacturing operation and his uhf projects. Slackening of demand for components had affected Empire Coil, it's understood, while his overall three-quarter million dollar loss on uhf KCTY (TV) Kansas City obviously contributed to his decision to unload.

COUNT OUT Washington as site of NARTB convention in 1955. Hotels unable to accommodate April meeting; next year so convention is destined to land again in Chicago, where 1954 sessions will be held, with 1956 session possibly in D. C.

HOPE of uhf tv receivers that uhf tv receivers would begin to come down in price so that differential vs. vhf sets would not be so significant may be in sight. Philco Corp. expected to announce soon new all-channel uhf-vhf 21-in. table model for $199.95 — only $20 above same vhf-only model. As of now brand tv receivers with uhf run from $40 to $75 above vhf-only price.

BAIT AND SWITCH advertising which has aroused Better Business Bureaus throughout country may have an inning before NARTB Board sessions in Phoenix this week. Television Code Review Board has been surveying programs in this sphere but Board may be called upon to take look at purported suggestions from National Better Business Bureau that complaints be made direct to FCC. Contention is that these matters are purely local and affect only minority of stations.

CBS-TV understood to be eying number of NBC-TV clients as prospective sponsors of portions of Arthur Godfrey Wednesday night show which Chesterfield dropped, possibly also offering them crack at portions of Godfrey daytime simulcasts which Chesterfield also dropped [B*T, Jan. 11]. Chesterfield action came four weeks before end of cycle, and for those four weeks Bristol-McCoy (Bufferin) is taking over daytime portions which cigarette firm formerly had. After that, present Godfrey sponsors Pillsbury Mills, National Biscuit Co., Lever and others reportedly are on waiting list for chances at Chesterfield's old segments.

HERE ARE reasons, as best determined, why Senators deferred consideration of three FCC-requested bills (regarded as non-controversial) and Sen. Ed Johnson's (D-Colo.) baseball bill (see stories, page 52). Objection to FCC-favored bills, passed by House, was voiced by Sen. George A. Smathers (D-Fla.) but Sen. Smathers did so at request of Sen. Pat McCarran (D-Nev.), who blocked bills' consideration in Senate last summer. Nevada has never explained his opposition. Baseball bill was deferred because some Senators feel legislation ought to be matter of debate and not passed merely by "consent."

HOWARD E. STARK, New York radio and television station broker, got 1954 business off to healthy start by handling almost $9 million in two transactions in year's first two weeks. On top of $8.5 million sale of Empire Coil Co. to Storer Broadcasting, his latest transaction, announced today (Mon.), is $400,000 sale of KPOA Honolulu (see story page 64).
Immediate Delivery

G-E's 12 KW Amplifier combines with Any UHF-TV Transmitter...regardless of make!

You can get

Your present 1 KW-UHF-TV Transmitter

General Electric's UHF leadership puts you on the sure road to higher TV power!

- G-E UHF Transmitters. 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.
- 15 KW Klystron Tubes. Product of General Electric progress. Provides exactly the power you need for strong field intensity—excellent home receiver signals.
- G-E Helical Antennas boost radiated power up to 20-25 times and contour for ideal market coverage.
- Proved-in-Operation by More Than a Dozen Major TV Outlets. Go down the list of important high power television broadcasters throughout the country using General Electric equipment. Measure its value to you by their success!
Today...if your present transmitter provides only minimum output, then you may not get a strong station signal into your complete market area. That automatically cuts coverage plus important advertising revenue. Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development doesn't solve their immediate problem. Only G.E. offers the right solution.

General Electric's "look into the future" in 1949 today gives you a single answer to all UHF equipment requirements! Five years of UHF product planning and development now provide broadcasters with a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric alone offers this service to UHF stations already on-the-air! G.E. alone can deliver 12 KW transmitting equipment for new TV outlets today!


15 KW Klystron Tube

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

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
Now Hacket & Mairs turned out living room chairs "Best for comfort and ease."

And their agency man had a radio plan. That just couldn't help but please:

"By using KOWH you know, we'll end up in the dough, That they'll sell, I've nairy a doubt with that Hooper of theirs,

Only Omaha chairs near the radio sets are worn out."

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, December, 1951, thru December, 1953.)

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

Kowh
OMAHA
"America's Most Listened-to Independent Station"

General Manager, Todd Storrs; Represented Nationally by The BOLLING CO.

January 18, 1954
Half of ABC Radio Affiliates Accept Split Plan

ABOUT 50 PERCENT of ABC Radio affiliates have accepted network's split-sponsorship plan [B*T, Dec. 21, 1953], it was learned Friday following two-day meeting of executives of approximately 140 ABC radio and television affiliates with top network officials in New York, first of four such affiliates' meetings scheduled by ABC this month and next. Date when network hopes to put plan into effect was not indicated. Proposal has been attacked by SRA as "rate cut" and was subject of considerable discussion at meeting. Sessions were described as "progress report" on ABC development since merger with United Paramount Theatres last February, plus plans and prospects in programming, sales, advertising, promotion, and related activities. AB-PT President Leonard H. Goldenson and ABC President Robert E. Kintner headed list of speakers at opening meeting; Charles T. Ayres, vice president in charge of radio network, conducted session for radio affiliates and Alexander Stronach Jr., vice president in charge of tv network, led tv session.

Second meeting in series is scheduled Jan. 28-29 in Los Angeles; third, Feb. 1-2 in Chicago, and fourth, Feb. 15-16 in New Orleans.

FBI HUNTS EVIDENCE ADVERTISING INDUSTRY VIOLATES ANTI-TRUST LAW

ANTI-TRUST probe of business practices in advertising industry, long rumored in Washington, became reality Friday as two FBI agents called on NARTB. Their visit followed letter sent to NARTB by Stanley N. Barnes, Assistant Attorney General. Similar letters sent Assn. of National Advertisers and American Assn. of Advertising Agencies in New York.

NARTB did not comment officially but it was indicated association readily offered complete cooperation. President Harold E. Fellows is in Phoenix, Ariz., for board meeting. FBI agents contacted Ralph W. Hardy, government relations vice-president.

Frederic R. Gamble, president of AAAA, told B*T: "Yes, we have been notified of the government's investigation. We have always had a policy of conforming with the law and we will continue to do so. We will cooperate with the government in any way we can."

Advertising and media executives were baffled over direction Dept. of Justice inquiry will take since government has not announced how FBI agents last summer called on Washington stations to ask about NARTB-AAAA standard contract form. Radio and tv contracts contain "most-favored-nation clause" assuring time purchaser of station's lowest rate for like broadcast. This led to belief that latest government step is another phase in routine investigation or "fishing" expedition to determine if business practices might justify filing of court action.

Another possible direction probe may take is in connection with agency recognition bureaus maintained by some media. NARTB has consistently avoided agency recognition because of anti-trust fears.

ASCAP Terms Questionnaire Brings Station Replies

ALL-INDUSTRY Local T v Music License Committee has heard from more than half of country's tv stations in response to its request for stations' reactions to music license terms which committee will offer to ASCAP if terms are approved by tv broadcasters. Chairman Dwight W. Martin Friday expressed hope that stations which are still considering whether blanket or program license best suits their needs will get their reply to committee as soon as possible, so that negotiations with ASCAP may be brought to satisfactory conclusion without undue delay. Overwhelmingly approving committee's proposed terms, station replies received so far show vast majority choosing blanket licenses, with only few deciding on per-program.

SET SALES UP

SALES of radio and tv sets at retail rose substantially in November, totaling 697,062 radios and 678,295 tv receivers compared to 385,229 radios and 621,768 tv units in October. In October, tv units were boosted by Radio-Electronics-Tv Mfrs. Assn. Sales for 11 months of 1953 were 5,608,477 radios, 5,600,423 tv sets compared to 5,363,859 radios, 5,095,220 tv sets in '52 period.

• BUSINESS BRIEFLY

IPANA SPONSORS • Bristol-Myers Co., N. Y. (IPANA A/C toothpaste) will sponsor Tuesday, 2:21-2:55 p.m. EST portion of Gary Moore Show [CBS-TV, Mon.-Wed.-Fri., 1:30-2 p.m. EST; Tues.-Thurs., 1:30-2:30 p.m. EST], starting Feb. 2. Agency: Doherty, Clifford, Steers & Sheldon, N. Y.

MORTON TV DRIVE • Morton Packing Co., Louisville (Morton frozen pies), to launch television spot announcement campaign in 47 video markets for 26 weeks. Starting dates are on staggered schedule with stations kicking off today (Mon.) and others starting from that date through to March 1. Ted Bates Inc., N. Y., is agency.

TEA TEST IN OHIO • William S. Scull Co. (tea), through Lamb & Kemper, are launching 3-week test saturation spot announcement campaign in Zanesville, Ohio, starting Feb. 1.

MILLER SEEKS SHOW • Miller Brewing Co., Milwaukee (Miller High Life), through Mathison & Assoc., reportedly in market for a new half-hour network radio show. Firm sponsored Lawrence Welk show few seasons back.

BLUING CAMPAIGN • La France (bluing), through Foote, Cone & Belding, N. Y., on April 1 launching radio-tv spot campaign in half-dozen midwest markets for six weeks.

NBC Film Conferences

NBC FILM Division Friday completed two-day meeting in New York for members of eastern sales staff to discuss sales and advertising campaign for first quarter of 1954. Similar conferences will be held in Chicago, May (Mon.) through Thursday for central sales staff and on Jan. 25-27 for western sales staff.

Directing meetings is Carl M. Stanton, vice president of division, assisted by John B. Cron, national sales director, and Jay Smolin, advertising-promotion manager of division. Ted Sisson, newly-appointed associate director of division, will attend conference in Chicago.

KDAL-TV on NBC-TV

SIGNING of KDAL-TV Duluth as NBC-TV affiliate, effective when station commences operations about March 15, announced Friday by NBC. Station's radio adjunct, KDAL, is CBS radio affiliate. KDAL-TV is assigned ch. 3 and is owned by Red River Broadcasting Co., licensee of KDAL, with Dalton Le Masurier as president and general manager; Otis S. Ramond, vice president and commercial manager, and Robert Dettman, vice president and chief engineer. TV station expects interconnection about Sept. 1.

Biloxi Influx Starts

ADVANCE guard of delegates began arriving in Biloxi, Miss., Friday for two-day convention of Mutual affiliate stations, starting today (Mon.). (See story page 68.) As of Friday afternoon 314 advance reservations had been received, representing 25 stations. First arrivals indicated many delegates will insist on careful explanation of all network plans, claiming facts are thrown at stations so fast at most affiliate meetings that it's almost impossible to grasp their significance.

January 18, 1954 • Page 9
WAGA RADIO SALES WENT UP, UP, UP IN ’53

- National spot programs
- Local programs
- National announcements
- Local announcements

There’s a reason why more advertisers, both local and national, both old and new, used more programs... more announcements... on WAGA in 1953 than the year before. They discovered and re-discovered that WAGA Radio is alive, wide-awake... a potent sales weapon in the ever-growing Atlanta market. Let us tell you how WAGA Radio can be used successfully to build more sales for your products or services.

Represented Nationally by the KATZ AGENCY, Inc.  
Tom Harker, V.P. and Nat’l Sales Director, 118 E. 57th St., New York 22  
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago
FASHIONS IN COLOR

**USE OF COLOR tv for fashion shows introduced by Pellon Corp., New York, to fashion press attending the New York Dress Institute Press Week at demonstration in New York Friday. Spring fashions were presented on color tv over closed circuit in telecast produced by Theatre Network Television.**

**Emerson Report Good**

CONSOLIDATED net sales of Emerson Radio & Phonograph Corp., N.Y., and its subsidiaries for fiscal year ended Oct. 31, 1953, reached all-time record high of $75,926,546, Benjamin Abrams, president, announced Friday in annual report to stockholders. Pointing out that 1953 sales volume was 31% over $77,664,201 in 1952, Mr. Abrams added that company's net worth reached all-time high of $19,718,053, as compared to previous high of $17,697,215 reached in 1952. Mr. Abrams expressed belief there will be growing demand for black-and-white tv sets in 1954, citing as factors that will arise from new stations going on air, replacement market, and trend toward two or more sets in home. He predicted that price of color receivers will not equal those of black-and-white sets for many years and said sale of latter will be predominant for long time.

**Color Tv Praised by Eiges**

COLOR TV will help to make a better America by instilling in youngsters understanding of their country and things for which it stands, Sydney H. Eiges, NBC vice president for press and publicity, said in speech prepared for delivery Saturday at annual awards banquet of Mound City Press Club in St. Louis.

**Streibert Testifies**

PROBLEM in hiring executives for Voice of America and need for more funds to improve its operation cited Friday by Theodore C. Streibert, director, U. S. Information Agency. He testified before Senate Foreign Relations subcommittee, submitting USA report on activities (for summary of report, see page 58).

**UPCOMING**

- **Jan. 18**: Senate Interstate & Foreign Commerce Committee holds hearing on nomination of Herbert E. Lehman to FCC. G-16. U. S. Capitol. 10 a.m. Open.
- **Jan. 18-19**: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi.
- **Jan. 21-23**: HAA Combined Boards, Comeback Inn, Phoenix.
- **Jan. 24**: HAA Advertising Conference, Sheraton Hotel, Chicago.

**People**

**Jerome B. Harrison** has been made eastern sales manager for ABC-TV, succeeding Stanley Smith, who will take on special sales assignments for network, it was announced Friday by Charles R. Aby, ABC-TV's national sales director. Mr. Harrison joined ABC-TV's sales staff as an account executive in January 1952 and had served previously as an account executive and executive assistant to vice president of Ward Wheelock Co.

**George Duram**, formerly associated with Geyer Inc., Lever Bros., Dancer-Fitzgerald-Sample, and one-time chairman of ANA radio-television committee, to join media department of Benton & Bowles, N. Y.

**William Z. McDonald**, sales representative for WDSU-AM-TV New Orleans, to Vitapix Corp. as sales account executive and southeastern representative.

**Bernice Fitz-Gibbon**, advertising director of Gimbel's for past 14 years, who was sharply critical of department stores using tv in address at NRDGA convention last week (see story page 37), has resigned, effective April 1. Future plans not announced.

**Meet Today Sets Up Cards Regional Radio Network**

**Representatives** of over 100 stations from 12 states will meet in St. Louis today (Mon.) with executives of Anheuser-Busch Inc. and D'Arcy Adv. Co. to "finalize" plans for regional radio network coverage of all Cards National League ball games in 1954, it was learned Friday. Cards have obtained "repealable rights" from seven other N. L. clubs for broadcast, which includes Budweiser sponsorship of all 77 Cards road games to be televised in St. Louis. Station has not been selected.

**KXOK** that city will be originating outlet for 100-plus station network. Additionally, Budweiser buying minor league broadcast rights in areas where Cards own minor franchise. Price of overall package not revealed. Meeting called 9 a.m. at 1119 S. Broad Blvd.

Anheuser-Busch also will promote minor league baseball through St. Louis Card's regional network broadcasts. Wherever Cards go and there is minor league club, Budweiser will forward the commercial time to permit local station to air spots publicizing minor team. Same practice will be followed by brewery in areas where Cards own minor league club. Thus, Cards will pick their own broadcasts against minor league air coverage.

**National Dairy Closed Circuit**

**NATIONAL** Dairy Products Corp., will present closed-circuit theatre telecast for its Sealtest division salesmen, dealers and distributors in 15 cities on Thursday in program described as "first sales promotion move through theatre television." Two-hour program will be produced by Theatre Network Television's Tele-Sessions Division.

**TWA Resignations Begin**

EXODUS from Television Writers of America started at weekend as number of founding members in Hollywood and New York resigned. Actions ascribed to retention by western group of Executive Secretary Joan LaCourt, claimed to have refused to answer questions involving Communism at House Un-American Activities hearings [BT, Jan. 31, 1954]. Senate faction demanded she resign after appearance but membership voted 72.6% to retain her.

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Duane McKenna, Art and Layout.

CIRCULATION & READERS’ SERVICE
John P. Cosgrove, Manager; Elwood M. Skee, Subscription Manager; Robert Deacon, Anne Fliedner, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-3555.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, Midwest Sales Manager; Barbara Kolar, John Osbon, News Editor.

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

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING, including TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 25¢ per copy; 52d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance.

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 1921 by Broadcasting Publications Inc. using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1925, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
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Page 12 • January 18, 1954
In Washington, D.C., WTOP Radio's Eddie Gallaher is a man of monumental influence, with a record of astronomical popularity. Morning, afternoon and night, he occupies top position: his programs command a 30.1% greater average audience than any other local programs during the same periods.* In fact, Gallaher is the most listened-to local radio personality in the area... and has been for years.

On the Washington scene...

His influence is monumental

He's right up there when it comes to results, too. In a recent premium offer pushed by eight local radio and television personalities, Gallaher out-pulled his nearest competitor by five to one... all competitors combined by two to one!

Your place on any of Eddie Gallaher's programs — Sundial, Moondial or Moondial Matinee — will put your product head and shoulders above the rest. For details call CBS Radio Spot Sales or WTOP, Washington's only 50,000-watt radio station.

*Pulse, September-October 1958

WTOP RADIO
The Washington Post—CBS Radio Station
The pleasures of the table are never more satisfying than when selection of the fare is made under the guidance of a skillful maître d'hôtel. Under these circumstances you are served a repast chosen and prepared according to your specific desires.

A parallel exists in national sales representation. Because the needs of stations vary so widely, ready-made sales activity designed for average conditions can never achieve the greatest sales potential. The nature and amount of activity must be determined by the individual requirements of each station.

Twenty-one years of experience has developed in the Raymer Company a policy of Personalized Representation based on just these principles. Carefully administrated time and effort first go into the analysis of the specific advantages and special features of each station. These are then presented in the manner most convincing to the individual buyer, to the individual national advertising account.

The proper share of business for each Raymer station reflects the accomplishments of this kind of representation à la carte.

PAUL H. RAYMER COMPANY, INC.
RADIO AND TELEVISION STATION REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD
A NEW dramatic radio series titled Decision! made its bow last Monday on ABC Radio under the auspices of telidon, by Sherman H. Dryer, an independent producer, and the Institute for Democratic Education. If the initial broadcast in the 13-week public service series was indicative of the sort of program that will follow, listeners are in for a two-fold radio treat. Decision! is both informative and entertaining—a combination that is often strived for but seldom realized in a dramatic framework.

The over-all theme of the series deals with man's struggle to shape his own destiny by making his own decisions. In illustrating this central idea, the first broadcast dramatized a story of pre-war days and the war itself between Athens, the world's first democracy, and Sparta, a militaristic state which ultimately defeated it. The analogy between this era in history and the atmosphere and circumstances which contributed to Sparta's victory over the Athenians, and our generation's fear of the threat of Communism was sharply and effectively drawn.

One particular factor accounted for the effectiveness of Decision's initial broadcast. Peter Barry, who wrote the script, knows how to juggle the English language. There is a vast difference between using words simply to communicate an idea and using them to stimulate the ideas the listener may have. It is the latter knack that makes for outstanding imaginative radio drama. Mr. Barry is obviously familiar with both techniques and uses them equally well. The cast turned out a thoroughly polished half-hour show. Orchestration, tailor-made for the script, also contributed greatly to the show's success.

In the past the Institute for Democratic Education has produced and distributed programs of this type for local presentation, but this series is the first to be heard on a network. As in the past, the Institute is sticking to a formula of making its point, not by sermonizing, but through clear story-telling.

THE JOE PALOOKA STORY
Producer and Distributor: Guild Films Co. Director-Producer: Richard Baran
Writer: Various
In cast: Joe Kirkwood, Cathy Downs, Sid Tomack, "Slasses Maxie" Rosenblom, others

GUILD FILMS Co.'s production of The Joe Palooka Story is a half-hour telefilm sufficiently broad in its appeal to provide enjoyment for the entire family. Though the plots are not particularly original, they are straightforward and uncomplicated. The story line is easily, spiced with an appropriate dash of humor and sentiment.

It approximates in outlook the well-known comic strip by Ham Fisher in which Joe Palooka emerges as the honest, clean-living All-American man. It should find a tailor-made viewing audience from those who have enjoyed the newspaper strip.

The producers wisely have aimed for a change of pace in the various episodes. This review considered Knobby's Knockout and Neutral Corner, which, though projecting Mr. Palooka in his role of everybody's wonderful big brother, demonstrated diverse appeals. The former relied on humor, with the entire Palooka entourage caught up in the tinsel of Hollywood film-making. The latter dwelt on sentiment, with a boxing protege of Mr. Palooka who is crippled because of an injury, but "rehabilitating" himself, through the efforts of Mr. Palooka, as boxing instructor for a boys' club.

The casting is excellent. Joe Kirkwood, as Joe Palooka, exudes the proper amount of momma's boy personality, while Bill Scott portrays the role of a boxer with a big heart in believable fashion. "Slasses Maxie" Rosenblom provides comic relief, though the lines sometimes are not too funny. Sid Tomack is a highly suitable Knobby Walsh, and Miss Downs turns in an excellent performance as Mrs. Palooka.

RESOURCES FOR FREEDOM
Network: CBS-TV
Time: Sun.; Jan. 10, 3-4 p.m. EST
Narrator: Edward R. Murrow
Participants: The five members of the President's Materials Policy Commission, led by William S. Paley, chairman of the board of CBS; George R. Brown, Texas engineer and industrialist; Arthur H. Bunker, president, General Motors Co.; Eric Hodginso, member of the board of education; Dr. Edward C. Mason, dean of the Graduate School of Public Administration at Harvard U.; also many others prominent in industry, finance and science.
Producer: Roy Lockwood
Director: James B. Cahoon, David Moore
Writer: Stanley Silverman
Editorial Consultant: Eric Hodginso
Production Editor: Sidney Katz, Ralph Rosenblum

AS TIMELY and ambitious a current events telecast as has ever been presented on TV, "Knobby was seen on Jan. 11 when CBS-TV gave its Sunday afternoon audience a glimpse at the natural resources picture of the United States and the free world in a special events feature titled Resources for Freedom. The hour-long documentary was an adaptation of a five-volume report of the President's Materials Policy Commission which investigated the supply and demand problem in America and abroad in terms of the past, present and particularly the future.

A creditable job was done by CBS-TV in translating this detailed and exhaustive study into a telecast that the layman might understand. Wisely enough, Edward R. Murrow was chosen to narrate the production. His authoritative reportorial style was a decided asset to a program which could so easily have bogged down under the weight of its material had a less capable commentator handled the assignment.

In summarizing the United States' position in coming years in such vital areas as coal, iron, copper, lumber, water and oil, CBS-TV sent out its reporters and camera crews to get first-hand information from people involved in resources production. These numerous film segments, together with commentary supplied by Mr. Murrow and members of the material policy group who compiled the Resources for Freedom report, were tightly edited into an interesting and informative telecast.

Additionally, opinions of leaders in government and industry were used to round out and supplement the reports given by those who worked on the Materials Policy Commission.

The telecast was given a simple production. It pretended to do nothing but present the facts, but it did that most successfully.
"International News Facsimile

"...has lived up to the promises you made -- and in some cases, exceeded them."

Mr. Robert H. Reid
International News Service
235 East 45th Street
New York 17, N. Y.

Dear Bob:

I think it's about time we let you know how pleased we are with International News Facsimile. It has lived up to the promises you made -- and in some cases, exceeded them.

Ray Clark tells me that he now averages 35 to 45 pictures in each of his three daily TV newscasts. In fact, Ray seldom is "on camera" while he reports the national and international scenes. On the sports side, Jack Payne is especially pleased with your fax coverage.

Sincerely,

[Signature]

Director of News
MEREDITH WOW, INC.

James M. McGaffin, Jr.
dh
Margie Misplaced
EDITOR:
Your recent feature "Ty Film Has Joined the Hollywood Elite" [BT, Dec. 14] was up to your usual fine standards.

One disappointing note, however, was the erroneous network identification of My Little Margie (page 88). My Little Margie has been sponsored by Scott Paper Co. on NBC-TV since Sept. 2, 1953.

Considering BT's obvious concern for accuracy, I am sure you will not mind my calling this deviation to your attention.

Please accept our congratulations for a job well done in 1953, and our sincerest best wishes for your continued success in 1954.

John C. Hirst
Radio-Television Manager
Scott Paper Co., Chester, Pa.

Out of the Garden
EDITOR:
Your story of the Garden Guild situation [BT, Jan. 4] is a credit to Broadcasting • Telecasting.

We certainly appreciate the fairness with which you presented the facts and the thoroughness with which you checked them. Please accept our personal thanks for the assistance the story has given us in making the agency's position clear to our friends in the industry.

Raymond C. Hagedt
Executive Vice President
Smith, Hagedt & Snyder
New York

Anti-American
EDITOR:
... What I'm writing about is the editorial in your Jan. 4 issue, entitled "Fifth Amendment Phonies." First, to compliment you upon its content, and, second, to praise you for publishing it.

And I'm wondering if the broadcasters of this nation are really doing a job by way of exporing the Communist menace - in high circles - at Washington and elsewhere. I know, of course, of such programs as I Was a Communist for the FBI, but has any broadcaster invited Sen. McCarthy or any of his fellows on the anti-American job to take a half hour on a network, say, once a week? For facts, not fancies. . . .

E. C. Mills
KFI Los Angeles

More on Merchandising
EDITOR:
... For some time KTNL has specialized in merchandising services to advertisers, and has a special department and personnel for such services. We solicit and place displays in retail stores, as well as provide our advertisers with surveys and display checks at the retail level. Our trade calls also solicit tie-in advertising, and no minimum amount of air time is required for this, or any of our merchandising services outlined herein. We have our own merchandising bulletin which is mailed out regularly to the trade, and offer advertisers special mailings of post cards, brochures, and special sales promotion letters prepared in conjunction with advertisers' promotion.

In addition to our own studio display, our support advertising consists of lobby and window displays, taxi cab billboard space, and newspaper and shopping guide tie-in ads. Our personalities often make demonstrations and personal appearances at retail stores in support of product advertising of KTNL. Tune-in courtesy announcements are a standard service offered along with other merchandising to our advertisers, in addition to prize give-aways and many other product mentions in connection with personalities, programs and demonstrations at the retail stores.

We are especially interested in aiding the client through close cooperation with his local jobber, broker or retail man . . .

John L. Buchanan
General Manager
KTNL Denver

[EDITOR'S NOTE: KTNL was inadvertently omitted from stations listed in the merchandising survey by Kenyon & Eckhardt published by BT, last Nov. 30.]

Didn't Answer
EDITOR:
In your Dec. 14 issue, I noted that David G. Taft, manager of WKRC Cincinnati, discussed the WKRC omission in your recent radio merchandising supplement which was prepared by Kenyon & Eckhardt [BT, Nov. 30]. . . . I don't know why he didn't reply to the questionnaire; I know that I didn't because I felt it was not a clear-cut true indication of promotional activities of radio stations through the United States due to the difference in the size of the markets, power and the complicated code system involved. For this reason I didn't respond to the questionnaire . . . I wonder what actual true values can be ascertained from this survey by the boys of Madison Avenue.

William C. Smith Jr.
Pres. & Gen. Mgr.
WBIT Medford, Ind.

First in Firsts
EDITOR:
WSBT-TV, the Tribune's television station, has just completed its first year in operation. It so happens that the first year resulted in a number of "firsts" for uhf operation.

It was the first uhf station on the air in mid-America and the first uhf station on the air with a live telecast. In addition, WSBT-TV was the first uhf station to feed programming to a vhf station, first to carry remote telecasts of basketball and first to originate telecasts of college football.

WSBT-TV topped all uhf and vhf stations by becoming the first one to televise four home games of college football in a season. It was also first with closed-circuit coverage of college football practices, providing Notre Dame's coach, Frank Leahy, with a bedside view of his team while he was ill. WSBT-TV started its second year on the air by being the first television station in Indiana to transmit in color. The station carried NBC's New Year's Day telecast of the Tournament of Roses Parade in Pasadena . . .

Clarence W. Harding
Public Relations Director
South Bend Tribune
South Bend, Ind.

Off the Record
EDITOR:
If and when all broadcasters realize that we can make or break the record companies by united action while they cannot reciprocate . . . we will begin to receive complete cooperation from these oligarchic companies . . . At KRSD we pay no person nor company for records and will continue to refuse to do so . . .

Truman H. Walrod
Program Manager
KRSD Rapid City, S. D.
BOI-N-NG!

ZIV HITS A NEW HIGH IN RADIO HILARITY!!
BOI-NG! GOI-NG! GONE! ...IN MAR

ZIV'S ROLL

"TH

260 zany, hilarious hal

RED GETS THE LAUGHS... YOU GET A LAUGH-TIME OF SALES OPPORTUNITIES!

RED'S A RIOT ...as the "MEAN WIDDLE KID" ...Red keeps fans in an uproar ...Sponsors say "I DOOD IT."

A laugh-time of fun for everyone!

a new high in Hilarity
It's crazy, man, crazy. Everybody wants the sales-happiest show on radio. Stations, sponsors, agencies in market after market are scrambling to sign up.

5 Half-hours per week!

SALES OPPORTUNITIES FOR YOU!

YOUR MARKET MAY STILL BE AVAILABLE!
Better say "I did it" by wire or phone today. Tomorrow may be too late . . . so hurry, hurry, hurry!

RED'S A PANIC as the original chuckle-head CLEM KADIDDLEHOPPER . . . Red's homespun humor is super hilarious.

HIS ANTICS ARE FRANTIC as CAULIFLOWER McPUGG punchy Champ who leads with his head.

260 half-hours planned for 5-per-week... full of COMMERCIALS, full of LAUGHS, full of AUDIENCE RESPONSE!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD
WGR's 5000-watt "take-off" lands your selling messages loud and clear wherever you go throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: WGR's wide range of top rated programs include the big audiences reached by the New York Philharmonic and the Buffalo Philharmonic Orchestras.

CBS Radio Network
20th anniversary of RADIO SERVICE

KTUL Offers Its Advertisers A Tradition of CONFIDENCE Based on Two Decades of Consistent RESULTS

- Tulsa’s FIRST full-time Radio Station still serves the rich market of Northeastern Oklahoma best.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The "Happy Medium" Station

KTUL TULSA

CBS RADIO Since 1934

L. A. BLUST, JR., Vice President & General Manager
AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
DR. EDWARD CHARLES LAMBERT, professor at the U. of Missouri's Journalism School, last June had another title bestowed upon him by that institution. In keeping with the academic traditions of its accomplished professor, it ran: "Assistant to the President of the U. of Missouri in Charge of Television Development and Operation and Director of the U. of Missouri Television Program."

Since 1947, however, Dr. Lambert has been favored with an accolade by which colleagues show both their reverence and respect, and at the same time their genius for doing away with such mouthfuls: To some 200 "J-School" radio-tv sequence graduates now at radio and tv stations and agencies, the rangy professor is known simply as "Big Ed."

When the university's commercial vhf ch. 8 outlet, KOMU-TV Columbia, was dedicated a week ago yesterday (Sunday), with 57 network shows and a sizable amount of local business under contract, it was a fitting tribute to Ed Lambert's five years of effort to bring tv to MU, and to the study on educational tv which won him a Ph.D from MU in 1952.

Called the first of its kind on a nation-wide scale, the study concluded U.S. educational institutions owe a debt of gratitude to the "splendid" cooperation extended by commercial tv broadcasters. Dr. Lambert's belief in the worth of commercial tv received its strongest support from broadcaster-industrialist Lester E. Cox (KWTO Springfield, Mo., KOAM-AM-TV Pittsburg, Kan.), who was elected a university curate in 1951 and became the power behind MU's application for a commercial channel upon lifting of the tv freeze in 1952.

An outlet cannot hold its audience for long with educational programming alone, but must give its viewers entertainment, too, Mr. Cox told the nation's educators, citing the almost universal failure of noncommercial educational radio. Nor can a university effectively train students to take their places in the radio-tv industry, maintained Mr. Cox, unless they work under the professional conditions imposed by a commercial operation.

Born in What Cheer, Iowa, Ed Lambert, who turns 44 this month, first came under radio's orbit in 1927 while working in his uncle's crystal set factory in Wichita, at which time he resolved to be a radio announcer. It was not until 1938, however, while working on his MA degree at Iowa U., that he entered broadcasting. Behind him was study for a BA degree at Iowa State Teachers College, a reporting stint on the Cedar Falls (Iowa) Record and journalism and radio teaching in various high schools.

At Iowa U. in 1938 he began doing Around the State With the Iowa Editors and evening news on WSOI Iowa City, the university station. In 1939 he went to Aurora, Ill., later joining WMRO there as an announcer-newsman. He also wrote and produced radio plays.

After wartime service as a navy communications officer, he returned in 1946 to the U. of Missouri as assistant professor, and in February 1947 was called upon to set up the J-School's radio sequence in conjunction with KFRU Columbia, 250-w ABC outlet. The J-School agreed to furnish KFRU with student newsmen-announcers in return for their actual experience under commercial conditions, with Dr. Lambert becoming non-salaried KFRU news director. KOMU-TV's goals, says Dr. Lambert, will be to (1) bring a complete practical education and the intellectual and cultural offerings of the campus to every state citizen and (2) provide the best laboratory facilities for students interested in video. To back his belief in commercial training the professor cites his 162 KFRU-trained graduates who have joined radio or tv stations—half of them as directors of their own newrooms. He still keeps up with them by circulating a newsletter.

The university J-School's daily newspaper, the Columbia Missourian, has operated commercially for a half-century, with thousands of alumni enhancing MU's reputation as one of the country's best journalism schools.

Profits from KOMU-TV, Dr. Lambert says, will be plowed back into film and film productions for state-wide viewing or added training facilities. Besides bringing entertainment to the 121,000 families in central Missouri's 27 counties, the station expects to present the best each of MU's several colleges has to offer.

Among programs already scheduled are two weekly agricultural shows and two daily "top-notch" local news and sports shows. Long-range plans envision an in-school series to augment classroom study in state schools and panels and musical concerts by youngsters from all over the state. Campus programs will be filmed and distributed to other state tv stations to make MU's postgraduate program a truly state-wide undertaking.

The professor's ambition is "to help establish one of the finest graduate training programs in the country for students who wish to have careers in radio and television." He concludes: "The broadcasting business . . . is the greatest business in the world, and I've gained considerable pleasure from . . . training some of the men who are today well established in the industry."

The professor is married to the former Ellen Cole and they are parents of Pamela, 9, and Barbara, 6. He spends spare time writing short stories, reading and fishing. He belongs to Sigma Delta Chi, Alpha Gamma Gamma, Pi Gamma Mu, Kappa Tau Alpha and Tabard Inn.
a half-hour of wholesome fun for the young'uns

**MONDAY thru FRIDAY 5:30**

classic two-reel slapstick comedies of the keystone era with narration keyed to the kids.

"Jolly" Jack Gleason handles the narration, the moppets, and the commercials. Twenty-five children on set emphasize the commercial impact.

**RATING:** 2.6 on first pulse  
**MAIL:** 3,214 in first 10 days

**note:** Follows "Junior Frolics" top local station show in Metropolitan New York market.

**cost:** $500 per program

NATIONAL REPRESENTATIVES
WEED and Co.
Again and again...

...number one...
Month after month, ONE station leads in Chicago television. Month after month, ONE station wins greater audience acceptance.

**Quarter-Hour Firsts?**
Station WNBQ programs are credited with the top rating in more quarter-hours than any other Chicago station—

—27 per cent MORE than Station B.
—44 per cent MORE than Stations C and D COMBINED.

**Average Ratings?**
The average rating for Station WNBQ for all quarter-hours is greater than that for any other Chicago station—

—5 per cent GREATER than that for Station B.
—14 per cent GREATER than the COMBINED average ratings for Stations C and D.

This is only another chapter in a continuing story, proving to all advertisers that the largest audiences in Chicago television, guaranteeing greatest sales returns, are offered by

*American Research Bureau (Nov. 1953)*

**The Quality Station in Chicago Television...**

Quality Programs
Quality Services
Quality Audience

Represented by NBC Spot Sales
ALWAYS ROOM FOR ONE MORE
... we always say

KSL-TV has long been proud of its “Do-what-we-say” promotion and merchandising programs.

Some others, in the client and agency fields, apparently agree. During the past year, KSL-TV won top-ranking laurels in a half-dozen different national promotions.

For more information on how to receive this personalized service in Intermountain America, contact CBS-TV Spot Sales, or...

serving thirty-nine counties in four western states
Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 400,000 North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 31-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1953 ... from 35% to 62% shares of audience, each personality leading all other competition.
KWKH is **first** by more than 202.9% in average daily listeners!

Any way you look at it, KWKH is the Number 1 radio value in the big Arkansas-Louisiana-Texas area.

KWKH gets 202.9% more Average Daily Listeners than Shreveport's second station—yet costs only 60% more dollars!

These audience figures are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area.

Write direct or ask your Branham man for all the proof of KWKH's tremendous superiority.

50,000 Watts • CBS Radio •

KWKH
A Shreveport Times Station

Shreveport, Louisiana
Arkansas
The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
SEN. JOHNSON BLASTS FCC SEVEN-TV-LIMIT PROPOSAL

Democratic leader of Senate Interstate & Foreign Commerce Committee writes FCC Chairman Hyde that plan smacks of 'brazen television monopoly' and is a 'wicked give-away.' He calls for a suspension of the proposal and hints a Congressional inquiry.

POWERFUL Sen. Edwin C. Johnson (D-Colo.) last week emphatically placed a stamp of disapproval on FCC plans to boost the limit of tv stations which can be owned by a single entity [CLOSED CIRCUIT, Jan. 4].

In a strongly-worded letter to FCC Chairman Rosel H. Hyde the top ranking Democrat on the Senate Interstate & Foreign Commerce Committee challenged the Commission's Dec. 23 notice of proposed rule making.

That proposal would permit common ownership of seven tv stations with the condition that not more than five be vhf [AT DEADLINE, Dec. 28, 1953].

Reached at his desk Thursday, Chairman Hyde said he had no comment.

Sen. Johnson, taking a dim view of the Commission's proposal, asserted it smacked of "brazen television monopoly" and labeled it as a "wicked 'give-away.'" The situation was considered by the Senator as ripe for Congressional review.

Although it was understood that the Senator did not time his letter that way, by coincidence his comment on multiple ownership and reference to a Congressional investigation came at the same time that the Senate Commerce Committee disclosed it would invite FCC to Capitol Hill to discuss its activities and problems (see story, page 46).

Initially, the FCC's proposed rule making to amend its newly-adopted multiple ownership rules was seen as a prospective boost for uhf television.

High points of the Johnson letter, which technically was in the form of comments on the Commission proposal, follow:

- FCC "should announce immediately that it is suspending this proposed rule making pending until it acquires additional experience and data with regard to manufacturing and distribution of receivers, transmitter equipment and after it has explored fully all problems that directly affect the operation of a uhf station.
- "The Commission's report and order released on Nov. 27, 1953, less than four weeks before this instant proceeding was initiated, limited the number of tv stations in which a person may hold an interest to five and permitted persons to control seven am or seven fm stations. In this action, the Commission was overly generous with the people's airwaves and they do belong to the people. In justifying it, the Commission said, among others thing, 'The attached rules continue in effect the existing limitations on tv station ownership (five) which, in our judgment, based on extensive experience with problems of multiple ownership, have proven practicable and desirable.'"

Didn't Foresee Change

"Continuing, the Commission said: 'In the absence of circumstances which we do not now foresee, we believe that the policy of diversification requires the adoption of the five station limitation.' Moreover, and this is enlightening and pertinent, the Commission held that neither the present nor the proposed rules on limited ownership in tv makes any distinction between vhf and uhf stations."

"What happened between Nov. 27, 1953 [when FCC decided to limit tv ownership to five vhf stations and deferred consideration of the uhf question to the overall uhf study] and Dec. 23, 1953, which caused the Commission to shift its policy? . . ." This, he said, "would be an interesting subject for Congressional inquiry.

"Nothing to my knowledge has happened since Nov. 27, 1953, to reverse that very recent decision other than the pressure of selfish groups.

"If this illogical turn-coat proposal should by any chance be acted upon favorably, it must be regarded as public acknowledgment that the Commission is turning helpless to the monopolists. Surely, a competent government agency will not advertise its impotence and admit its failure to give the people that national competitive television system it has so bravely promised repeatedly."

- Asserting that "now is the time to oppose this wicked 'give-away' proposal," he said, "History has demonstrated that once the Commission has authorized increases in multiple ownership it never retracts.
- "This multiple ownership expansion proposal is a shortsighted policy concentrating greater power in the hands of the few. The sugar-coated justification is merely a subterfuge giving away the people's heritage to the few who already have more than their share.
- "I need not emphasize the dangers which are inherent in the concentration of broadcast facilities in a few powerful hands. Reference is made to the Commission's own statement in its Nov. 27, 1953, order in which it stated, 'The fundamental purpose of this part of the multiple ownership rules is to promote diversification of ownership in order to maximize diversification of program and service viewpoints as well as to prevent any undue concentration of economic power contrary to the public interest.'"

Were these merely fancy words on the part of the Commission to keep everybody happy? I hope not, but coupled with the new proposal, they have a hollow sound.

"The Commission should not be stampeded into an action that is dead wrong in principle and detrimental to the public interest."

Among the questions raised by Sen. Johnson was: What happened to a study which was being conducted by the Ultra High Frequency Tv Assn.? Sen. Johnson noted that reference was made to this study in FCC's November decision. Why did the Commission not wait for it, "particularly since it waited almost five years before it issued" its November order? he asked.

Much of Sen. Johnson's letter was taken up with the thesis that FCC was not on a sure footing in judging the uhf situation.

Among the issues raised by Sen. Johnson
was network affiliation. He said:

"The Commission is familiar with the shocking situation said to exist in Monroe, La. My information indicates there are only two tv assignments to this community; one vhf and the other uhf. The uhf station inaugurated its service ahead of the vhf station. Despite that fact all four networks are affiliated with the vhf station. Is that in the public interest? Does that offer maximum diversification of program and service? Will the enlargement of the multiple ownership rule encourage the development of uhf in this case? Will the proposed change in the multiple ownership rule cure this abominable neglect of the people's airwaves in what appears to be a conspiracy to injure the development of uhf?"

He also asked what effect the proposed change would have on the "bargaining position in the purchase of programming feature films?"

Attaching the FCC's first study of the progress of 101 post-freeze vhf and uhf stations operating but a few months as of Aug. 1, 1953 [B&T, Jan. 4], Sen. Johnson wondered whether the December document was based on the data reported. He pointed out that the report was now outdated and that the jump in uhf stations on the air since that time was "a forceful reminder of the rapidity with which the picture is changing."

The Senator took issue with the Commission's finding that the addition of two uhf channels to the ownership limit will "encourage the rapid and effective development of the uhf medium." In this, he called attention to the expectation that the boost in station limitation would allow networks and other major operators to acquire additional uhf stations. He asked how network development of uhf in San Francisco would "expedite the development of a uhf station in Fort Dodge, Iowa; Denver, Col.; Roanoke, Va.; Columbus, Ohio; or, in any city?"

Operation of networks and other major operators is important to its development, the Senator said, then why does not the Commission modify its rules to limit stations which can be operated by one person to two uhf and three vhf?"

Admits Uhf Inferior

Inferring that the December proposal was "tantamount to admission that uhf is inferior and will remain inferior to the service now being rendered by vhf," Sen. Johnson said if "uhf is inferior" the Commission should say so in no uncertain terms. If not, he said, FCC should say why "this unprecedented action is being taken?"

Sen. Johnson said he found it difficult to reconcile FCC's action in the multiple ownership situation with its denial of the KSTM-TV St. Louis petition to remove two vhf stations and add four more uhf outlets there. He cited FCC's reference to a view in the case that uhf stations "will eventually compete on a favorable basis with vhf stations . . . Uhf stations must constitute an integral part of a single nationwide service."

The Senator also laid stress on the timing of (1) the November decision, (2) Comr. John C. Doerfer's talk to the Maryland and D. C. Radio-Tv Broadcasters Assn. two weeks later in which he stated that "the study by FCC was completed and would be released soon," and (3) the notice of proposed rule making issued some 12 days later.

When the notice was issued, Comr. Frieda B. Hennock quickly issued a two-page statement and Comr. Robert T. Bartley concurred with a reservation. Comr. Bartley wanted proof that uhf would be aided by the eased limitation.

In its December notice, the Commission said comments were due as of Feb. 1 after which FCC will determine its next step.

FISK TIRE DIVISION OF U.S. RUBBER CO. will use more radio this year in plans being made by Elliot Detwiler (2d from l), division advertising manager, and (l to r) Walter Klee, assistant advertising manager; Ted Maxwell, BAB salesman; Lucia Savichoff, secretary to Mr. Detwiler, and Duncan Ross, account executive, Fletcher D. Richards Inc., agency.

FISK TIRES CAMPAIGN TO BOOST RADIO USE

Fisk Tire Division of U.S. Rubber Co. sets 10-city, 13-week test of radio starting this month. The firm will use a three-point copy formula developed by BAB.

DECISION of the Fisk Tire Division of U.S. Rubber Co. to make radio an appreciable part of its overall advertising campaign for the first time in its history was announced last week by Elliot Detwiler, manager of advertising for the division.

A special 10-city test campaign starting this month and continuing for 13 weeks will comprise part of the division's new emphasis on cooperative advertising, which Mr. Detwiler said was decided upon after detailed study of radio in cooperation with BAB.

In the test campaign Fisk will measure actual sales developed by radio as against these developed by other media. This measurement will be made via questionnaire supplied to dealers. The cities are Atlanta, Baltimore, Chicago, Detroit, Grand Rapids, Jacksonville, Miami, Minneapolis, Richmond and Springfield, Mass. The company has not used radio in a majority of these markets.

"Our primary advertising objective is to sell at the local dealer level," according to Mr. Detwiler's announcement, which was distributed by BAB. "We believe radio will help us do that."

In preparing transcriptions for the cooperative dealer campaign, which is placed locally, Fisk made wide use of a three-point radio copy formula developed by BAB. A number of BAB studies, reports, and presentations were among the factors said to have influenced Fisk's decision, plus an analysis of comparative cost-per-thousand figures for radio and newspapers.

McCann-Erickson Gets One of Swift Accounts

SWIFT & CO., Chicago, last week assigned one of its products—Meats for Babies—to McCann-Erickson in the first of several appointments stemming from the recent resignation of the account by Needham, Louis & Brorby in favor of Wilson & Co. [B&T, Jan. 11].

At the same time the meat-packing firm is due to announce soon appointment of an agency to handle the Derby Foods account, which uses both radio and television.

McCann-Erickson now handles Swift's butter (Brookfield), cheese, ice cream, eggs, Prem meat, and chicken. Three other Swift agencies, including J. Walter Thompson Co., were reported to be seeking the company's agricultural products relinquished by NL&B.

Ewell & Thurer Assoc., which formerly had some of the Wilson accounts now shifted to NL&B, will continue to service the latter's canned meats and deodorant soap (Cream Ade) along with Ideal dog food, a heavy spot radio-tv advertiser.

BIG SPOT DRIVES SLATED BY SEVEN

SALADA TEA Co., allocating more than a million dollars for a radio and television spot announcement schedule, headed a list of seven national advertisers figuring in spot campaigns in last week's roundup of business activity.

The advertisers besides Salada Tea are Monarch Wine Co., Coats & Clark Sales Corp., Block Drug Co., Birdseye Food Products, White Sewing Machine Co., and Hudnut Sales Co.

Salada, with its more than $1 million budget, is preparing a 52-week spot campaign in more than 100 radio and television markets. The schedule is being placed by Wyatt & Schuebel.
Color Strikes Responsive Chord With Many Advertisers

FAVORABLE reactions to color television were reported following a demonstration designed to show the impact of color in national spot and local advertising which was held last Tuesday by NBC Spot Sales and WNBT (TV) New York in a telecast close circuited for a group of invited advertising and retail executives in eight of the nation's top markets.

An estimated 1,000 guests in New York, Washington, Cleveland, Chicago, Detroit, St. Louis, San Francisco and Los Angeles saw half-hour presentations which originated from WNBT (TV).

A spokesman for NBC said the network was "highly impressed" by the interest evinced by retailers who have not used broadcast advertising to an appreciable extent in the past. A spot check by WNT in New York indicated that retailers at the session felt that color tv would have a strong impact for products lending themselves to color and to movement.

Miss Irene Bender, public relations director of Associated Merchandising Corp., which color tv has been running in stores throughout the country, including Bloomington's and Hearn's in New York, described color tv as "absolutely magnificent" for fashions. She said she was "so highly impressed" that she had to quickly rush to lend her company a print of the color film for showing at sales meetings of stores throughout the country.

J. M. Sieroty, president of the Eastern Columbia Department Store, Los Angeles, said there is "a great potential for the use of color tv by department stores. He declared tv will "create a demand for more merchandise" and "improve style sense and price appreciation."

Miss Irene Hermann, president of Georgene Costume Co., New York, and a fashion designer, expressed the belief that tv will do more for the fashion field than fashion shows, which have been highly successful in the past. She feels color should prove a "natural" for the moving of clothing and accessories in the retail field.

Miss Eileen Hammerman, assistant merchandising manager of Gimbel Brothers' ready-to-wear department, said that in fashion advertising "color stands up very well." She added it should prove to be an important factor in fashions and accessories in which color predominates.

Robert Zimler, general manager of Tele-sale Co., New York advertising agency that handles radio tv advertising for Gimbel's and the Blumstein Dept. Store in New York, said color tv "adds the same power to tv that the network has to newspaper with its color and explosive." He pointed out that color can be "a powerful sales agent" for retailers in food, clothing, and in articles of motion.

Mutual of Omaha Sets '54 Radio-Tv Timebuys

Insurance firm announces it will sponsor time on four shows on four different networks—CBS Radio, MBS, NBC-TV and ABC-TV. Plans are effective Jan. 24.

MUTUAL OF OMAHA, insurance firm, has announced what it describes as "the greatest radio and television endeavor in the history of the insurance industry." The broadcast media sponsorship starts Jan. 24.

V. J. Skutt, president of the firm, disclosed the plans which include four networks and four shows on each network. They are Bob Condit and his weekly news program, On the Line, on 550 stations on MBS, Sunday, 6:30 p.m. EST, starting Jan. 24; three segments weekly of NBC-TV's Today with Dave Garroway, on 50 stations, starting Feb. 15; 15-minute segment (11:30-11:45 a.m.) of the Robert Q. Lewis Show on 204 stations on CBS Radio, Saturday, and John Daly and the News, on about 40 ABC-TV outlets, Monday and Wednesday, 7:15-7:30 p.m. EST, starting Feb. 1.

The time periods purchased on Today are five minutes of Mr. Garroway's front-page news program heard Monday, Wednesday and Friday, alternating each week from 7:30-8:30 a.m. Bozell & Jacobs of Omaha is the agency.

Imdrin Budget Allots $600,000 to Radio-Tv

RHODES Pharmaceutical Co. has launched a $1 million advertising campaign on behalf of Imdrin (the parent medicine), with radio and television earmarked for over $600,000 on a nine-months' basis, J. S. Rose, Rhodes representative, announced last week.

The product is in major and minor markets carrying Imdrin spots and some programs. The campaign covers about 60% of the nation's "major" stations, according to N. J. McMahon, partner in O'Neill, Larson & McMahon, the Rhodes agency.

The radio-tv budget will run approximately $66,000 per month, covering the first 26 and last 13 weeks of this year. One-minute films have been purchased in three markets and will be extended to others.

Duff Cake Mix Sold To Food Syndicate

A FOOD syndicate headed by Edward J. Baker, Frederick J. Briefer, and J. D. Silberman, last week purchased the Duff Cake Mix Division of Pillsbury Mills. The new firm has been incorporated under the name of Duff Baking Mix Corp. and plans are under discussion for an advertising and promotion campaign which will include radio spots. Harry B. Cohen, Adv., New York, is the agency.

Pillsbury's acquisition of Duff's for about $2,238,000 in March 1952 and its earlier purchase of the Land O' Lakes Co. Brought charges by the Federal Trade Commission that Pillsbury violated the anti-merger section of the Clayton Act.

The FTC on Dec. 21, 1953, vacated an FTC hearing examiner's initial decision dismissing the case and remanded it to the hearing examiner on an appeal from FTC counsel in support of the complaint. In its decision on this first case under the Land O' Lakes Co. Brought provision since the Clayton Act's amendment in 1950, the FTC said the result of Pillsbury's actions, prima facie, "may be substantially to lessen competition or tend to create a monopoly."

J. M. Hickerson Inc. Forms Des Moines Agency of Merger

J. M. HICKERSON INC., New York has opened a new agency in Des Moines by consolidating two long established agencies, the Blakemore Corp. and the Walter E. Battenfield Co. Offices will be located at 201 Grand Ave., where the Blakemore Co. has been located.

Officers of the agency are J. M. Hickerson, New York, president and treasurer; Thomas A. Burke, New York, secretary; Paul Blakemore Sr., Des Moines, vice president, and Robert MacRae, Des Moines, vice president and Des Moines manager.

Blakemore personnel joining the firm are Robert H. Morgan, copy chief and account service supervisor; Donald V. Brown, art director, and Paul Blakemore Jr., account executive. Mr. MacRae has supervised the accounts of

Y & R Heads Meet This Week

MANAGERS of all Young & Rubicam offices in the U. S. and other countries will be in New York today (Monday) through Wednesday for a three-day meeting with Sigurd S. Larson, president of the agency, and other top company officials.

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Mr. Blakemore Sr. 
Mr. MacRae
'Bait' Draws Fine

A FINE of $500 for false and misleading advertising of vacuum cleaners in television "bait" pitches was levied against Thrifty Vacuum Cleaner Stores in Los Angeles last fortnight by Municipal Judge George C. Kole.

Judge Keppe denounced the firm as operating on a "let the buyer beware" policy and voiced regret "that television advertising cannot be screened more carefully to weed out these present-day medicine men."

Last month the court had dismissed charges against Milton Lyle, president of the vacuum cleaner concern, two employees, and William Griffith, an announcer who handled commercials [B*T, Dec. 21, 1953], exonerating them of any wrongdoing. The court then accepted a guilty plea from

The three and Mr. Griffith had been arrested and charged with violating a city ordinance prohibiting false and misleading advertising [B*T, Nov. 9, 1953, et seq.].

NEW BUSINESS

General Motors Corp. will present General Motors Motorama of 1954 in special tv preview of movie show at Waldorf Astoria in New York, Jan. 20, 10-10:45 p.m. on 80 CBS tv stations, featuring Arthur Godfrey and cast of his Godfrey and His Friends tv show.

Chrysler Corp. (Dodge Div.), to sponsor Roy Rogers on NBC Radio, Thurs., 8-8:30 p.m. Agency: Grant Adv. Inc., Chicago.

Pharmco Inc., Kenilworth, N. J., has signed to sponsor NBC Radio's Front Page Farrell on alternate days, with sponsorship one week on Mon.-Wed.-Fri., and second week on Tues. and Thurs., starting today (Monday). Program is heard on Fri., 5-5:30 p.m. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Associated Products Inc., N. Y. (5-day deodorant pads) starts alternate-week sponsorship of Arthur Murray Party on NBC-TV, Mon., 7:30-4:0 p.m. Consolidated Royal Chemical Corp. remains as alternating sponsor. Grey Adv. Agency, N. Y., is agency for Associated Products.


AGENCY SHORTS

Emil Reinhardt Advertising, Oakland, Calif., incorporates as Reinhardt Advertising Inc.

Hutchinson Adv. Co., Hollywood, has been formed by Roger Hutchinson, former partner in Hutchinson-Hadlock Co., that city. New offices are located at 1257 N. Vine St. Telephone is Hollywood 2-4500.

Sam Ewing Advertising Agency, S. F., changes name to Sam Ewing Television and Radio Productions. While continuing to service present advertising clients, firm will not take more, of self-concentrate on production of filmed, live tv and radio programs in future.

Western Adv. Agency Inc., L. A., moves to 4848 Wilshire Blvd., that city. Telephone is Webster 8-2681. Henry Gerstenkorn Co., L. A., merchandising and food advertising specialists, has become a part of Western with Mr. Gerstenkorn named a vice president of the agency.

MPTV APPOINTS HEWITT, COLLIER

Film company names two to synchronization posts in San Francisco and Dallas. New Tim McCoy series also announced.

APPPOINTMENTS of Edward E. Hewitt as sales manager of the Film Synchronization Division of Motion Pictures for Television in San Francisco and of Bruce Collier to a similar post in Dallas were announced last week by Edward D. Madden, vice president and general manager of the division.

Mr. Hewitt, most recently West Coast manager of the Movie Advertising Bureau of United Film Service Inc., formerly served as tv account executive for ABC in San Francisco. He will report to Maurie Gresham, western division sales manager of the company in Los Angeles.

Mr. Collier, who also will serve under Mr. Gresham, resigned recently as sales account executive with WMAL-TV Washington. He previously had been with the Liberty Broadcasting System in Dallas as director of station relations.

At the same time Mr. Madden announced that the division has begun production in Hollywood on a 39-quarter-hour western tv filmed series called The Tim McCoy Show, which will be available for March 1. The series, a product of weekly national spot, regional and national advertisers on an exclusive basis. Other productions that the division is syndicating are Duffy's Tavern; Flash Gordon; Janet Jean, Registered Nurse; Drew Pearson's Washington Merry-Go-Round, and Junior Science. As previously announced, color production on Paris Precinct, starring Louis Jourdan and Claude Dauphin, is expected to begin in Paris on May 1, for syndication beginning next September.

Consolidated Tv Names Baruch to Eastern Sales

PROMOTION of Ralph M. Baruch, account executive since 1952 with Consolidated Television Sales, tv film distribution company, to the post of eastern sales manager was announced last week. He succeeds Hallam V. Barrett, who has resigned [B*T, Jan. 11].

Prior to joining Consolidated, Mr. Baruch was with the DuMont Television Network as a spot sales account executive, and previously had been with SESAC in a station relations capacity. In his new post, Mr. Baruch will concentrate on sales efforts on behalf of the company's "Station Starter Plan" (88 markets) and Time for Extras (40 markets).

Mr. Baruch

Disney's Entry Into Tv Planned 'Before Too Long'

ALTHOUGH Walt Disney Productions has "no present intention" to sell any of its motion picture product to tv, the firm expects "before too long" to be on the air with a video show "designed not only to produce revenue, but also to publicize and exploit all of the company's product."

Roy O. Disney, president, made this statement in the company's annual report to stockholders. Although he did not elaborate on the company's future tv plans, it is known that numerous offers have been made by both advertisers and the networks, for either a weekly video show or four big special telecasts yearly. However, he has made it no secret that the only type of program the company would be interested in is one that would promote the regular Walt Disney theatrical motion picture releases.

Screen Televideo Sold To Jacques Braunstein

SCREEN Televideo Productions, Beverly Hills, has been reactivated by producer Jacques Braunstein who, for a reported $500,000, has purchased the film firm's assets from the Ralph Stolkin-headed syndicate, which has recently liquidated Screen Associates, Screen Televideo's parent corporation. In the transaction Mr. Braunstein, who will serve as president, acquired 29 half-hour tv films, originally released in the Electric Theatre, Cavalcade of America and Your Jewelers Showcase series, an 83% interest in the Dean Martin and Jerry Lewis motion picture, "At War With the Army," film equipment and office furniture.

Production of new tv film product is being set up for Screen Televideo, and Robert Lord, formerly a partner with Humphrey Bogart in Santana Productions, has joined the firm as vice president in charge of production. Lester Braunstein, New York attorney, has been named secretary and will headquarter in New York. The Beverly Hills offices are at 333 S. Beverly Drive, telephone, Crestview 1-6151.

Theatrical film rights are handled by the new owners under the name of Hanover Pictures.

Mr. Stolkin and his partners, A. L. Koolish, Ray Ryan and Edward Burke, had bought out Sherrill Corwin's interest in Screen Assoc., preparatory to liquidating the firm. The syndicate's attempt last fall to purchase the controlling stock in RKO Radio Pictures fell through, resulting in the loss of a down payment in excess of a million dollars.

McGeary-Smith Renamed

McGEARY-SMITH Labs Inc., Washington, D. C., motion picture laboratory firm, has changed its name to Capital Film Labs Inc., officials announced last week. According to the announcement, stockholders and company directors felt the new name would readily identify the location of the company in the Nation's Capital. The firm was founded in 1949.

FILM SALES

Five Star Productions, Hollywood, has completed a new 60-second tv film commercial for Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), which cost over $10,000, and utilizes a new technique to bring cartoon characters to life, augmented by a 10-piece orchestra. Agency is Russel M. Seeds Co., Chicago. Five Star has also completed six new cartoon single life and living commercials for Chevrolet Motor Div., Detroit, through Campbell-Ewald Co.

PRODUCTION

Screen Gems Inc., Hollywood, has concluded a deal with Normandy Television Pictures Inc. to film new series, Damon Runyon Theatre. Production is scheduled for an April start with

Broadcasting • Telecasting
Screen Gems adhering to its anthology-type format and using different Hollywood "name" talent in each film. TV film rights to 8,000 Damon Runyon stories were acquired over a year ago by motion picture producer Howard Weisch, who, backed by a Chicago syndicate, will produce the series with Michel Kraike. Fred Briskin, production executive on NBC-TV Ford Theatre for Screen Gems, will serve in same capacity. Syndication and distribution will be handled by firm's sales organization.

Peter Elgar Productions Inc., N. Y., has produced "Beer Belongs," an all-color documentary film for the United States Brewers Foundation. It will be available to tv stations for presentation in black-and-white.

**DISTRIBUTION**

Calhoun Studios, N. Y., reports that the United Aircraft film, "We Saw It Happen," depicting 50 years of powered flight, has been distributed on a free basis to 152 tv stations and adds that the free offer will stand at least until the spring.

**RANDOM SHOTS**

Tv film production company has been formed by Samuel Goldwyn Jr., formerly with CBS-TV New York, as a producer. Production is scheduled to get underway in April at the Goldwyn Studios, Hollywood, and sales headquarters have already been established at 1270 Sixth Ave., New York City.

Dubbing and film recording facilities of Telepix Corp. studios, Hollywood, has been increased by estimated 40 per cent through installation of new G.E. interlock motors and new technique of projecting instantaneous volume indicator by estimated 40 per cent through installation of new G.E. interlock motors and new technique of projecting instantaneous volume indicator and its level in red and green. The new process is being tested at two wall next to picture according to Robert Newman, firm president. Another innovation, use of stereophonic sound triple-track recording in dubbing process greatly increases efficiency and speed, Mr. Newman stated.

John W. Loveton and Bernard L. Schubert, tv film producers, announced last week that their tv filmed series will be listed as "The New Adventures of Topper" instead of Topper because some viewers have confused it with old Topper movies. Program is presented in most cities over CBS-TV (Fri., 8:30-9 p.m. EST) under sponsorship of R. J. Reynolds Tobacco Co.

Screen Gems Inc., Hollywood, in cooperation with the U. S. Navy, is preparing a series of 39 half-hour tv films, Navy Diary, dealing factually with heroic deeds and taken directly from Navy files. Said to be the first deal of this type with a commercial tv producer, the Navy was represented in negotiations by Condr. James Shaw, who acted as technical advisor on Columbia Pictures' "The Caine Mutiny." Steve Fisher is writing the first script, "Destroyer That Vanished," under the supervision of Michel Kraike. No shooting date is set.

**Syndicate Seeks U.A.'s Tv**

NEGOTIATIONS were reported in progress last week for the sale of the Television Department of United Artists Corp. to a syndicate headed by Joseph Harris, who recently resigned as vice president of Motion Pictures for Television Inc. A spokesman for United Artists said that conferences had been held, but that details had not been finalized as yet.

**BREWERS across the nation spend more than $10 million annually on Fredric W. Ziv Co. radio programs and station time in which they are sponsored, John L. Sinn, executive vice president, said last week.**

Additionally, advertisers in 11 other categories spend from $1 million up to $10 million per category for Ziv programs and time, he asserted.

The disclosure was made in explaining a prediction on the types of advertisers which will give the best response to the Ziv company's forthcoming daily half-hour open-end series starring Red Skelton (B&TV, Jan. 11). The advertiser categories he named were: brewers, appliance dealers and manufacturers, food stores, automotive dealers and manufacturers, apparel manufacturers and dealers, soft drink bottlers and distributors, consumer services firms, drug manufacturers, gasoline producers and dealers, household furnishings manufacturers and dealers, jewelry manufacturers and retailers, and insurance companies.

Mr. Sinn said that while other types of advertisers would of course be contacted and sold the Red Skelton Show, he expected that these specified categories would provide the greatest sales—either via direct purchases from the Ziv company, or from stations and agencies who buy the series from Ziv.

Mr. Sinn, reporting that an intensive selling campaign has been launched for the Skelton show, said a factor in the decision to produce the program as an across-the-board series was a growing desire among advertisers.

**Michelson Names Two**

JOHN R. MARKEY and Leonard Frank, formerly associated with NBC Hollywood and David O. Selznick Productions, have been appointed southwestern sales representatives for Charlie Michelson Inc., N. Y., radio-tv transcription company. The firm also announced that the Phil Rizzuto Sports Caravan radio transcription series, which was sold in 183 cities last year, will be ready for distribution by the beginning of the baseball season.

**Outlook Fades for FCC Community Tv Inquiry**

EXPECTATION that the Commission might take a formal look at community television operations faded Friday when the Missouri group which was due to be the guinea pig told the Commission it was revising its applications.

J. E. Belknap & Assoc., which is seeking FCC approval to establish a microwave relay to feed Memphis, Tenn., tv signals to Kennett (Mo.) Distributing Co., told the Commission it was contemplating a straight common carrier service.

Among changes due to be made in the original application was one deleting contractual arrangements between the Belknap firm and the Kennett community tv system. Also to be changed was the proposed schedule of charges. In its place a flat monthly rate was to be charged customers.

The new requests will be for the establishment of two relays to bring Memphis tv programs to Kennett community television subscribers. First relay will be at Oscoda, Ark., 45 miles from Memphis. Second station will be at Kennett, 45 miles from Oscoda.

The Belknap group also plans to feed programs to Poplar Bluff, Mo., if and when a community tv system is established there.

**Brewers Spend $10 Million For Ziv Shows, Time—Sinn**

Executive vice president lists 12 advertiser categories most likely to buy the new Red Skelton series.

KCL-TV Denver is the third tv station to receive a UP Facsimile printer. Examining the unit are Weber F. Trout (II), UP western radio news editor, and Sheldon Peterson, director of news and special events for the station.
SRA’S SPOT RADIO CRUSADE PLANS BIG INCREASE IN 1954 ACTIVITIES

Joint meeting of Crusade’s Station Advisory Board and SRA board decides to increase Crusade selling activities, triple its 1953 budget and establish a scale of dues. SRA President John Blair tells success of 1953 efforts.

DECISION to increase selling activities of the Crusade for Spot Radio during 1954, to raise a fund roughly three times the Crusade’s 1953 budget and to adopt a scale of dues based on the one-time daytime one-minute rate of each subscribing station was made at a joint meeting of the new Station Advisory Board of the Crusade for Spot Radio and the board of directors of Station Representatives Assn., held Tuesday in New York.

Extraordinary Results—Blair

The Crusade, launched last March under SRA auspices and financed by subscriber radio stations now totaling 318, produced immediate and extraordinary results, John Blair, head of his own station representative organization and president of SRA, said in opening the all-day conference.

The exceptional volume of spot business which stations enjoyed during the final quarter of 1953, which he described as an all-time high, Mr. Blair attributed directly to the practical work of the Crusade.

The large sales results of advertisers using national spot radio, Mr. Blair said, are both a cause and an effect of a new philosophy which is becoming more and more dominant in the plans of advertisers and their agencies. “This is the philosophy of complete marketing knowledge,” he stated. “It embraces plans based on accurate knowledge of market-by-market distribution, opportunities, consumer attitudes, competition, plus the implementation of that complete knowledge by the use of the number of stations, programs, budgets, use of local personalities, etc., market by market.”

Mr. Blair said it is the policy of the Crusade to do all its promotion work in cooperation with the sales activities of the representatives, so that practical sales results may ensue. When presentations for spot radio are made to advertisers or advertising agencies, they are tailored to fit the specific needs of their individual accounts, giving the SRA members who also attend these clinic sessions material for direct sales pitches for their stations following the meeting.

In addition to these clinics, the Crusade activities also include solicitations of specific accounts, operating as a service department for advertisers and agencies, issuing bulletins to Crusade subscribers and the preparation and dissemination of publicity on spot radio. Reg Rollinson, general manager of the Crusade, said in his report to the Station Advisory Board.

Plans for expanding the scope of Crusade activities were discussed by the board, which adopted an enthusiastic report on the first year’s activities of all U. S. radio stations with the goal of increasing the number of Crusade subscribers and so providing finances for these added endeavors on behalf of spot radio. An immediate project is to add personnel to work on accumulating information on spot radio advertising for use in specific presentations, freeing Mr. Rollinson to spend more time outside of New York, where he has concentrated most of his activities in the past year.

Chicago, Detroit, St. Louis, and Los Angeles are among cities in which it is hoped the Crusade can make its presentations to advertisers and agencies during 1954.

To do their part in seeing that all funds subscribed to the Crusade are devoted to promoting spot radio, the members of the Station Advisory Board voted to pay their own expenses in traveling from their stations to attend the New York meeting.

Flanagan Presides

Thomas F. Flanagan, SRA managing director, presided at the all-day session Monday. Eight of the nine Station Advisory Board members attended the meeting: Harry Burke, KFAB Omaha; Robert B. Jones Jr., WFBR Baltimore; Richard H. Mason, WTPF Raleigh; William McGrath, WHDH Boston; Philip McManus, WICC Bridgeport; Charles F. Phillips, WFBL Syracuse; Odin S. Ramsland, KDAL Duluth; Ben Strouse, WWDG Washington. The ninth member of the board, Leslie L. Kennon, KWTO Springfield, Mo., was unavoidably absent.


IKE’S LIKES

AN ENTERTAINMENT program geared to President Eisenhower’s performers and types will be put together by CBS’ task network for the annual dinner of the Radio & Television Correspondents Assn. The dinner will be held Saturday, Feb. 6, at the Statler Hotel, Washington. Bill Henry is chairman of the dinner committee.

The President did not attend last year’s dinner, held shortly after his inauguration, but some weeks ago accepted an invitation to the 1954 affair.

Tentatively billed for the program is Jane Froman, singer, whom the President has admired for her talent as well as her courage in the long recovery from serious injuries suffered in a plane accident. While CBS is putting the program together, the talent will be drawn from all networks.

Local Retailers Target In BAB Community Push

A FAST-BREAKING OFFENSIVE in BAB’s campaign to turn the “big retailer” into a bigger radio user—through joint efforts of all the radio stations of the community—will be broadened this week and next in six cities, with the timetable for the future calling for similar campaigns to be made in a total of 40 markets by summer.

Under the plan, BAB member stations in a community pick out three top local advertisers and arrange for presentations by BAB on the power of radio as a selling force. Executives of all the stations sit in on these meetings, while BAB executives make the presentation on behalf of all of them by pointing out radio’s effectiveness as an advertising medium.

Sessions of this type are scheduled in five cities this week and next, with newly elected BAB President Kevin Sweeney handling the presentation in each case. The cities: San Francisco, Seattle, Portland (Orc.), Salt Lake City, and Denver. Also, Mr. Sweeney will go to Baltimore on Monday for a similar session, the difference being that instead of appearing with the stations before advertisers individually he will address principal Baltimore radio stations assembled together.

The “sales committee” technique, in which local stations band together to sell radio over-all rather than their station individually, has been employed not only by BAB but also, in a few markets, by stations acting on their own. Tulsa stations pioneered the plan and proved it successful by selling the city’s largest department store a substantial radio schedule.

Sales committee presentations already have been made in Cleveland, Charlotte, Augusta (Ga.), San Diego, Los Angeles and Sacramento, similar sessions in Chicago and Kansas City are set for mid-February, and plans are being made for one in New York. In all, Mr. Sweeney reported, it is hoped that at least 40 markets will have been covered by next summer.

“Instead of expending their energies selling against one another,” Mr. Sweeney said, “major market stations have agreed with us that it will be more productive to pool their efforts to sell the radio medium to those advertisers we have never really convinced.

"Once the stations have convinced these advertisers that radio can and will work for them, they can go back to competing for the business."
RADIO-TV TO JOIN AD COUNCIL IN MOVE TO FIGHT AGAINST FEARS OF DEPRESSION

Council is nearly unanimous in endorsing a campaign to ‘sell America to Americans’ at a Washington conference last week attended by President Eisenhower. ANA-AAAA Joint Committee Chairman William McKeenan Jr. outlines some economic ‘positive factors.’

RADIO and television will join other advertising media and advertisers in an affirmative campaign to sell America to Americans, to be conducted under auspices of the Advertising Council.

The campaign was endorsed by a nearly unanimous showing of hands at the council’s 16th Washington conference, held Monday-Tuesday with President Eisenhower and other top officials as speakers. It is designed to combat whispering campaigns about imminent recessions or depressions.

Final decision on the campaign will be made in a few weeks by the Council’s Board and Public Policy Committee, now headed by Paul G. Hoffman, Studebaker Corp. president.

Lend of Great Promise

Philip L. Graham, Washington Post (WTOP-AM-TV) publisher and chairman of the council’s board, told the conference the drive will tell the public that America is a nation of great promise. The idea was developed by the Joint Committee of Assn. of National advertisers and the American Assn. of Advertising Agencies, which felt advertisers and media should undertake to show that America faces another “big change” for the better.

Among speakers at the Washington session were Vice President Richard M. Nixon, who reviewed his recent globe-circling tour; John Foster Dulles, Secretary of State; Roger M. Kyes, Deputy Secretary of Defense; Admiral Arthur Radford, chairman, Joint Chiefs of Staff; George M. Humphrey, Secretary of the Treasury, and a group of Presidential aides.

Report on the Better Schools drive was given the council at a Monday business meeting by Felix W. Coste, Coca-Cola Co., coordinator; Roy E. Larson, Time Inc., and William R. Baker Jr., Benton & Bowles, task agency.

The council contributes millions of dollars in advertising annually to public service campaigns, cooperating with all branches of advertising.

Contending economic facts point to an opportunity to sustain and heighten America’s national prosperity despite gloomy forebodings in some quarters that an economic letup is due, William C. McKeenan Jr., chairman of the ANA-AAAA joint group, said the whispering campaign “defy both faith and reason.”

The negative factors in the economic picture “have received a better press and have been more highly publicized than the positive factors,” he said. He listed some of the positive factors, backed by statistics, as the basis for the proposed campaign:

Population: Nearly 11,000 babies born every day. Every month we add to our population more than the equivalent of Omaha, or a Norfolk or a Toledo.

Families: A larger proportion of our adult population is married than ever before. People are getting married younger and raising bigger families. Last year births of second children were 91% greater than in 1945; births of third children 86% greater; fourth children 61% greater; and fifth children more than 15% greater.

Employment and Wages: Non-agricultural employment, as of last September, was 20 million higher than the 1939 average. And the discretionary spending power of the mass of population is five times as great as in 1940. Even discounting for inflation, this will buy more than twice as much.

Farms: Although six million people have shifted from farms since 1940, improved mechanization enables today’s farmer to produce 52% more per man-hour.

Education: Compared with 1940, there are 88% more high school graduates in our adult population. There are 55% more young men and women enrolled in colleges now.

In addition, the study cites increased savings which now run further ahead of spending, proportionately, than in 1940: technological progress in industry, better eating habits, more time for leisure, travel and cultural pursuits and a great renewal of spiritual interest.

In listing elements in the nation’s expansion, Mr. McKeenan pointed to the importance of television’s growth, with 27 million homes equipped at the end of 1953, plus “almost all homes” having radios.

To meet the obvious needs of the nation will require over $500 billion worth of goods and services, he said, including $40 billion for schools and hospitals, $60 billion for highways, $100 billion for housing and $300 billion for industrial equipment and construction.

Two Trios of Advertising Council conference head table. Top photo (l to r): Paul G. Hoffman, Studebaker Corp.; Roger M. Kyes, Deputy Secretary of Defense, and Mrs. Oveta Culp Hobby, Secretary of Health, Education & Welfare. Bottom: Sherman Adams, Assistant to the President; C. E. Wilson, chairman of the Council’s advisory committee, and Walter Williams, Undersecretary of Commerce.

ELLIOIT PRAISES COLOR TO NRDGA

COLOR television can display soft goods as dramatically and effectively as they are shown on the sales floor of a store, J. B. Elliott, executive vice president in charge of the Consumer Products Division of RCA, told delegates to the 43rd annual convention of the National Retail Dry Goods Assn. in New York last week.

Mr. Elliott made this assertion in a talk on “Promoting Through Color TV” at a sales promotion division session on Wednesday. He prefaced his contention with an admission that black-and-white TV “has not helped soft goods and furniture as much as it has some other types of merchandise,” but pointed out that color-appeal goods, such as rugs, draperies, articles, clothes, wallpaper, furniture and fabric can acquire enhanced saleability through color TV.

Mr. Elliott prophesied a continuing growth in color TV that would result in more than 10 million TV receivers in American homes by the end of 1958. He said that the TV manufacturing industry could be expected to produce about 100,000 color sets this year, with production and distribution expected to be increased sharply thereafter.

Color TV, Mr. Elliott maintains, will function with, not in opposition to, black-and-white TV. He said color TV is an additional service, pointing out that the various broadcasting media—am and fm radio, black-and-white and color TV—fulfill different needs.

Among the points cited by Mr. Elliott as contributing to a successful merchandising campaign were the limiting of tv lines to two or three, or at most, four; conducting of home demonstration campaigns; placing of sales emphasis on quality, performance and enter-

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TV IS DEVELOPING LOCAL APPROACH, KTTV'S MOORE TELLS AAW DELEGATES

Varying program tastes from city to city will affect the network, the station, the talent, the advertiser and the agency, Richard Moore, KTTV (TV) Hollywood vice president-general manager, tells Advertising Assn. of the West.

TELEVISION eventually will develop into a basically local medium, Richard A. Moore, KTTV (TV) Hollywood vice president-general manager, told a three-day mid-winter conference of the Advertising Assn. of the West as guest speaker at a Jan. 9 luncheon at Tucson's El Conquistador Hotel.

"The trend of tv toward the local approach will affect fundamentally the network, the station, the talent, and, most directly, the advertiser and advertising agency," he said, adding that "all business is local and every community is different in a thousand different ways in tastes and buying habits.

"A leading audience participation show gets a 19 rating in Washington, D. C., and a 31 in Baltimore, playing to these neighboring cities at the same time," he stated. "A top comedy show gets almost double the audience of each of the four principal West Coast cities as compared to four principal East Coast cities.

"Take the two cities which are most comparable in size and where the audiences have the widest choice in programming, Los Angeles and New York, with seven stations each," he continued. "A well-known dramatic program has a 17 rating in New York and an 8 in Los Angeles. A children's variety show has a 14 in New York and an 8 in Los Angeles. A top mystery has a 41 against an 11. A variety show gets an 11 in New York but a 24 in Los Angeles. One of the newer situation comedies gets a 14 in New York and a 26 in Los Angeles."

Extraordinary Impact

Advertisers and their agencies, as well as broadcasters are recognizing the extraordinary impact which TV can offer on a local basis, Mr. Moore said.

"Chevrolet, for instance, is sponsoring Jack Webb in "Budge 714" and William Bendix in "Life of Riley" on a local station (KTTV, via syndication), in a time period particularly suited to getting large audiences in Los Angeles."

Other examples of the trend toward the local approach Mr. Moore gave was the national or regional advertiser who buys his own program produced on film, and in effect establishes his own network—"a network in the sense that the advertising agency clears the time on the stations and in markets wanted, for 52 weeks or for the seasonal period best suited for its needs."

The list of these "advertiser" networks is growing, he said, and includes the Kellogg Co., Canada Dry, Coca-Cola, P. Lorillard, Pacific Coast Borax, Olympia Beer, Gallo Wine, and Standard Oil Co. of California.

"The program producers, as well as top names in program talent, likewise provide an interesting forecast of the shape of things to come in television," Mr. Moore said.


MARTB BOARDS SET FOR PHOENIX MEET

NARTB Radio and Television boards will meet Thursday through Saturday at Camelback Inn, Phoenix, Ariz., to consider policies for the year and go over association finances and operations [B+T, Jan. 4].

Preliminary meeting was held Friday by the Convention Committee, headed by Kenneth R. Brown, KWFT Wichita Falls, Tex. The committee is working out plans for the May 23-27 convention at the Palmer House, Chicago.

In Arizona for the meetings are NARTB headquarters are Harold E. Fellows, president; Judge John Miller, chairman of the board; Robert K. Richards, administrative vice president; C. E. Arney Jr., secretary-treasurer; Ed Bresnahan, TV Code administrator; Thad Brown, TV vice president-counsel. George J. Higgins, KMBC Kansas City, is attending as chairman of the NARTB Sports Committee and John E. Petzer, WKZQ-TV Kalamazoo, Mich., as chairman of the NARTB Television Code Review Board.

Industry interest will be directed to whatever action the TV Board takes on the television circulation measurement project, instigated in December 1952 and under development last spring.

A proposal to undertake a pilot study during the spring will be submitted to the video directors for action.

NORTHWESTERN TELEVISION ASSOCIATION

The NARTB will meet Tuesday through Thursday, May 23-25, at the Cadet Inn, Seattle, Wash. The convention will feature an all-day tour of the Pacific Northwest, the West Coast and the California coast to give visiting broadcasters an opportunity to see the latest equipment and facilities available in the region.

A special feature will be the presentation by the Pacific Northwest station representatives of the new Western Wide network, which will have 31 stations operating, with Spalding as the network's sales office, located in Los Angeles.

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

Take Home Furnishings Sales, for instance!

- 6.7% Cedar Rapids
- 9.6% Tri-Cities
- 12.7% Des Moines
- 2.4% Dubuque
- 3.7% Sioux City
- 6.3% Waterloo
- **60.7% Remainder of State**

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

The "Remainder of Iowa" accounts for these sales:
(Which you miss unless you cover the entire state)

- 65.4% Food Stores
- 61.6% Eating and Drinking Places
- 44.8% General Merchandise Stores
- 55.6% Apparel Stores
- 60.7% Home Furnishings Stores
- 65.1% Automotive Dealers
- 73.2% Filling Stations
- 79.6% Building Material Groups
- 60.4% Drugstores

Source: 1952-'53 Consumer Markets

Buy ALL of IOWA—
Plus "Iowa Plus"—with WHO

Des Moines... 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
WMCT's new 1088 ft. tower and 100,000 watts maximum power

NOW! you get "new sell-in-the-shade"

DATA
WMCT, Channel 5, Memphis
• Now operating on full maximum power of 100,000 watts.
• One of America's tallest Television Towers
• 1335 feet above sea level
• 1013 feet above average terrain
• 1088 feet above ground

Memphis' and the Mid-South's tallest TV tower
now delivers the...

- highest grade signal service
- clearest picture in this shaded area from Memphis, Tennessee

With the operation of WMCT's new tower, on preferred "low-band" Channel 5, a vast new area in the Mid-South will be afforded clearer pictures and improved signal reception.

The previous "fringe" area has been pushed back from a 65 mile mark out to a general radius of approximately 135 miles.

This represents a 100% or more increase in coverage for WMCT—and means more people will see and hear your selling story better, with the highest quality reception from Memphis provided by any other Mid-South station.

**SHADED AREA IN TERMS OF PEOPLE AND BUYING POWER**

The figures to the right reflect only the shaded area as shown in the map on the page to the left. They do not include population, retail sales, or effective buying power of urban Memphis and the territory within 65 miles of Memphis, all of which are of course covered with high grade primary service by WMCT.

| Population | 1,834,700 |
| Retail sales | $1,460,688,000 |
| Effective buying power | $1,291,398,000 |

WMCT
Memphis' first TV Station
Now 100,000 Watts

Also affiliated with ABC and Dumont
Owned and operated by The Commercial Appeal
National Representatives The Branham Co.
TRADER ASSNS.

averaging 32.50 hours of live and 42.20 of film programming. A cost study showed average live costs per hour of about $85 compared to $125 for film. Maximum yearly estimated cost of programming film and operating film facilities ranged from $150,000 in the under-$50,000 group to $716,000 for stations over $1 million.

An industry-wide tv survey by BWT shows non-network film programs are occupying a slightly higher share of the program time of interconnected network tv stations [BWT, Jan. 11]. This study covers program origination by interconnected network affiliates, non-interconnected network affiliates and non-network stations.

Truman Tells RTES Of His 'High Regard'

Former President says that goes for the broadcasters as well as their media. Lauds media for aid to communication between individuals, and tv for educational promise.

HIGH praise for the broadcast media in their important role of aiding communication between individuals, on which he said cultivation is based, was voiced Monday by Harry S. Truman in an informal talk at a luncheon meeting of Radio & Television Executives Society at New York's Roosevelt Hotel.

The former President said he had "high regard" for the broadcast media and for the broadcasters who, he said, had treated him kindly in his numerous appearances before microphone and camera, both as President and as a private citizen.

Admitting that he enjoyed "viewing television" as well as "being on it once in a while," he told the 600 RTES members and guests in his audience that whenever his daughter Margaret, "my partner, here," is on tv they can count on at least two viewers in Independence, Mo.

Tv—Great Asset

In a more serious vein, Mr. Truman said that "television in the long run can be the greatest educational asset that this country or the world has ever had.

"Communication between individuals is the fundamental basis of civilization as we know it," the former President said. "Television gives us an unusual opportunity. The actual person is before you; you can read his face, study his features."

There is a danger that tv may be used for "pure propaganda," purposes, Mr. Truman warned. He urged broadcasters not to let this happen. "I hope television and radio broadcasting will never become a mudslinging medium," he said, adding, "and I don't think it will."

Answering audience queries, Mr. Truman said the question of telecasting White House press conferences should be left up to the President. On the advisability of tv coverage of Congress, Mr. Truman smilingly countered asked whether "any of you ever sat in the gallery and watched Congress work. After lunch later that greeted that remark, he commented, "I think you've answered yourself."

H. V. Kaltenborn, only commentator ever publicly to be imitated by a President, presented to Mr. Truman, only President ever publicly to imitate a commentator, the micro-

phone which Mr. Kaltenborn had used on election night, 1948, when, as he put it, "President Truman was sleeping the sound sleep of one who knows he's done his best and is willing to leave the decision up to the public, while I was awake, or thought I was."

In the early morning hours Mr. Kaltenborn had said that while Mr. Truman was then ahead, when the rural districts were heard from Mr. Dewey would be elected. That remark was subsequently quoted by President Truman in Mr. Kaltenborn's distinctive clipped syllables.

In accepting the gift, Mr. Truman again mimicked Mr. Kaltenborn in stating that the microphone would always be treasured among the other mementos in Mr. Truman's library.

George Shupert, ABC vice president and RTES president, praised the luncheon meeting.

First few minutes of the former President's remarks were covered by several tv film crews, including those of CBS and NBC, the cameras cutting off on cue to permit Mr. Truman to speak informally. Cameras covered Mr. Kaltenborn's presentation of the microphone.

Network Radio Mature, Karol Tells AMA Group

More and more advertisers are discovering network radio, CBS Radio's John Karol tells marketing group, citing new fields of listenership.

CONFIDENCE that "network radio has come of age" and that "more and more makers of more and more products are realizing it" was expressed by John Karol, vice president in charge of sales for CBS Radio, in an address before the Philadelphia chapter of the American Marketing Assn. last Thursday.

He conceded the "truth that not all media are good for all advertisers," but maintained that "there is enough variety of advertisers to support all media."

No medium "has been researched so intensively for so long as network radio," and radio has consistently under-estimated itself, especially in listener-counting, he asserted.

With the advent of television, Mr. Karol continued, "when radio listening in the living rooms of America started to drop off sharply, it seemed that all radio listening was dropping off. Then we began discovering that people were moving their sets to other rooms and listening there. We found that radio set owners had more [radio] sets in more locations than radio-only families. And gradually adjustments are being made in measuring that will include listening in more rooms of the home."

Noting that 13.5 million radios were produced last year; some 115 million produced in the last eight years, he said, "there are over 27 million automobiles with radio sets and there are millions and millions of portables. . . . During some hours of the week this out-of-home listening adds as much as 30% to the in-home audience."

"However, even in our consistent system of under-estimating, we find that 36 million homes listen to nighttime radio in the course of a week and that these homes listen an average of 9 hours and 20 minutes. We find that 40 million homes listen to daytime radio ... an average of 15 hours and 46 minutes a week."

No Signs of Recession in Advertising—West

THERE are no signs of any recession in advertising, which this year probably will run about 10% above the 1953 volume, but there are many indications that advertisers are going to exert pressure to get bigger returns from their advertising expenditures, Paul West, president, Assn. of National Advertising, said Thursday.

Contacts lately with the nation's leading advertisers, Mr. West said, have confirmed the findings of the ANA fall survey of advertising plans, which indicated a general increase in advertising appropriations for 1954. With an expanded job of promoting new products and new markets and with increased costs, advertising expenditures can hardly help but go up, Mr. West said.

Asked about the effects of the end of the excess profits tax, Mr. West and other ANA officials said that these have been greatly exaggerated. At recent informal meetings, where small groups of advertisers get together to discuss natural problems, the effects of excess profits taxes have not been mentioned unless ANA raised the point and then the consensus was that very little advertising was dependent on the tax situation.

SCRTBA Meets Jan. 28-30

SOUTH CAROLINA Radio & Television Broadcasters Assn. will hold its annual convention Jan. 28-30 at the Clemson House, Clemson, S. C. Featured speakers will include Fred Palmer, management consultant; Ralph Hardy, NARTB; John Fulton, WXII Atlanta, and Frank Jarman, WDNC Durham, N. C. Gaines Kelley, WFMY-TV Greensboro, N. C., will moderate a tv panel talk.
announces with pride the appointment of

H-R TELEVISION INC.
As National Representatives

WSJV-TV, ELKHART, INDIANA. JOHN F. DILLE, JR., PRESIDENT AND GENERAL MANAGER
JOHN J. KEENAN, COMMERCIAL MANAGER

*In Retail Sales
**FACTS & FIGURES**

S. C. JOHNSON TOP MBS CLIENT IN 1953

Network also reports that Needham, Louis & Brobray did the most Mutual billing last year.

S. C. JOHNSON & Son was the leading client of MBS in 1953, spending $2,113,165 for time on this radio network, and Needham, Louis & Brobray was the top agency in point of Mutual billings, spending $3,103,307 for time on Mutual for programs of Derby Foods and State Farm Mutual Automobile Insurance Co. in addition to Johnson, the network reported last week.

A total of 141 advertisers, whose business was placed through 55 advertising agencies, accounted for gross purchases of $23,158,000 worth of MBS time during 1953, according to the MBS research department, which estimated December's billings. Total topped the 1952 gross of $21,004,976 by about 10% and made 1953 second highest year in the network's 20-year history.

Second to S. C. Johnson & Son in the MBS advertiser list for 1953 was Sterling Drug, with billings of $1,371,502. P. Lorillard Co. ranked third, with $1,352,277. Miles Labs, AFL and Quaker Oats also spent more than $1 million each for Mutual network time.


**LUCY,' DRAGNET' Head Latest Nielsen Report**

TOP evening network tv once-a-week shows for the two weeks ending Dec. 12, both in number of home audience and percentage of homes reached on a program station basis, were in 1-2-3-4-5 order, I Love Lucy, Dragnet, Buick-Berle Show, You Bet Your Life and Jackie Gleason Show, according to the A. C. Nielsen Co. Complete top 10 listing:

<table>
<thead>
<tr>
<th>Nielsen Rating*</th>
<th>NUMBER OF TV HOMES REACHED</th>
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<tbody>
<tr>
<td></td>
<td>PER CENT OF TV HOMES REACHED</td>
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<td>PROGRAM</td>
<td>TIME BROADCASTED</td>
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<td></td>
<td>PROGRAM STATION BASIS</td>
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<tr>
<td>LOVE LUCY (CBS)</td>
<td>51.9%</td>
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<tr>
<td>DRAGNET (NBC)</td>
<td>48.7%</td>
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<tr>
<td>BERLE SHOW (NBC)</td>
<td>40.4%</td>
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<tr>
<td>YOU BET YOUR LIFE (NBC)</td>
<td>40.3%</td>
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<tr>
<td>JACKIE GLEASON SHOW (CBS)</td>
<td>39.5%</td>
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<tr>
<td>THE TOWN (CBS)</td>
<td>39.4%</td>
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<tr>
<td>GLEASON SHOW (CBS)</td>
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<td>YOU BET YOUR LIFE (CBS)</td>
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*Homes reached during all or any part of the program, according to Nielsen Co. ratings, for 15-minute programs. Average audience basis is used.

Copyright 1954 by A. C. Nielsen Co.

**Direct Mail Ad Volume Up**

ESTIMATED dollar volume of direct mail advertising in the U. S. for the first 11 months of 1953 was $1,138,629,220, representing a gain of $37 over the corresponding period of 1952, according to figures released by the Direct Mail Advertising Assm. DMAA estimated total dollar volume for 1953 will exceed the record $1,171,088,984 figure in 1952 by approximately 5%.

**ARB Compiles New UShf Study**

LATEST American Research Bureau study on uhf conversions is due to be sent to subscribers next week (Jan. 25), James W. Seiler, ARB director, announced last week. Study of 1,000 tv set owners in each of 74 uhf-vhf markets was completed last Thursday and results were being correlated by ARB staff for publication.

**Color TV Main Topic At NARDA Convention**

COLOR television captured the fancy of the nation's radio-tv dealers in Chicago last week as broadcasters outlined their respective network colorcasting plans for the new year.


Dealers were armed with questions. Typical were these: How much color programming will be offered to the public to buy color sets? Will it cost broadcasters a great deal to transmit color signals? Are tv stations ready to receive color transmissions?

Before industry spokesmen answered these questions and outlined network plans, Mr. Secrest read a message from Dr. W. R. G. Baker, vice president, General Electric Co., and chairman of the National Television System Committee, which drew up compatible color standards approved by the FCC.

Dr. Baker described the work of the all-industry committee and referred to the "development of a successful compatible system of color television that protected the $7 billion investment by the American public in monochrome television receivers."

.Broadcasters serving on the panel were Richard Lewine, CBS executive color producer; John Buth, general manager, DuMont TV Network; Barry Wood, NBC executive producer; and Frank Marx, ABC vice president in charge of engineering.

The Philadelphia retailer and NARDA past president, told members that "color television, challenging and intriguing as it is, will, in 1953, be . . . an opportunity for the dealer who begins now to equip himself to handle it in a fully responsible way."

Vergal Bourland, Bourland Home Appliances, Fort Worth, was elected president of NARDA, succeeding Wallace Johnson, Wallace Johnson Appliances, New York. Mr. Bourland is president of North Texas Appliance Dealers Assn.

**Six Elected to ANA**

ELECTION of six additional companies to membership in the Assn. of National Advertisers was announced last week by the ANA board.

They are (with executives designated as principal contacts with ANA shown in parentheses): Buolva Water Co. (Harry B. Henshaw, assistant to the president); CBS-Columbia Inc. (Gerald L. Langer, director of advertising and sales promotion); Dole Sales Co. (Kenneth F. Boucher, advertising manager); Ralston Purina Corp. (A. J. John, director of advertising and public relations); Perfection Stove Co. (G. M. Purdum, advertising manager), and Scruton Co. (Walter Craig, vice president and advertising director).

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**Soft Drink Spot TV Use Reported by Petry**

Children are primary targets, analysis shows, with the kid-die shows also having strong appeal to adults.

A STUDY of spot television advertising placed by 161 soft drink manufacturers and bottlers, showing this medium in the latter part of 1953 and indicating that they consider children as their primary selling target, has been prepared by the Television Division of Edward Petry & Co., station representation firm.

The study covers all soft drink advertisers listed in Ronbaugh Reports as having used spot television during July, August and September 1953. It is being given wide distribution by the Petry company among national soft tv advertisers in this product classification and among their agencies.

Forty per cent, or 65 of the 161 advertisers reported, were found to have sponsored children's programs on one or more stations. By comparison, only 14%, or about 9%, sponsored programs of all other types combined (variety, drama, sports, etc.).

Sixty per cent, or 97 of 161 advertisers, used commercial announcements or participations. The Petry report finds this figure closely comparable to other recent research showing that "children have tremendous influence on purchases of many products, especially foods and beverages."

For instance, it was noted, Advertist Research has found among mothers a high sponsor identification for programs their children watch. Additionally, Advertist Research reported that seven out of every ten mothers said their children had asked them to purchase at least one of the products advertised, and nine out of ten of these mothers did buy at least once.

The Petry study also emphasized that "many programs designed for children actually provide family audiences," and quoted National Videodex as saying that although the early evening time around 6 p.m. is regarded as "the children's hour," adults outnumber children by two to one in the tv audiences in this period.
put your brand in the picture with morning tv.

woai-tv goes on the air at 7 a.m., and there
are a lot of early-rising, wide-awake
texans who are watching all through the morning.
give your sales a head start in
san antonio. get there first with woai-tv,
nbc affiliate. represented by edward petry & co., inc.
Radio Doubles Video
For Daytime—Nielsen

Radio reached more than twice as many homes as TV in the daytime hours of the first half of 1953, despite the growth in daytime television and a decline in radio listening, A. C. Nielsen Co. has reported. During the average minute in the daytime (7 a.m.-6 p.m.) radio entered 7,250,000 homes to 3,446,000 for TV.

TV was up in mid-morning hours in the fall, however. NTI Report for the two weeks ending Nov. 21 shows that on the average 10.3% of TV homes used TV during the 9-11 a.m. period, compared to 8.1% for the same two weeks of 1952. This meant 1,115,000 more viewing homes available to TV advertisers in those morning hours.

But on Saturday mornings, TV families are doing more radio listening, at least in New York. In November, Nielsen found 17.7% of TV homes tuned to radio between 9 a.m. and noon Saturdays, compared to 14.3% in November 1952, a gain for radio of 208,000 TV homes in the New York area.

BAB on Nighttime Radio
SIGNIFICANT role of nighttime radio in the media plans of national advertisers is highlighted in a new BAB report being distributed to members, to advertisers and their agencies.

Titled "National Advertisers Using Nighttime Radio," the report, which is based on data from various industry sources, indicates "a wide use of nighttime radio in large and small cities by virtually every major type of national advertiser."
YOU MIGHT SKATE FIVE MILES IN 14½ MINUTES*—

BUT . . . YOU NEED WKZO-WJEF RADIO
TO BREAK RECORDS
IN WESTERN MICHIGAN!

If you want to break sales records in Western Michigan, just remember this:

1. The March, 1953 Nielsen Report credits WKZO, Kalamazoo, and WJEF, Grand Rapids, with a 12-county audience of 151,050 daytime homes, 130,530 nighttime homes!

2. WKZO-WJEF give you 70.8% more morning listeners, 105.0% more afternoon listeners and 37.9% more evening listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids!

3. On a per-thousand basis, WKZO-WJEF cost 48.5% less in the morning, 54.7% less in the afternoon and 23.9% less at night, than the next-best two-station choice!

Ask your Avery-Knodel man for all the WKZO-WJEF facts.

The Felzer Stations

WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
Associated with
WHFD—PEORIA, ILLINOIS

WKZO-WJEF
CBS RADIO
KALAMAZOO
CBS RADIO
GRAND RAPIDS
Avery-Knodel, Inc., Exclusive National Representatives

* Ross Robinson set this record on February 12, 1927, at Lake Placid, New York.
DAYTIME DOLLARS WILL BUY EVEN MORE IN 1954

Ever-increasing set ownership and the growing popularity of NBC daytime programs make NBC Daytime Television an even bigger bargain in 1954. In truth one of the best advertising investments you can make.
These advertisers used the efficiency and economy of NBC Daytime Television in 1953:

Adolph's Food Products
Allis-Chalmers Mfg. Co.
Amana Refrigeration, Inc.
American Hair & Felt Co.
American Maize Products Company
American Metal Specialties Corp.
American Safety Razor Corporation
Anson Incorporated
Antell, Charles, Inc.
Armour and Company
Avco Mfg. Corp.

Bendix Home Appliance Division
Crosley Division
Beacon Co., The
Beatrice Foods Co.
Bell Aircraft Corp.
Beltone Hearing Aid Co.
Benrus Watch Co., Inc.
Block Drug Co.
Borden Co., The
Brown & Haley Candy Co.
Bymart-Tintair, Inc.
Capital Airlines, Inc.
Colgate Palmolive Co.
Condelee-Nairn, Inc.
Consolidated Cosmetics
Continental Baking Co.
Corn Products Refining Company
Cowles Magazines, Inc.
Crosse & Blackwell Co., The
Crowell-Collier Publishing Co., The
Curtis Publishing Co.
Doe&skin Products, Inc.
Doughboy Industries, Inc.
Dow Chemical Co., The
Druggist Supply Corp.
Duofold, Inc.

Du Pont de Nemours, E. I., & Company, (Inc.)
Esteco, Inc.
Ekco-Products Co.
Emerson Drug Company
Fedders-Quigian Corp.
Florida Citrus Commission
Food Specialties, Inc.
General Electric Co.

Apparatus Sales Division
Telechron Department
General Mills Inc.

Appliance Div.
Cake Mix Div.
O-Cel-O Div.

General Motors Corp.

Buick Motors Division
Oldsmobile Division
Pontiac Division

Gerber Products Co.
Gilbert, A. C., Co., The
Gillette Co., The

Gillette Safety Razor Co. Division

Glamerene Inc.
Glidden Co., The
Harry & David
Hathaway Mfg. Co.
Hawaiian Pineapple Co. Ltd.
Hoover Company

International Cellucotton Products Co.
International Shoe Co.

International Silver Co.

Sterling Division

Jarman-Williamson Co.
Jergens, Andrew, Co.
Kaiser-Frazer Corp.
Kellogg Company

Kiplinger Washington Agency
Kiwi Polish Company Pty., Ltd., The
Knorrmark Mfg. Co., Inc.

Landers, Frary & Clark
Lees, James, & Sons Co.
Lever Bros. Company
Liberty Mutual Fire Insurance Co.
Ludens Co., Inc.
M & R Dietetic Laboratories Inc.

Magic Chef, Inc.

Masland, C. H., & Sons, Inc.
Mathieson Chemical Corp.

Squibb, E. R., & Sons Div.

Minnesota Mining & Mfg. Company
Minute Maid Corp.

Mobile Homes Mfg. Assn.
Moore, John, & Co.
Motion Packing Co.
Moto-Mower Co.
Muirne Co., Inc., The
Nash-Kelvinator Corp.

Kelvinator Division

National Cranberry Association
Nestle Company, Inc., The
Paper-Mate Company, Inc.

Parker Brothers, Inc.
Parker Pen Company
Philco Corporation
Pinnacle Orchards

Polaroid Corporation
Prince Gardner Co.

Procter & Gamble Co.
Purex Corp., Ltd.
Quaker Oats Co., The

Reardon Company, The

Roberts Co., The

S. O. S. Company, The

Scott Paper Co.
Simoniz Company
Smith Bros. Inc.
Spring Mills, Inc.

Standard Brands Incorporated
Standard Packaging Corp.
Tea Bureau, Inc.

Tetley Tea Co., Inc.

Toni Co., The

United Fruit Company
United States Rubber Co.

Textile Division

Keds Division

Kaylon Division

U. S. Tire Division

Vick Chemical Co.

Wander Company, The

Welch Grape Juice Co., The

Willys Motors Corp.

Woolworth, F. W., Co.
WCAN-TV ASKS COURT TO PREVENT FCC ACTION ON WHITEFISH BAY

U. S. Court of Appeals asked by uhf station to issue injunction to prevent Commission from assigning vhf ch. 6 to Milwaukee suburb. Hearst Corp. (WISN) and WMIL oppose.

STRONG plea for an interlocutory injunction to prevent the FCC from taking any action on the disputed assignment of vhf ch. 6 to Whitefish Bay, Wis., a suburb of Milwaukee, was made last Thursday to the U. S. Court of Appeals in Washington by WCAN-TV, uhf ch. 21 operating in the Wisconsin city.

WCAN-TV appealed to the court two weeks ago on the ground that the Commission allocated ch. 6 to Whitefish Bay without giving it a chance to present its views in a hearing (B*T, Jan. 11).

In the argument last week for a temporary stay, it was disclosed that the FCC had promised Chief Judge Harold M. Stephens that it would not take any action until its next meeting day (this Wednesday).

Also in court last week, Hearst Corp. (WISN Milwaukee) filed an opposition to the request for a stay. WCAN-TV was given until today to answer this. In its opposition, Harry D. Peck, vice president and general manager of WISN, filed an affidavit refuting allegations made by Lou Poller, president of WCAN-TV, that WISN salesmen were persuading advertisers to cancel contracts with WCAN-TV.

Latest Legal Move

Court argument last week was the latest in a series of legal moves involving vhf allocations in Milwaukee. When the FCC came out with its Sixth Report and Order establishing the table of allocations for the country, it allocated three vhf and three uhf frequencies to Milwaukee (chs. 4, 10, 12, 19, 25, and 31). Ch. 10 was reserved for an educational station, and ch. 4 was assigned to existing station WTMJ-TV. After a number of moves to persuade the FCC to delete the educational reservation from ch. 10, Hearst recommended the assignment of ch. 6 to Whitefish Bay. The FCC instituted rule-making proceedings, and after receiving comments pro and con, made the allocation. It became final Jan. 11.

Arguing for WCAN-TV was Benedict P. Cottone, former FCC general counsel. Opposing the request were Daniel Ohlbaum, FCC; Seymour Krieger, WMIL, and William J. Dempsey, Hearst. Sitting were Circuit Judges Charles Fahy, John A. Danaher and George Thomas Washington.

WMIL and Hearst (WISN-Milwaukee Sentinel), together with Independent Television Inc. are applicants for the Whitefish Bay frequency. Independent filed two weeks ago and is composed of Milwaukee and Detroit businessmen.

Besides WCAN-TV, the third Milwaukee station is WOKY-TV, on uhf ch. 19. There are four applicants vying for vhf ch. 12. The hearing on preliminary matters began Dec. 31, 1953.

ED SULLIVAN (r), who enceated the National Press Club (Washington) annual father-daughter dinner Jan. 8, greets guests Vice President Richard M. Nixon and Misses Julie (held by her father) and Tricia Nixon, and Sir Roger Mekins, British ambassador to the U. S. Mr. Sullivan's Toast of the Town is sponsored on CBS-TV by the Lincoln-Mercury Division of the Ford Motor Co.

ARGA Unit to Consider Proposals on Tall Towers

MARKING and lighting of broadcast tower guy wires will be the first order of business when the Airdromes, Air Routes & Ground Aids subcommittee of the Air Co-ordinating Committee meets Jan. 27 in Room 1510, Temporary Bldg. 4 at 17th and Constitution Ave., Washington. The meeting is open to the public.

Subcommittee will be handed a recommendation by Arthur L. Catudal, secretary of the unit, to appoint an ad hoc committee to explore the "problem" and outline how guy wires can be marked and lighted with some idea of costs.

Mr. Catudal's recommendation followed a memorandum from Ralph Fletcher, CAA hazards aid engineer (B*T, Jan. 11).

If ARGAs accepts the recommendations of its ad hoc committee and of the joint industry-government committee, it will submit findings and recommendations to the ACC for issuance of U. S. National Standards. It is believed FCC approval, for changes in Part 17 of its rules, governing marking and lighting of broadcast towers, would be required before this last step. Because of the ARGAS's activity, the CAB held a report by W. Dixon Markey, CAB's representative on the ACC's Washington Airspace subcommittee, in abeyance.

In his recommendation, Mr. Catudal referred to the large increase in tv towers over 500 ft., and to a previous joint committee which explored the problem of high tv towers and their role as hazards to air navigation (B*T, March 31, 1952, et seq.)

FCC FILES BRIEF ON GIVEAWAY CASE

Supreme Court oral argument set for Feb. 1. Networks' challenge to Commission's 1949 ruling that giveaway programs are lotteries due to be filed next week.

THE FCC filed its brief in the giveaway case last week and told the Supreme Court that the only question was whether listening or viewing a broadcast program was a "consideration" in the sense of the Lottery Law (Sec. 1304, U. S. Code) which forbids the broadcasting of lotteries.

In a 65-page brief, which traced the history of lotteries in England and in the U. S. from colonial days, the Commission expressed its conviction that inducing an audience to listen or view a broadcast was similar to other schemes involving money or other things of value proscribed by law.

The Supreme Court is scheduled to hear oral argument the week of Feb. 1. Briefs by ABC, CBS, and NBC are due for submission by Jan. 25.

Case (Nos. 117, 118, 119) goes back to 1949 when the FCC issued a set of regulations interpreting Sec. 1304 of the U. S. Code. Among the provisions refusing to renew the licenses of stations which broadcast lotteries, was one which spelled out "consideration" as anything which induced the audience to listen or watch a broadcast on the chance of winning a prize.

The three networks appealed, and the case was heard by a special New York Federal Court which early last year ruled that parts of the FCC regulations were valid and other sections illegal (B*T, Feb. 9, 1953). One of the three judges dissented.

The lower court ruled that the regulations erred in including listening or watching as a "consideration" under the terms of the Lottery Law.

In its brief, the Commission answered this charge in these words:

Radio and television giveaways are not altruistic undertakings. Like all other lottery schemes, theirs purpose and effect is to induce the listener to listen or watch a broadcast in order to get a prize. It is a device to induce people to listen or watch a broadcast, with the result that the listener may turn a profit from an appeal to the cupidity and gambling instinct of the participants. The participants are not the passive recipients of munificent gifts. On the contrary, the lure of a large prize is held out to induce active action which is of substantial benefit to both station and advertiser. Such indirect consideration is a staple of numerous schemes devised to stimulate otherwise legal sales of products and services by adding the lottery ingredient. Schemes embodying such indirect consideration have consistently been held illegal by the better reasoned decisions in California.

The Commission argued that the radio giveaway programs have all the essential ingredients of a traditional lottery, but that the form is different. The broad remedial purpose of the statute will not be served," the Commission said, "unless the courts are vigilant in striking down new guises of the old evil at which the statute is aimed . . . ."

Using Circuit Judge Charles E. Clark's dis-
WDAY-TV  FARGO, N. D.

NOW ON  FULL POWER

(UP FROM 13,000 TO 65,000 WATTS)

AND CARRYING PRACTICALLY

ALL TOP-RATED PROGRAMS

FROM ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives
sent as a basis, the FCC alleged that the lower court's decision was not correct.

Majority decision by the special court, written by Chief Judge L. Leibell and concurred in by District Judge Edward Weinfeld, held that the act of listening or viewing a broadcast of a giveaway program does not constitute "price" or "valuable consideration" which is an essential element of a lottery.

"It is not the value of the listening participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute," the decision continued, "it is the value to the participant of what he gives that must be weighed."

The particular three provisions which were ruled invalid by the lower court were requirements that the winner be listening or viewing the program, that he answer a question whose answer has been given or hinted on an earlier broadcast, or that he be required to write a letter or answer the telephone in a prescribed manner, where the correct manner has been broadcast over the station.

The court also held that these provisions were a form of censorship.

Suspension Still in Effect

When the networks appealed the controversial rules, adopted by the Commission on a three-to-one vote, the FCC has suspended their effectiveness until the courts ruled on their legality. This is still in effect.

The FCC's lottery regulations were adopted at a time when countless programs giving away hundreds of thousands of dollars in cash and merchandise were on the air. A count at that time showed 38 such programs on networks alone. Last October, a BTV check showed 57 on the radio and tv networks (27 on radio alone). But these included studio audience participation shows. The Commission has asserted that its challenged rules related more directly to telephone or mail giveaway programs.

Although the number of giveaway programs has increased, the size of the "jackpots" has substantially decreased. At one point, CBS' "$5,000 or None" was at the $5,000,000 mark for money and merchandise. More recently, prizes have amounted to $5,000-10,000.

FCC at White House

MEMBERS of the FCC, led by Chairman Rosel H. Hyde, were luncheon guests at the White House Wednesday. Their host was Sherman Adams, Assistant to the President. The visit was described as strictly social, with members of the staff having a chance to get acquainted with Commissioners.

Way Cleared for Grant To Tierney at Charleston

PROSPECT of an initial decision to grant vhf ch. 8 at Charleston, W. Va., to the Tierney Co. (WCHS) appeared last week as FCC approved withdrawal of the competitive ch. 8 bid of Capital Television Co. and retained Tierney in hearing status [B FT, Jan. 11].

According to a merger agreement, Capital would become minority stockholder in Tierney after the ch. 8 grant is made final.

Proposed merger of two of the three vhf ch. 2 applicants at Charleston, S. C., was disclosed last week. The Better Business Coast Broadcasting Co. (WTMA) withdrew its bid. It receives option for purchase of up to 30% in Southern Broadcasting Co. (WUSN) and would sell WTMA. Third competitor for ch. 2 is Charleston Broadcasting Co., operator of WHAN.

Vhf ch. 2 contest at Springfield, Ill., was reduced to two applicants last week as the Commission granted permission to the City Television Co. bid. Still seeking ch. 2 are WMAY-TV, Inc., including WMAY-FM, WTW, Springfield, and Sangamon Valley Television Corp. (WTAX).

Roy K. Marshall Charged

ROY K. MARSHALL, scientist and radio and television commentator, who formally handled Ford Motor Co. commercials, is under indictment for allegedly sending obscene letters through the mails to five-teen-age girls who wrote to him for scientific advice, it was revealed last week.

Although the charges were made on Nov. 18 they were not disclosed to the judge until Jan. 12. open court when U. S. District Judge Cuollen Ganey in Philadelphia revealed the indictment and said it had been impounded at the request of U. S. Attorney W. Wilson White. Details of the case were not discussed by the judge. Judge Ganey asked Mr. White to hurry along the reports of a psychiatric examination of Mr. Marshall.

Mr. Marshall last appeared on television during November handling commercials on Ford Theatre on NBC-TV. He asked to be released from his contract in November because of "ill health," an executive of J. W. Thompson Co., Ford agency, told BFT. He was released and has not appeared on any program since.

FCC Talks Budget at Capitol

FCC Chairman Rosel H. Hyde and other Commission officials were on Capitol Hill last Thursday to discuss the fiscal 1955 budget. They appeared behind closed doors before a House Appropriations Subcommittee on Independent Offices. The budget request will be disclosed by President Eisenhower this Thursday.

New 'Party in Interest' View Set Forth in WBUF-TV Denial

'Mere showing of possible economic injury' confers no 'automatic' intervention rights, FCC says in refusing to let uhf WBUF-TV intervene in the Buffalo vhf ch. 2 case.

FURTHER interpretation of "party in interest" in protest cases under Sec. 309(b) and (c) of the Communications Act was set forth by FCC last week in a memorandum and order denying the protest of WBUF-TV Buffalo for intervention in the vhf ch. 2 hearing there, alleging economic injury [BFT, Jan. 11].

The Commission ordered hearing on the ch. 2 bid of Niagara Frontier Amusement Corp., survivor after merger of most of several former applicants [B FT, Dec. 14, 1953], to inquire into circumstances of the filing and dismissal of a bid by Enterprise Transmission Inc. "and whether Niagara Frontier has or any other party paid any consideration to Enterprise for the dismissal of its application."

WBUF-TV contended the hearing, scheduled for Jan. 17, was improper automatically giving Niagara Frontier protection from further competition, violates FCC's processes. WBUF-TV says the unexpected new vhf grant that would ensure would harm development of uhf there. FCC's action was based on operation on uhf ch. 59 when news of the proposed purchase of its physical plant by Niagara Frontier was disclosed [BFT, Dec. 21, 1953].

FCC held that Sec. 309(b) "upon a mere showing of probable economic injury" does not "automatically" confer a right to intervene and ruled that the WBUF-TV petition was defective for not being specific. BFT 1959 provides for protest of hearing actions; 309(c), non-hearing actions.

Comr. Frieda B. Hennock dissented, contending WBUF-TV's status as a station itself gives status. She believed the injury claims were specified, going into the uhf-vhf problem.

The ch. 2 proceeding will resume Jan. 18 before Examiner Harold L. Schiltz. FCC still must rule on its application to WBUF-TV to enlarge the issues in the ch. 2 hearing and to reconsider and set aside the order of Dec. 10, 1953, designating the Niagara Frontier applicant for hearing. WBUF-TV asserts the application must be returned to the processing line and a McGraw letter sent to notify of intent to set for hearing. The uhf ch. 17 outlet for Buffalo had the MacFarland procedure was illegally waived.

Senate Again Postpones Baseball Bill Debate

THE BASEBALL bill in the Senate came up for a short-lived inning last Tuesday.

The bill has been pending since the last session of Congress. Its sponsor is Sen. Edwin C. Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee.

The legislation would permit baseball to restore its former Rule 1 (d) that prohibited broadcasts or teletarts of major or minor league games in a radius of 50 miles of a home park. The bill as amended would also permit any station at any time to carry any league game, major or minor, providing it was broadcast simultaneously.

At a call of the calendar, Sen. George A. Smathers (D-Fla.), a member of the Senate Commerce Committee, asked that it go "over." He was joined by Sen. Robert C. Hendrickson (R-N. J.).

Sen. Johnson has said he would draft new legislation this year. Thus far, there has been no indication what tack a new measure would take nor how much effect the Supreme Court decision on baseball will have on the Senator's thinking.

Senate 'Passes Over' 3 Communications Bills

THREE minor communications bills which have been pending before the Senate for many months were "passed over" during the Senate calendar last Tuesday. The House approved the bills.

The measures, HR 4457, 4458 and 4459, respectively would permit FCC to waive construction permit requirements for government, mobilize other telecommunications; would extend the time FCC has to act on a protest from 15 to 30 days, and would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor.

Also scrubbed temporarily was a bill (S 2314) which would prohibit the transmission of certain gambling information in interstate communication facilities.
Top-Rated NBC Show -- 56.1 (ARB)  Top-Rated CBS Show -- 50.4 (ARB)

We doubt if there's an availability adjacent to these ratings, BUT there ARE some adjacent to these TOP-RATED KBTV and ABC-TV features:

<table>
<thead>
<tr>
<th>ABC-TV DENVER</th>
<th>ARB</th>
<th>KBTV-DENVER</th>
<th>ARB</th>
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<tbody>
<tr>
<td>The Name's the Same</td>
<td>44.2</td>
<td>Superman</td>
<td>37.7</td>
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<tr>
<td>Make Room for Daddy</td>
<td>41.5</td>
<td>City Detective</td>
<td>32.0</td>
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<tr>
<td>You Asked for It</td>
<td>36.6</td>
<td>Amos 'n' Andy</td>
<td>29.1</td>
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<td>Stu Erwin</td>
<td>33.7</td>
<td>Liberace</td>
<td>27.4</td>
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<td>Kraft Theater</td>
<td>28.0</td>
<td>Johnny Mack Brown</td>
<td>25.1</td>
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<td>Motorola TV Hour</td>
<td>24.9</td>
<td>Abbott &amp; Costello</td>
<td>23.4</td>
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<td>Ozzie &amp; Harriet</td>
<td>23.4</td>
<td>Hopalong Cassidy</td>
<td>22.8</td>
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<td>Pepsi-Cola Playhouse</td>
<td>22.8</td>
<td>Kit Carson</td>
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<td>Peter Potter Show</td>
<td>21.9</td>
<td>Rocky Mtn. Barn Dance</td>
<td>20.4</td>
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<tr>
<td>Super Circus</td>
<td>20.0</td>
<td>KBTV Live Wrestling</td>
<td>20.0</td>
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<tr>
<td>Walter Winchell</td>
<td>19.4</td>
<td>Captain Midnight</td>
<td>19.4</td>
</tr>
</tbody>
</table>

* KBTV Tops in 10:00 P.M. News *

| KBTV—Bill Michelsen | Mon. thru Fri. | 18.0 |
| Station "B" | Mon. thru Fri. | 10.3 |
| Station "C" | Mon. thru Fri. | 8.7 |

* KBTV Tops in Weather Reporting 10:15 P.M. *

| KBTV—Vince Monforte | Mon. thru Fri. | 13.7 |
| Station "B" | Mon. thru Fri. | 10.3 |
| Station "C" | Mon. thru Fri. | 8.7 |

Source: ARB Denver Television Audience Reports, Nov. 27 - Dec. 3

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
STUDIOS AND OFFICES: 1089 BANNOCK STREET
DENVER, COLORADO

Contact Your Nearest Free & Peters Representative

Broadcasting • Telecasting  January 18, 1954 • Page 53
this is N.T.A. ......

to stations, agencies and sponsors

• THE LARGEST . . . MOST DIVERSIFIED LIBRARY OF QUALITY TELEVISION PROGRAMS ON FILM.

• 22 EXPERIENCED TELEVISION REPRESENTATIVES IN 14 PIVOTAL MARKETS.

• TELEVISION'S MOST COMPLETE MERCHANDISING PACKAGE WITH EACH PROGRAM SERIES.

to producers...
all of the above, PLUS

• SATURATION COVERAGE OF THE NATION'S TELEVISION STATIONS, ADVERTISING AGENCIES AND SPONSORS.

these are the programs . . .

HALF-HOUR:
China Smith • Orient Express • Play of the Week • Pantomime Quiz
International Playhouse

QUARTER-HOUR:
The Passerby • James Mason • Bill Corum
The Eva Gabor Show • Boba the Hobo
TV's Baseball Hall of Fame • The James Mason Show • Find a Hobby • Telecomics

PLUS:
Man's Heritage • Viz-Quiz • Superman
(Cartoons) • Westerns • Feature Films
American Sports • Music from the Masters
Sands of Time
... a dynamic, new, important force in the distribution and merchandising of quality television programs on film

N.T.A. has developed a tremendous catalog of quality television programs on film... a huge, new library of successfully sponsored properties already delivering mass audiences to advertisers in many markets... at low, low costs... everything from Kiddie Shows to Dramas... "Whodunits" to Sports programs.

N.T.A. has representation in 14 prime markets with 22 experienced, hand-picked men living in the field... serving stations, agencies and sponsors. Each of these men lives, talks and dreams television. Each knows station facilities, each is familiar with local and regional habits, each knows the economics of the market first-hand. Most important of all... each will conscientiously aid in selecting the best program for the selling job you want to do.

N.T.A. has a realistic... powerful... and complete sales-merchandising and promotion package to support and tie-in entire campaigns behind each N.T.A. series. This N.T.A. Plus Package contains: window streamers, counter cards, newspaper mats, live announcements, station slides, publicity releases, direct mail pieces and a host of merchandising ideas.

Call Your N.T.A. Man Today! He's Only Minutes Away!

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MARTIN ROSS – Executive Vice President

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Crestview 6-5135

Moe Dudelson
718 Fox Building
Detroit, Mich.
Woodward 3-9925

Bert Sorensen
415 Von Bramer
Pittsburgh, Penn.
Atlantic 1-1630

George Phillips
3216 Olive Street
St. Louis, Mo.
Jefferson 6-397

Mae Dudelson
718 Fox Building
Detroit, Mich.
Woodward 3-9925

Don Swartz
1109 Currie Avenue
Minneapolis, Minn.
Lincoln 7013

Robert Patrick
2081 Broadway
Denver, Colo.
Alpine 1-769

Ken Rosswall
9842 Lenox Avenue
Dallas, Tex.
Tulane 6-3800

Bob Meyers
173 Pomona
Memphis, Tenn.
Memphis 5-5060

Dave Christiansen
Frank Stone
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Miami, Florida
Miami 87-7111

Arthur Kolman

ADDITIONAL OFFICES: Chicago, Illinois • Boston, Massachusetts • District of Columbia
GRANT PROPOSED FOR HOUSTON TV CO.

Second vhf outlet for the city comes nearer realization. Other initial decisions would award WITK Durham, N. C., and KCOM Sioux City, Iowa.

SECOND vhf television station for Houston came a step closer last week as FCC Hearing Examiner James D. Cunningham in an initial decision proposed to grant vhf ch. 13 there to Houston Television Co., representing a merger of four applicants [Radio, Jan. 11].

Initial decisions proposing grants in two merger cases also were announced by the Commission. These were for approval of vhf ch. 11 at Durham, N. C., to WITK Durham, with former competitor WDNC receiving 25% option, and for authorization of vhf ch. 4 at Sioux City, Iowa, to KCOM there, with former competitor KSCI receiving option for 50% interest [BT, Jan. 4]. After the mergers, WITK and KCOM would be sold.

In the Houston ch. 13 proceeding, the proposed grant for Houston Television Co. was made possible through the dismissal of competitive bids by KTRH Broadcasting Co. (KTRH), Houston Area Television Co. and Tv Broadcasting Co. of Houston. When the grant is made final, it is proposed to transfer the permit to a new corporation, Houston Consolidated Television Co.

Houston Consolidated stock will be held in these proportions: KTRH Broadcasting Co., 35%; Houston Area Television Co.'s 17 stockholders, 29%; Houston Television Co.'s 15 stockholders, 20%, and Houston Mayor Roy Hofheinz, individually, 16%. Mayor Hofheinz was president and 50% owner of Tv Broadcasting Co. He agrees to sell his 25% holding in KTTV Houston if necessary, according to the merger agreement.

To Cost $1 Million-Plus

It is understood more than $1 million will be invested in the new Houston station. Effective radiated power specified for the ch. 13 operation, according to the initial decision, will be 316 kw visual.

The Sioux City ch. 4 proceeding originally involved the applications of KCOM Broadcasting Co. and Perkins Bros. Co. (KSCI). Examiner Basil P. Cooper's initial decision found that after final grant, KCOM Broadcasting Co. might take steps to sell KCOM and after approval of such sale by FCC, will notify Perkins of the disposition.

"Perkins shall have 10 days after such notice," the examiner said, "to indicate an interest to purchase for a sum equal to the then net worth of KCOM a 50% interest in the KCOM Broadcasting Co. which will then be the permittee or licensee of the ch. 4 tv station." KCOM Broadcasting then will make corporate changes to give Perkins and KCOM stockholders equal representation on the board, of officers and management of the ch. 4 outlet.

The examiner also explained that Perkins "shall pay KCOM the amount, if any, by which the net proceeds from the sale of KCOM shall be less than $175,000; such payment by Perkins, however, is not to exceed the sum of $10,000. After the sale of KCOM, the Commission shall declare dividends to its stockholders of the amount, if any, by which the then net worth of the corporation shall exceed $200,000."

Initial construction and operation of the ch. 4 station will be financed by loans to be advanced by present KCOM stockholders, the initial ruling explained. Upon purchase by Perkins of half-interest, the loans will be repaid.

The Durham ch. 11 case, held before Examiner Milhous F. French, originally involved the competing applications of Durham Broadcasting Enterprises Inc. (WITK) and Durham Radio Corp. (WDNC). After the final decision and merger, WITK is to be sold.

FCC Grants VHF Outlets At Albany, Ga., Hibbing

FIRST local television stations were granted by FCC last week for vhf ch. 10 at Albany, Ga., and vhf ch. 10 at Hibbing, Minn.

The Albany permit went to Herald Pub. Co., licensee of WALB there, following dismissal of a competitive application by James S. Rivers' Southeastern Broadcasting System. WGPC Albany withdrew its ch. 10 application last November.

North Star Television Co. was granted for ch. 10 at Hibbing. The authorization is conditioned upon final ruling by the Commission upon a petition by WEBC for reconsideration of a decision denying WEBC's request that ch. 10 be allocated to Duluth instead.

Quentin J. David, president, and 6.16% owner of North Star, told BT no starting date is estimated at this time, nor have network affiliation and station representation been settled. He said RCA equipment will be used.

Mr. David heads David Inc., St. Paul advertising agency, and its minority stockholder in WTCN-AM-FM-TV Minneapolis. Other North Star principals include stockholders in WSPT Stevens Point, Wis.

James H. Gray, WALB president, told BT the Albany ch. 10 outlet should be on the air by June 1 using an RCA 10 kw transmitter. Network affiliation is not set but Burn-Smith Co. will be station representative, he said.

Details of the new grants:

Albany, Ga.—Herald Pub. Co. (WALB)

Hibbing, Minn.—North Star Television Co. granted vhf ch. 10; ERP 105 kw visual and 25 lg. kw visual; antenna height above average terrain 630 ft. Conditions: Address to J. J. David, 3100 First National Bank Bldg., St. Paul, Minn.

KSTM-TV Court Plea Wins Stay of Ch. 11 Hearing

FCC's Jan. 14 hearing on St. Louis' ch. 11 was postponed one day before it was scheduled to start, following a stay issued last week by the S. Court of Appeals in favor of KSTM TV St. Louis.

Postponement was ordered by FCC Hearing Examiner Thomas H. Donahue, when the court told the FCC to hold up the hearing. The court, however, gave the FCC alternatives. These were (1) that KSTM-TV be allowed to participate in the hearing as an applicant, subject to the court's decision on the KSTM-TV appeal, or (2) that the FCC hold a separate hearing on KSTM-TV's application to determine whether it should be accepted or include that issue in the overall St. Louis hearing. Commission's decision on what course to take was under consideration the week end.

The Commission consistently has refused to accept an application from KSTM-TV for ch. 11 on the ground that an existing permittee may not apply for another facility in the same city. KSTM-TV operates on ch. 36. In its application for ch. 11 it offered to give up the uhf channel if it won the vhf grant. The Commission has held, however, that an existing permittee must first surrender its permit before being allowed to file for another frequency. Fact that the Commission refused to accept its application, which is for East St. Louis, Ill., without a hearing led KSTM-TV to appeal. Case for a temporary restraining order was argued two weeks ago [BT, Jan. 11].

Involved in the St. Louis ch. 11 hearing are St. Louis Amusement Co. (Ambassador Investment, 52%; Fanchon & Marco, 42%); St. Louis Telecast Inc. (60% owned by WEW); 220 Television Inc. (Harold Koplar and William Koplar Shenker) and CBS (KMOX).

Three New GOP Faces on Senate Commerce Unit

ORGANIZATION of the Senate Interstate & Foreign Commerce Committee last week. The Republicans retain their majority. Lineup is eight Republicans and seven Demo- crats.

Sen. Harry E. Capenham (R-Ind.) has left the committee to take a seat on the Senate Foreign Relations Committee (CLOSED CMR- tuit, Jan. 11). It was last vacant by Sen. Charles W. Tobey (R-N. H.), who died last summer. Sen. John Sherman Cooper (R-Ky.) also has left the committee to join the Senate Labor & Public Welfare Committee.

Before the current shift, there was a GOP vacancy. Thus, three additional Republicans were named to the committee. Sens. James H. Duff of Pennsylvania, William A. Purcell of Connecticut and Frederick G. Payne of Maine. There were no Democratic changes. Complete membership of the committee, according to seniority, is as follows:

Republicans—John W. Bricker (Ohio), chairman; Andrew F. Schoepping (Kan.); John M.

Sen. Duff

Sen. Purcell

Sen. Payne

Butler (Md.); Charles E. Porter (Mich.); Dwight Griswold (Neb.); Duff, Purcell, Payne. 
Butler—Edwin U. Moore (Mass.); Warren G. Magnuson (Wash.); Lyndon B. Johnson (Tex.); H. Burch (Wyo.); John F. Flood (R. I.); A. S. Mike Monroney (Okla.); George A. Smathers (Fla.).

Page 56 • January 18, 1954
He iss a really Terrible sight Will likely kill Sein self some night; By der beef steak ad, Ein double spread Ge-printed green Instead of red.

In such a fix He wouldn't be, If he used

**NHC-AM-TV**

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English*

WNHC-TV reaches more than 2,340,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

**VHF**

Channel 8

 Three steps cover New Haven on radio.

• saturation — write for details
• NBC affiliation
• complete merchandising service
TO HELP ease unnecessary administrative burdens upon FCC and the industry alike, the Commission last week abolished its requirement that each am, fm, tv and international broadcast station must file an annual ownership report Form 323 with the Commission [CLOSED CIRCUIT, July 6, 1953].

Effective immediately, the order states no report of ownership as of Dec. 31, 1953, will have to be filed this April 1, hence before the annual date for such filing.

Instead, the FCC order provides, the necessary ownership data must be supplied on Form 323 each three years when an am, fm or tv station submits its license renewal application.

The Commission said interim ownership reports still must be filed within 30 days after changes in ownership occur.

The order specified further that licensees of all stations required to file renewal applications on or before May 1 and after shall also file an ownership report on Form 323 pursuant to Sec. 1.343(a) of the Commission’s rules as herein amended. Copies of the order are being mailed all broadcast licensees, FCC said.

Earlier, FCC simplified the annual financial report Form 324 required to be filed by all broadcast stations [B&T, Dec. 28].

[Text of amended Sec. 1.343 will be published in FOR THE RECORD next week.]

Knowland, Chernoff Buy Into S. F. Bid

Publisher J. R. Knowland (KLX Oakland) and broadcaster Howard Chernoff buy 5% each of Channel Two Inc., one of four contestants for San Francisco vhf ch. 2.

ACQUISITION of part interests in Channel Two Inc., contestant for vhf ch. 2 at Oakland-San Francisco, by publisher J. R. Knowland and broadcaster Howard L. Chernoff was announced by Henry Chernoff, president of Channel Two Inc., before FCC was announced to include the ownership interests. Each acquires 5% holding.

Mr. Chernoff becomes executive director of the proposed tv outlet.

Mr. Knowland, father of Sen. William F. Knowland (R-Calif.), is publisher and editor of the Oakland Tribune and is a principal in operation of associated KLX Oakland. KLX dropped its ch. 2 bid at the last minute before FCC was included to include the ownership interests. Each acquires 5% holding.

Mr. Chernoff formerly was general manager of KFMB-AM-TV San Diego and was vice-president-general manager of the San Diego Journal when they were among the Capt. John A. Kennedy interests.

KFMB-AM-TV was sold to J. D. Wrather Jr. and Maria Helen Alvarez last year for $3.15 million. According to the Channel Two Inc. amendment, Kennedy Broadcasting Co. realized a profit of $1.87 million in the transaction.

Edward Petry & Co. subsequently bought 22% interest in KFMB-AM-TV for $633,000 [B&T, July 27, 1953].

Stoddard P. Johnston, president-general manager of Channel Two Inc. and step-son of Capt. Kennedy, announced the appointment of Mr. Chernoff as executive director of the proposed ch. 2 station. Mr. Johnston formerly was vice-president of KFMB-AM-TV.

In a move which will have implication in the Channel Two Inc. venture, Mr. Knowland stated: “I have always been interested in television as a new medium of communication... we feel that the Oakland people represented in Channel Two Inc. and together with the television management experience with which they have surrounded themselves, present an ideal opportunity for both of us to serve the people of the East Bay area.”

Other officers and stockholders: Secretary-Treasurer A. M. Biegler, vice-president First California Corp.; R. W. Breumer, vice president, Breumer & Co., Inc., controller, Safety Stores; Dr. Woodburn R. Lamb, Berkeley, vice president, Ingraham Read, former publisher of the Oakland Post Enquirer and head of the San Francisco-Bay area offices of Moloney, Regan & Schmitt, publishers’ representative; W. H. M. Mclure, General Business Forms Inc.; John W. Mervis, Pacific Coast manager, Pigment Chemical & Color Div., Sherwin-Williams Paint Co.; John J. Reilly, president, Western Dept. Stores, owner of Kahl’s in Oakland with stores also in Portland, Ore., and Tacoma, Wash.; M. B. Sh簕, founder and former control owner of Safety Stores; and Robert J. Christ, vice president and Pacific Coast manager of Dobekemood Co.

Mr. Johnston confirmed the leasing of 15,000 sq. ft. of space in downtown Oakland and said that architects are at work on plans for television studios and offices. Channel Two Inc.’s bid specifies a transmitter atop Mt. Bruno.

Other developments, according to Mr. Johnston, include retention of Robert Purcell, former operations manager of KTVT (TV) Hollywood, as consultant, and Stanley Sievers as chief engineer.

Mr. Johnston also announced signing of a contract with RCA for the purchase of $650,000 worth of equipment including that necessary for the transmission of color telecasts.

Aside from his 5% interest in Channel Two Inc., Mr. Johnston also are 27.5% owners of WTBO Cumberland, Md., and 47.5% owners of uhf ch. 15 WATP (TV) Parkersburg, W. Va., now on the air.

VOA Outlines Status Before Senate Group

VOICE OF AMERICA accomplishments since its parent, the U. S. Information Agency, was set up apart from the State Dept. was to be reviewed in the Senate Subcommittee on Foreign Relations, the program is chairmaimed by Sen. Bourke C. Hickenlooper (R-Iowa).

The Hickenlooper subcommittee questioning jumped the gun on Sen. Joseph R. McCarthy’s Permanent Investigating Committee in the Senate which was holding a meeting with Mr. Streibert next month.

The Senate Foreign Relations unit will have before it data submitted by USIA on its operations, including the Voice of America.

Material in the hands of the subcommittee reveals:

• The Voice has developed new radio programs for broadcast on foreign national networks and local stations under private auspices. Included are cultural and information programs.

• Cited is cooperation with private institutions, including the Jewish Community.

• Major construction by VOIA in the past six months was the completion (and current operation) of (1) Project Cast—the world’s most powerful longwave radio broadcasting station in the Philippines; (2) Project John—the 1 megawatt medium wave transmitter on Okinawa and (3) Project Jade—a megawatt medium wave relay station in the Philippines.

• Broadcasts are in 34 languages.

• While 370 posts at VOIA have been eliminated at overseas relay bases, broadcasting time has been maintained at “optimum value.”

• Some 300 films have been released for showing in 19 countries where tv exists as a medium.

B&T Story in 'Record'

NOTING that the remodeled Senate Radio-TV Gallery will be “an improved means of communication to the public of what is going on in the Senate of the U.S.,” Sen. Homer Ferguson (R-Mich.) last Wednesday inserted a report of a B&T article, “Radio-TV Find a Home on Capitol Hill,” in the Congressional Record. The article appeared in the Jan. 4 issue of B&T.

Rural Network Backs FCC Functional Fm Proposal

General Manager Donald K. deNeuf describes proposal as “strike forward.” He says it will speed new services, with no extra radio spectrum space.

RURAL RADIO NETWORK, fm station operator and network in New York State and Pennsylvania, told FCC last week its proposal to legal FM functional music fm operations “is most wholeheartedly supported and commended by this organization.”

The Commission, in its last major action of 1953, adopted a notice of proposed rule-making to allow fm stations to provide functional services on both a simplex and multiplex basis in addition to their regular broadcast program. The notice appeared Jan. 11, 4. Fm stations first would have to obtain a subsidiary communications authorization. The functional service would have to be similar to regular broadcast fare and could not be for such use as taxicab dispatching. Comments on the proposal are due Feb. 15.

In a letter to Chairman Rosel H. Hyde, Donald K. deNeuf, RRN general manager, stated he is sure “many other broadcasters will join with me” in describing the proposal as “a great stride forward.”

He pointed out that “many demonstrations have shown conclusively that additional channels of intelligence be broadcast over FM broadcast facilities without any interference to, or degradation of the high fidelity basic audio channel. These demonstra-
The KCMO Community Corn Club Contest is just a single example of Jack Jackson's stature among Mid-America farm groups. Jack, who is KCMO's Director of Agriculture, organized the first contest of its kind in Mid-America three years ago.

Since then, scores of rural and small-town civic groups have sponsored thousands of farmer-contestants in the competition to grow more and better corn.

This kind of progressive farm radio service has brought Jack numerous honors, including the current presidency of the National Association of Television and Radio Farm Directors.

Jack and his staff are either on the air or on the road the year round, serving the Mid-America farmer . . . and making sales grow for a number of sponsors.

His associates, Bruce Davies, Market Reporter and George Stephens, Farm Reporter, constitute an active, completely coordinated department operating full-time on KCMO-Radio.

Call KCMO or your Katz man for the full story on KCMO Farm Radio.
DIX, PHILIPPS HEAD WOR, WOR-TV SALES

NBC Cleveland sales executives William Dix Jr. (WTAM) and Charles Philips (WNBK [TV]) named as WOR and WOR-TV New York sales managers, respectively.

Changes in the top management of both radio and television sales departments highlighted a series of developments at General Teleradio's WOR-AM-TV New York last week.

Dipping into NBC's Cleveland executive setup, the stations named William P. Dix Jr., sales manager of NBC-owned WTAM Cleveland, as sales manager of WOR, and Charles Phillips, sales director of NBC-owned WNBK (TV) Cleveland, as sales manager of WOR-TV, both effective Feb. 1.

The new sales heads replace three WOR- and WOR-TV executives who, the announcement said, have resigned as of Jan. 31: Robert C. Mayo, sales director of both WOR and WOR-TV; John F. Sloan, WOR-TV sales manager, and William Crawford, WOR sales manager.

In the meantime it also was announced that WOR-TV now is ready to move the rest of its facilities to new studios in the Empire State Bldg., and, at the same time, that WOR-TV's existing 67th Street studios are being leased to NBC-TV for three years with options for extension.

The move from the 67th Street studios into more compact ones in the Empire State Bldg. brought corollary changes:

WOR-TV's Broadway Theatre, which when launched in the fall of 1952 was hailed as revolutionary in that it presented the same show from past Broadway hits live each night for a week, will be discontinued after the Jan. 29 performance. Harlem Detective was dropped last Wednesday. Both were produced in the 67th Street studios and the discontinuances, officials said, will remain in effect at least until WOR-TV's new studios can accommodate themselves with the obvious problems of producing live shows in much more compact studios" in the Empire State Bldg.

Mr. Dix


eworkers, but since additional services can be provided without consuming additional space in the radio frequency spectrum the proposal is most definitely in the public interest.

The nature of some specialized services is such that they do not require and cannot economically justify the cost of multiplex equipment to accomplish the objective, Mr. deNeuf pointed out. He said "simplex operation is sufficient. An example of this would be an audio function of specialized nature operating out of conventional broadcasting hours."

The RNR executive thought the proposal "is certain to give impetus to new developments. . . . It not only should be encouraging to fm operators, but since additional services can be provided without consuming additional space in the radio frequency spectrum the proposal is most definitely in the public interest."

FCC Grants 6 New Ams, Changes to 2 Outlets

Six new daytime am stations were authorized by FCC last week for Murphysboro, Ill.; Franklin, Ky.; Amory, Miss.; Church Hill, Tenn.; Rogersville, Tenn., and Paducah, Tex. The KODL permit went to KODL the Dalles, Ore., and WKNK Kingsport, Tenn.

Details of the new grantees are:

Jackson County Broadcasting Co., 1420 kc, 500 w daytime at Murphysboro, Ill.; Franklin Broad-
ing Co., 1220 kc, 500 w daytime at Franklin, Ky.; Charles C. Boren Jr., 1560 kc, 5 kw day-
time at Amory, Miss.; Church Hill Broadcasting Co., 1320 kc, 1 kw daytime at Church Hill, Tenn.; Rogersville Broadcasting Co., 1370 kc, 1 kw daytime at Rogersville, Tenn., and Paducah Broad-
casting Co., 1270 kc, 500 w daytime for Paducah, Tex.

KODL received approval to change from 1230 kc with 100 w night and 250 w day to 1440 kc with 1 kw unlimited, directional night. WKIN was granted a lost in power on 1320 kc daytime from 1 kw to 5 kw.

Mr. Stewart


to the changes in sales heads, Mr. Gray said:

"I sincerely regret the resignation of these men [Messrs. Mayo, Sloan and Crawford] after so many productive years. WOR and WOR-TV are very fortunate to be able to welcome as their successors Bill Dix and Charles Philips, whose sales records have been little short of sensational."

Stewart to Manage DuMont's KCTY (TV)

APPOINTMENT of Donald A. Stewart, who has been associated with the DuMont organization since 1944 in various stations and manufac-
turing executive capacities, as general manager of DuMont's newly acquired KCTY (TV) Kansas City was announced last week.

Ted Bergmann, director of the DuMont Television Network, noted that the appointment marks Mr. Stewart's return to the station management field, where he became "widely known for his highly successful management of Du-
Mont's owned-and-operated station, WDTV (TV) Pitts-
burg." Mr. Stewart headed the station from the time it went on the air on Jan. 11, 1949, until June 1951, when he became administrative assistant to the director of the DuMont Television Network in New York headquarters.

Mr. Stewart, who served most recently as national manager of new market development for the television receiver sales division of Allen B. DuMont Inc., has been associated with the firm, N. J., for five years. Mr. Stewart, N. J., took up his new duties at KCTY last Monday. The station was purchased two weeks ago by DuMont Labs, [B*7, Jan. 4], and will be operated as a unit of the network, which is a division of the corporation.

KCTY, which operates on uhf ch. 58, is said to be the first uhf station to be owned and directed by a network. Studios are in the Pick-
wick Hotel.

Mr. Stewart


to be the first uhf station to be owned and directed by a network. Studios are in the Pick-
wick Hotel.

Tribute to KSD-AM-TV

STORY of KSD-AM-TV St. Louis pioneering in the field of communications is told in a special supplement of the St. Louis Post-Di-
patch commemorating the Pulitzer newspaper's 55th anniversary. The KSD-AM-TV article pays tribute to the station's public service and to Post-Dispatch executives who early recognized the possibilities of the two electronic media, among them George M. Burbach, KSD-
AM-TV general manager, who in 1936 "witnessed a demonstration of television in England and . . . recognized its potential as one of the most influential social forces ever devised. . . ." KSD was licensed in 1922 and KSD-TV in 1947.

Broadcasting • Telecasting

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ANNUAL REPORT TO OUR ADVERTISERS

Since we make daily reports to our listeners on the business we carry, and the programs we feature, it seems only fair that we make an annual report to our advertisers who make possible this fine broadcasting fare.

First, KVOO listeners have continued to increase in number during 1953. They have made more money than ever before; they have spent more money for KVOO advertised products.

Second, during 1953, every recognized broadcast measurement service has again proved KVOO to have more listeners all of the time than any other station in Oklahoma's No. 1 market. This means your advertising dollars spent on KVOO again bought more listeners at lowest cost per listener.

Third, you'll be interested to know, too, that in 1953 KVOO had one of it's greatest dollar volume years in history.

WHAT'S AHEAD FOR 1954?

Every indication points to another year of expansion and growth in the KVOO market. Construction booms. Population growth is on a steady march. New industry builds new payrolls!

It's a year of opportunity in every field of business in Oklahoma's No. 1 Market, blanketed only by KVOO, Oklahoma's Greatest Station!

To get your share of this prime market, call, wire or write KVOO or your nearest Edward Petry & Company office for availabilities. You'll be glad you did!
Two Tv Starters
Begin During Week

TWO stations, one commercial and one educational, began operations last week. WEAR-TV, Pensacola, Fla. (ch. 3), affiliated with ABC-TV and represented by George P. Hollingbery, began commercial programming Thursday, Mel Wheeler, manager, reported. It is the second station there but first vhf.

Noncommercial WKAR-TV East Lansing, Mich. (ch. 60), started regular programming Friday. Its studios are located on the campus at Michigan State College. This is the third educational tv outlet in operation; the other two are KUHT (TV) Houston and KTHE (TV) Los Angeles.

WRTV (TV) Asbury Park, N. J. (ch. 58), is scheduled to start commercial operation this Friday. Dedictory program that evening will feature guest appearances by Gov. Robert Meyner and mayors of every community covered by the station, it was reported. Programming will run from 6 to 11 p.m. daily, stressing local events, news and feature films.

Test patterns of WBTM-TV Danville, Va. (ch. 24), went on the air last week and preliminary reports indicate excellent reception 65 miles away, according to Edward G. Gardner, vice president and general manager. Commercial operation is slated for Feb. 8.

WAPA-TV Set for February

WAPA-TV San Juan, P. R. (ch. 4), scheduled to begin programming next month, will be affiliated with NBC-TV and DuMont and represented by Carribean Networks Inc., New York, George E. Bell, general manager, said. Major part of its RCA transmitter equipment has been delivered.

Work is continuing on the tower of WKNY-TV Kingston, N. Y. (ch. 66), as 100 feet of its tower was raised into place last week, it reported.

WTRI (TV) Schenectady, N. Y. (ch. 35), expects to be on the air Feb. 15, H. C. Wilder, president, said. A 12 kw GE transmitter is being installed. The station will be a CBS-TV affiliate and represented by Headley-Reed.

A. A. Quint, general manager, WSDM-TV Superior, Wis. (ch. 6), reported the station is shooting for a March 1 on-the-air date. It is represented by Free & Peter.

Educational outlet KOUW-TV Seattle (ch. 9), U. of Washington, expects to be on the air next September.

Another educational station, WGBR-TV Boston (ch. 2), has begun construction on its transmitter house and also plans to start operation next fall.

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

ALABAMA
WMLS-TV Decatur, uhf ch. 23, Feb. 1.

CALIFORNIA
KQED (TV) Berkeley-San Francisco, vhf ch. 9, January '54.
KBID (TV) Fresno, uhf ch. 53, represented by Meeker TV Inc., January '54.

FLORIDA
WINK (TV) Fort Myers, uhf ch. 11, represented by Weed TV Inc., Feb. 1.

GEORGIA
WRDW-TV Augusta, uhf ch. 12 (CBS), represented by Headley-Reed TV Inc., Feb. 1.

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

MAINE

MASSACHUSETTS
WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Jan. 25.

MICHIGAN
WNEM-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed TV Inc., Feb. 1.

NEW HAMPSHIRE
WMUR-TV Manchester, uhf ch. 9, represented by Weed TV Inc., Feb. 15.

NEW JERSEY
WRTV (TV) Asbury Park, uhf ch. 58, Jan. 22 (granted STA Dec. 10).

NEW YORK
WEOK-TV Poughkeepsie, uhf ch. 21, January '54.

OKLAHOMA

OREGON
KPCF (TV) Salem, uhf ch. 24, January '54 (granted STA Aug. 29).

PENNSYLVANIA
WARM-TV Scranton, uhf ch. 16, represented by George F. Hollingbery Co., Jan. '54.

RHODE ISLAND
WNET (TV) Providence, uhf ch. 16, represented by Paul H. Raymer Co. Feb. 15.

SOUTHER CAROLINA
WACA-TV Camden, uhf ch. 15, January '54.
WSCV (TV) Spartanburg, uhf ch. 17, January '54.

TEXAS
KKGV-TV Weslaco, uhf ch. 5 (NBC), represented by Paul H. Raymer, Feb. 1.

UTAH
KUVT (TV) Salt Lake City, uhf ch. 2 (ABC), represented by George F. Hollingbery Co., Feb. 15.

VIRGINIA

WVSA-TV Fairmont, uhf ch. 35, represented by Gill-Penna Inc., Jan. 18.

WISCONSIN
WMAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Jan. 29.

WYOMING
KFBC-TV Cheyenne, uhf ch. 5 (CBS), represented by George F. Hollingbery Co., Jan. 31 (granted STA Dec. 3).

WSLS-TV Roanoke, Va., increased its power to 296 kw Jan. 10. In a program commemorating the boost, Fred L. Costaphorn, promotion director, pinned flags on cities in its coverage map as viewers phoned in reporting on clear signal reception. The station reported 525 long distance calls received from points as distant as Wilmington, N. C. (240 air miles away).


Patt, Kramer Sum Up WJR Progress in '53

LARGEST spot sales in its history was reported for WJR Detroit in 1953 by President John F. Patt and Vice President- General Manager Worth Kramer at an annual staff conference last week which reviewed the past year.

Mr. Patt said the Goodwill station set a record for its 27 years with local and national program and announcement sales $24,208 above the previous all-time high set for 1952, but added that network revenue declined a little.

He said the increase in WJR's spot sales was "particularly gratifying" in view of its rejection of more than $300,000 worth of business in 1953 which did not meet the station's "broadcasting standards." "We are more interested in maintaining the continued confidence of the WJR audience than in merely showing an increased sales volume," he said.

Other WJR accomplishments reported by Messrs. Patt and Kramer:

1. WJR participation in the nation-wide Alfred Politz qualitative study of radio listeners.

2. WJR's public service in airing vital information and providing emergency communications during the Port Huron and Flint tornadoes.

3. Showmanship and ultimate salesmanship displayed in WJR's "Goodwill Cavalcade" presentations to agencies, advertisers, and networks.

4. "On-the-spot" reports inserted in WJR newscasts in "full utilization" of radio's "unique flexibility" and which received "wide acclaim.

5. Stressing of essential information services in various WJR programs.

Both Messrs. Patt and Kramer predicted another prosperous year for WJR and the radio industry, based on program renewals and "key time" reservations.

WNBC Service Spots
Set for Fixed Times

IN THE MIDST of a snowstorm that kept New York radio and television stations busy keeping the public informed about traffic conditions, school closings and the prospect for more snow, NBC's WNBC New York last week announced plans for special services broadcasts on a year-around basis.

To be known as the "WNBC at Your Service" campaign and slated to start today (Monday), the project was explained by Hamilton Shea, general manager of WNBC and WNBT (TV), who cited broadcast services provided "during times of storms, disasters and other emergencies. However, we also feel that our concept of complete, regularly scheduled public service announcements available to the public at all times of the day or night, are just as important when there is no emergency as they are when special emergency broadcasts are required.

"Information concerning traffic, plane and train schedules, market weather and community services is important at all times, not just during emergencies. We feel that the great variety of special services we will provide at a specific time for specific types of announcements will attune the public to the availability of these services and will provide them with the special information they need, when they need it. They can also rest assured that WNBC will be on hand 24 hours a day to keep them informed.
When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Motors for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and lead-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. Therefore five Gates major branches plus a field engineer near you, no matter where you are.

Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you'll quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
Quincy, Ill., U. S. A.
STATIONS

with the latest and most up-to-date information for their benefit."

The various services will range from tips on planning vacations to assisting the jobless by broadcasting employment availabilities. A regular list of services will be broadcast daily to set the pattern and additional services will be provided throughout the year as required. So that listeners know when to listen for specific types of information, the announcements in each category will be carried at the same time and on the same program each day.

Categories planned at the start include traffic and weather service, train service, school service, flight service, farmers' data, marketing service, community reports, lists of community shortage and surplus items, pets lost and found, ship service, blessed events, events in New York, employment service, mariners' service, ski information, beach temperature reports, fishermen's service, scholastic sports service and pollencount reports.

A promotional campaign estimated at $250,000 was to be launched today (Monday) to acquaint listeners with the special broadcasts. The campaign is to consist chiefly of full-page newspaper ads and distribution of calendar cards listing the service reports and the times each will be broadcast.

Tele-Trip Buys KPOA
From McCaw, Keating

The $400,000 sale is believed to be the first to fall under the FCC's new multiple ownership ruling.

IN WHAT is believed to be the first station sale to comply with FCC's new multiple ownership rule, Tele-Trip Co., New York, has acquired KPOA Honolulu from J. Elroy McCaw and John D. Keating for $400,000 to Tele-Trip Co., New York aviation insurance firm. Sale is subject to FCC approval.

Messrs. McCaw and Keating have acquired WINS New York for $450,000 from Croxley Broadcasting Corp. and were required by FCC to give up KPOA and certain other interests [BT, Dec. 28, 1953]. At the time of the WINS purchase, however, FCC already had pending an order for Messrs. McCaw and Keating to dispose of KPOA under the Commission's duopoly rule when the pair joined with KGU Honolulu in the purchase of KONA (TV) Honolulu.

It is expected FCC will be asked to issue a certificate for tax relief in the KPOA sale. The KPOA transaction was announced last week by Howard E. Stark, New York radio-tv station broker, who handled the negotiations. KPOA will be transferred to Radio Hawaii Inc., a 100% subsidiary of Tele-Trip Co.

Principals in Radio Hawaii Inc. are President John M. Shaheen, president of Tele-Trip, and Finley Hollinger, executive vice president and general manager. Mr. Hollinger is KPOA general manager. This is the first venture into radio for the Tele-Trip group, it was reported.

Mr. Shaheen said that "on behalf of his company's stockholders and directors he was happy to announce the expansion of business activities to Hawaii in view of the impending Congressional bill to grant statehood to Hawaii. Opportunities for business development are increasing in the Hawaiian Islands and we believe that our companies' services will participate in this growth."

KPOA operates on 630 kc with 5 kw fulltime and is an MBS outlet. Under Mr. Hollinger's direction, the new owners plan to continue the present management policies and personnel, according to Mr. Stark's announcement.

Directors of Radio Hawaii Inc. include Eugene duPont III, Wilmington; H. J. Rand, Cleveland; John G. Getz Jr. and Roger Q. White, Chicago; Henry B. Lamy Jr., Philip Gandert, Joseph P. Knaus and Mr. Shaheen of New York; and Mr. Hollinger. FCC's approval to the WINS sale also requires Mr. McCaw to give up his holdings in either KILA Hilo, Hawaii, or KORC Mineral Wells, Tex. Mr. McCaw also has interests in KONA (TV); KLZ-AM-FM-TV Denver; KELA Centralia, KYAK Yakima and KALE Richland, Wash., and KYA San Francisco. Mr. Keating has interests in KONA (TV), KILA and KYA.

WTOP's Broadcast House
Sets 5 Weeks of Dedication

FIVE WEEKS of community participation events will feature opening of the new $2 million Broadcast House of WTOP-AM-FM-TV Washington. Located just off upper Wisconsin Ave. on the highest hill in Washington, the project is nearly complete.

Over 300 organizations and 550 schools will take part in 53 dedicatory days. They will be represented, along with other business and civic agencies, by documents to be placed inside an aluminum "Freedom Sphere," to be mounted as a landmark atop the building as a symbol of community participation.

Before installation the sphere will be taken around Washington to community events, at which memorabilia of Washington life will be placed inside. The sphere will endure 1,000 years, according to Kaiser Aluminum & Chemical Corp., its builder.

The new Westinghouse Electronic man, "Electro," and an accompanying robot dog, will have their world debut Feb. 2 at the Washington Ad Club's "Broadcast House Day." The robot man is 7½-feet tall and walks, eats, smokes and talks.

Everywhere You Go

AGREEMENT has been concluded by WCBS-AM-TV New York with the Port of New York Authority whereby the two stations will be promoted on Port Authority billboards and signs at bridges and tunnels entrances. According to Port Authority statistics, more than 72 million automobiles yearly use the six bridges and tunnels where the WCBS-AM-TV signs will be located.

WJBK-TV's New Tower
Put in Operation

STORER Broadcasting Co.'s WJBK-TV Detroit started regular use of its new transmitting tower—described as the tallest in Michigan and tied for second tallest in the U.S.—last Tuesday and presented a special program to mark the event at 7:30 that evening.

Featured on the program were President George B. Storer, J. E. White, Chicago; J. Mennen Williams; U. S. Sens. Homer Ferguson (R-Mich.) and Charles A. Potter (R-Mich.); Detroit Mayor Albert Cobo and U. S. Rep. George A. Dondoro (R-Mich.), representing the district in which the new tower stands. Mr. Storer in a short talk noted that the move to the tower, with use of 100 kw power (FCC maximum), increases WJBK-TV's coverage area by 40%.

The tower was set up by 1,057 feet tall, same as WBEN-TV Buffalo's, and two feet less than WSB-TV Atlanta's. WJBK-TV is on ch. 2.

KWTV (TV) Hosts Agency, Ad People at Luncheon

AS PART of an extensive station promotion effort, KWTV (TV) Oklahoma City today (Monday) began a series of luncheons in New York for national advertisers and agency personnel to acquaint them with information of the station's market, program, facilities and audience promotion.

Luncheons will be held daily through the next two weeks for representatives of a total of 40 advertisers and their respective agencies. Presenting data about KWTV (TV) will be John Griffin, president of the Oklahoma Television Corp., owners of the station; Fred L. Vance, sales manager, and Montez Tjaden, director of promotion, staff members, Avery-Knold Inc., national sales representatives of the station, will be present at each of the luncheons.

KWTV (TV), which began operations in December on vhf ch. 9, is a basic CBS-TV affiliate. According to a station spokesman, KWTV (TV) is in the process of constructing a 731,556-foot tower from which it will start transmitting shortly. Edgar T. Bell is executive vice president and general manager of the station.

WSAZ-TV Boosts to 100 Kw

WSAZ-TV Huntington, W. Va., reports improved reception in its fringe areas in Kentuckv, Virginia, West Virginia and Ohio, as a result of its transmitting with the FCC-authorized maximum power, 100 kw, for ch. 3.

Lawrence H. Rogers, vice president and general manager of the station, said calls were received from places as distantly separated as Pikeville and Morehead in Kentucky.

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You've got to ACT FAST!

1/2 sponsorship of Washington Senators Baseball Games on radio now available!

This is the hottest buy in Washington, D.C. It's going to be snapped up in no time. You'd better act fast. Call your nearest John Blair man—listed below... or HERMAN PARIS, collect, STerling 3-3800, Washington, D.C., for details. Don't dilly-dally. This can't last long!

The sports station in the nation's capital

WWDC

Represented nationally by John Blair & Co.

BOSTON—Statler Office Building, 20 Providence Street, Boston 16, Massachusetts. Phone—Hubbard 2-3163
CHICAGO—520 North Michigan Avenue, Chicago 11, Illinois. Phone—Superior 7-8659
DALLAS—Rio Grande National Building, Field and Elm Streets, Dallas, Texas. Phone—Randolph 7955
DETROIT—524 Book Building, Detroit 26, Michigan. Phone—Woodward 1-6030
LOS ANGELES—6331 Hollywood Boulevard, Los Angeles 28, California. Phone—Granite 6103
NEW YORK—Chrysler Building, East, 150 East 43rd Street, New York 17, New York. Phone—Murray Hill 2-6900
ST. LOUIS—1037 Paul Brown Building, St. Louis 1, Missouri. Phone—Chestnut 5688
SAN FRANCISCO—3012 Russ Building, San Francisco 4, California. Phone—Douglas 2-3188
WORD, WDXY (FM) Sold to WNOK Owners

Spartan Radiocasting sells the stations to the Columbia principals for $150,000.

SALE OF WORD Spartanburg, S. C., and associated WDXY (FM) for $150,000 to principals in WNOK-AM-TV Columbia, S. C., was reported last week by WOR President Walter J. Brown. Sale is subject to FCC consent.

Spartan Radiocasting Co.'s disposition of WORD is in accord with conditions of its authorization for a new tv station there on vhf ch. 7, granted after dismissal of a competing application by Broadcasting Co. of the South, operator of WSPA there and a subsidiary of Sun Life Insurance Co. Spartan has purchased WSPA for $400,000, also subject to Commission approval [B&T, Nov. 30, 1953].

WORD and WDXY are sold to a new corporation, WORD Inc., headed by Irwin Kahn, chief owner of WNOK-AM-TV; H. Moody McElveen Jr., WNOK-AM-TV general manager, and B. F. Kurtz. Mr. Kahn is president of WORD Inc.

WDXY is a CBS affiliate, assigned 5 kw on 950 kc, directional night. WORD, affiliated with NBC, operates on 910 kc with 1 kw, directional day and night. Transfer applications are to be filed at FCC soon, it was indicated.

Mr. Brown at one time was manager of WSPA and was founder of WORD. The operations were separated when FCC promulgated its duopoly rule. Aside from WSPA, Broadcasting Co. of the South also owns WIS Columbia and WISP Charlotte, N. C. It controls WIS-TV Columbia, with former stockholders in WMSC there holding part interest.

**WCBS-TV Revenue Gains 34% in 1953—Lawrence**

TOTAL revenue of CBS-TV's WCBS-TV New York during 1953 exceeded that of 1952 by 34%, with local and spot revenues gaining 35%, Craig Lawrence, station general manager, has reported.

Mr. Lawrence said WCBS-TV increased programming hours 24% in 1953, and noted that a 48% gain in local programming accounted for a substantial portion of the over-all increase. He said educational and religious program time had been increased 100% and other public service programming expanded.

Crediting daytime advertising with "a good share" of the climb in local and spot revenue, Mr. Lawrence declared: "Daytime announcement revenue ran 58% ahead of a year ago, while the program and participation business was double that of last year. For all types of service in the daytime the increase was 73%.

Mr. Lawrence said because of the increase in the number of homes served by WCBS-TV and higher ratings of its programs, the station boosted its Class A hour rate on April 1 from $4,000 to $4,500, and again on Sept. 15 to $4,800.

**Campbell Named Manager For KOTV (TV) Tulsa**

DICK CAMPBELL, in Southwest broadcasting and television for a decade and local program director of KOTV (TV) Tulsa, has been named KOTV station manager, according to Helen Alvarez, general manager and vice president of Weather-Alvarez Inc. Miss Alvarez, part owner of KOTV, continues as general manager.

Mr. Campbell joined KOTV in 1952 as an announcer. Previously he had been program director and news editor of KOME Tulsa, and general manager of the station for four years.

A native Kansan, he began his radio career in 1936 as an announcer and sales representative at KNGO Dodge City. Later he was with KFBI Wichita and KGQF Coffeyville, Kan.

**KSTM-TV Boosts to 275 kw**

KSTM-TV St. Louis, ABC-TV outlet on uhf ch. 36, Jan. 7 increased visual power to 275 kw, Marshall H. Pengra, president, has announced. KSTM-TV has been on limited power since it went on the air Oct. 23, 1953.

**Messrs. 'Lookit' & 'Four' Make the Break**

Puppets at WCBS-TV and WNBT (TV) now are trying their hands with commercials at station breaks promoting shows and stars that appear on their respective stations.

PUPPETS, which from the first days of television have shared the spotlight and the public favor with live entertainers before the tv cameras, have now expanded their operations into the field of commercial announcing. New York viewers in recent weeks have become well acquainted with "Mister Lookit," who pops up between shows on WCBS-TV to plug other CBS video programs, and "Mister Four," who performs similar chores for NBC's telecasts on WNBT (TV).

"Mister Lookit" is a jester puppet, wearing the traditional cap and bells, who, according to CBS-TV, "lives in your television set ... just leave the dials turned to WCBS-TV and he'll be along in no time. He may seem impertinent at first, but don't let his manner throw you. Like most show people, he's merely trying to be entertaining. Admittedly, he's a ham, but we think you'll find him pretty valuable to have around. He'll keep the inside of your picture-tube clean, he'll battle the static and he'll help to uncramble the ghosts in your set. Most important of all, however, he'll keep you posted on the best shows on television—the shows on the CBS Television network."

"Mister Four" is a puppet "but he's no dummy," WNBT said in its introductory ad for him in New York newspapers. "Actually, he's real smart," the copy read. "Without moving a muscle or ever touching the dial on his tv set, he watches the finest in all television ... He pops into sight between programs on ch. 4 and calls your attention to NBC shows so spectacular they excite even his mahogany heart."

"Rather stylish is Mister Four. Always dresses for the occasion. Describes a western program wearing chaps. Chats about our fancy evening-time shows garbed in white tie, topper and monocle, and trousers."

Noting that "Mister Four" is not the only "symbolic puppet in New York television," the WNBT ad reported "there's a new puppet too on one of our delightfully competitive tv stations. And while we would be the last in the world to start a Hatfield-McCoy between two puppets, we must report that our puppet thinks our neighbor's puppet has sawdust in his head."

This slur has so far been ignored by "Mister Lookit" and by William Golden, creative director of the CBS Television advertising dept., which brought the jester puppet into the world of television and promotion. Filmed by Punch Films in a series of 132 different 20-second trailers for CBS video programs, "Mister Lookit" is available to all of the network's tv affiliates.

In contrast, "Mister Four" is strictly a WNBT employee, concealing his activities to the New York area served by that station. He is the brainchild of Max Buck, director of advertising, sales promotion and merchandising for the station.
Ever look at your house this way?

Your electric company does!

1940—This was your house, measured by the amount of electricity you used before World War II.

1947—You used twice as much electricity. So your house seemed twice as big to your electric company.

Today—You use a lot more electricity—three times as much as in 1940! And all the while you were finding new ways to use electricity for better living, its price was coming down.

1960—You'll use about four times the electricity you used in 1940. Your electric company already is investing millions of dollars to have it ready.

This means that the electric light and power companies of America are planning and building well ahead for the nation's growing electric future. Their $10 billion expansion program is the largest in all industrial history. America's business-managed electric companies prove daily that they can meet the country's electric needs. In view of this, you have the right to ask whether any federal government electric power projects—paid for with your tax money—are really necessary. *America's Electric Light and Power Companies*.

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine*
Paglin, Ray Purchase KATL
From Talbot for $157,000
SALE of KATL Houston, Tex., by William Harry Talbot to Jules J. Paglin and Stanley W. Ray Jr., owners of three Louisiana stations, for $157,000 was announced last week. Sale is subject to FCC approval; application was filed last Thursday.

KATL began operating in 1947, has 5 kw on 1590 kc, directional night. It has no network affiliation, and is represented by Joseph Hershey McGillivra Inc. Its assets were listed as $133,142.69, with current assets of $56,583.17. Current liabilities totaled $9,748.63. In 1953, KATL lost $10,999.12, the application showed.


Terms of the agreement call for a cash settlement of $82,366.85 after FCC approval, and $75,000 to be paid over three years. Purchase is of all capital stock of Texas Broadcasters Inc., licensee of KATL.

Sister Lauds Atkinson
TRIBUTE was paid last week to the late George Cook Atkinson, 41, vice-president-general manager of KEAR Sea Mateo, Calif., by S. A. Sisler, president of the station.

Mr. Atkinson's death [At Deadline, Jan. 11] took place while he was on leave from the station because of poor health. Mr. Sisler, who will add the late KEAR general manager's duties to his own, said of Mr. Atkinson:

"George Atkinson did much to help build KEAR as the good music station of the San Francisco area. His tragic death will be felt by us most keenly, for many of the obstacles he had fought over are now about to be turned into successes. Our imminent increase to 10 kw took a great deal of George Atkinson's planning."

Mr. Atkinson went to KEAR in 1951 from WQXR New York and had been in radio a number of years, starting in Providence, R. I.

Voorhis, Moreland Named
At WMC Memphis Stations
APPOINTMENTS of Richard H. Voorhis as manager in charge of am and fm operations, and of Earl Moreland as assistant general manager in charge of tv, were announced last week by H. W. Slavick, general manager, WMC-WMCF (FM)-WMCT (TV) Memphis.

Mr. Voorhis previously was with NBC and CBS in New York. He began his radio career in 1946 at WUSN Charleston, S. C., where he later became sales manager. In 1949 he was general manager of KRUX Phoenix.

Mr. Moreland formerly was commercial manager of both the radio and tv stations.

MBS, AFFILIATES MEET TODAY IN BILOXI
Agenda includes Tuesday session wherein network officials will answer questions of station executives.

APPROXIMATELY 180 executives of stations affiliated with Mutual Broadcasting System had signified by last Thursday that they intended to be on hand for the MBS Affiliates' Convention which gets underway at Biloxi, Miss., this morning (Monday), and Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, estimated that

by the time the sessions open about 400 persons, including wives of executives, would be there.

Network officials, who relayed these estimates to Mr. Diehm, meanwhile, released final details of the agenda set up by affiliate leaders to hear and discuss the network's plan in programming, sales, advertising, and promotion, and to exchange views on the network's currently-shelved plan to pay affiliates in free programs instead of money.

The agenda, following the lines laid out by Mr. Diehm earlier [BT, Jan. 11], calls for today's session to be opened at 9:15 a.m. by Mr. Diehm, followed at 9:20 by programming reports by Vice Presidents Herbert Rice and B. J. Hauser, the latter laying out co-op program plans, and then by a report by President Thomas F. O'Neill. After lunch the affiliates will hear Administrative Vice President Robert A. Schmid report on advertising, promotion, sales, and then at 3 p.m. will go into a closed meeting to discuss what they have heard. Tuesday's proceedings, also starting at 9:15 a.m., will consist of an open meeting between the affiliates and the network management, with MBS officials answering questions posed by station executives.

The MBS delegation as announced last week will include, in addition to President O'Neill and Vice President Schmid, Rice, and Hauser, the following:

J. Glen Taylor, administrative vice president in charge of policy; K. E. (Pete) Johnson, adm. vice president in charge of production, station relations and engineering; Adolf N. Holt, vice president in sales; Julius P. Reebach, vice president in charge of program production; son, and others, and for the wives of affiliate members of network executives to be the guests tomorrow of Bellringth Gardens.

NBC Hollywood Shift
Announced by West
ORGANIZATIONAL changes at NBC Hollywood were announced last week by John West, vice president in charge of the Pacific Division.

Reporting to Frederic W. Wile Jr., who has been transferred to Hollywood as vice president in charge of the West Coast tv network programs division [BT, Dec. 28, 1953], will be Frank Cleaver, tv network program manager, and Thomas W. Sarnoff, production director of the West Coast tv programs division.

Reporting to Thomas C. McCray, new director of the West Coast radio network division, will be Harry Bubbeck, radio network program manager.

Mr. Sarnoff will work with Mr. McCray on production and business matters for the radio network division. Reporting to Mr. Sarnoff will be Joseph L. Kubin, new divisional business manager; Maurice Corwin, newly transferred from New York and general manager of broadcast operations, and Robert D. Thompson, new manager of film and kinescope operations and services.

Reporting to Mr. Sarnoff, under his additional duties as supervisor of the Pacific Division's general financial affairs under Mr. West, will be Frank V. Dellett, controller. Carol Ewing, new assistant controller, reports to Mr. Dellett.
A Statement on COLOR
from
Federal Telecommunication Laboratories

In view of the tremendous interest in equipment to meet the new FCC color specifications, we want the Television Broadcasting Industry to know exactly what Federal Telecommunication Laboratories has done and is doing with regard to color equipment.

Federal Telecommunication Laboratories produces a complete line of standard monochrome television equipment. Our VHF and UHF transmitters now incorporate many important basic concepts that meet the new color specifications.

Two outstanding examples of this are:

● The FCC Specifications require that the 4.5 Mc separation between picture and sound carriers shall be held to ±1000 cps in order to reduce mutual interference between sound and chrominance signals. Federal's transmitters use an exclusively designed circuit to electronically lock the aural transmitter frequency to the visual transmitter frequency with a precision such that the maximum deviation is ±100 cps.

● The FCC Specifications require a minimum phase shift of the chrominance sub-carrier signal with changes in video level to minimize color distortion. All Federal transmitters use mid-level modulation – a system that reduces the phase shift.

At present our engineering staff is completing the development of the remaining minor circuit modifications to enable all Federal transmitters now in the field, as well as those in current production, to transmit color.

Of particular importance is the fact that Federal transmitters have a built-in stabilizing amplifier that is being adapted to accept color inputs. This means that only the addition of a color monitor and a color distribution amplifier will be necessary to satisfy the minimum requirements for the transmission of network color signals.

The cost of these modifications will be nominal and will be published at an early date.

With the present outstanding performance characteristics of FTL's transmitters plus the minor modifications now being completed, you can be certain that Federal transmitting equipment will be fully compatible for the transmission of color as well as black and white.
MBS, REDLEGS SUED FOR $300,000 BY WNOP

Anti-trust suit involving ‘Game of the Day’ broadcast also charges Burger Brewing Co. and Midland Adv.

ANTI-TRUST suit seeking $300,000 in damages has been started by the Tri-City Broadcasting Co., operators of WNOP Newport, Ky., against Mutual Broadcasting System Inc., Cincinnati Baseball Club Co., Burger Brewing Co., Cincinnati, and Midland Adv., Cincinnati.

Complaint filed last Monday in the U. S. District Court for the Southern District of New York by Frederic A. Johnson of New York and Otis M. Bertelman and Morris Weintraub of Newport, attorneys for the plaintiff, contends that a contract entered into by the defendants with respect to the Game of the Day baseball program was in violation of several sections of the Sherman Act and Clayton Act, and resulted in loss to Tri-City Broadcasting Co., of $100,000 in general and special damage.

Mutual’s Game of the Day program carried play-by-play accounts of major league baseball games to various cities. Burger Brewing Co., through Midland Adv., sponsors the games of the Cincinnati Redlegs over WCPO Cincinnati.

NOW!

WICHITA AREA* PULSE

KTVH LEADS DAY AND NIGHT

*To assure an accurate KTVH area survey, Tele-pulse Report was made in Wichita, Hutchinson, and Winfield.

TOP 15 NIGHT SHOWS
KTVH . . . . . . 15
STATION X . . . 0

TOP 10 MULTI-WEEKLY
KTVH . . . . . . 10
STATION X . . . 0

Windy, the bright spirit of TV in Central Kansas, is jumping with joy over the first Kansas Telepulse Report. He’s inviting sales-wise advertisers to chart a rising curve with KTVH . . . . . . Nighttime ratings of 33.6 to 35.5 and multi-weekly ratings of 29.7 to 14.3. KTVH sales offices . . . Wichita and Hutchinson; studios in Hutchinson, Howard Peterson, General Manager.

CBS BASIC—DU MONT—ABC REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

The complaint declares there is a contract between Mutual and the Cincinnati Redlegs under which there can be no broadcast of the Game of the Day over any radio station located within a radius of 50 miles of Crosley Field in Cincinnati. It notes that the plaintiff’s radio station, WNOP, is located within 50 miles of Cincinnati.

Prior to the 1953 baseball season, the complaint continues, Tri-City and Mutual came to “an oral agreement and meeting of the minds and agreed that for the price of $10,000 Mutual Broadcasting System Inc. would furnish to plaintiff’s radio station, WNOP, for broadcasting to its listeners, the play-by-play description of The Game of the Day each time it was played except when the Cincinnati Redlegs were playing a home game in Cincinnati; and the plaintiff tendered to Mutual Broadcasting System Inc. the sum of $10,000 as the purchase price for the broadcast of said The Game of the Day in due and full performance.”

Cites Agreement

The complaint declares that Mutual refused to proceed with its oral agreement with the plaintiff and did not furnish WNOP with any broadcast of Game of the Day because of the network’s agreement with the Cincinnati Redlegs, thus depriving WNOP from “obtaining the play-by-play broadcast of any major league game for transmission to its listeners in Kentucky, Ohio, Indiana and other states.”

In naming Burger Brewing Co. and Midland Adv., as defendants, the complaint declares that in and about 1951 they entered into “a combination with the Cincinnati Redlegs to give the beer company exclusive use of radio broadcasts of the games played by the Redlegs in that city, ‘without competition from other broadcasts of major league baseball or from other commercial advertisers using such broadcasts as advertising media.’

The court, in a summons, required that defendants file an answer to the complaint with Mr. Johnson within 20 days of Jan. 11.

Mr. Johnson is a specialist in constitutional and corporation law who often is described as a “baseball lawyer,” because he has represented several players in suits against the major leagues with respect to the legality of the “re-serve clause.”

Five Renew on CBS Radio

RENEWAL of seven CBS Rad.: programs by five major sponsors was announced last week by John Karol, vice president in charge of network sales, who said the signings as renewed indication of the advertisers’ confidence in radio as a sales medium.

The advertisers, programs and agencies are: Procter & Gamble, Rosemary, Mon.-Fri., 11:45-12 noon, through Benton & Bowles; General Foods, Renfro Valley Sunday Morning Gathering, Sun., 8-9:15 a.m., through Foote, Cone & Belding; Metropolitan Life Insurance Co., Allen Jackson and the News, Mon.-Fri., 6-10 p.m., through Young & Rubicam, and Valve Waite, News on Columbia Pacific Radio Network, 11:15-11:30 a.m.; William Wrigley Jr. Co., Gene Autry Show, Sun., 5:30-6 p.m., through Ruthrauff & Ryan, and Yours Truly, Johnny Dollar, Tues., 8-9:30 p.m., through Arthur Mayerhoff & Co., Company Sales Co., Bill Shoedel and the News, Sat., 7 a.m. to 12:30 p.m., through Wallace-Ferry-Hanly Co.

KTSA to Join ABC Radio

KTSA San Antonio, Tex., will become affiliated with ABC Radio, effective March 1. KTSA, owned by Sunshine Broadcasting Co., with Charles D. Lutz as general manager, replaces KABC as ABC affiliate. The latter has signed to join CBS Radio on March 1 [B&Y, Jan. 4].
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 an "Imitates 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 &quot;I&quot; (for Imitates) has 37 tubes in its remote control system, failure of any one of 10 of which would put Jim's station off the air. The RUST system has NO TUBES.</th>
<th>SYSTEM &quot;I&quot; has 16 relays. RUST has 15 HIGHEST QUALITY relays. SYSTEM &quot;I&quot; has 23 control adjustments. RUST has one.</th>
</tr>
</thead>
<tbody>
<tr>
<td>System &quot;I&quot; has 24 tubes at the TRANSMITTER END, failure of any one of six of which would take the station off the air 'til an engineer could be located and sent to the transmitter to replace it. RUST 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>
</tbody>
</table>

* based on complete systems of comparable capacity

MORAL—Write, Wire or Phone...

the rust industrial company, inc.
608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.
AFM DETAILS ITS DEMANDS TO NETWORKS

Wage increases as well as further employment opportunities are asked.

DEMANDS for a 15% wage increase and approximately 24% rise in number of staff musicians were outlined by the American Federation of Musicians (AFM) to representatives of radio and tv networks at opening sessions in New York last Wednesday and Thursday to negotiate a new contract to replace the current pact, which expires Feb. 1. These conditions were presented at the initial session by an AFM delegation consisting of James C. Petrillo, president, and Al Manuti, president of Local 802, representing the New York area, and John Tegroen of Los Angeles.

Mr. Petrillo left for Florida Wednesday night but returns to New York today (Monday) when Federation negotiations will be continued. Thursday’s meeting centered around local problems.

Network representatives included John M. Clifford of the legal department, NBC, Mortimer Weinbach, director of labor relations, and Omar Elder, attorney and assistant secretary, ABC; James E. Wallen, administrative vice president in charge of finance, MBS, and William Fitts, director of labor relations, CBS.

AFM’s demands are interpreted as an approach to de-emphasize wage increase proposals and put the emphasis on getting a commitment from the networks to expand employment opportunities by using “live musicians” on all live programs. This view takes significance when it is recalled that initial AFM demands in negotiations in 1951 for the current contract were for a 50% increase [BT, Jan. 27, 1951], although the final settlement specified a 15% wage increase [BT, March 19, 1951]. It is believed AFM will settle for less than 15% if assurance is given on expansion of employment opportunities for musicians.

The attitude of musicians’ locals throughout the country, concerned with the substantial unemployment of musicians in a period of general prosperity in the past, and faced now with a more uncertain economy, was typified in a statement last week by Mr. Manuti, who said: “We are more interested in jobs than money. Because of the beating musicians have taken as a result of technological developments, our emphasis has shifted to efforts to create additional work. We think it unrealistic to concentrate exclusively on wage improvements when the basic problem in our industry is to put more musicians to work. Our principal goal in these negotiations will be to have musicians employed where they are now using records.”

According to a report to the 56th Annual Convention of the AFM last June, an estimated 1,779 musicians were employed steadily at radio stations and networks during 1951. It was pointed out that an accurate figure for television was not available, because in most cases, musicians were utilized on both radio and television. It is estimated that about 235 staff musicians are employed in New York by NBC, CBS, ABC, and Mutual at a base salary of $182.50 a week. Under AFM’s latest demands for expansion of network staffs, the number of regular musicians at ABC, CBS and NBC would be raised from the current 65 each to 80 each, and at Mutual, from 40 to 52.

On the other hand, the networks are reported to be considering a concession for themselves with respect to the position of the contract in terms of concerns with music on pre-recorded programs. Under the present pact, musicians are paid premium rates for pre-recorded sessions and the networks are said to be thinking in terms of a rate similar to that for live broadcasts. This position by the networks, according to one source, stems from an ever-increasing desire on the part of tv talent, as was the case in radio, to record programs in advance of actual broadcast.

Foreshadowed Earlier

AFM’s new approach to minimize wage increases and concentrate on gaining concessions for musicians in general, particularly the unemployed, was foreshadowed in an agreement reached on Jan. 6 with the recording manufacturing industry [BT, Jan. 11]. Though detailed information on the agreement was withheld pending the drawing up of a contract, an announcement pointed out that manufacturers had agreed to make additional contributions to the music performance trust fund, but made no reference to wage increases.

It is understood that the agreement, which will be for five years, will call for increases to the fund to be accomplished in two ways. It is said there will be an added 7½% increase on present contributions made by manufacturers on retail sale of records for two years, and another 7½% increase for the next three years. In addition, the fund will receive from manufacturers 10% of money paid to recording musicians for the first two years, which will be increased by an additional 10% for the next three years.

Money provided by the contributions are used by the AFM to put unemployed musicians to work in free concerts in hospitals, parks and in charitable institutions.
As an Editor trained in weighing Facts—

WHICH OF THESE 4 FORMS OF TRANSPORTATION WOULD YOU LIKE TO OPERATE?

We Americans make a great deal of noise about equality of opportunity in this country.

It is quite likely, however, that if you operated one of these four forms of transportation you'd make a lot of noise about inequity.

Suppose, for example, you operated a railroad. Naturally, you'd compete with companies using the waterways, the highways and the airways.

Only you, however, would have to pay out of your own pocket the cost of building and maintaining your right of way—in addition to paying taxes on it.

Only you would have to build and maintain your stations—and pay taxes on them—while various governmental bodies build and maintain airports, waterway facilities, highways, and bus and truck terminals for your competitors.

If you were in the railroads' position, you would undoubtedly feel as they feel: that they are placed in an unfavorable competitive position vis-à-vis other, subsidized forms of transportation—in addition to being burdened with many outmoded federal and state regulations that hinder them from operating at the peak of economic efficiency.

The railroads feel that the public would be better served if competitors in transportation were put on an equal basis—with all forms of transportation offering only services their customers were willing to pay for, instead of having part of them paid for by the taxpayers.... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
RCA MAY CONTINUE SUB-LICENSING GE, WESTINGHOUSE PATENTS, COURT FINDS

Under agreement in 1932 Consent Decree, RCA may continue to sub-license patents granted before the end of 1954 to GE and Westinghouse in specified fields until the patents expire, U. S. District Court for the Delaware District finds.

RIGHT of RCA to sub-license third parties under patents granted General Electric Co. and Westinghouse Electric Corp. on or before Dec. 31, 1954, after that date and until the expiration of the patents was upheld last week by the U. S. District Court for the District of Delaware.

Circuit Judge Albert B. Maris, in the name of the district court, on Monday issued an order denying a motion by General Electric, joined in by Westinghouse, asking that the terms of the Consent Decree accepted by these two companies and RCA on Nov. 21, 1932, be interpreted as terminating RCA's sub-licensing rights at the end of this year. RCA had vigorously opposed this motion.

Whether or not GE would appeal the decision could not be learned immediately. Company spokesmen would go no further than to say GE attorneys were studying the decision carefully and would have nothing to say until that study is completed.

It also was impossible to obtain any accurate estimate as to the value of sub-licensing rights in dollars and cents. Ernest B. Gorin, RCA treasurer, told B&T the corporation's licensing agreements jump all of the rights, under both RCA's own patents and those secured from other companies, into a single flat fee. Asked if $1 million a year might be a reasonable guess, Mr. Anderson expressed the feeling that that figure is excessively high, but again he stressed the point that there is no way to make an accurate estimate.

Brig. Gen. David Sarnoff, RCA board chairman, recently said RCA's income from patents has been greatly exaggerated and that in reality they had averaged less than $3.5 million a year in the past seven years, with the 1953 net down to less than $2.5 million (B&T, Jan. 11). Gen. Sarnoff also in that same talk pointed out that for the future such developments as transistors and color television, which are not among the inventions which RCA sub-licenses from GE and Westinghouse, will be most important. RCA is responsible for most of the developments in color TV, he said, and RCA and AT&T in transistors.

Consent Decree

The GE motion, filed June 10, 1953, stemmed from the Consent Decree entered into by GE, Westinghouse and RCA Nov. 21, 1932, following a government antitrust suit. GE and Westinghouse agreed, among other things, to divest themselves of their RCA stock and to change their patent license relations from those the government had complained about to those set forth in an agreement known as Agreement A-1.

Under this new relationship, Judge Maris pointed out in his opinion, "RCA was granted non-exclusive licenses under General Electric's and Westinghouse's patents in specified fields together with non-exclusive rights to grant sublicenses under those patents to third parties and the right to retain all royalties derived therefrom." GE and Westinghouse, each retaining non-exclusive sub-licensing rights under its own patents, did not, however, get such rights from RCA or from each other. "Thus RCA became, under Agreement A-1, the sole company which could license others in the radio fields under the patents of all three companies, although each could license others under its own patents."

Agreement A-1 is to terminate Dec. 31, 1954, but it provides that the licenses granted under it are to continue for as long after that date as the patents remain unexpired.

"The sole question raised by the present motion is whether the licenses which RCA has thus been granted by Agreement A-1 to continue during the remaining lives of such patents after Dec. 31, 1954, include the right to grant to third parties sub-licenses during that remaining period after Dec. 31, 1954. GE and Westinghouse urge that this right is not given by Agreement A-1 and the government takes the same view. RCA, on the other hand, contends the agreement clearly does confer such sub-licensing rights upon it for the remaining lives after Dec. 31, 1954, of all patents of General Electric and Westinghouse comprehended by Agreement A-1."

Noting the resolution of this question "is of great importance" both to GE, RCA and Westinghouse and "to the development of the electronic industry in which they are engaged," the
QUALITY IN MINIATURE!

LANGEVIN PLUG-IN AMPLIFIERS and POWER SUPPLIES

LANGEVIN-engineered to IMPROVE PERFORMANCE!

Miniature-designed to SAVE PANEL SPACE!

-for Radio and Television Broadcast, Recording Studios and Sound Systems

MINIATURE PLUG-IN PRE-AMPLIFIER OR BOOSTER AMPLIFIER TYPE 5116
Miniature plug-in two stage, low noise pre-amplifier or booster amplifier. The smallest high performance amplifier of its type. Meets highest FCC requirements. Miniature, excellent design and plug-in features make type 5116 ideal for installation in consoles and equipment racks. Push button metering facilities and gold plated plugs are standard at no extra cost.

MINIATURE PROGRAM BOOSTER or MONITOR AMPLIFIER TYPE 5117
A plug-in two stage, push-pull, fixed gain audio amplifier. The most compact amplifier available for this service. Outstanding quality recommends type 5117 for applications requiring outstanding performance and maximum availability. Push button metering facilities and gold plated plugs are standard at no extra cost.

PLUG-IN POWER SUPPLY TYPE 5208
A miniaturized power supply of extremely compact design. Built of highest quality component parts throughout, type 5208 is designed for continuous service. Capable of supplying power for 10 Type 5116 pre-amplifiers or lesser combinations of types 5116 and 5117. Overall length 10 3/4", width 2 5/8", height 3 3/4".

LANGEVIN MANUFACTURING CORPORATION
37 WEST 65th STREET, NEW YORK 23, N. Y.
A SUBSIDIARY OF THE W.L. MAXSON CORPORATION

NEW! File Catalog for broadcast engineers and sound technicians available without obligation. Request your copy today—just call or write, on company letterhead, to:

LANGEVIN MANUFACTURING CORPORATION

EXPORT DISTRIBUTORS: INTERNATIONAL STANDARD ELECTRIC CORPORATION, 50 CHURCH ST., NEW YORK CITY
opinion stated that it is clearly in the public interest for the court to settle this question..."

After a thorough analysis of the wording of Agreement A-1, Judge Maris concluded that "not only the licenses but also the other rights given by the agreement are to continue in force as they relate to apparatus made or sold, or business done, under patents acquired prior to Dec. 31, 1954. It would certainly appear that the right to sub-license under any such patent is such a right particularly where as here the business of sub-licensing is a substantial part of the business done by RCA under the patents under which it has received licenses pursuant to the agreement."

DuMont Makes Entry Into Mobile Radio

ALLEN B. DuMONT LABS is entering the field of mobile radio communications and will develop, manufacture and market DuMont mobile radio transmitter and receiver equipment, Dr. Allen B. DuMont, president, announced Thursday. This part of the DuMont operation will be handled by a newly created division, the Communications Products Division, which will also take over the activities of the company's Television Transmitter Division.

Herbert E. Taylor, formerly manager of the transmitter division, has been named manager of the new division, according to Dr. DuMont, who also commented:

"Entrance of DuMont into the field of mobile radio transmitter and receiver communications signals another step in the continuing diversification of electronic products developed, manufactured and marketed by DuMont Labs. It launches the company as a major competitor on a nationwide basis in a broad new field with many major markets."

Philco Corp. Develops Transistor With Silicon

DEVELOPMENT of a transistor using silicon instead of germanium was announced by Philco Corp. last week. Silicon transistor can operate at temperatures higher than germanium, David B. Smith, Philco research vice president, told the Washington section of the IRE at a meeting Jan. 11. Germanium loses its efficiency at 212 degrees, Mr. Smith said, while silicon retains its transistor properties up to 700 degrees. This permits use of transistors in equipment where great heat is generated, such as guided missiles, jet aircraft, Philco officials said.

This is believed to be the first time anyone has succeeded in producing a transistor with silicon, Mr. Smith said. He also emphasized that silicon transistors are not yet commercially available.

Last month Philco announced the development of a surface barrier transistor, said to operate with higher frequencies and lower power than previous transistors [B&T, Dec. 7, 1953].

GE Enlarges Broadcast Gear Marketing Staff

ENLARGEMENT of the marketing staff for broadcast equipment in the commercial equipment department of the General Electric Co. in Syracuse was announced last week by Frank P. Barnes, manager of marketing for broadcast equipment, with the appointment of five long-term employees to executive positions.

Products included in the broadcast equipment category are said to include transmitters, antennas and studio gear for radio and both black-and-white and color television stations.

Albert F. Wild, who has been with GE since 1937 in engineering and sales work, was appointed manager of sales in the department. He served most recently as Boston district sales manager.

Simon Appointment

Appointed as manager of product planning was Charles J. Simon, who has been associated with the company since 1942 in engineering and sales capacities. He assumed his new post from that of district sales manager of broadcast equipment in New York. C. Wesley Michaelis, who has been with GE since 1942 in various sales and marketing posts, was named manager of marketing research and administration. He had been supervisor of marketing service for the commercial equipment department in Syracuse since 1951.

M. Roy Duncan was appointed manager of program service from his post of supervisor of field engineering in the commercial equipment department. He joined GE in 1943 as a student engineer.

Appointed as manager of advertising and sales promotion for the department was Roy D. Jordan, who has been associated with the company since 1927. Following service as a student engineer, Mr. Jordan began a varied career in GE publicity and advertising work in 1928. He served most recently as advertising and sales promotion manager for the commercial and government equipment department, which has been discontinued.

Color TV Gear Production

On Regular Basis—RCA

COLOR TV gear production is now being produced on a regular commercial production line basis, RCA announced last week. Previously all such equipment was custom built [B&T, July 6, 1953]. Prices will remain about the same, an RCA spokesman said. These are, according to last July's announcement, $14,380.50 for rebroadcast of network colorcasts; $12,230 for test equipment; $7,480 for color synchronizer. $31,378.80 for slide equipment. $49,398.80 for film equipment, and $66,380.40 for live camera chains.

RCA also announced that custom-built color cameras, ordered previously, would be shipped within the next 30 days to WKY-TV Oklahoma City, WBAP-TV Fort Worth, WBN-TV Buffalo, WTMJ-TV Milwaukee, WCCO-TV Minneapolis and KTLA (TV) Los Angeles. It also reported that cameras would go to NBC and CBS. The latter network, it said, increased its original order to a total of 12 cameras.

In the next few weeks, equipment for network color broadcasts were due to go out to 50 stations. Already equipped, RCA said, were 26 stations in 20 cities [B&T, Jan. 4].

The third RCA color clinic for broadcast engineers was scheduled to get underway at Camden this morning, with 10 Western Electric, 15 CBS, 19 NBC and 40 station engineers in attendance.
with new high gain
GABRIEL UHF ANTENNA

ITS SIGNAL POWER...
IS SELLING POWER!

Within a week after it went on the air, WACH-TV, Newport News, amassed a well documented sales story for powerful promotion of its market coverage. When it requested audience reports on reception, acclamatory letters and cards poured into the station. Many from technicians and TV servicemen, all enthusiastic about signal strength and clarity — and from as far as Burlington, N. C., 179.5 miles from transmitter site!

HOW NEW GABRIEL UHF ANTENNA* COVERS WACH-TV'S MARKET

■ DELIVERS 20,000 watts ERP, visual — at 351 feet. Power gain of 24.3, rated power handling capacity 10 kw.
■ NULL FILL-IN, built in electrically, eliminates wide areas of low field strength and consequent multipath reflections.
■ SIMPLY SUPERIOR! — smooth, clean-cut structure integrates mechanical and radiating members. Result — a relatively low cost antenna which eliminates de-icing and field repair problems, has no insulator except for gas seal.

GABRIEL UHF ANTENNA CAN MAKE YOUR MARKET BIGGER!

Models available for all channels to meet requirements of big city or small community coverage. Null Fill-in and Beam Tilt optional on all units.

WRITE for Bulletin TV-213 or request recommendations to meet your specific requirements.
Don't Await Color To Buy Sets—DuMont

BUY black-and-white tv sets now and don't wait for color, which may be years away at prices you can afford.

That, in essence, was the message given to viewers Thursday evening by Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Dr. Thomas T. Goldsmith Jr., DuMont vice president in charge of research, and Kenneth B. Willson, president, National Better Business Bureau, during a panel program, "What's the Story on Color TV?," telecast on the DuMont TV Network, 9-9:30 p.m. About 20 stations took the program live at that time, with more than 120 scheduled to broadcast it by teletranscription within the next week, it was said.

Threshold of Color

Noting that the industry is "just on the threshold of color," Dr. DuMont warned his audience that "it's going to be quite a while, probably two or three years, before we can expect any widespread use of color television." He pointed out that advertisers will demand a great many color receivers in homes before they will be willing to put on most of their programs in color, and that the present limitation of studio color equipment is such that "there probably won't be more than one or two programs a week in the next few months in color.

Mr. Willson summed up the public interest aspects of what Dr. DuMont and Dr. Goldsmith had to say by stating that the facts about color tv "should allay the fears of millions who have deferred the purchase of a television set in the mistaken belief that the advent of color would automatically relegate all black-and-white receivers to the junk heap."

Color Tv Sets Will Sell, Westinghouse's Newcomb Says

FIRST indication that some manufacturers think color set sales may spurt beyond expectations was voiced last week by T. J. Newcomb, manager, Westinghouse Television-Radio Div.

After reporting that Westinghouse was producing color receivers in "limited quantities," and estimating that it is improbable that the industry will produce color sets in great quantity during 1954, due to short supply of color tubes and other components, Mr. Newcomb added:

Purchasers of these color sets will be able to view all television programs, since color sets receive black-and-white as well as color programs. For this reason, the demand for color receivers may exceed our present expectations.

Costs of Models

First Westinghouse receiver will be a full-door mahogany console with 12½-in. picture, priced between $800 and $1,000, Mr. Newcomb said.

Meanwhile, Sylvania Electric planned to put a sample color receiver in the hands of all distributors by March, and dealers shortly thereafter, according to Bernard O. Holsinger, general sales manager, Sylvania's Radio & Tv Div. Initial price was indicated to be about $1,150.

Halcicrafters Backs RCA

RCA won another adherent last week to its claims that it was largely responsible for compatible color television [BT, Dec. 23, 1953, et seq.] when William J. Halligan, president of Halcicrafters Co., called the present color television system "basically the RCA system with improvements in the signal content which were developed by the rest of the industry, notably Hazeltine Research Inc., Bell Telephone, General Electric and others."

Mr. Halligan's statement was made in a letter to Brig. Gen. David Sarnoff, RCA chairman, Sen. Edwin C. Johnson (D-Colo.) complimented RCA for having won "a great victory" in getting color tv to the American public [BT, Jan. 11].

Standard Demonstrates Multicon Camera Chain

NEW Multicon (TE-468) camera chain was demonstrated in Washington last week by Standard Electronics Corp., subsidiary of Claude Neon Inc. The Multicon is described as a complete studio tv camera chain or all-picture source, including four lenses, monitor, amplifier and related accessories. It carries a price of $12,000, with deliveries to start in 90 days.

Heart of the camera is the Multicon tube. Standard has an exclusive American franchise for this Philips (Netherlands) development, not previously used in this country. It is said to have many characteristics not found in image tubes. A new version of the Multicon being developed by Philips is said to have five times the sensitivity of the current tube.

The Multicon chain was shown at the Statler Hotel, Washington, last week and at the U. of Alabama the previous week. It now goes back to the Newark plant for final design changes and production. Standard recommends 75 foot-candle studio lighting for the Multicon.
Rich captive market in the heart of the nation covered exclusively by

KHOL TV

"The TV Link in the Heart of the Nation"

128,300 potential TV homes, with an EBI of $505,153,000 completely isolated from competitive TV markets.

NOW! YOU CAN CASH IN ON ONE OF THE NATION'S WEALTHIEST, NEWEST TV markets - EXCLUSIVELY on 56,000 WATTS

CHANNEL 13 • KEARNEY, NEBRASKA

ONLY VHF STATION IN CENTRAL NEBRASKA

Represented Nationally by MEEKER, TV, INC.

owned and operated by BI-STATES COMPANY, 414-416 East Ave., HOLDREGE, NEBRASKA

Duane L. Watts, Gen’l Mgr.
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA than any other television station in Kentucky and Southern Indiana

19.8% GREATER CIRCULATION than the area's leading NEWSPAPER!

627.3% GREATER CIRCULATION than the area's leading NATIONAL MAGAZINE!

You of course know that in determining a VHF station's effective coverage—particularly in fringe areas—Tower Height is most important, Low Channel is next and Power is third.

WAVE-TV's tower is on top the highest hill in this area—is actually 419 feet higher than Louisville's other VHF station!

WAVE-TV's Channel is 3—the lowest in the area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Ask your local dealers and distributors about the big new WAVE-TV market and the coverage you get with WAVE-TV.

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC Spot Sales, National Representatives
If cleverly conceived and executed, I.D. slides can do much to establish the character of a television station. Those in use today are many and diverse, some borrowing their themes from known features of the community the station serves (i.e., the Miami skyline for WTVJ[TV]), others from the station's own trademark. On the theory that what one station develops in I.D.s may suggest ideas that can be adapted by another, B*T is starting an I.D. collection, beginning here. The editors will welcome contributions from any tv station, reserving the right to publish only those which are believed to have merit. The collection is opened with a sample of I.D.s in use at WTVJ(TV) Miami.

The I.D. above is one of several which WTVJ uses at 11 p.m. with accompanying audio reminding viewers to tune down the volume of their tv sets in deference to neighbors who may want to sleep. Other slides here shown are run-of-schedule station identifications which are mixed throughout the day to provide variety.
Nobody likes it but the network which has had exclusive TV rights. Yet the NCAA's tight control of college football television will be retained for another season. Why?

AROUND several hundred college campuses the most kicked-about object, next to a football, is football telecasting.

Four years of experimenting with monopolistic video controls have left these colleges, through their own trade association (National Collegiate Athletic Assn.), aware that telecast football is not keeping pace with the appetite of the expanding TV audience.

One of the few industrial empires able to handle sponsorship of a nationwide Saturday afternoon schedule—General Motors—is unhappy about its 1953 football schedule—spotted with games of minor interest to vast sections of the country. Reputed to have a 1954 option, GM is said to be casting inquiring glances toward NCAA's hated enemy, professional football.

Eager for a benevolent sponsor yet unwilling to separate the schedule into sectional games of sectional interest, large numbers of NCAA member colleges are completely at a loss to find a satisfactory way to handle a communications colossal that holds the potential power, in their belief, to destroy campus football.

What can be done about this problem? Should colleges run a monopoly because they figure TV is gnawing at the vitals of an exciting game and vast industry?

For football is big business at many colleges, much as they shudder at mere mention of any such concept. It is financed in several ways—gate receipts, TV-radio fees, game concessions, curricular budgets and unofficial assistance by loyal alumni.

The football package in the autumn of 1953 involved an average of $120,850, paid to NCAA weekly by GM in rights payments for each of 11 games carried on NBC-TV hookups ranging upwards to 92 stations.

With new television stations taking the air every week, NCAA is now starting to wonder if its football package may become too expensive for any major sponsor.

Projected into this scene in recent weeks is the appeal of color television. This newest element in the chaotic football scene is even more disturbing to those who direct college athletic programs. Sensing the appeal of colorful uniforms, gay crowds, and green gridirons and finally the drama of the game itself, those who guide NCAA's destinies can figure only one way to control television—set up an impregnable monopoly limiting it to one nationwide game per Saturday.

The well-publicized sport of football has acquired fantastic importance at many institutions. Weekly odds on the gambling cards and the standings of the gridiron clubs as compiled by press associations are more important to many old grads, students, prospective students and countless millions of "subway alumni" than the calibre of the curricula and the progress of pedagogical arts.

Fired by competitive enthusiasms, often bearing little relation to educational values, colleges find themselves afraid to release their desperate grip on the tail of a monopolistic bear. They find themselves, too, in frantic quest for the talents of highly paid coaches. The coach who can split a TV is apt to get double or triple the salary of a professor who can split an atom.

Against this background, NCAA's colleges are anxious to preserve the sport of football from the hazards of Saturday afternoon television—plus Saturday evening and Sunday telecasts of professional games. At big colleges with costly stadiums and expensive sports operations, as well as those with more modest programs, attendance at the football gate is critical. As most any educator will chant at the drop of a headgear, "Football finances all our other sports."

Fear of the Future

Confronted by an intransigent public craving for (1) well-played football and (2) football telecasts, NCAA's colleges face television's bright but uncharted future with fear, foreboding and a sense of acute frustration—plus a practical appreciation of televised football's financial rewards. While colleges continue to grope for a TV football formula satisfactory to the educational structure and public alike, they keep a hopeful eye directed toward the financial potentialities of subscriber television and an eager ear tuned to the glowing promises of golden streams that may emanate from theatre television.

Subscription television was described at NCAA's recent meeting [BET, Jan. 11] as the economic savior of college education in a telegram from Paul McNamara, of International Telemeter Corp. Detailing experiments at California's plush desert resort, Palm Springs, he said the Southern California-Notre Dame game was "a 100% sellout at $1," with 70 sets equipped for metered service. He conceded existence of a novelty factor in this first offering.

Citing public-room tests, he said 131 persons paid to see the same game at the swank Racquet Club, adding that first-run movies were well received at fees ranging from 80 cents to $1.35. On the basis of his tests, he told NCAA that subscriber service perhaps can solve the economic problems of educators, including higher pay for teachers, buildings and other desirable projects.

Research experts might question the applicability to the general population of tests conducted in Palm Springs society. The members of the Racquet Club could as easily light a Corona-Corona with a $1 bill as put it in a subscription TV machine. Quite aside from the uncertain prospects of subscription television, however, there is need for information that falls in the category of sound research.

NCAA's research shows nationwide football telecast ratings ranging from 24.8 to 44.6, with over 11 million homes reached on the peak day (see table, page 83).

If NCAA's members are ever scared unto death at football telecasts, or any telecasts, for that matter. With hardly anyone happy about the way television is restricted to a one-network, one-sponsor basis—aside from the network—puzzled educators no longer cringe when Notre Dame, No. 1 exponent of winning football, charges them with using dictator tactics because they are afraid to let education, football and television find their own economic levels in the American tradition.

NCAA's football television policy is drafted annually by a dozen earnest educators and athletic directors who meet a half-dozen times a year and try to solve problems that would challenge a corps of full-time experts. If they aren't too pleased with their product, they have the consolation of watching gate receipts stay close to the 1947-48 postwar peak while still providing the public with a lone weekly game on TV.

NCAA's research compares 1953 attendance to this abnormal postwar period, when pocketbooks were bulging and commodities scarce. However, NCAA deeply resents the NARTB claim that football TV research is spotty and inadequate just as it is unhappy.
MONOPOLY BE BROKEN?

By J. Frank Beatty

about the realistic statement by NARTB President Harold E. Fellows, "You cannot measure the effect of television or radio broadcasting unless there is radio or television broadcasting."

What really redounds the wattles of college educators is the discovery by the professional National Football League that television builds fan interest and increases the attendance potential — which NARTB has been trying for years to tell the colleges. The pros have just enjoyed their best attendance year, and they are building fans at a rate that is of major concern to educators. NCAA's answer is that television cut college football attendance 27.7 % last autumn.

There are other worries, too — General Motors, for example. The colleges show no intention to open up the tv schedule by allowing a flexible regional format. The sponsor doesn't like the present format, obviously preferring to select the most appealing games. With only one change in the 12-man NCAA tv Committee, the 1954 video program is likely to be almost a carbon copy of the 1953 version.

A Little for Everybody

NCAA quite naturally wants every region represented in the autumn schedule and is frightened at mere mention of regional hookups such as a schedule of Big Ten games. This accounts for such curious scheduling as Utah-Brigham Young on Thanksgiving Day.

Offering consolation to NCAA is research showing that public reaction to last fall's schedule was 90 % favorable, aside from the unfortunate four-game panorama attempted Oct. 24.

These, in essence, are the basic issues of college football telecasting. Colleges are unhappy. The public, without a vote, takes its weekly game and gets a lot of fun out of it. Small-college officials, who mean that only two small-college games were telecast all last fall and these on a local basis, are afraid that tv will hurt their gate and they hesitate to oppose big-name giants of education. So winning schools with top-flight football — Notre Dame, Penn, Big Ten and Pacific Conference — want to break up the one-game-a-Saturday policy.

The monopoly is maintained by a procedural weapon wielded within NCAA. By getting an NCAA convention vote on the upcoming year's tv policy plus a later mail referendum on the complete football telecasting policy, members must vote by mail on the package with no chance whatever to vote down any of its elements. Inevitably the votes for tv regulation are overwhelmingly in favor of strict limitation.

What can be done?

BROADCASTING • TELECASTING asked a cross-section of college administrators and athletic officials if they felt the NCAA plan is the answer to the college problem. What about the future? What about the present? The past?

Here are their answers, in capsule form, including a few appropriate comments made in convention debate:

J. Shober Barr, Franklin & Marshall, NCAA vice president-at-large for small colleges and member of tv Committee — College football is important to small colleges as well as large colleges. Football is being forced to night games. Saturday afternoon belongs to college football. The 1954 tv Committee has the benefit of the work of past committeegate receipts. We are not affected by game telecasts. Small college football will not be ruined by television, and we constitute a majority of the NCAA.

Asa S. Bushnell, commissioner of Eastern Conference — We feel the plan in effect the last two years is the best answer at this time, particularly the feature requiring representation of all sections in the schedule.

Peter Carlesimo, Scranton U. — Let's have either no television or unlimited television.

Harry G. Carlson, U. of Colorado — Money appears to be the god we all worship. Why not split up football receipts?

C. Harvey Cassill, U. of Washington and member of tv Committee — It would be desirable for the convention to have a chance to discuss the television program for

### OFFICIAL NCAA 1953 FOOTBALL TV RECORD

<table>
<thead>
<tr>
<th>Date</th>
<th>Game</th>
<th>Number Stations</th>
<th>Total Sets</th>
<th>Nad Tv Rating (Nielsen)</th>
<th>No. Homes Reached</th>
<th>% Share of Audience</th>
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<tbody>
<tr>
<td>Sept. 19</td>
<td>Nebraska-Oregon</td>
<td>79</td>
<td>25,507,200</td>
<td>31.6</td>
<td>7,679,000</td>
<td>59.2</td>
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<tr>
<td>Sept. 21</td>
<td>Duke-Duke-Jefferson</td>
<td>77</td>
<td>25,595,660</td>
<td>24.8</td>
<td>5,375,000</td>
<td>58.9</td>
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<tr>
<td>Oct. 3</td>
<td>California-Ohio State</td>
<td>84</td>
<td>22,690,000</td>
<td>42.5</td>
<td>10,349,000</td>
<td>55.7</td>
</tr>
<tr>
<td>Oct. 10</td>
<td>Texas-Oklahoma</td>
<td>87</td>
<td>25,825,000</td>
<td>34.4</td>
<td>8,376,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Oct. 17</td>
<td>Alabama-Tennessee</td>
<td>86</td>
<td>25,940,000</td>
<td>30.5</td>
<td>7,561,000</td>
<td>65.2</td>
</tr>
<tr>
<td>Oct. 24</td>
<td>Panorama Program</td>
<td>85</td>
<td>26,095,000</td>
<td>29.0</td>
<td>7,189,000</td>
<td>57.4</td>
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<tr>
<td>Oct. 31</td>
<td>Minnesota-Pittsburgh</td>
<td>88</td>
<td>26,229,000</td>
<td>27.7</td>
<td>6,847,000</td>
<td>61.6</td>
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<td>Nov. 7</td>
<td>Regionalized Program</td>
<td>89</td>
<td>26,344,000</td>
<td>34.2</td>
<td>8,471,000</td>
<td>56.6</td>
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<td>Nov. 14</td>
<td>Michigan State-Michigan</td>
<td>90</td>
<td>26,523,000</td>
<td>30.8</td>
<td>7,845,000</td>
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<td>Nov. 21</td>
<td>USC-UCLA</td>
<td>89</td>
<td>26,682,000</td>
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<td>11,340,000</td>
<td>55.5</td>
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<td>Nov. 26</td>
<td>Utah-Brigham Young</td>
<td>90</td>
<td>26,783,000</td>
<td>36.7</td>
<td>9,254,000</td>
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<td>Nov. 28</td>
<td>Army-Navy</td>
<td>90</td>
<td>26,841,000</td>
<td>40.8</td>
<td>10,387,000</td>
<td>—</td>
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<tr>
<td>Dec. 5</td>
<td>Notre Dame-SMU</td>
<td>92</td>
<td>27,000,000</td>
<td>34.3</td>
<td>8,736,000</td>
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<td>Average</td>
<td></td>
<td>86.6</td>
<td>26,328,292</td>
<td>33.9</td>
<td>8,468,615</td>
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Television is fluid. I agree with President Harold E. Fellows of the NARTB that there must be more research.

Dr. Harry C. Byrd, retiring president of Maryland U. — I've opposed curtailment of television from the start. We shouldn't limit the schedule to one game a Saturday. Possibly unrestricted television will hurt attendance at some games but that doesn't justify this type of control. Television will build fans and stimulate interest just as radio has helped the game — and you remember how they once said that radio would kill college football.

John W. Breen, Lake Forest College — It's a sad commentary if we say that physical education at America's colleges depends on the coming year but this would take away the tv Committee's power and would require long convention discussion. We feel regional television would help the Pacific Coast Conference but will favor continuation of the control plan.

Emerson Colby, College of the Pacific — We lost at least 10,000 fans to the Utah-Brigham Young game Nov. 26 when we played Utah State. I believe the situation parallels the early days of radio, but I can't make up my mind what we should do about it. Any type of television program can affect attendance at football games.

Dean N. W. Dougherty, U. of Tennessee and secretary, Southeastern Conference — The present plan seems to be a stop-gap
measure. In the Southeastern Conference we divide the income from television among all the member schools.

Max Farrington, George Washington U.—Any television hurts the gate, especially at smaller institutions. Two televised games would hurt even more, especially if one had a special regional interest. The possibilities of pay-as-you-see television should be explored.

Glenn M. Fraser, assistant to the president, coach and athletic director, Ohio Wesleyan—We’re up in attendance thanks to the weather. It’s hard to evaluate television’s impact. Maybe if we have plenty of television we coaches won’t have to go to our own games.

Max W. Greene, Central States College—We feel more television would hurt small colleges, although 15% of small colleges do not depend on gate receipts for the support of physical education.

Tom Hamilton, U. of Pittsburgh—We’ve heard the television industry make these same arguments for years. Have you watched what the major league baseball radio and tv play-by-play broadcasts have done to the minors? We want to see our college students play football. Radio and television can hurt college football. The professional football leagues are stealing our Saturdays while demanding 24-hour protection for themselves. Perhaps the present formula isn’t the best, but who has offered a better one?

Gilbert L. Hermance, Rice Institute—We need some television control to keep football on an amateur basis. We have to protect everybody to some degree.

Glenn Jacoby, U. of Wyoming—I’m one of those who believe television can cut heavily into football and basketball attendance. But Harold E. Fellows, NARTB president, made some telling points that we can’t ignore.

Rev. Edmond P. Joyce, CSC, Notre Dame—The present NCAA tv program doesn’t give colleges a chance to act on specific provisions of each year’s control plan except through a mail referendum vote on the package. We should take advantage of television instead of limiting our program, building new football fans by broadening the schedule. The pros are showing us how to develop interest in the sport through tv.

Robert J. Kane, Cornell U., chairman of 1953 NCAA TV Committee—Football supports all college sports. Sports make U. S. colleges the most powerful in the world and in turn are of great importance to the nation. With unrestricted tv the big colleges would become bigger at the expense of the smaller colleges. This plan isn’t the ultimate answer but we think it’s the best for all concerned at this time.

Ed (Moose) Krause, Notre Dame—No artificial control of televised football can last long. It holds within itself the power of self-destruction. We feel we create large numbers of new fans. NCAA should take advantage of this new medium. Let’s open up football to television. If it’s good football, they’ll go to the games.

Richard Larkin, Ohio State U.—I’m not sure how long we can continue the present control policy. Our attendance set a record last year, averaging 79,000 per game.

 Vadon Miles, Wayne U.—We sold few tickets for the Wayne-Valparaiso game, the same day as Michigan-Michigan State. I stayed home to watch the Michigan-Michigan State game on television.

John H. Nichols, Oberlin U.—Oberlin considers athletics as part of its curricula. Twelve sports are financed from an $80,000 budget, just as any other college course. Colleges depending on gate receipts might feel television, automobiles, radio and other means of recreation. A certain amount of control over television may be desirable while colleges feel their way. I don’t favor unlimited television at the present time in view of the problem faced by so many colleges.

Reeves Peters, Big Seven Conference Commissioner—We have never found a single customer made by television. Before tv we had 60,000 ticket requests for our basketball finals. With television we have fewer requests. Advance announcements that games will be telecast can stop ticket sales.

Ted B. Peyesur, Northwestern U., Big Ten TV Committee chairman—We plan to present a regional tv program at a later date. Our thoughts haven’t fully crystallized.

Ray Ride, Case Tech (which has just abandoned football)—Why don’t we let two or three of the big schools like Notre Dame telecast their whole schedules. Then the public may be glad for a change. One factor must be remembered: Loyalties have been disappearing at colleges for some years. It’s not like the days when crying alumni stood up at pep rallies and talked to teams before a game.

E. L. Romme, commissioner, Mountain States Conference—It’s not reasonable to think that the game would hold up with uncontrolled television, especially if there is a recession or depression. Wide-open television would mean almost sure death for football. I believe even sponsors and the television people must agree we need control. And now with color coming—it might be better if everybody stayed home.

Blake R. VanLeer, president, Georgia Tech—After five years we ought to be able to adopt major policies for the coming year so delegates can vote at the convention. The TV Committee is a regulatory body, yet we don’t know who is going to be on the committee when we vote at the convention. The committee should be placed on a staggered-term basis.

Rix Yard, Dennison U.—We’ll survive whether or not television hurts the game. On a national basis television doesn’t conflict but on a regional basis the impact would be more serious, for example, if Big Ten games were on the air every week.

Sig Mickelson, CBS director of news and public affairs—if NCAA’s present system of control continues, other networks will develop compelling Saturday afternoon programs to compete with game telecasts. Pro football is moving in already on Saturday evening and Sunday.
Check these features of the versatile Cine-Kodak Special II Camera against your 16mm. movie-making needs

- **Aim, frame, and focus through the taking lens.** A built-in reflex finder does away with problems of parallax, gives critical hairline focusing on close-ups. For finding and following fast action, the camera has a direct-view finder with parallax adjustment for distances from two feet to infinity.

- **Make fades and dissolves.** The adjustable-opening shutter can be changed during operation to provide smooth fades and dissolve, and also to provide, when desired, a useful means of controlling exposure. Hand-cranking shafts provide one or eight frames per turn, forward or reverse.

- **Shift from one film to another.** Camera comes with either 100- or 200-foot film chamber. Extra chambers may be purchased separately. Easily removable for rapid shift from one type of film to another.

- **Masks for double exposures and special effects.** A standard set of masks which fit the integral mask slot is supplied with the camera. Set includes a circle, an oval, and two vertical and two horizontal matched half-masks for making double exposures.

- **Get more run per winding.** One winding of the powerful spring-driven motor is sufficient for the exposure of 38 feet of film. Camera has provision for attaching auxiliary motor drive.

- **Make speeded-up or slow-motion pictures.** Any desired speed, governor-controlled from 8 to 64 frames per second, including 24-frames-per-second sound speed, can be obtained. Single-frame release provides for animations and special title effects.

- **Switch from telephoto to normal shooting distance instantly.** Two-lens turret permits quick shift from one lens to another. Angle mounting prevents physical or optical interference, regardless of lens barrel length or design. Camera comes with either f/1.4 or f/1.9 Kodak Cine Ektar Lens. Other Kodak Cine Ektar Lenses, from 15mm. wide-angle to 152mm. telephoto, available.

- **Know your exact footage at all times.** Three film meters show footage exposed or rewound. One, on the film chamber, shows amount of unexposed film. A mechanical footage meter on the camera indicates amount of film run or being rewound. And a frame counter registers individual frames run forward or reverse to make possible exact control for special effects.

For further details and prices, see your Kodak dealer or mail coupon below.

---

EASTMAN KODAK COMPANY, Dept. B-V, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME ____________________________

COMPANY ____________________________

ADDRESS ____________________________

CITY ____________________________ STATE ________ (Zone)
LUKE SMEED: His ups and downs

by Don Barber

"While the characters and incidents are fictional," says Mr. Barber, an announcer at WGBS Miami, "they are probably not without parallel in real life. I think station managers, program directors and others in the trade will find Smeed an all-too-familiar type who is—sadly, I think—always neglected in the trade publications."

LUKE SMEED at 29 is probably the youngest confirmed floater in the industry today. Starting in radio at 19, in 10 short years he has been employed—and frequently fired—by no fewer than 31 am, fm and tv operations from coast to coast, not counting an unlicensed daytimer in Hahira, Ga.

"Drinking is mostly what done it," says Luke with a cheerful belch. "Usually a man ain't considered a confirmed floater until he's going on 40. I guess I showed those monkeys a thing or two!"

Luke Smeed started much like a number of other boy wonders in radio and television—at the top. At 18, he married the daughter of Gosney T. Raunch and a few weeks later, when Luke, Jr. came along, was appointed manager of Raunch Radio's highly successful key station in Clausthal-Zellerfeld, Iowa.

In 1944 with the station in the hands of the receivers, Mr. Smeed began his spectacular odyssey. "At that point," recalls Luke, "I told G. T. what he could do with his radio station. Then that mouse-faced daughter of his sued for separate maintenance and I blew."

The next two years saw the debonair man-about-broadcasting in and out of a succession of questionable operations in the Dakotas and Utah.

It was 1946 when he hit upon his astonishing Man in the Grave idea, on which he still holds copyrights. It was starkly, beautifully simple: He would have himself buried in a standard vault selected from the stock of a mortuary supply house (through a trade deal) and from this unique setting do an across-the-board record show. He would remain buried until all the contracts either cancelled or expired and then move on to another location. This, to Luke, appeared to be the mother lode until he got himself buried during the wet season in South Chittlin, Ga. The Chattahoochee River overflowed that year and washed him out of a job.

Says Mr. Smeed: "Then I hit on the idea of doing a telephone quiz from a flagpole in Ojus, Fla. The show was sold out—both local and national accounts. I'd of been up there yet if the opposition station hadn't turned a batch of termites loose while I was reading a commercial."

But men made of Mr. Smeed's stuff thrive on adversity. Luke's career since the grave and flagpole days is a legend treasured by every placement bureau. In his later travels, Luke reminisces, one job stands out. "Some joker offered me a spot as night news editor on this daytimer in Hahira. They thought they had me fooled, but I caught on in a month or so and cut out."

The last that was heard of him, Luke Smeed was doing a P.I. show on a 500,000 watt Mexican station peddling "Blotout," an ingenious device for obliterating objectionable advertisements from newspapers and magazines.
Regardless of model... Presto has only one quality

Take, for instance, the finely engineered...

**PRESTO RC-7 TAPE RECORDER**

**EQUIPMENT SPECIFICATIONS**
- Dynamic range better than 50 db at 3% distortion.
- Three-motor drive system.
- No friction clutch or friction brakes.
- Heavy-duty construction throughout.
- Separate erase-recording-playback heads.
- Twin speed: 7½"/sec. or 15"/sec.
- Frequency response 50 to 15,000 cps.
- Reel size: 7" standard, 10½" with RA-1 adapter.
- Flutter: at 7½"/sec., 0.25 — at 15"/sec., 0.20.
- Available in 110 or 220 volts and 60 or 50 cycles.
- Weight: 41 lbs.

The completely portable PRESTO RC-7 is a precision recorder in every detail. Yet it's rugged and durable for heavy-duty field recording, and equipped with every feature this service demands. Built around a sturdy 3-motor drive, the RC-7 contains the same high-quality components found in Presto's fine studio equipment.

The RC-7 has separate recording and reproducing heads. Monitoring from tape is instantaneous. Mechanical friction devices, which always require constant adjusting, are totally eliminated from the RC-7, and virtually no adjustment is needed throughout the life of the machine. Note the RC-7's other features in the column at the left.

All of Presto's engineering experience as the world’s foremost producer of precision recording equipment has been devoted to making the RC-7 the outstanding leader in fine tape recorders, in flawless performance, simplicity of operation, and long and thoroughly satisfactory service.

*Write for complete engineering data and price*

NEW RA-1 REEL ADAPTER enables owners of the RC-7 and 906 R1 recorders to use 10½" reels. Carries out all normal functions, such as fast forward and rewind speeds. Easily attached.

**PRESTO RECORDING CORPORATION**
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
How Bardahl Boosted Sales
35% in Less Than A Year

WITHIN a few months during 1953, Bardahl Mfg. Corp., Seattle, maker of a specialty lubricant, increased its national sales an average of 35%—in the western states 56%, and in one state alone as much as 165%.

How? By advertising—with 70 cents of each ad dollar in television, and another 10 cents in radio. Bardahl’s radio-television budget for 1954 will total half a million dollars.

The client’s problem, as analyzed by its agency, the Wallace Mackay Co., Seattle, in September 1952, was “how to get Bardahl out of the pack.” The company, which makes an oil to be added to automotive oil, already had national distribution, backed by national advertising, but the task was to excite the dealers (gas station service men) and to get the consumer to ask specifically for Bardahl.

The answer, the agency decided, was tv—specifically, one-minute animated spots, presented dramatically and with humor that would have recognition value. Bardahl had used live tv copy in some 25 markets, but the new filmed spots were really different.

The first spots ran in mid-January 1953, starting on KSD-TV St. Louis and quickly expanding to 64 stations in 54 markets.

The response was immediate and impressive. As described by Gerald Hoeck, Mackay account executive for Bardahl:

“There was terrific identification of the product. Motorists began to ask for it, and when Bardahl salesmen went to the service stations, the dealers were ready to be sold. Word of mouth advertising, as a result of the tv spots, was tremendous. In some states, Bardahl distribution jumped from half the service stations to as much as 90%. The tv campaign has even helped Bardahl find good salesmen to sell the product to dealers.”

Delighted reactions came from everywhere. A high school student wrote: “Your ad is better than a lot of regular programs.” A Bardahl distributor in New England reported:

“I have witnessed a miracle. . . . We showed the spots at the World Motor Sports Show in Madison Square Garden in New York City. Believe me it was absolutely fabulous. Whenever that theme sounded adults came running like children to see it. I mean this . . . never, never has any-

SAMPLE SPOT IN THE SUCCESSFUL SERIES

BROUGHT HER IN . . . SHE WAS IN BAD TROUBLE. GOT THERE AT 10:53 . . . TOOK ONE LOOK . . . IT WAS OUR OLD FRIENDS—DIRTY SLUDGE, STICKY VALVES, GUMMY RINGS, BLACKY CARBON. ONLY ONE THING TO DO . . . I CALLED FOR BARDAHL. 10:59 BARDAHL ARRIVED . . . HE WENT RIGHT TO WORK . . .

(stinger)

HE Poured ONE QUART OF BARDAHL IN THE CRANKCASE . . .

(music)

FED ONE PINT OF BARDAHL THROUGH THE CARBURETOR IN-TAKE . . .

(music)

ADDED FOUR OUNCES OF BARDAHL TOP OIL TO THE GAS TANK. AT 11:01 THE WHOLE GANG PULLED STAKES AND RAN . . . BARDAHL HAD DONE IT AGAIN. AT 11:03 BARDAHL TURNED TO ME AND SAID: ‘FRIENDS OF YOURS?’ ‘NO.’ ‘SHE IS NOW.’

(closing theme)

“Bardahl,” the character in the oil company’s tv spots, wears a can of the oil additive where ordinary cops wear shoulder holsters. He’s featured in such predicaments as the following, from a regular spot:

(drum & music)

THIS STORY IS TRUE . . .

(musical theme)

IT WAS 10:39 WHEN I GOT THE CALL. JOE’S PLACE . . . SIXTEENTH AND POWELL . . . THEY’D JUST
YOU COULD BE WRITING US A LETTER LIKE THIS

Mr. David Sutton
Vice-President
MCA-TV Ltd.
598 Madison Avenue
New York, New York

Dear Dave:

When we first talked about a show for our client, Chunky Chocolate Corporation, we wanted a vehicle that would appeal to men, women, and children.

In purchasing the Abbott & Costello Show, we felt we had a "sleeper" if it was scheduled for a Saturday night spot between 6:00 and 7:00 P.M., a time spot we've used two years for the same client.

In September we went on the air in five major markets. To date we've had three ratings to indicate its viewing power. The opening ratings, which were taken as of the first week of the show, gave Abbott & Costello a higher rating in each and every one of the markets as compared against any other show that we have sponsored for the same time period. The second and third ratings have been increasing and in each market we are getting better than 10% of the total listening audience.

I thought you would like to know how pleased our client is with this purchase, because not only is he getting big time names, attracting big time ratings, but he is also selling to the major part of the viewing audience.

Last May when we first talked about Abbott & Costello we thought the show could do an outstanding job at the Saturday night time. The record to date certainly has more than lived up to our expectations.

Sincerely,

S.G. Alexander
Vice-President

MCA-TV

NEW YORK: 598 Madison Avenue - Plaza 9-7300
CHICAGO: 430 North Michigan Ave. - Chicago 1-1100
BEVERLY HILLS, 9370 Santa Monica Blvd. - Century 2-3001
SAN FRANCISCO: 103 Montgomery Street - KFOG 6-2001
CLEVELAND: Union Commerce Bldg. - Cherry 1-6010
DALLAS: 3102 North Akard Street - PROspect 7536
DETROIT: 4112 Book Tower - Woodward 2-4604
BOSTON: 45 Newbury Street - COpley 7-3830
MINNEAPOLIS: Northwestern Bank Bldg. - LINcoln 7-863
ATLANTA: 611 Henry Grady Bldg. - LAmar 67,50
Doug Arthur’s pleasantly persuasive voice reaches more Philadelphia homes than that of any other radio personality. His famous “Danceland” is the greatest continued local success ever achieved by an independent radio station. “King Arthur” and his Round Table has reigned supreme in the Quaker City for fourteen years, spinning favorite hit tunes — new and old — to dance to, work to, dream to. His scintillating platter patters a universal appeal that captures the hearts of listeners of all ages, occupations, incomes.

Doug delivers his commercials with captivating enthusiasm. He makes them SELL, and that is why his sponsors “LOVE that man!” Some of them have been with him since he started fourteen years ago.

WIBG GIVES YOU THE MOST LISTENERS FOR YOUR DOLLAR

1425 Walnut Street, Phila. 2, Pa. 10,000 WATTS
PHILADELPHIA’S MOST POWERFUL INDEPENDENT

Represented by:
RADIO REPRESENTATIVES, Inc.
GRAND CENTRAL BUILDING
NEW YORK, NEW YORK

thing I’ve seen taken such a hold. They came back a second time (at $1.50 a head) and brought friends to see it.”

Newspapers commented editorially: “... Can’t remember that we ever before wished for a repeat of a commercial,” said the Kansas City Star.

There was professional recognition too. Stations took time to tell the client and agency about the viewer response. The spots won three major accolades within a few months: The New York Art Directors Medal Award in national competition (first such award to a tv spot); the 1953 Hollywood Trophy of the Advertising Assn. of the West; and the sweepstakes Roy S. Marshall Award of the Seattle Advertising and Sales Club.

Prominent on the team responsible for this multi-success were Ole Bardahl, president of the client company, who gave approval for the unusual campaign; John M. Haydon, Bardahl’s advertising and sales manager; Marlowe Hartung, vice president and art director of the Mackay agency, who directed the original story boards; Ray Patin Productions, Hollywood, which did the complete animation; and Bill Bates, Hollywood, musical director.

Although tv represented the major media effort, the audio copy was adapted for radio spots, which were aired, starting in March 1953, in scores of markets in New England, the Midwest and the West.

The Mackay agency’s problem, as 1953 drew to a close, was to produce new commercials which would meet viewers’ expectations and top the first set. The “villains” of the original spots—Dirty Sludge, Sticky Valves, Gummy Rings, Blacky Carbon—had captured the public imagination and the agency decided to develop their personalities. Four new animated spots started in November, and early reactions have been favorable. The 1954 schedule calls for regular use in over 60 markets.

RADIO SELLS 20 BUICKS A DAY

AMONG the longer faces on the citizenry of Oak Ridge, Tenn., during the recent strike of 7,000 atomic workers, few were more expressive of the economic pall that hung over the community than that of John C. Barber Jr., operating Barber Buick Co.

Mr. Barber wasn’t out of a job, as were most of the members of the big atomic center, but he had a burden—57 shiny new 1953 Buicks with the model year nearing an end.

What to do?

The answer: Operation 57-72.

The 57 stood for unsold Buicks, the 72 for hours. Together they symbolized an intensive three-day drive to sell all those cars in a strike-depressed community.

Operation 57-72 was built predominantly around a series of announcements on WOKE Oak Ridge, independent daytimer serving the area.

Teasers Start It

Teaser announcements started at noon on a Monday. Though the sale wasn’t to open until Wednesday noon, people started going to Barber Buick to look at the cars. Only two newspapers ads were scheduled since the campaign was built around radio. One newspaper ad appeared Tuesday and the second Friday.

No giveaways or gimmicks were used. No special discounts were offered on trade-ins. Even so, the radio results were described by Mr. Barber as “staggering.”

“So many buyers and lookers appeared for the opening day that a traffic jam was created in the area,” he said. “Many prospective buyers went unattended so we had to use more radio spots to apologize for the inability of the sales staff to serve everyone.”

The entire stock of 57 new Specials, Supers and Roadmasters was sold, along with the wagons and convertibles and another small shipment was rounded up to fill the orders. Over 60 new Buicks were sold and prospects were still coming in when the floors had been cleared.

Many used cars on the Barber lot were sold, with other new and used car dealers in the area enjoying increased traffic on their lots. The trade-ins during the sale were cleaner than the normal cars, according to Mr. Barber.

“Operation 57-72 was the most successful sales promotion ever staged by Barber Buick,” Mr. Barber said. “Customers came from Knoxville, Lenoir City, Clinton, Norris, Oliver Springs, Harriman, Lake City, Kingston and La Follette, all saying they had heard about Operation 57-72 on WOKE. Thirty-five per cent of the new car sales came from these cities.”
Precision Professional Equipment

FOR TELEVISION and BROADCAST STATIONS
ACCEPTED and USED by ALL MAJOR NETWORKS
FOR RELIABILITY • VERSATILITY • PERFORMANCE

TELOP I . . . TELEVISION OPTICAL PROJECTOR
Telop I is one-man operated, economical and reliable. It projects low-cost, easily produced "commercials" for increased profits. The Telop completely eliminates keystonings; any two photographs, glass lantern slides, or opaque cards can be projected, also small objects, with superposition, lap dissolves or fadeout. Metal slides holding either five or eight 4"x5" cards may be used for projection.

3A . . . TELOJECTOR
Compact, portable unit for automatic, remote control of standard 2" x 2" transparencies. Provides uninterrupted continuity with studio effects of fading, lapping and superposition. Slide turrets can be changed instantly.

60A FOUR-WAY FILM MULTIPLEXER
A precision arrangement of mirrors for operation of pairs of projectors simultaneously in a single TV camera or individually into two separate cameras. Also available as a two-way moving mirror multiplexer (illustrated) or two-way fixed mirror multiplexer.

MANUAL CONTROL BOX
Gray's Control Box is especially designed for use with the Telojector. Control Box laps, fades, superpositions and permits remote changing of slides.

11A VERTICAL SCROLL DRIVE
The Vertical Scroll Drive will telecast roll stock and broadcast running commentary or "commercial"—with or without sound accompaniment. Attaches to the optical openings of the Telop.

12A HORIZONTAL TAPE DRIVE
Horizontal Tape permits telecasting of 8 mm. news ticker tape. Tape can be projected on any part of screen—top, bottom or middle and superposed on copy televised from another Telop optical opening.

13R REVERSE CLOCK
Designed for time spots and announcements when either regular or reversal is required. Permits superposing of "commercial" or other copy.

TELOP II . . . PROJECTOR
For smaller TV stations . . . one man operated . . . will project any combination of slides, transparencies, opaque cards or photographs. Eliminates costly film strips and live talent, yet achieves clear sharp pictures with superposition, lap dissolves and fade-out effects. Small initial investment assures greater profits because of low production and operating cost.

55A FILM CAMERA TURRET
One camera can serve up to 8 projectors with Gray camera turret. Mounted on heavy, welded steel frame, the turret revolves 360 degrees on heavy duty ball bearings with positive placement. Requires minimum space.

13A LIGHT BOX
This attachment will back-light 3½" x 4" transparencies and make them part of a "commercial" along with opaque cards or other copy. The box mounts directly behind the slide holder groove in the optical channel opening of the Telop.

63A TELOJECTOR SHELF
The Gray Telojector shelf is of steel construction. Strong, sturdy, it is easy to attach to Multiplexer stand. Telojector mounts on shelf.

106SP TRANSCRIPTION ARM
106SP Transcription Arm meets the strict requirements of modern, highly compliant pick-up cartridges. 3 Cartridge sliding, enable GE 1-mil, 2½ mil, or 3 mil cartridges or Pickering cartridges to be instantly installed. Fairchild cartridge slides also available.

108B VISCOUS DAMPED TONE ARM
Radically new suspension development on the viscous damping principle for perfect tracking of records and elimination of tone arm resonances. For all records—33½, 45, and 78 RPM. Solves all transcription problems.

602B EQUALIZER
The new 602B Equalizer provides balanced output, permitting operation of the Equalizer into either a balanced or unbalanced line. A convenient control allows instant switching from conventional records to Micro-Groove.
SENATE HEARING TELECAST

TELECASTING by KLZ-TV and KBTV (TV)

Denver of the U. S. Senate hearing on a jury tampering charge has been praised as "the beginning of a new era in news coverage for the Denver area" in an article in the local newspaper Colorado. Comparing the programs favorably with network productions, special credit was given to KLZ-TV, whose camera-equipped and cameramen were used by both stations. Audience enthusiasm for the productions was described as "gratifying" and Hugh B. Terry, president and manager, KLZ-TV, Joe Herold, manager, KBTV and their co-workers were congratulated for a "worthwhile job well done."

SENATORS' REPORT

A DISCUSSION series featuring the two U. S. Senators from North Carolina has been scheduled by WSO.C Charlotte. Sens. Clyde R. Hoey and Alton Lennon will discuss Report to the People many phases of legislation particularly significant to the people of the state besides telling how they voted on those issues and answering questions submitted by listeners. Made possible through the Joint Recording Facility of Congress, the series will continue through the second Session of the 83rd Congress.

LEGAL QUERIES Aaired

COMMON legal problems involving personal rights and the role of the legal profession and courts in resolving same will form the basis for a new series of weekly programs on WMAQ Chicago starting Jan. 23. Titled Case Dismissed, the program will attempt to answer a variety of legal questions that confront the average Chicago citizen. Typical ones: personal rights when a citizen is arrested, drawing up a personal will, etc. The series is prepared in cooperation with the Chicago Bar Assn. and will feature authentic cases.

WBNS-TV Columbus, Ohio, was tickled with 8,597 ring-tail pheasant feathers it received when Don Mack, host on Outdoors With Ohio Federal, sportsman's show, challenged listeners to send in their longest entries. Winner of the Amana home freezer donated by Graybar Electric Co. was a 26½-inch being examined with others by (1 to v): Mr. Mack; Glen Moore, Ohio Federal official, and M. L. Treube, Graybar.

WKTY HANDBOOK

A HANDBOOK of market information for the La Crosse, Wis., area has been prepared by WKTY La Crosse for distribution to national and regional agencies. The booklet contains city market statistics, information on population, buying power, retail, food and drug sales of the area and facts about WKTY's 24-county coverage.

OFF AGAIN, ON AGAIN

HOUSTON'S educational KUHT (TV) inaugurated a vertical-type of programming in cooperation with the Houston Great Books Council when the weekly Great Books program went on the air with a discussion of John Locke's "Essay on Civil Government," and then returned to the air 30 minutes later for a quarter-hour discussion of arguments and questions phoned in by listeners during the interval. George Arms, KUHT producer-director, is originator of the idea.

SYMPHONY INSTRUCTIONS

A SERIES of programs on WRTV (TV) Charlotte, N. C., designed to introduce the basic instruments that comprise a symphony orchestra to the station's audience, features a different instrument and soloist on each program. James Christian Pfohl, director of the Charlotte Symphony, acts as narrator-host. On the final program, all soloists will return to show how the instruments blend in a symphonic rendition.

KEYY 'LITE IN THE SKY'

A SEARCHLIGHT is used by KEYY Provo, Utah, to promote grand openings, special sales and new products for its advertisers. The beam shines from five to seven miles high and the station claims great success in attracting curious crowds to its location. The light is leased out on a package rate which includes a specific number of spot announcements.

KITE ALMANAC

A FARMERS' Almanac has been distributed as a promotion piece by KITE San Antonio. The inside-front cover has a schedule of KITE-FM evening programming and contains a reference to the back cover which has a list of KITE's news spots, a schedule of its morning and afternoon programs, plus a reminder to switch to KITE-FM when KITE signs off.

WTTM 'FIRST'

A PRESS conference of Governor-elect Robert B. Meyner was recorded and then aired over WTTM Trenton, the first time, that station claims, in the history of the state that a press conference of a Governor or a Governor-elect has been recorded and then broadcast. Besides broadcasting the entire press conference during the evening WTTM aired excerpts on its daily fifteen minute newscasts.

LA ROSA PIX REQUESTS

WIAS Pittsburgh's disc jockey, Barry Kaye, recently announced that pictures of CBS star Julius La Rosa were available to listeners who mailed requests to that station. An unexpected total of more than 10,000 requests from his afternoon audience were received. The requests were forwarded to CBS for reply.

FAIRY TALES ON KTTV (TV)

ANCIENT art of fairy tale telling is practiced on television every Saturday by Patricia Blake, "The Princess" on KTTV (TV) Hollywood's program of same name. Miss Blake, dressed as
A 7-Ton Bite into the Nation's NEWEST COPPER MINE

Anaconda's new open pit copper mine at Weed Heights, near Yerington, Nevada, is the first new copper mine to be put into operation in this country since World War II. Before ore could be economically mined, millions of tons of waste material—what miners call "over-burden"—had to be removed. It was officially opened on November 10, 1953, when the huge jaws of the electric power shovels began taking 7-ton bites.

Each month the new Yerington mine and beneficiation plant will be shipping about 5,000,000 pounds of copper, in the form of precipitates, to Anaconda's plants in Montana for smelting and refining.

The nation's newest copper mine is typical of Anaconda's constant efforts to develop mining resources, advanced metallurgical processes and new and better metal products at its manufacturing subsidiaries.

ANAconda
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

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a storybook princess and surrounded on studio stage by a pint-sized audience, assumes all roles in old and new stories she tells her youthful admirers. Quarter hour show, sponsored by White King Soap Co., Los Angeles, is kinescoped and shown on KRON-TV San Francisco and KFMB-TV San Diego later in week.

**HOPE IMAGE CONTEST**

A nation-wide contest is being conducted among children not over three years of age to find the one that looks most like Bob Hope. The comic is sponsoring the contest through his General Foods daytime radio show (Mon.-Fri., 10:30 a.m., NBC). Parents may enter the contest by simply mailing pictures to Bob Hope, Box 1550 New York. A $1,000 bond and a trip to Hollywood will be awarded to the national winner and the winner's parents.

**WTPA (TV) COVERS FIRE**

THE 13TH remote program of six-months-old WTPA (TV) Harrisburg, Pa., covered one of the largest fires Harrisburg ever suffered. WTPA cameras were on the scene of the burning John Stapf Co. warehouse within 10 minutes after the first alarm was sounded, according to the station.

**OPEN HOUSE BROADCAST**

RECORDING stars, including Pearl Eddy and Johnny Desmond, were among 129 invited guests at WTMJ-AM-TV Milwaukee's Music Milwaukee Open House, where the top tunes of 1953 were reviewed in a 2½-hour broadcast. Music Milwaukee is normally a half-hour weekly program featuring the seven best selling songs of the week in the Milwaukee area, but time was extended to handle the 1953 roundup, which featured interviews by m.c. Bill Reynolds of show business celebrities. All leading record companies were represented as were several advertising agencies.

**WNBW (TV) COVERAGE**

WNBW (TV) Washington reports that since it increased its tower height and raised its power to 100,000 watts last August, women's clubs in rural areas of Virginia and Maryland have become fans of Inga, star of Inga's Angle, station's fashion and beauty program. In the past two weeks, WNBW reports, two groups have hired busses to drive them into Washington to attend the program.

**HEMINGWAY'S PRIZES**

PRIZES of 180 Westinghouse tv sets and 300 Westinghouse clock radios will be given to listeners of Frank Hemingway news program on Don Lee Radio network and viewers of Queen for a Day on KHI-TV Hollywood during a six week slogan-completing contest for sponsoring White King Soap Co., Los Angeles. Contest, which starts Feb. 6, requires participants to complete statement in required number of words on advantages of sponsor's soap over chemical detergents. Each week, 30 tv and 50 clock-radio sets will be awarded winners.

**WKY-TV Puts Booth in Courtroom to Cover Trial**

SOUND-ON-FILM television coverage of a murder trial in Oklahoma City's District Court was handled by WKY-TV that city in December by use of equipment and techniques which made the handling inconspicuous and non-distracting to the courtroom, that station reports.

Before the trial WKY-TV's assistant manager, Hoyt Andres, and news director, Grant Foster, submitted plans to District Judge A. P. Van Meter by which a specially constructed booth, finished in the decor of the courtroom, would be set up to enclose sound equipment, cameraman and camera, with only a slit for the camera to shoot through, thus making the video setup visible to no one in the court.

Extra lighting was achieved without distraction by attaching reflector flood lights to the courtroom's regular lighting fixtures, with emphasis on the judge's bench and jury, the station said. Microphones were placed inconspicuously on the judge's desk, with extension cords routed around the edge of the room out of sight.

Since time did not allow for fair presentation of testimony on both sides, sound coverage was limited to swearing in of the jury, the judge's charge to the jury, the verdict and the sentencing. A summary of testimony was presented behind silent film, both sides being represented equally by narration, WKY-TV said.

Said Judge Van Meter afterward: "... The attention of the jurors, the witnesses and the court was not distracted in any appreciable manner. ... In my opinion, if television is used in an educational and factual manner as it was in this case, without any of the spectacular portrayal, it should be very helpful. ..."

Said Mr. Foster: "... We didn't demand this entrance as the eyes and ears of the public or clamor that we had a right to be there because newspapers and wire services were there. We showed what we proposed to do, and did it. It was as simple as that..."

WKY-TV previously had covered a vote fraud trail in Oklahoma County's Common Pleas Court with silent film.
site selected for BEST SIGNAL STRENGTH
required tower with HIGH SAFETY FACTOR

In a congested area of downtown Louisville, Kentucky, station WHAS-TV found the best site for their tower—which meant they needed a sturdy, self-supporting tower with a high safety factor.

Rising 600 feet above street level, this square, heavy-duty, self-supporting Blaw-Knox Type H 40 tower is designed—

- to comply with exacting engineering requirements for maximum safety
- to use heavy structural members for maximum strength and minimum deflection
- to insure extra structural strength by using ribbed type “drive bolts” in all corner leg splices
- to provide proper support for transmission lines
- to protect the structure against all weather conditions by hot-dip galvanizing

These are only some of the features of Blaw-Knox Towers which are designed and constructed to meet specific customer requirements—based on some forty years experience in building towers.

To get more complete information on Type H 40 and other types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY, PITTSBURGH 38, PENNSYLVANIA
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT

ANTENNA TOWERS

Guyed and self-supporting types— for AM • FM • TV • microwave • communications • radar
Sheen on WICU (TV)

WICU (TV) Erie, Pa., on Feb. 2 will begin bringing Bishop Fulton J. Sheen's DTN show Life Is Worth Living, to its audience "live" at 8 p.m. Tuesdays as a replacement for the NBC-TV Buick-Berle Show in that time slot, Edward Lamb, station owner, has announced. Mr. Lamb said WICU hopes to kinescope the Berle show, which it has carried five years, for telecast at a different time. He said the change has been under "serious consideration" for many months in WICU's desire for "church leaders . . . to be at the very forefront of our tv scheduling."

COVER COLUMBIA'S 200TH

IN CONNECTION with Columbia U.'s yearlong observance of its 200th anniversary, some 53 radio and television programs are being presented over networks and stations in the New York area during January. Programs pointing up the bicentennial theme of "Man's right to knowledge and the free use thereof" are being carried on New York's WQXR, WNBC, WMCA, WCBS, WOR, WPXJ (TV), and WATV (TV) Newark, and CBS Radio, Mutual, ABC-TV, CBS-TV, NBC-TV and DuMont.

HERE'S HOW . . . to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station with lower rates which produces low-cost results for your advertising dollar!

* CKLW covers a 15,000,000 population area in five important states!

* SOON* CKLW-TV
Channel 9

50,000 WATTS
800 KC.

Advertisers


William H. Gaines, Eastern field sales manager, Colgate-Palmolive Co., N. Y., named sales manager, Kay Daumit Div. Samuel E. Lindley Jr. succeeds Mr. Gaines as field sales manager.

Ernest C. Hoffman, northern California district manager, Los Angeles Soap Co., L. A. (White King soap), named general sales manager.


Agencies

H. B. LeQuatte to Abbott Kimball Co., N. Y., as vice president and chairman of plans board.

George N. Beecher, formerly with Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as vice president and account executive.

Herbert A. Carlson, formerly head of his own public relations and advertising consultant office in Seattle, appointed vice president of Grant Advertising Inc., headquarters in Chicago.

Burton C. Granicher, Joseph R. Fox, John M. Bridgman, Albert J. Camille and Phipples L. Rasmussen, senior account executives, McCann-Erickson Inc., S. F., all named vice presidents.

Norton E. Forgie and Howard R. Keating, both account executives and Everett L. Thompson, head of radio-tv department, Baldwin, Bowers & Strachan Inc., Buffalo, elected vice presidents of that agency.

Clifford E. Bolgard, media director of Sherman & Marquette Inc., Chicago, elected a vice president.

Richard K. Stanton, vice president and manager, West-Marquis Inc., Portland, Ore., and Henry J. Morton, form Morton & Stanton Advertising Agency, that city, with offices at 1300 S.W. Taylor St. West-Marquis accounts will be handled by new agency.

Charles E. Patrick, formerly of Donahue & Coe, N. Y., to Emil Mogul Co., N. Y., as account executive.


Alden Richards, formerly production staff, KSL-TV Salt Lake City, to Gillham Advertising Agency, that city, as account executive in charge of tv.

Robert Ervin, assistant to public relations manager, American Viscose Corp., Phila., named assistant account manager, John Falkner Arndt & Co., same city.

Richard Stanton, formerly president, John Stanton & Son, N. Y., to Ward Wheelock Co., that city.

Charles F. Fleischmann, formerly advertising-sales promotion manager, Penick & Ford, Ltd., A. Gould Harrison, formerly eastern district sales promotion and advertising manager, Westinghouse Electric Corp., and Robert Lamedon, account executive, N. W. Ayer & Son, all to the contact department, Young & Rubicam Inc., N. Y.


David R. Hayes, WFIL (FM) Chicago, to W. E. Long Co., that city, as assistant director on radio-tv accounts.


Alfred B. Udow, advertising manager, Turner Smith Drug Co., N. Y., to Emil Mogul Co., N. Y., in that agency's account service group.

Barnet M. Daniels, director of special services, National Assn. of Mfrs., and Sidney B. Corbett, Allison Co., Detroit, to copy staff of Kidner Agency, N. Y.

Donald R. Holm, copy chief and information director, Hyster Co., Portland, to Stromberger,

Broadcasting • Telecasting
LaVene & McKenzie, L. A., to handle public relations and advertising on General Petroleum in Ore. and Wash. headquartered in Portland.

Hester Hunter named copy chief, Hoefer, Dietrich & Brown Inc., S. F.

Richard Bellamy, director of public relations, Benton & Bowles, N. Y., resigns effective Jan. 31. Mr. Bellamy has not yet announced his future plans.


James Diamond, owner, Diamond Advertising Agency, S. F., and Clint Sherwood, program director, KSAN that city, have formed Diamond & Sherwood Inc., S. F., with offices at 821 Market St.

J. Alan Rinehart, assistant general manager, KCOK-TV Tulare, Calif., forms Alan's Advertising Agency, that city.

Charles H. McDougall to Buchanan & Co. Inc., S. F., as chairman of plans board and account executive.

Carl Short, traffic department, Erwin, Wasey & Co. Ltd., L. A., named assistant account executive.


T. Robert Garr, Fletcher D. Richards Co., N. Y., to Emil Mogul Co., N. Y., as assistant marketing and merchandising director.

Gerald M. Schaffner, Biow Co., N. Y., to Kudner Agency, N. Y., in service department.

Maria Carayas, timebuyer, Roy S. Durstine Inc., N. Y., to Hilton & Riggio, N. Y., as radio-tv timebuyer.


J. F. Ashbaugh, formerly with KPOJ Portland, Ore., forms J. F. Ashbaugh Co., that city.

George E. S. Thompson, advertising consultant,
Oakland, Calif., moves to White Bldg., 339 Fifteenth St., there.


Edward McAuliffe, J. Walter Thompson Co., elected president of Copy Club of Chicago. Other officers are: Curtis Berrien, Needham, Louis & Brorby, vice president; Henry Bokhoff, Foote, Cone & Belding, treasurer; Raymond Finnegan, J. Walter Thompson Co., secretary.

Stations

George A. Bernstein, former manager of WOL Washington, has joined executive staff of WLJB New York.

John Geddes, account executive, Edward Petry & Co., station representatives, to sales department of WNEW New York, as account executive.

Bill Harrell, vice president, KVVO Cheyenne, Wy., elected general manager and Peter F. Dunne, assistant manager, promoted to manager.

Lloyd Allen, separated from USAF with rank of Lt. Col., to KJH-TV Hollywood as account executive.

Norwood Patterson named general of KSAN-AM-TV San Francisco; Ralph Sacks named sales manager, KSAN-TV, and Richard Bott appointed sales manager, KSAN-AM.

Larry Stevens, staff announcer, KGMB Honolulu, and Mark Griffin, former ASCAP North-west branch manager, named account executives, KGMB-TV and KGMB, respectively.

Don Frink to KGMB-AM-TV as merchandising coordinator.

Gordon E. Morehouse, sales manager, KOIL Omaha, appointed regional sales director KHOL-TV Kearney, Neb.

James L. Robertson, classified advertising salesman, Los Angeles Examiner, to KFPM San Bernardino as account executive.

Stanley S. Simpson, sales manager, KCOK Tulsa, Calif., named station manager KCOK-TV.

Tony Belle, merchandising manager, KMOX St. Louis, named executive account on sales staff. Earl Stauffer succeeds Mr. Belle as merchandising manager.

Robert Little, Hallmark Productions, Hollywood, and E. L. Baldwin, to WRFD Worthington, Ohio, as account executives.

Harold Orton, KNUN Houston, to KREL Baytown, Tex., as salesman.

J. Walter Greep, news analyst, WVJS Owensboro, Ky., named news director of that station, in addition to continuing his five - nights - a-week news analysis show.

Bradley Roberts, sales promotion-advertising manager, Earle - Chesterfield Mill Co., Asheville, N. C., to WLOS - AM-TV that city, as commercial manager.

Eldon Durand, WNOE New Orleans, promoted to production and merchandising manager of that station.

Steve Davis, formerly account executive, iv dept., National Screen Services, N. Y., appointed publicity director, WTRI (TV) Spencer, N. Y.

Darrell Ross, production manager, ABC-TV Hollywood, and C. G. Renier, producer on KLAC-TV (now KCP-TV) Hollywood on Television, signed by KCOP-TV as production director and producer-director, respectively.

Gene Godt, associate news director, WCCO-TV Minneapolis-St. Paul, named director of promotion and public relations that station.

David R. Hayes, WJFL (FM) Chicago, to W. E. Long Co., that city, as assistant director on radio-television accounts.


Dale Evans, AFRS, to KVNO Santa Ana, Calif., as news director.

Ralph Goldstein, WIL-TV Philadelphia, named film editor of that station.

Donald A. Norman, general manager, KNBH (TV) Hollywood, received award from Los Angeles Chamber of Commerce for station's contribution to annual Community Chest drive in telecasting and kinescoping drive's kick-off ceremonies.

Robert C. Walker, program director, WABB Mobile, Ala., to WNOE New Orleans in same capacity.

Dick Cook and Audrey Caughhey, WMPS Memphis, to WCMB same city, as program director and continuity director, respectively.

Carl V. Tibbetts, WSB-TV Atlanta, to WROL-TV Knoxville, as producer-director.

Jack Fisher to WPRS Paris, Ill., as announcer-sports director.

Brad Sherman, WPFG Atlantic City, to WMID same city, as staff announcer.

Nick Reyes to KLYN Amarillo as staff announcer.

John Harlan, with U. S. Navy for past two years as Lt. (g), rejoins KNXT (TV) Hollywood as staff announcer.

Larry Sundquist, KSAL Salina, Kan., to KABQ Albuquerque, N. M., as staff announcer.

Sy Dennis to announcing and news staff, WGAY Silver Spring, Md.


William T. Romaine, WSZ-TV Huntington, W. Va., appointed director of public affairs for that station.

Al Wurth to local sales department, KFBZ Great Falls, Mont.; Teresa Didier to traffic de-
department and Warren Pritchard to engineering department, same station.

Fred Welbel, music commentator, Salt Lake City, to KABQ Albuquerque, N. M., as host of "Meet the Classics" program.


Jim Ameche, announcer, KLAC Hollywood, father of daughter, Penny, Jan. 4.

Lee Fondren, national sales manager for KLZ Denver, elected president, Advertising Club of Denver.

Graham B. Payner, newly elected vice president, WPTF Raleigh, N. C., joined that station's "20 Year Club" and was presented a certificate and Defense Bond by Richard H. Mason, WPTF president.

Fred E. Walker, director of public affairs, WTTM Trenton, named public relations director for Mercer County Heart Fund.

Don Hartford, commercial manager, CFAC Calgary, elected chairman of Advertising and Sales Club of Calgary for 1954.

Joseph W. Dobbins, 37, sports announcer, WCOL Columbus, Ohio, was killed in a plane crash Jan. 12.

W. B. (Jimmy) Garthwaite, 58, S. F., freelance newscaster, died Dec. 30.

Networks

Bernard L. Kemendo, national sales manager for Armed Forces Sales Dept. of Lever Bros., named southwestern district supervisor for NBC Merchandising Dept.

Henry Bussey, and Richard Johnson named associate directors, NBC Central Div., Chicago, for radio and tv, respectively.

Robert P. Canavan, sales representative for MCA's tv syndication dept., to ABC-TV sales department as specialist in market coverage.

Bill Brown, agency production supervisor, Young & Rubicam Inc., Hollywood, to CBS-TV that city, as staff director assigned to "Life with Father" live tv series. He succeeds John Claar, who will concentrate his full efforts on CBS-TV's "Our Miss Brooks" film series.

Paul O'Hara, master control engineer, CBS Radio, Hollywood, named engineer supervisor succeeding Robert Miller, deceased.

Norman Siegel has resigned as West Coast director of publicity and exploitation for CBS-TV. His future plans are to be announced.

Lawrence H. Buck, manager of the account manager's group for DuMont Television Network, appointed account executive for DuMont's WABD (TV) New York.

Bob Ellis, former CBS announcer in Washington, has opened a cocktail lounge, "The Town Club," at St. Thomas, Virgin Islands.

Betty Brewer, secretary to Guy della-Cioppa, vice president in charge of network programs, CBS Radio Hollywood, and Jack Purell, attorney, CBS that city, were married Dec. 30.

Dr. Frances Horwich, moderator of NBC-TV's Ding Dong School, named "Television's Out-
standing Woman of 1953" by editors of the Book of Knowledge for her "original and effective use of the television medium in pre-school education."

Mrs. Lilian Paley, 62, wife of Jay Paley, CBS founder, died in Los Angeles.

Manufacturers

G. W. Desousa, manager, Tube Dept. marketing administration, General Electric Co., Syracuse, N. Y., promoted to manager of equipment tube sales. He is succeeded by Milton J. Strehle, formerly manager of Tube Dept. intra-company sales.

Cale H. Fischer, assistant director of industrial relations, Sylvania Electric Products Inc., N. Y., appointed director of industrial relations and James M. Early, commercial engineering dept. of Sylvania, named sales service engineer, radio-uart picture tube division.

G. P. Foster appointed midwest regional manager of communications for electronics division of General Electric Co., Chicago. He succeeds H. N. McNellis, transferred to GE's Syracuse, N. Y., office as manager of product service.

Albert N. Dingee, advertising manager, Electric Storage Battery Co., Phila., appointed public relations director of that company.

C. L. Walker, sales staff member for General Instrument Corp. (tv, radio and electrical components), named manager, Chicago sales office, and Ralph R. Stubbie has been promoted to chief engineer at company's Elizabeth, N. J., headquarters.


Representatives

Edward Codel, tv director of The Katz Agency, N. Y., and H. J. Grenthot, assistant treasurer, elected directors of that national advertising representation organization. Mr. Codel has been with Katz since 1947, Mr. Grenthot for more than 23 years. BTV issue of Jan. 11, erroneously identified the firm as Joseph Katz Co., advertising agency located in Baltimore. Walisa S. Ivy, formerly with the J. Walter Thompson Co., N. Y., to sales staff of the Dallas office of the Katz Agency.

Tom Whistlet, son-in-law of the late John Petrie, board chairman of the Branham Co., joins the station representation firm as sales man.

Elisabeth Beckjorden, formerly with O. L. Taylor Co., station representation firm, named publicity-public relations assistant to Michael O'Shea, publicity director of Film Syndicate Div. of Motion Pictures for Television.


Hardie Friberg, account executive, ZIV Television Inc., named eastern sales manager of Television Programs of America.


NEW TITLES were conferred on these four men at RCA last Monday in conjunction with establishment of two new divisions and consolidation of staff functions of the corporation. (At Deadline, Jan. 11) The men (all executive vice presidents) and the divisions they head (1 to r): Joseph B. Elliott, Consumer Products; W. Walter Watts, Electronic Products; Dr. E. W. Engstrom, RCA Labs, and Charles M. Odorizzi, Corporate Staff.
**EDUCATION**

Oklahoma Educational TV Unit Awards Bond Issue

OKLAHOMA Educational Television Authority, established last May by the State Legislature (B&T, May 25, 1953), has awarded $1,450,000 in bonds to seven Oklahoma and Kansas investment firms at 4½% interest, the Wall Street Journal reported last week.

The money will be used to begin the state's proposed 10-station educational TV network, with the pilot station planned for Oklahoma City noncommercial educational vhf ch. 13, a Washington spokesman for National Citizens Committee for Educational Television said. The second outlet would be on ch. 11 at Tulsa.

OETA received a construction permit Dec. 2 for Oklahoma City ch. 15, and estimates a cost of $1,640,000 for construction of the outlet and $500,000 for the first year's operation (B&T, Dec. 7, 1953).

The approved Oklahoma bill, HB-1033, authorizes the state to issue bonds against the state's public building fund, with the bonds to be repaid out of royalties from oil wells on state-owned lands.

Walter Emery of the Joint Committee for Educational Television, Washington, said OETA was accepting money from other sources to be used by the state educational TV system.

KWTV ("World's Tallest Video") Oklahoma City, which went on the air on vhf ch. 9 Dec. 12, but expects to shift to its 1,572-foot antenna when construction is completed, will allow the Oklahoma City educational station the free use of its tower (for a 1,440-foot antenna) and free use of the land on which the ch. 13 outlet's studios and transmitter will be located, according to George C. Davis, consulting engineering firm, Washington.

The firm, which is in charge of engineering for both stations, said the KWTV antenna, a 12-element superturnstile, will be atop the tower, and the 14-element ch. 13 supergain antenna immediately below it.

Bell, Krieger Appointed In D. C. Ch. 26 Drive

APPOINTMENT of Daniel W. Bell as treasurer and Seymour Krieger as general counsel of the Greater Washington (D. C.) Educational Television Assn., was announced last week by Dr. Martin A. Mason, chairman of the association's board of trustees.

Mr. Bell, former under secretary of the Treasury, is president of the American Security & Trust Co., Washington.

Mr. Krieger, radio-tele视力 attorney, also is a member of the Joint Committee on Educational Television and participated in the tv reallocation proceeding. From 1940-42 he was with PCC's legal staff, assisting in the chain broadcasting case.

Greater Washington Educational Television Assn. proposes to file application for reserved uhf ch. 26 in the District of Columbia. It is composed of 19 cultural and educational organizations in the nation's capital. The District of Columbia Board of Education already has a bid pending for ch. 26, but processing has been delayed because Congress has not provided funds for its proposed station.

**AWARDS**

SDX Sets Feb. 1 Deadline For Awards Nominations

DEADLINE for nominations in 14 fields for distinguished service awards in journalism covering the year 1953 has been set at Feb. 1, Victor E. Bluedorn, executive director of Sigma Delta Chi, professional journalistic fraternity which makes the annual awards, said last week.

Two of the awards will be made to individuals in broadcast media—one for excellence in radio or TV newswriting and the other for radio or TV reporting. Awards also will be made to a radio and a TV station for public service in journalism.

Nominations should be sent to Sigma Delta Chi Awards, 35 E. Wacker Drive, Chicago 1, and must be accompanied by recommendations, with name of the author, station and date of broadcast, together with a statement of circumstances under which the assignment was fulfilled.

**MISSISSIPPI'S MOST POWERFUL TV STATION**

WSL-TV

JACKSON

Target date for beginning operations is March 1, 1954, transmitting with a power of 214,000 watts. Even at full capacity, no other Mississippi station can deliver this much power.

**Peabody Nominations Made in California**

RECOMMENDATIONS for the annual George Foster Peabody Awards in radio and television have been announced by Clara S. Logan, Southern California Peabody Committee chairman and president of National Assn. for Better Radio & Television.

TV programs suggested for the national awards are: education, KNX (TV) Hollywood Shakespeare on TV (1st choice), CBS-TV You Are There (2nd choice); entertainment, CBS-TV O'Neill (1st); NBC-TV Hallmark Hall of Fame (2nd); news and/or interpretation of news, CBS-TV See It Now (1st), syndicated; Cleve Roberts (2nd); children's programs, NBC-TV Excursion (1st); NBC-TV Mr. Wizard (2nd); religion, KTVF Dayton Good Church (1st); CBS-TV Light of Faith (2nd). Radio programs recommended for national awards are: public service by a regional station above 1 kw, KNX Hollywood for Warning Red, University Explorer, What Can I Do, Cited Sub-Delegation, Television-coverage from Korea and Sunday at Idylwild (1st); KKEA Hollywood for Fair Crop; Los Angeles, Robert Taft Story (2nd); no nomination for public service by a local station, 1 kw or under; reporting and/or interpretation of the news, Chet Huntley of ABC (1st), Ed Murrow of CBS (2nd); drama or other musical entertainment, CBS-Hallmark Playhouse (1st), NBC-AM Theatre Guild (2nd); music, NBC-AM NBC Symphony (1st), Don Lee Standard School Broadcast (2nd); education, CBS-AM

**Radio-Television NOMINATIONS INVITED**

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

2. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either a partial or complete script, broadcast or telecast 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 journalism, not entertainment. Commericially 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 journalism, 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 18, 1954 • Page 101
CARTE STUDY LISTS LOCAL RADIO USERS

The list of 20,000 local Canadian firms who use radio will be used to convince others they should do the same.

TABULATION of all local Canadian radio advertisers, nearing completion for release in early February, will show some 20,000 local radio advertisers on English-language stations. The compilation will be based on those advertising during February.

Pat Freeman, research and sales director of the Canadian Assn. of Radio-Television Broadcasters, Toronto, reports about CANADA 90% of stations replied to his detailed questionnaire. The returns showed about 160 categories of local radio advertisers, which Mr. Freeman has grouped into about a dozen basic categories, including personal, general and home services, amusement, food, clothing, automotive, building and various categories of retail stores.

The compilation, to be released in mimeographed form, contains some 170 pages of local advertisers' names. It will be used by local stations to sell retailers and services in local markets, showing how many similar firms use radio. CARTE hopes later to complete the information to show types of radio advertising and amount of advertising.

This is Mr. Freeman's second study, the first covering national advertisers, with some 800 being listed in the CARTE compilation.

Soviets Push Efforts To Jam Voice of America

IRON CURTAIN countries are feeling the effectiveness of Voice of America broadcasts and taking measures to counteract them, according to U.S. State Dept. sources.

Officials say the Soviet jamming network employs some 2000 transmitters, and that the net effect costs about five times more to operate than the total cost of U.S. broadcasts to the Soviet orbit. Also noted: Soviet blips have passed laws providing heavy penalties for spreading "tendentious" or "invented" news; in Czechoslovakia it is illegal to listen to foreign broadcasts with other than members of one's family; in Albania and Bulgaria, the electric current reportedly is cut off during peak listening hours.

Still another device used by Communist nations is to decrease the manufacture of short wave sets. The number produced for civilians declined 21% from 1948-1951 despite an increase of more than 50% in the production of civilian-type radios.

International Sponsors Take U.S. TV to Canada

A RAFT OF U.S. television network shows sponsored by international advertisers, started in Canada at year's end, will continue during the first weeks of the new year. There are CANADA a preponderance of American networks on Canadian television, much against the original plans of Canadian government planners, who had hoped to make Canadian TV mainly a Canadian undertaking.

Remington-Rand Ltd., Toronto, has started What's My Line? every other week by kinescope on the Canadian Broadcasting Corp. tv network, placed by Locke, Johnson & Co., Toronto. Coca-Cola Ltd., Toronto, has started the filmed Kit Carson weekly on CBC-TV through D'Arcy Adv. Ltd., Toronto. Motorola Corp., Toronto, has begun its Motorola TV Hour every second week on the network, placed by McKim Adv. Ltd., Toronto.

F. W. Woolworth Ltd., Toronto, sponsored the Pasadena Tournament of Roses on Jan. 1. United States Savings & Loan Life Safety Radio Panel is being presented by Radio Panel Canada, through Maxon Inc., New York, sponsored the Rose Bowl game. CBC presented the Sugar Bowl game on a sustaining basis.

WITH FATHERS' Day, all Canada, sponsored weekly by S. C. Johnson & Son, Brantford, through Needham, Louis & Broby of Canada Ltd., Toronto, Borden Co. Ltd., Toronto, early this month started Life With Elizabeth and Liberace, through Young & Rubicam.

Atlantic Broadcasters Meet

PROMOTION, closer agency co-operation and television some in for discussion at the annual meeting of the Atlantic Assn. of Broadcasters at the Lord Nelson Hotel, Halifax, January 13-14, under chairmanship of CANADA Finlay MacDonald, CJCH Halifax.

A report on station operations in Canada was made by F. H. Elphicke, CKWX Vancouver, president of the Canadian Assn. of Radio-Television Broadcasters, and Jim Allard, CARTE executive vice president, Ottawa. Promotion for radio stations was discussed by Bill Mitchell, All-Canada Radio Facilities, Toronto.

Transcriptions and their use was dealt with by Norris Mackenzie, of S. W. Caldwell Ltd., Toronto, and Bob Rand, Radio Facilities, Toronto. Agency problems were presented by Dalton Camp, Locke Johnson & Co., Toronto, and Bob Amos, F. H. Hayhurst & Co., Toronto. Plans for tv were dealt with by George Cromwell, CHST-TV St. John, and Marvin Nathanson, CJCB-TV Sydney, both of whose stations will be on the air this spring.

CHCT-TV Nears Start

CHCT-TV Hamilton, ch. 11, is expected to start test transmissions late in January or early in February, and is expected to be CANADA the first all-English station to compete with Canadian Broadcasting Corp.'s CBLT Toronto, where the largest tv audience in Canada is concentrated. Owners of CHCT-TV, the three Hamilton stations CHML, CKOC and CISH-FM, are spending about $1 million on station and equipment.

CBMT (TV) Goes on the Air

AFTER SEVERAL DELAYS, the second tv station for Montreal, CBMT (TV), officially went on the air Jan. 10, carrying CANADA only English-language programs. Station, owned by Canadian Broad- card Corp., operates on channel 6. English language programs formerly carried on CBFT (TV) Montreal are being moved to CBMT. CBFT will carry French-language programs only.

Bedard to Head RSRA

ALEX BEDARD, Radio Representatives Ltd., Toronto, has been elected president of the Radio Station Representatives Assn. Jim Alex Life Wings, vice-president, was CANADA elected vice president; George Hild- man, H. N. Stovin & Co., secretary; Lorrie Potts, Omer Renaud & Co., treasurer, and A. A. McDermott, Radio & Television Sales Inc., publicity director.
**FOR THE RECORD**

Television Applications in Hearing Status, December 31, 1953 *

<table>
<thead>
<tr>
<th>LOCATION AND CHANNEL NO.</th>
<th>APPLICANT</th>
<th>DOCKET NO.</th>
<th>DATE DESIGNATED</th>
<th>HEARING SCHEDULED &amp; BEGUN</th>
<th>ADJOURNMENTS</th>
<th>RECORD CLOSED</th>
<th>PRO. FIND. DUE</th>
<th>INITI'. OED'N, ISSUED</th>
<th>EXCEPTIONS DUE</th>
<th>ADDITIONAL DATA RE APPLICANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMARILLO, TEX. (7)</td>
<td>Plains Empire B/cing Co.</td>
<td>10705</td>
<td>9-30-53</td>
<td>10-30-53</td>
<td>None</td>
<td>11-9-53</td>
<td>None Required</td>
<td>None</td>
<td>D-10704 &amp; D-10706 dismissed without prej. 11-1-53; Final Decision released 12-11-53</td>
<td></td>
</tr>
<tr>
<td>BATON ROUGE, LA. (2)</td>
<td>Louisiana Television B/cing Corp.</td>
<td>10550</td>
<td>6-17-53</td>
<td>12-21-53</td>
<td>None</td>
<td>12-23-53</td>
<td>None Required</td>
<td>None</td>
<td>Waiting Final Decision</td>
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<td>CINCINNATI, OHIO</td>
<td>The Enterprise Company B/cing Corp.</td>
<td>10296</td>
<td>7-11-52</td>
<td>11-17-52</td>
<td>None Required</td>
<td>7-22-53 Due &amp;Filed 9-1-53</td>
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<tr>
<td>CANTON, OHIO</td>
<td>Jefferson Amusement Co.</td>
<td>10779</td>
<td>12-2-53</td>
<td>12-16-53</td>
<td>None</td>
<td>None</td>
<td>1-13-54</td>
<td>None Required</td>
<td>D-1058 dismissed without prej. 12-8-53; Waiting Final Decision</td>
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<td>BUFFALO, N. Y. (2)</td>
<td>Niagara Frontier Amusement Corp.</td>
<td>10684</td>
<td>12-10-53</td>
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<td>None</td>
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<td>CLEVELAND, OHIO (10)</td>
<td>Capital Television, Inc.</td>
<td>10728</td>
<td>10-14-53</td>
<td>11-13-54</td>
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<td>None</td>
<td>Final Decision released 12-8-53</td>
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<td>CHATTANOOGA, TENN. (12)</td>
<td>WOOD B/cing Corp. Mountain City TV, Inc.</td>
<td>10438</td>
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<td>9-20-53</td>
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<td>Cont'd. indefinitely on point of law, all applicants: D-10474 &amp; D-10472 dismissed w/o prej. 12-22-53</td>
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<td>CINCINNATI, OHIO (14)</td>
<td>Tri-City B/cing Co.</td>
<td>10675</td>
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<td>10-19-53</td>
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<td>Final Decision released 12-8-53</td>
<td></td>
</tr>
</tbody>
</table>

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*HERE is the boxscore on the yearend status of competitive television hearings pending with the FCC and in proceeding before Commission hearing examiners as of Dec. 31, 1953.

Compiled by Miss Frankie L. Fox under the direction of Robert J. Rawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau, the status report is for the use of Commissioners and the FCC staff.

Since Dec. 31, the Commission has announced initial decisions in the Houston vhf ch. 13 case; for vhf ch. 4 at Sioux City, Iowa, and vhf ch. 11 at Durham, N. C. (see story this issue).

In addition, the Commission has announced final decisions to grant uhf ch. 66 at Erie, Pa., to WLEU there and uhf ch. 22 at Corpus Christi, Tex., to Coastal Bend Television Co. [B*T, Jan. 11].

FCC also has scheduled new competitive hearings on the following cases: Jacksonville, Fla., vhf ch. 12; Muskogee, Okla., vhf ch. 8; Tulsa, Okla., vhf ch. 2; Tulsa, Okla., uhf ch. 17; Biloxi, Miss., vhf ch. 13; Charlotte, N. C., vhf ch. 9 [B*T, Jan. 11; also story this issue].
<table>
<thead>
<tr>
<th>Location and Channel No.</th>
<th>Applicant</th>
<th>Docket No.</th>
<th>Date Designated</th>
<th>Hearing Sched. &amp; Begin</th>
<th>Adjournments</th>
<th>Record Closed</th>
<th>Prob. Find. Due</th>
<th>Initil. Den. Issued</th>
<th>Exceptions Due</th>
<th>Additional Data Re Applications</th>
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<tr>
<td>CORPUS CHRISTI, TX (10)</td>
<td>Superior Television, Inc. Keys TV, Inc. K-Si Television, Inc.</td>
<td>10556</td>
<td>6-24-53</td>
<td>7-24-53 8-4-53</td>
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<td></td>
<td>Gulf Coast B'ing Co. Baptist Gen'L Convention of Texas</td>
<td>10559</td>
<td>6-24-53</td>
<td>8-3-53 8-3-53</td>
<td>1-18-54</td>
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<td>Coastal Bend Television Co.</td>
<td>10578</td>
<td>7-1-53</td>
<td>7-31-53 7-31-53</td>
<td>12-8-53 12-8-53</td>
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<td>12-11-53</td>
<td>None to be Filed</td>
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<td>DES MOINES, IOWA (8)</td>
<td>Cowles B'ing Co. Murphy B'ing Co.</td>
<td>1897</td>
<td>9-23-53</td>
<td>10-23-53 10-23-53</td>
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<td>1-8-54 to exchange points of reliance</td>
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<td>DETROIT, MICH. (50)</td>
<td>Brook Radio &amp; TV Stations, Inc. Woodward B'ing Co.</td>
<td>10660</td>
<td>8-26-53</td>
<td>9-25-53 9-25-53</td>
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<td>DULUTH, MN (3)</td>
<td>Red River B'ing Co., Inc.</td>
<td>10290</td>
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<td>11-17-52 11-17-52</td>
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<td>None Filed</td>
<td>Final Decision released 12-11-53</td>
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<td>FORT WAYNE, IND. (69)</td>
<td>Radio Ft. Wayne, Inc. Anthony Wayne B'ing Corp.</td>
<td>10426</td>
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<td>4-6-53 4-6-53</td>
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<td>10-18-53</td>
<td>Due &amp; Filed 11-30-53</td>
<td>Waiting oral argument</td>
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<td>FREMONT, CALIF. (12)</td>
<td>California Inland B'ing Co. KARM, The Geo. Harn Station</td>
<td>9050</td>
<td>8-20-53</td>
<td>9-21-53 9-28-53</td>
<td>See Remarks</td>
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<td>1-3-54 (w/k. of) to take depositions; 1-35 to receive depositions and close record</td>
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<td>HARTFORD, CONN. (5)</td>
<td>The Travelers B'ing Service Corp. Hartford Telecasting Co., Inc.</td>
<td>10517</td>
<td>9-30-50</td>
<td>10-30-50 10-30-50</td>
<td>See A Below</td>
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<td>HATTIESBURG, MISS. (7)</td>
<td>Hattiesburg Television Co.</td>
<td>10736</td>
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<td>HOUSTON, TEX. (13)</td>
<td>KTRH B'ing Company Houston Area Television Co. Houston Television Co., Inc. Television B'ing Co. of Houston</td>
<td>10793</td>
<td>11-4-52</td>
<td>12-11-51</td>
<td>See B Below</td>
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<td>INDIANAPOLIS, IND. (9)</td>
<td>Universal B'ing Co., Inc.</td>
<td>8965</td>
<td>11-18-53</td>
<td>12-18-53 12-4-53</td>
<td>12-6-53</td>
<td>None Required</td>
<td>12-8-53</td>
<td>None to be Filed</td>
<td>D-10760 dismissed w/o prec. 11-30; Waiting Final Decision</td>
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<tr>
<td>LANCASTER, PA. (8)</td>
<td>Peoples B'ing Co. WGBL, Inc.</td>
<td>10365</td>
<td>12-31-52</td>
<td>2-2-53 6-1-53</td>
<td>6-4-53</td>
<td>None Required</td>
<td>11-13-53</td>
<td>Due &amp; Filed 12-3-53</td>
<td>E/Grant Bureau failed to excep; Reply by WGBL Fed 12-4; waiting oral argument</td>
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<tr>
<td>LEXINGTON, KY. (27)</td>
<td>American B'ing Corp.</td>
<td>10747</td>
<td>11-12-53</td>
<td>12-11-53</td>
<td>None held</td>
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<td>Grant made final 12-3-53</td>
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</tbody>
</table>

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**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

---

A. 1-11-54 Parties to submit list of witnesses to be questioned 1-18-54 Cross-examination of witnesses

B. 1-18-54 Exchange of information required by October 14, 1953 Public release 1-25-54 Conference re. points of reliance 2-1-54 Final exchange of exhibits 2-9-54 Testimony

C. 1-4-54 Exchange of points of reliance 1-5-54 2nd hearing conference 2-1-54 Exchange of exhibits 2-15-54 Testimony

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<th>DOCKET NO.</th>
<th>DATE DETERMINED</th>
<th>HEARING SCHEDULED &amp; BEGUN</th>
<th>ADJACENTMENTS</th>
<th>RECORD CLOSED</th>
<th>PRO. FIND. DUE</th>
<th>INITL. DEP. ISSUED</th>
<th>EXCPTN. DUE</th>
<th>ADDITIONAL DATA RE APPLICATIONS</th>
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<tbody>
<tr>
<td>MANSFIELD, OHIO (36) (Examiner Butts)</td>
<td>Mansfield Journal Co., Fergam Theaters, Inc.</td>
<td>10791 10792</td>
<td>12-3-54</td>
<td>13-31-53</td>
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<td>NEMPHIS, TENN, (3) (Examiner Hardy)</td>
<td>WREC B/Oing Service WMPR, Inc.</td>
<td>10261 10262</td>
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<td>MIAMI, FLA, (10) (Examiner not named)</td>
<td>WKAT, Inc., L. B. Wilson, Inc., North Dade Video, Inc. Public Service TV, Inc.</td>
<td>10263 10264 10265 10266</td>
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<td>MONTGOMERY, ALA, (22) (Examiner Donahue)</td>
<td>Montgomery B/Oing Co., Inc. Abilene Television Co.</td>
<td>10573 10574</td>
<td>7-1-53</td>
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<td>MONTPELIER, VT, (3) (Examiner Cunningham)</td>
<td>WCAX B/Oing Corp. Colonial Television, Inc.</td>
<td>10663 10664</td>
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<td>MUSKEGON, MICH, (35) (Examiner Irvine)</td>
<td>Versitiie Radio &amp; TV, Inc.</td>
<td>10442 10444</td>
<td>3-23-53</td>
<td>4-22-53</td>
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<td>NEWPORT NEWS, VA, NORTOLK, VA, PORTSMOUTH, VA, (10) (Examiner Frederick)</td>
<td>Hampton Roads B/Oing Corp. Beachview B/Oing Corp. Portsmouth Radio Corp.</td>
<td>10799 10800 10801</td>
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<td>OGDEN, UTAH (9) (Examiner Donahue)</td>
<td>United B/Oing Company</td>
<td>10797</td>
<td>11-12-53</td>
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<tr>
<td>PORTLAND, ORE, (12) (Examiner Smith)</td>
<td>Oregon Television, Inc. Columbia Encore Telecasters Northwest TV &amp; B/Oing Co.</td>
<td>101028 101029 101030</td>
<td>7-11-52</td>
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<td>9-12-52</td>
<td>9-3-52</td>
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</tbody>
</table>

**Hey! Kenyon and Eckhardt, Let's Straighten Things Out Without Shootin'!**

We got left out (you know how sensitive we Texans are about being left out) of your Radio Merchandising Survey and we want to set you and our advertising pals straight!

**KROD and KROD-TV**

**EL PASO, TEXAS**

Is The Southwest's Most Merchandising Promotion Minded Station!

KROD and KROD-TV provides more E.P.* than any other radio and TV station in El Paso!

Out of the 19 services that you asked stations to check in your Radio Merchandising Survey— KROD and KROD-TV provide 13 plus 2 additional services not included in your survey.

Our Effective Promotion and Merchandising Services include:

- 24 Sheets
- Newspaper Ads and Publicity
- Texas Size Post Cards
- P.O.P. Displays
- Courtesy Announcements
- Dealer Calls
- Sales Meetings
- Promotion Reports

---

*E.P.* = Effective Promotions

---

**KROD-TV**

**CHANNEL 4**

**CBS RADIO NETWORK IN EL PASO**

**5,000 WATTS**

**NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY "LET A BRANHAM MAN HELP YOU"**

Broadcasting * Telecasting

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<th>ADJOURNMENTS</th>
<th>RECORD CLOSED</th>
<th>PROD. FIX'D DUE</th>
<th>INIT'L DESIGN ISSUED</th>
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<th>ADDITIONAL DATA &amp; RE APPLICATIONS</th>
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<tr>
<td>RICHMOND, VA. (12)</td>
<td>Richmond Newspapers, Inc.</td>
<td>894510005</td>
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<td>1-19-54</td>
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<td>SACRAMENTO, CALIF. (3)</td>
<td>Sacramento B/C, Inc. KORA, Inc.</td>
<td>9012109294</td>
<td>10-29-52 7-11-52</td>
<td>11-17-52 11-17-52</td>
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<td>(Examiner Donahue)</td>
<td>McClatchy B/C, Inc. Sacramento Telecasters, Inc.</td>
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<td>(18)</td>
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<td>SAN JOSE, CALIF. (11)</td>
<td>F. M. Radio &amp; TV Corp. Standard Radio &amp; TV Corp.</td>
<td>783810957</td>
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<td>(12)</td>
<td>SHREVEPORT, LA. (3) (Examiner Cooper)</td>
<td>1047610477</td>
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<td>5-29-53 5-29-53</td>
<td>1-14-54 See Remarks</td>
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<td>12-4-53 Comm. remanded to Examiner for further hearing</td>
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<td>SIOUX CITY, IOWA (4) (Examiner Cooper)</td>
<td>10673</td>
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<td>10-7-53 10-12-53</td>
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<td>SOUTH BEND, IND. (46)</td>
<td>South Bend B/C, Inc. Michiana Telecasting Corp.</td>
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<td>6-3-53</td>
<td>7-3-53</td>
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<td>SPRINGFIELD, ILL. (2)</td>
<td>Sangamon Valley TV Corp. Capitol City TV Co. WEXV-TV Inc.</td>
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<td>(Examiner Frens)</td>
<td>ST. LOUIS, MO. (4) (Examiner Hardy)</td>
<td>8810110675</td>
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<td>Radio Diablo, Inc. KXOB, Inc.</td>
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<td>WICHITA, KANS. (10) (Examiner Hutchinson)</td>
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<td>WEST PALM BEACH, FLA. (12) (Examiner not named)</td>
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**FOR THE RECORD**

**NOW**

A RELIABLE, FOOLPROOF CARRIER INTERRUPTION ALARM

Price $68.75 with full instructions ready to operate. FOB Manchester, N.H.—Immediate Delivery.

**FOR** any AM or FM Transmitter

**CONFERRED** Alarm with any AM or FM Receiver

**FOR** Remote Operation with Rust and other Remote Control Systems

- Sensitive, Compact, Accessible
- Internal buzzer; connections for external alarm

the rust industrial company, Inc. 608 Willow St., Manchester, N.H.

**D.** 12-14-53 Pre-hearing conference

12-21-53 Exchange of information

1-4-54 To open record & dispose of procedural matters other than points of reliance

1-8-54 Oral argument re petition to amend filed by Kdors

1-15-54 Last day to file petitions re adequacy of funds

1-22-54 Exchange of points of reliance

Indef. Further hearing conference

**E.** 1-11-54 Exchange of points of reliance

1-14-54 Second hearing conference

2-1-54 Testimony

**F.** 1-11-54 Counter proposed findings & conclusions filed by all parties

1-18-54 Rebuttal proposed findings & conclusions due

**BROADCASTING** • **TELECASTING**
Station Authorizations, Applications
(As Compiled by B + T)
Jan. 7 through Jan. 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CF—construction permit. DA—directional antenna. ERP—effective radiated power. BRF—broadcast transmitter link. synch.—synchronous. AMP—amplifier. Ultrahigh frequency. uhf—ultra high frequency. an—antenna. sun—suns. via—visual. kw—kilowatts. w—watts. inc.—includes.

FCC Commercial Station Authorizations
As of Dec. 31, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (on air)</td>
<td>2,509</td>
<td>533</td>
</tr>
<tr>
<td>CPs on air</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>115</td>
<td>26</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,526</td>
<td>566</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,638</td>
<td>586</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>157</td>
<td>267</td>
</tr>
<tr>
<td>New station requests</td>
<td>172</td>
<td>4</td>
</tr>
<tr>
<td>Facilities change request</td>
<td>149</td>
<td>29</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>865</td>
<td>133</td>
</tr>
<tr>
<td>Licenses denied in Nov.</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
| *Does not include noncommercial educational fm and tv stations. *Authorized to operate commercially.

Am and FM Summary through Jan. 13

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In</td>
<td>Pendi-</td>
<td>Buc-</td>
</tr>
<tr>
<td>Am</td>
<td>1,526</td>
<td>635</td>
</tr>
<tr>
<td>Fm</td>
<td>534</td>
<td>534</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>283</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>295</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>236</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>253</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New Amnd.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>329</td>
</tr>
<tr>
<td>Educational</td>
<td>51</td>
</tr>
</tbody>
</table>

Total 948 277 715 550 1,264

*Thirty-three CPs (8 vhf, 25 uhf) have been returned.

Includes 29 already granted.

Note: Amended processing procedures and revised city limits policy allowing only those cities with contested applications are now in effect (B-Y, Oct. 25).

VHF ch. 10 (192-198 mc): ERP 10.5 kw visual, 5.5 kw audio; antenna height above average terrain 630 ft., above ground 577 ft. Estimated construction cost $188,530, first year operating cost $100,000, revenue $178,000. Post office address 1 Miller Ave., Albany, N. Y., 12206. Secretary-Treasurer, Mrs. Margaret A. Ball, (93%) and Mrs. W. H. Bley, executrix of estate of W. B. Bley, (6%) percentage.


Hibbing, Minn.—North Star TV Co., granted

Soundcraft recording tape
in the new
TAPE-CHEST

Soundcraft, the world’s finest high-fidelity recording tape—now available in a handsome, permanent filing cabinet. The "Tape-Chest" stores five reels of 5" or 7" tape in individual drawers. It is yours at no extra cost with the purchase of five reels of tape. The perfect way to file, protect your valuable recordings.

Ray Reeves
Soundcraft Corp.
10 East 52 St., Dept. "Q", N. Y. 22, N. Y.

January 18, 1954
FOR THE RECORD

Whitefish Bay, Wis.—Independent TV Inc., vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw audio; antenna height above average terrain 1,100 ft, above ground 1,483 ft. Estimated construction cost $63,300, first year operating cost $22,700, revenue $17,700. Post office address 3211 West Washington Blvd., Milwaukee 21. Location determination by the time of filing. Transmitter location N.E. corner Port Washington Rd. & N. corner Bay Rd., Mequon. Geographic coordinates 43° 32' 30" N., 87° 55' 19" W. Licensed to Xaver D. Scott, antenna RCA. Legal counsel Robert Wood & McInnis, Washington. Principals include President Jack Kohn (25%), hosier & underwear manufacturers; first Vice President Richard G. Fried (14%), gloves & millets manufacturer; Sec.-Treasurer Lawrence Friedlender (16%), advertising, real estate and 15% stockholder. Ledmmg Newspapers Inc.; Blair Moody Jr. (18%), former U. S. Senator, 12%, stockholder. Independent Newspapers Co. and 15% stockholder. Leader Newspapers Inc.; Max Strauss 10%, owner Omnibook Inc., and Max Oases (8%), owner. Woodward Bestg. Co., applicant for new tv station on vhf ch. 60 to Detroit. Filed Jan. 6.

APPLICATIONS AMENDED

Wilminglon, N. C.—Wilminglon TV Corp. amends bid for new tv station on vhf ch. 29 (to specify vhf ch. 3 (64-66 mc); ERP 1, kw visual, 3 kw audio; antenna height above average terrain 220 ft. Filed Jan. 6.

Raleigh, N. C.—WPTF Radio Co. (WPTF) amends bid for new tv station on vhf ch. 3 to change transmitter location to off Route 76, approximately 1500 ft southwest of house of applicant, and has average terrain 1,251 ft. Filed Jan. 6.

Gainesville, Fla.—Leon J. Shafris amend bid for new tv station on vhf ch. 39 to change ERP from 2 kw visual, 1,722 kw visual to approximately 1,000 kw visual, 2 kw audio; antenna height above average terrain 1400 ft. Filed Jan. 7.

APPLICATIONS DISMISSED

Green Bay, Wis.—Green Bay Newspaper Co. (GMN) amends bid for new tv station to specify (to vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw audio; antenna height above average terrain 900 ft. Filed Jan. 7.

APPLICATIONS AMENDED

Galveston, Texas—The John Moelw faster Bestg. Co., ERP 100 kw visual, 50 kw audio; antenna height above average terrain 1,800 ft. Filed Jan. 8.

APPLICATIONS DISMISSED

San Fernando, Calif.—KMEX Inc., 346 kc, 1 kw unlimited, directonal. Post office address 1127 South Broadway, Los Angeles 15. Estimated construction cost $50,000, first year operating cost $27,000, revenue $15,000. Principals include President Frank L. Poue (10%), stockholder of Spanish Interests. Application for vhf ch. 34 at Los Angeles, and owner of Voice Amusement Enterprises and Million Dollar Theatre Co. (10%), associated with his father in all the above enterprises; License granted Jan. 4, 1956. Application for an exhibition rights to Spanish language pictures, and owner of Astana Films and producer of Spanish language motion pictures. Filed Jan. 4.

Washington, D. C.—WJAM-TV, 7700 kW, 1270 kw, 500 w, day time. Post office address 401 12th St., NW, Washington 2, D. C. First year operating cost $16,000, revenue $30,000. Mr. Mulline deals in radio and electric service. Filed Jan. 5.

Grafton, N. D.—KXQV Bestg. Co. (KXQV Moorhead, N. D.) unlimited. Post office address 463 Center Ave., Moorhead, Minn. Estimated construction cost $13,700, first year operating cost $23,000, revenue $15,000. Principals include President Frank L. Poue (10%), Vice President Manny Magor (2.5%), Secretary Benjamin Pease (5%), and Treasurer William Lowrey (2.5%). Filed Jan. 5.

Jamestown, N. D.—WNOP-AM, 1600 kc, 250 w unlimited. Post office address 975 E. 1st St., Jamestown, N. D. Estimated construction cost $12,000, first year oper- ating cost $25,000, revenue $30,000. Principals include President Robert E. Ingstad (70.9%), major party stockholder; secretary treasurer of Midway City, N. D., Vice President James H. Hansen (19.1%), president of American Telephone & Telegraph Co. E. A. Mollens (5.6%), contractor, and Treasurer Lewis Miller (2.5%). Filed Jan. 5.

Chattanooga, Tenn.—Greenwood Bestg. Co. (Silver Screen) Unlimited. Post office address 201 Howard, Green- wood 3, Tn. Estimated construction cost $13,000, first year operating cost $20,000, revenue $50,000. Sole owner is Cy N. Dabaha. Filed Jan. 4.

APPLICATIONS AMENDED

The Dalles, Ore.—Radio Mid-Columbia Inc. amends application for vhf ch. 14, day and night, for the period ending 1800 kw unlimited to specify 500 w directional day and night. Filed Jan. 5.

Cruz Bay, St. John, Virgin Islands—Mary Lou- ise Vieysen amends application for vhf ch. 12 for the period ending 900 kw unlimited to specify daytime power as 500 w. Filed Jan. 8.

Existing Am Stations

APPLICATIONS

KFSG Los Angeles, Calif.—Echo Park Evangel- istic Assn. seeks construction permit to change daytime power from 2.2 kw to 5 kw. Filed Jan. 5.

KPOI Los Angeles, Calif.—Coast Radio Bestg. Co. seeks construction permit to change daytime power from unlimited to 10 kw. Filed Jan. 6.

WABB Winter Park, Fla. —Orange County Broadcasting Co. seeks construction permit to change day power from 1600 kw to 1400 kw. Filed Dec. 28.

K-SB Baltimore, Md.—George Schmuck, Inc. seeks construction permit to change vhf ch. 14 for the period ending 1200 kw, and 2 kw for the period ending March 31. Filed Jan. 8.


APPLICATIONS

KVOA-TV Tucson, Ariz.—Arizona Bestg. Corp. seeks modification of CP for vhf ch. 6 for the period ending June 30. Filed Jan. 7.

WILAT-TV Harrisburg, Pa.—LEX-TV, 2440 W. 4th St., Erie, Pa. seeks construction permit to change vhf ch. 4 for the period ending March 31. Filed Jan. 8.

WITB-TV Richmond, Va.—WITB-TV, 1239 W. Broad St., Richmond, Va. seeks construction permit to change vhf ch. 15 for the period ending March 31. Filed Jan. 8.

Galion, Ohio—Don A. Fields S. Inc., seeks modification of CP for vhf ch. 15 to increase nighttime ERP from 10 kw to 30 kw. Filed Jan. 8.

KQO-TV San Francisco, Calif.—American Bestg.—Paramount Theatres Inc., seeks modifications of CP for vhf ch. 7 for the period ending Dec. 15, from 130 kw to 150 kw visual, and 2.5 kw audio; antenna height above average terrain 1300 ft. Filed Jan. 8.

Baltimore, Md.—Evening News Assc. seeks modification of CP for vhf ch. 14 for the period ending March 31, antenna height above average terrain 1200 ft. Filed Jan. 8.

St. Louis, Mo.—Filed Jan. 8.

K-WK Knoxville, Wash.—WKW Inc. seeks construction permit to increase power from 1 kw to 5 kw. Filed Jan. 8.

KIVC Galveston, Texas—Independent City Bestg. Co. seeks construction permit to change vhf ch. 5 for the period ending 1900 kw, and 10 kw for the period ending 2 kw. Filed Jan. 8.

KBEW Kennewick, Wash.—KBEW Inc. seeks construction permit to increase power from 1 kw to 2 kw, and to change directional antenna day and night. Filed Dec. 30.

Existing Fm Stations

APPLICATIONS

KSCU (FM) Santa Clara, Calif.—U. of Santa Clara grants modification of CP to change ERP to 700 w. Granted Jan. 8; announced Jan. 12.

WKPT-TV Springfield, Ohio—WFMU Bestg. Co. seeks construction permit to change vhf ch. 2 for the period ending May 31. Filed Dec. 28.

KFLY Minneapolis, Minn.—The North Star Co. seeks construction permit to change vhf ch. 5 from 1 kw to 5 kw. Filed Dec. 28.

KWMK Galveston, Texas—Independent City Bestg. Co. seeks modification of CP to change frequency to ch. 29 (103.5 mc). Granted Jan. 8; announced Jan. 12.

STATIONS DELETED


WPFT (FM) Providence, R. I.—Provid- Cereg Inc. seeks modification of CP for vhf ch. 87 to change frequency to ch. 91 (107.6 mc). Granted Jan. 8; announced Jan. 12.

Ownership Changes

APPLICATIONS

KLWF Lebanon, Mo.—Lebanon Bestg. Co. granted involuntary transfer of control to Francis Fields (11 shares), executor of the estate of Robert C. Fields, deceased. Granted Jan. 5.

KTOX Oklahoma City, Okla.—KTOX Inc. granted voluntary assignment of license to Oklahoma City Bestg. Co. This is a new corpo- ration. Application for the transfer is assumption of obligations totalling $323,241. Granted Jan. 7.

KWTY-TV Midland, Tex.—R. H. Drewry et al., db as Midessa TV Co., granted voluntary assignment of CP for ch. 3 to new company of the same name. Owners' application to form a new company without any change in their relative interest. Granted Jan. 7.

KMMV-TV Midland, Tex.—R. H. Drewry et al., db as Midessa TV Co., granted voluntary assignment of CP for ch. 3 to new company of the same name. Owners' application to form a new company without any change in their relative interest. Granted Jan. 7.
APPLIEDS

KJNO, Juneau, Alaska, seeks voluntary assignment of license to Midnight Sun Bestco, Inc., licensee of KNJ AM-FM, KNJ-AM, Tuskegi, Ala. In consideration of $30,000, the stockholder interest in the stock of Mid- night Sun Bestco, Inc. seeks the voluntary assignment of the stockholder interest in the stock of Midnight Sun Bestco, Inc. to the applicant.


KGNF-AM, Kennewick, N. B., Central Bcstg. Corp., seeks voluntary transfer of control by Belie M. Thomas through issuance of 47.2% interest from other stockholders for $3,000. Filed Jan. 6.

WFEA, Manchester, N. H., seeks voluntary assignment of license to Public Information Inc. for $10,000. Filed Dec. 17, 1973.

Mr. Farris E. Rahall, 34% stockholder WQCY (TV) Allentown, Pa., seeks to WPAP Allentown, vice president-secretary-15.5% stockholder WWHN Beckley, W. Va., and secretary-23.8% stockholder WNNN Norristown, Pa. Filed Jan. 6.

KFMA-AM-TV Amarillo, Tex., Amarillo Bcstg. Corp., seeks voluntary transfer of control to Texas Station Network Inc. through sale by Wendell Hayes, C. C. Woodson and Gene Cagle of their 29% interests for approximately $25,000, less some $500,000 in obligations. TEN principal owners include President Gene Cagle (34.5%) and Sid W. Richardson (32%) Texas State Network owns KJNO, Ft. Worth, WACO, Waco and KHNO Allen, Texas. Filed Jan. 8.

Hearing Cases . . .

INITIAL DECISIONS

Sioux City, Iowa—New TV, vhf ch. 4, FCC Hearing Examiner Basil P. Cooper issued initial decision and looking toward grant of the application of KCOM for a CP for a new tv station on vhf ch. 4. Filed Jan. 3.

Durham, N. C.—New TV, vhf ch. 11, FCC Hearing Examiner Michael P. French issued initial decision looking toward grant of the application of WTVH for a CP for a new station on vhf ch. 11. Action Jan. 12.

OTHER ACTIONS

Montgomery, Ala.—Vhf ch. 12 proceeding. On request by William E. Bennis Jr., G/6 as Alabama Television Co., the Commission postponed a hearing on a memorandum opinion and order denying the petition for leave to amend its application for the license to Television Inc. for the station presently licensed to the Mis- sissippi Valley Broadcasting Inc., and Capital Television Inc., for a new station on vhf ch. 12.

Binghamton, N. Y.—Vhf ch. 40 proceeding. By order, the Commission dismissed as moot petition filed Oct. 26 by the Binghamton Broad- casters Inc., requesting the Commission reconsider its action of Sept. 7 in designating petitioner's application for new station on ch. 40 in consolidated proceeding upon certain specified issues, and to delete issue with respect to possible misrepresentation concerning petitioner's financial qualifications, since petitioner has since elected not to prosecute its application. Action Dec. 13.

Binghamton-Kadiont, N. Y.—Uhf ch. 46 proceeding. By order, the Commission dismissed as moot petition filed Oct. 26 by the Binghamton Broadcast- ers Inc., requesting the Commission reconsider its action of Sept. 7 in designating petitioner's application for new station on ch. 46 in consolidated proceeding upon certain specified issues, and to delete issue with respect to possible misrepresentation concerning petitioner's financial qualifications, since petitioner has since elected not to prosecute its application. Action Jan. 7.

Binghamton-Kadiont, N. Y.—Uhf ch. 46 proceeding. By order, the Commission denied supplemental petition filed Dec. 17 by Southern Tier Radio Service Inc., that the Commission delete from its hearing order an issue with respect to the financial qualifications of petitioner in the ch. 40 proceeding, Action Jan. 7.


Dage camera for film and slide operation with new Dage C-105 optical Multiplier.

Dage dual camera complement with synchronizing generator and switcher-fader unit.

WRITE DAGE FOR DETAILS
January 13 Applications

ACCEPTED FOR FILING

Renewal of License

WNLN New London, Conn., Thames Bestco, Inc. (BMP-978); WOKO Lewiston, Me., Twin City Bestco, Inc. (BMP-785); WCIR Portland, Me., Olde West Bestco, Inc. (BMP-1397); KGAV Minneapolis, Minn., Dickey Broadcasting Corp. (BMP-2841); WBFF Boston, Mass., T. B. Baker Jr., A. C. Beeman and Roy V. Whitcomb, a partnership (BMP-851); WQMJ Greenfield, Mass., John W. Jaquis (BMP-958); WOCB Youngstown, Ohio, E. Anthony & Sons Inc. (BMP-1194); WNAC Lawrence-Boston, Mass., General Telephone & 控股 Co. (BMP-1193); WWLW Lawrence, Mass., Lawrence Bestco, Inc. (BMP-1193); WEZX Manchester, N.H., North Shore Bestco, Inc. (BMP-1190).

Articles of Incorporation

WEWS Cleveland, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPC-1291) which authorized the station to install auxiliary transmitter, at present location of main transmitter, to operate on 910 kc, 1 kw (BL-5169).

January 12 Decisions

BROADCAST ACTIONS

BY THE COMMISSION EN BANC

Scheduled oral argument for Jan. 26, 1954, in re applications of Peoples Broadcasting Co., Hartford, Conn., for extension of time to operate station to opening of court and as to sound stations operated by Peoples Telecasting Corp., for continuation of license.

January 14 Actions

Remote Control

The following were granted station applications for use of television and radio equipment in the station.

KRIO Mcallen, Tex., Frontier Bestco, Inc.—Granted license covering installation of new transmitter (BL-5166); WMBK Brookhaven, Miss., Brookhaven Bestco, Inc.—Granted license covering installation of new transmitter (BL-5166).

WEAS Decatur, Ga., WEAS Inc.—Granted license covering installation of new transmitter (BL-5166).

KROF Frankfort, Ind., Radio Frankfort—Granted license for new transmitter to operate on 1010 kc, 1 kw (BL-5166).

Correction

The following were corrected: Grant of petition for extension of completion dates as follows: WORZ Orlando, Fla., to 2/26/54; WBNS-TV Columbus, Ohio, to 4/4/54; WMZC Adams, Mass., to 4/15/54; WBNK Cleveland, Ohio, to 4/25/54; WMIA-LV Linfield, Ohio, to 7/15/54; WTAO-TV Cambridge, Mass., to 7/5/54; KCMO-TV Kansas City, Mo., to 7/15/54; KLAS-TV Las Vegas, Nev., to 7/15/54; KFRC TV Youngstown, Ohio, to 7/15/54; WRBS Schenectady, N. Y., to 8/9/54; WMAZ-TV Macon, Ga., to 9/15/54; WOR-FM New York, N. Y., to 7/6/54.

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French—Durham Bestco Enterprises Inc., Durham, N. C.—Granted motion and with consent to make changes in subscribers to WODM-FM, etc. (Docket 1071; BPC-943) (Ch. 11).

By Hearing Examiner Penney N. Livin—The Bestco Service Corp., Hartford Telecasting Co., Hartford, Conn.—By Memorandum Opinion and Order, granted petition of Hartford Telecasting Co. for extension of time to complete construction for obtaining Examiner’s order, and (3) the Hearing Examiner’s Order 23 and Hearing Order of Dec. 2, are modified so as to change the date of Jan. 18, 1954, the date on which all parties, including the Chief of the Broadcast Board of the Commission, will advise each other and the Examiner which, if any, of the witnesses whose written direct examination has been submitted it does not consider it necessary to consider. The Examiner will advise each other and the Examiner as to any witnesses whose testimony is required in support of points of relevance concerning matters as to which the application is pending, to be considered together with the subject matter concerning which the examination was expected to testify, and so as to change the date of Jan. 18, 1954, the date on which testimony in this proceeding shall commence (Docket 1071; BPC-183; BPC-1646; BPC-1446) (Action 1/11).

By Hearing Examiner J. D. Bond—WDFK Bestco, Inc., Chattanooga, Tenn.—Ordered the hearing on tv ch. 12 shall commence on Jan. 12, 1954 (Docket 10478; BPC-989).

REINSTATEMENT OF LICENSES

By Hearing Examiner Paul J. Wetzel—WAKI Columbus, Ohio, to 12/31/53; WMPB-AM Chicago, Ill., to 6/30/54.

MODIFICATION OF CP

The following were modified: Grant of Petition to change transmission equipment as follows: WORZ Orlando, Fla., to 2/26/54; WBNS-TV Columbus, Ohio, to 4/4/54; WMZC Adams, Mass., to 4/15/54; WBNK Cleveland, Ohio, to 4/25/54; WMIA-LV Linfield, Ohio, to 7/15/54; WTAO-TV Cambridge, Mass., to 7/5/54; KCMO-TV Kansas City, Mo., to 7/15/54; KLAS-TV Las Vegas, Nev., to 7/15/54; KFRC TV Youngstown, Ohio, to 7/15/54; WRBS Schenectady, N. Y., to 8/9/54; WMAZ-TV Macon, Ga., to 9/15/54; WOR-FM New York, N. Y., to 7/6/54.

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 8, 234 PIQUETTE AVE.
Detroit 2, Michigan • Trinily 3-8030
By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition to extend to Jan. 14 the time within which all parties in the proceeding re WJTV-TV, Inc., for tv ch. 3 in Savannah, Ga., shall file their briefs [BT, 17-0187].

By Hearing Examiner Harold L. Scull

Niagara Frontier Amusement Corp., Buffalo, N. Y., petition for extension of the period of the participation of the hearing examiner in proceeding for ch. 2 at Buffalo, N. Y., to Jan. 23, 1954. (Docket 17057.)

By Hearing Examiner Paul B. Cooper

KCOM Bestg. Co., Sioux City, Iowa—Granted motion for reconsideration in proceeding for station KCOM-FM, Jan. 18, 1954; On Jan. 8 hearing was continued until Jan. 15.

By Hearing Examiner Thomas H. Donahue

WBBF, Rochester, N. Y.—On Examiner’s own motion, continued hearing in proceeding re WBBF for extension of hearing date from Jan. 11 to Jan. 18 (Docket 17057; BPTC-1687).

January 12 Applications

ACCEPTED FOR FILING

WTHT Hartford, Conn., Hartford Times Inc. (BR-881); WDRB Hartford, Conn., Connecticut Broadcasting Co. Inc. (BR-L-861); Greater Hartford Bestg. Inc. (BR-1431), to continue hearing in proceeding re WHTV Inc. and WINTER, Conn., to incorporate an agreement dated Jan. 1, 1954, between Perkins Brothers Co. and KCOM Bestg. Co.

By Hearing Examiner Thomas H. Donahue

January 12 Application

ACCEPTED FOR FILING

WTNV Grafford, Tex.—By request of omon, hearing examiner in proceeding re WTAV, authorized change in time of hearing from Jan. 17 to Jan. 21, 1954 (Docket 17057; BPTC-1687).

January 14 Applications

ACCEPTED FOR FILING

KRLP Falfurrias, Tex., Ben L. Parker—License to cover construction permit (BP-8587) as modified, which authorized new standard station and change studio location (BL-5189).

KYAK Yakima, Wash., Yakima Bestg. Corp.—License to cover construction permit (BP-1513) as modified, which authorized change in frequency, increase in power, and installation of new transmitter and directional antenna for night use only (BL-5137).

KXOC Chico, Calif., KXCO Inc.—Modification of construction permit (BP-4340) as modified, which authorized changes in existing tv station for extension of completion date 2/15/54 (BPTC-1700).

WLTV Wilkes-Barre, Pa., Wyoming Valley Bestg. Co.—Modification of CP (BPTC-256) as modified, which authorized new tv station for extension of completion date to 2/15/54 (BPTC-1700).

WIFIL-TV Philadelphia, Pa., Triangle Publications, Inc. (The Philadelphia Inquirer Division)—Modification of CP (BPTC-751) which authorized changes in existing tv station for extension of completion date to 2/15/54 (BPTC-1700).

January 8 Decisions

ACTIONS ON MOTIONS

By Commissioner John L. Doerker

The Travellers Bestg. Service Corp., Hartford, Conn.—Denied motion of The Travellers Bestg. Service Corp. for an extension of time to file their motion to withdraw as party to the Hearing Examiner, in proceeding involving renewal of license for new tv stations in Hartford, Conn., to operate on ch. 3, and suspended necessity of intending to file any new tv station, for extension of completion date (Docket 17057; BPTC-1687).

Arthur Westland, Walnut Creek, Calif.—Granted petition for cancellation of hearing from Jan. 12 to March 14 in re his application (Docket 10215, BPTC-8321).

January 8 Applications

ACCEPTED FOR FILING

WACL Waycross, Ga., Teletronics Inc.—Modification of CP (BP-4438) as modified, which authorized change in frequency of operation and installation of directional antenna for use for the two week period of March 15 to April 1, 1954 (BPTC-1700).

Wavit-TV Buffalo, N. Y.; WBUF-TV—Modification of CP (BR-94) which authorized new tv station for extension of completion date to 2/15/54 (BPTC-1700).

WCHD-TV Honolulu, H. N., Honolulu Broadcasting Co.—Modification of CP (BR-2041) which authorized new tv station for extension of completion date to 2/15/54 (BPTC-1700).

WCN-TV Baltimore, Md., Chambersburg Bestg., PA.—Modification of CP (BR-2149) which authorized new tv station for extension of completion date to 2/15/54 (BPTC-1700).

Application Returned

Montgomery, W. Va., West Virginia Television Corp. for vhf ch. 2.

License for CP

WBBR Rockford, Ill., Rock River Bestg. Co.—License to cover construction permit (BP-6015) which authorized new station, and specify studio location for ch. 11 (Docket 17057; BPTC-1700).

WPPC Minneapolis, Minn., Peoples Bestg.—License to cover construction permit (BP-6015) which authorized new station, and specify studio location for ch. 11 (Docket 17057; BPTC-1700).

KKO Warrensburg, Mo., Clinton Bestg.—License to cover construction permit (BP-4654) which authorized new am station (BL-5129). (Docket 17057; BPTC-1700).

WMVM Millville, N. J., Union Lake Bestg.—License to cover construction permit (BP-9125) which authorized new station, and specify studio location for ch. 12, (Docket 17057; BPTC-1700).

WNIN Newton, N. J., Simon Geller, Robert Madison, William Fairchild, and Elizabeth Fairchild d/b/a Sussex County Bestg.—License to cover construction permit (BP-8591) as modified, which authorized new station and specify studio location for ch. 12 (Docket 17057; BPTC-1700).
January 7, 1962

**Decisions**

**ACTIONS ON MOTIONS**

By Commissioner Robert E. Lee

WUMP-TV Inc., Buffalo, N. Y.—Referral to the full Commission petition to intervene in proceeding re application of Niagara Frontier Amusement Corp. for a new television station on ch. 2 in Buffalo (Docket 10645-BP-481) now closed.

By Hearing Examiner J. D. Bond

Times-World Corp., Radio Roanoke Inc., Roanoke, Va.—In order after final hearing conferences rectified rulings made and actions taken at all conferences in this proceeding for ch. 7 at Roanoke and ordered that the provisions of this order and the first hearing order shall control the subsequent course of the hearing (BPCT-1059, 1143; Dockets 10655, 10656).

By Hearing Examiner Elizabeth C. Smith

KFEG Ste. Genevieve, Mo., Denco Enterprises Inc.—Graded petition for consideration of hearing from Jan. 5 to Feb. 8 in proceeding re its application (Docket 10595; BP-4681).

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Virginia Telecasting Corp., Petersburg, Va.—An unusual request for oral request of Chief of the Broadcast Bureau and upon agreement of the parties, ordered that the time for the determination of and action on the points of reliance between applicants be extended from Jan. 8 to Jan. 11, and that the hearing shall be continued from Jan. 11 to Jan. 14 (Dockets 10673, 1079; BPCT-1102, 1451).

By Hearing Examiner Basil P. Cooper


By Hearing Examiner William G. Butts

Southern Tier Radio Service Inc., Binghamton, N. Y.—In memorandum in proceeding for ch. 10 at Carbondale, Illinois, that the scope of examination of the prospective deponents be limited, for ch. 40 (Docket 10681; BPCT-800, et al.).

By Commissioner Robert E. Lee

McCleary Best. Co., Sacramento, Calif.—Granted petition for an extension of time to Jan. 15 to file its reply brief to the exceptions to the initial decision in Commission for ch. 10 at Sacramento, and to request oral argument (Docket 9013, 10208; BPCT-450, 979).

**FCC Amends Sec. 1.402 (d)**

IN ORDER to expedite proceedings subsequent to the issue of an examiner’s initial decision in revocation and cease-and-desist proceedings, FCC has amended Sec. 1.402 (d) of its rules to provide for flexibility in the time in which such rulings may become effective or further pleadings filed. The Commission indicated the change would help in cases such as interference to licensed services.

As amended, Sec. 1.402 (d) now reads:

> **Hearings on the matters specified in the order to show cause and the practice and procedure in connection therewith shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proving with the introduction of evidence and burden of proof shall be upon the Commission, and except that in the Commission may, where the circumstances of the proceeding require expedite, specify in the order to show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial briefs in such cases shall be filed, and within which such parties may file notice of intent to seek and participate in oral argument, less than those specified in Sections 1.583 and 1.584 of the Rules.**
COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

DAWKINS ESPY
AM-TV Broadcast Engineering
Complete Field Measuring Service
10420 Wilshire Blvd.
Los Angeles 86922

LOWEL R. WRIGHT
Aeronautical Consultant
(formerly Department of Commerce-C.A.A., Washington Airports Office)
offers a specialized consulting service to the Radio and Television Industry on aeronautical problems created by tower construction.
Suburban Washington, D. C.) Tel: 114-M

TRALA RECORDS
Offering discs concerning Studebaker Cars, punches Terific sales for Losel Dealers. One position in each city being approved, inquiries are really not necessary.
BOX 11
HOLLYWOOD

COMMERCIAL RADIO MONITORING COMPANY
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BOX 11
HOLLYWOOD
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to:

BROADCASTING & TELECASTING, 1756 Delevan Ave., Monroe, Wisconsin 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance accompanies letter). All transactions, protests, etc., sent to Box number and at right rate. Transcription—4 Transcriptions expressly repudiate any liability or responsibility for their custody or return.

Help Wanted

Announcers, salesmen, lst, engineers or any combination immediately. Midwest. Box 513A, B.T.

Help Wanted—Cond’d

$690.00—$70.00 per week for 45 hours of good copy writing. Good career opportunity. Off from noon to 4:30 each Monday, Tuesday, and Thursday; 8:00 A.M. each Monday. Medium size downtown station.

Am-tv station needs writer. Versatile idea man familiar with production to write solid selling copy. Please write with growing medium. Opportunity to work into tv. Will pay position with regular salary increase. Three weeks paid vacation. Send samples, data, references to Box 59C, B.T.

Traffic director with bookkeeping experience. Will work full time. Excellent opportunity to secure new position with attractive salary. WLNA, Box 186, Peekskill, New York.

Commercial copywriter, or writer-announcer, write or call John Wilson, WFLO, Farmville, Virginia.

Newsmen, experienced, reporting and writing necessary. Send resumes and sample clippings from your best work. Attractive salary. WLNA, Box 186, Peekskill, New York.

Television

Salesmen

Need experienced tv salesman excellent opportunity. Excellent market. Midwest.

Outstanding vhf installation seven months old has opening for experienced hard working tv salesman. Urgent. Exclusive territory. Contact Richard Nason, Manager, WBKZ-TV, Battle Creek, Michigan.

Production-Programming, Others

Continuity writer, progressive, expanding tv station in major West Virginia market needs capable continuity chief. Send full particulars, photo, sample copy first letter. Write Box 59C, B.T.

RCA tv studio camera control operator. Must have at least two years commercial experience. Must write full particulars first letter. Write Box 59C, B.T.

Microwave-vhf maintenance, 1st phone preferred. Two years communications or equivalent experience. Must write full particulars first letter. Have at least two years experience, salary is negotiable. Write Box 59C, B.T.

Successful manager with solid management and sales experience, regional and local. Presently, past several years general manager of strong regional market has sales ability and experience in all phases of directing television operation. Possess highly desirable executive, progressive, and solid background. Write in detail to Box 59C, B.T.


Manager—available due to tv merger. 18 years experience in radio, tv, pr, in station and national. Has been with same concern 16 years. Have never seen finer network. Sales, promotions, public relations, management, all done to perfection. Dependable man of sound reputation and fine personal qualities. Send complete resume, letter and references. Box 53C, B.T.

Manager of communications for well established station. Excellent background in all areas of communications. Excellent background and success. Box 53C, B.T.
### Situations Wanted—(Cont’d)

**Manager**

Manager for small station or television sales. Experience radio or television sales or management. Preferable commercial-manager CBS affiliate. Box 55C, B.T.

**Station manager** with ability to operate successful station is looking for real opportunity to produce. Highly experienced in sales, program and general sales duties. Not afraid of tight or radio competition in good market. Contact Box 55C, B.T.

### Situations Wanted—(Cont’d)

**Sports**

Sports director—salesman, top record, recommendations. Seeks position with future, as either coordinator, with established radio or television operation. Box 55C, B.T.

**Two years experience with top-notch New England radio. Presently a newsman.** Seeks position. Idea man, ambitions. Also strong on copy. College graduate. Wish to locate around Boston. Box 55C, B.T.

Experienced salesman 15 years in radio. Sales strong point. 250 to 5,000, daytime, network. Prefer west, single, available first of year. Like to work. Believe in long-term contracts. Shall accept first good offer, this month. Box 55C, B.T.

Commercial manager—salesman with long and successful record would like to change location to join progressive station staff. Write Box 67C, B.T.

### Announcers

**Young reliable nj**. Operate, experience, board, produce, tape, references. Box 69A, B.T.

Anonymous, some experience: broadcasting school graduate, will write copy. Available immediately. Box 62C, B.T.

Announcer: Disc jockey and newscaster. Broadcasting experience very comfortable dependable. Korean veteran, single, will travel. Record on request! Box 63C, B.T.

**News. Mature, experienced newsmen desires to relocate with established radio and/or tv station.** Not a legman but experienced news editor, writer, producer, newscaster. Will evaluate and analyze local, national and world news. Also veteran, good copy. Also experienced speaker, active in civic affairs. Can send tape and photo immediately. Box 63C, B.T.

Live wire morning man. Friendly manner. Four years experience. Also news and sports. Veteran. Married. Desire permanent location. Box 65C, B.T.

**Announcer; news, sports specialist, 13 years background. Desires position northeast.** Box 43C, B.T.

**Singing DJ; sportscaster. Can also write and produce. Currently employed. Seeks position with Pacific Coast station. References.** Box 45C, B.T.


Staff announcer, over three years experience, knows board work, presently in east but prefers Texas. Box 50C, B.T.

**Steady, pleasing voice, excellent radio college education. Little experience most phases radio.** Some 600 production. Interests news and farm. Consider if west, southeast, west, northern west. Box 51C, B.T.

Announcer, 3 1/2 years experience, first class disket desires good staff or dj spot. Box 55C, B.T.

**Ten years radio-tv sportscasting. Strong on all phases.** Prefer top market. Recent experience at station. Now employed tv sports director large competitive midwest tv station. Seeks opportunities. Also interested in sports coverage. Soon to be married. Box 75C, B.T.


**Announcer. Limited, experience, high potential. General operation, personal appearance, staff, sales, commercials.** Capable, reliable, married, travel for required. Box 75C, B.T.

**Experienced play-by-play announcer desires position with sports minded station.** Top references. Box 75C, B.T.

Announcer—released DJ, prefers sold. Employed top rated indie southeast 250,000. Seeks northeast location. College graduate, veteran. Box 80C, B.T.

**Announcer—strong DJ, news, sports, good ad-lib. Will travel. Tapes, resume, request. Box 80C, B.T.**

**Announcer—20 DJ play-by-play sports, news, control board. Married. Available immediately. Box 85C, B.T.**

**Announcer-first phone, all around man but accent DJ. Interview sports work also available.** Box 85C, B.T.

Alert announcer, light experience, strong DJ, news, sports, board, single, third class ticket. Disc, tape available now. Box 100C, B.T.

**Announcer DJ, good resonant voice. Limited experience with plenty of ambition and potential. Top references, tells, resume, tape upon request.** Box 100A, B.T.

**Ex-BBC announcer—2 years American experience. Outstanding personality voice but not speedy viedy Bridgen. Can run board, sales experience.** Box 104C, B.T.

**Young, sober, exempt, experienced. Recent east indie station. News, DJ, board, immediate. Will travel.** Box 100C, B.T.

Conscientious staff announcer. College graduate, some experience, available immediately. Single. Box 101C, B.T.

**Announcer, news, DJ, commercial. Veteran, will travel. Disc on request.** T. P. Drew, 2350 Sawyer, Chicago, Illinois.


**Announcer, DJ, recent Cambridge graduate. Single, ambitious, personality, jove music, tape. Joseph Marshall, 190 St. John's Place, Brooklyn 13, New York.**

**Hillbilly DJ, excellent voice, personality, salesmanship, thorough knowledge country music. No experience.** Number six, West, 51-19 West 50th Street, New York 18, N. Y.

**Announcer-news/originate original DJ, 27, smooth voice, dramatic, commercial experience. Varied background assures strong staff potential.** Seeks position at station able to give up. Prefer Chicago, Detroit, Pittsburgh, Pietsch's Gardens, Peck Lake, Brewster's. N. Y.

**Announcer: commercials, news, DJ, sports, board, resonant, mature voice, veteran, married, third ticket, any location, all rights. Box 435. Fred Ross, 269 Empire Blvd., Brooklyn, New York. Box 3-6149.**

**Announcer, experienced all phases. Interested sports. Prefer east. Tape, data on request. John Steger, 315-10, 235th Street, Cabrini Heights, Long Island 11, New York. Lauriston 6-4121.**


**Desire sports announcing. Minor league baseball, university basketball and football, five years experience, university journalism graduate.** Family man. 7931 Marty Drive, Overland Park, Kansas.

**Announcer, writer, heavy copy, DJ, race, pop, top forty, news, sports, ad-lib, car, television, car.** 1115 Sixth, Fort Worth, Texas. 3-2622.

### Technical

Due to corporate change, chief engineer with combo experience, immediately available. Northwest preferred. Box 85C, B.T.

**Engineer, six years experience, first phone. Available immediately. Prefer southeast. Box 75C, B.T.**


### Production-Programming, Others

**Newscaster, editor, analyst, writer. Tops on local news. Married for years of experience, high salary. Prefer northeast, radio or tv. Box 460A, B.T.**

**Newswoman. Six years radio, BA degree, wants news; now in news combination. State salary.** Box 55C, B.T.

**Newswriter, 17 months radio-television, newspaper experience; journalism degree, veteran, 36. Box 55C, B.T.**

**College graduate, now announcing, desires position in music station. Not afraid of taste. Versatile. Married, conscientious.** Conside any offer and location. Box 65C, B.T.

**Experienced male copywriter seeks challenging position with station having sales staff and experience with top-notch radio station.** Box 65C, B.T.

**News editor—experienced gathering, writing, editing, broadcasting news. Journalism BS, area of specialized experience. Prefer full-time employment in news capacity. Box 65C, B.T.**

**Continuity man desires position. Prefer Florida. Good radio background. Limited tv. Box 74C, B.T.**

**Experienced woman; tv-radio traffic, continuity, programming manager. South preferred. Desires permanent position. Write 74C, B.T.**

**Producer-director. 3 years NBC O&O-am. 1 year independent. Excellent background in management work, etc. 25, single, 4-F. Want am and/or tv. Box 98C, B.T.**

**News or production position desired by man experienced in all phases of allied fields. Two years college, 25, Ray Griffin, 1812 W. Monroe, Chicago, 7, Illinois.**

**Farm director, now featured on 18 programs per week. BS in agricultural journalism and technical agricultural. Married. Member NATFIR. Want permanent post with 5 kw or longer station or tv. Box 213, Beaver Dam, Wisconsin.**

### Television


### Managerial

**Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunities to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background.** Box 85C, B.T.

**General or commercial manager. Background includes five years of vhf-uhf sales and admin- istrative experience Gainesville, FL. Prior experience station manager of vhf-uhf station. Have thorough knowledge of requirements necessary to establish a successful advertising account and reference excellent.** Box 1C, B.T.

**Nationally known general manager tv operation small market in big market.** Has operated market station, cp or operating. Good management and sales record. Through acquaintance skills, staff, network affiliations, etc. For interview Box 1C, B.T.

**Manager experienced in launching successful vhf station plus solid background in tv, radio, advertising. Excellent background west coast to east. Marriage, mature. Box 85C, B.T.**

### Salesmen

**Here's a good salesman not hard to find. Designed G.M. job midwest NBC station 14 months ago. Has ability to get business, handle sales, manage or management or tv sales. Experienced all phases. Age 31, 8 years experience, present earnings $7,500. Let's talk it over. Box 4C, B.T. (Continued on next page)**
Wanted to Buy

Station owner with years of successful broadcasting experience seeks to sell or control of medium or small market station in southeast. All responses will be held in strict confidence. Box 96C, B.T.

Small town am station. Please give full particular letter. Box 57C, B.T.

Announcer Available

Announcer available. Will assist in training tv CPers all phases station operation. Box 89C, B.T.

Help Wanted

Help Wanted—(Cont'd)

ANNOUNCERS

TOP HILLBILLY DISC JOCKEY

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows western and hillbilly music. Must have originality, humor and that certain touch which appeals to the common folk. Must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. If you are interested and have a keen fresh approach and want to work on a 3 kw fulltime independent in a top Texas market of over 600,000 this is your big chance. You'll be supported with promotion and advertising. If you can play a guitar and sing your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us.

Box 105C, B.T.

NEGRO DJ'S EARN MORE MONEY

HOW WOULD YOU LIKE TO JOIN A SUCCESSFUL ORGANIZATION WITH A LONG RECORD OF HIGH PAY AND FAIR TREATMENT TO ITS NATIONALLY FAMOUS NEGRO DISC JOCKEYS. WE ARE EXPANDING OUR ORGANIZATION AND REQUIRE THE FOLLOWING TYPES:

1. Negro frantic type, blues and jive.
2. Negro spiritual and gospel smooth type.
3. Negro blues singer, guitar player, showman.

IF YOU ARE THE RIGHT PERSON YOU WILL BE HEAVILY PROMOTED ON A NATIONAL LEVEL. GOOD BASE PAY, TALENT, COMMISSIONS AND YEARLY BONUS. WRITE FULL DETAILS, EDUCATIONAL EXPERIENCE, AND SEND DISC AND PHOTO.

APPLY BOX 107C, B.T

ASSISTANT RESEARCH PROMOTION DIRECTOR

In New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations.

Salary $125. per week. Write Box B-T 687, 221 W. 41st St., N. Y. 36, N. Y.

TOP FLIGHT NEWS ANNOUNCER

...who can edit, write, to ultimately direct news operation of big city radio station.

Salary open. If you are steady and looking for that big chance with one of the country's leading news stations, send tape and resume to P. O. Box 218, Cleveland, Ohio.

HONOLULU, HAWAII!

Nation's 44th city market needs experienced TV or radio time salesman with proven sales record for KULA-AM, Hawaii's most powerful and KULA-TV channel 4 (on air March 1st). This is a permanent position, offering the finest year around climate, and excellent earning possibilities of over $10,000 a year. All ability and experience in time sales management in expanding operation. This is a market of 500,000 with highest per family income in nation. Man we are looking for is between 25-35; is presently handling a million dollar account and earning between $8,000 to $10,000, in market of approximately 280,000 to 300,000 and knows retail sales inside and out.

Write immediately to H. B. Larue, Gen. Sales Manager, KULA-AM, KULA-TV, Honolulu, Hawaii. Send full resume first letter and picture. Will be able to interview personally in January mainland trip.
Television

Announcers

WANTED

TV ANNOUNCER

Mature, experienced

The man we want is ready to settle down. Furnish tape, photo, kines or film if available. Good salary, but send your salary requirements.

Live and work in beautiful Colorado Springs.

Write today to Pgm. Dir., KKTW, Colorado Springs, Colo.

Technical

College products. Radio engineer with knowledge and experience in tv for uhf stations. Excellent opportunity far thoroughly trained and experienced young man. Give step-by-step story of record, references and starting salary expected. This position is open at once. Station is being constructed immediately. Box 100C, B.T.

Situations Wanted

Salesmen

If you are interested in an experienced reliable sales-promotion man, and you have something good to offer, perhaps we could get together. I would appreciate any details that you would care to write that could lead to a personal discussion. Am presently employed—have excellent reason for desiring change. $500 minimum. Box 82C, B.T.

AM NUMBER 1 SALESMAN

50 KW NETWORK STATION

ONE OF TOP 5 MARKETS

RESPONSIBLE FOR 75% OF STATION'S BILLING

REP EXPERIENCE SELLING ALL MAJOR MARKETS

MANAGEMENT EXPERIENCE

GOOD PROGRAMMING BACKGROUND

22 YEARS OLD, MARRIED

WANT TO LOCATE IN SALES-

MANAGEMENT POSITION WITH

COMBINED AM-TV OPERATION

IN SUBSTANTIAL MARKET

BOX 91C, B.T.

ANNOUNCING THE OPENING

OF A BROKERAGE OFFICE

IN THE SOUTH

TO SERVE THE SOUTH

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER

401 GEORGIA BAVINIS BANK BUILDING

84 PEACHTREE STREET N. W.

ATLANTA, GEORGIA

LAMAR 3036

LISTINGS AND INQUIRIES INVITED

FOR SALE

1 RCA TTVU-1B 1 kw uhf Transmitter including:

2 sets of crystals,

1 set of operating tubes, filterplexer, and

1 TTC-1B Control Console.

1 RCA TFU-24BMS 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.

FOR SALE

AN EXECUTIVE WITH 15 YEARS EXPERIENCE IN PUBLIC RELATIONS AND NEWSPAPER INTELLIGENCE NOW AVAILABLE.

COMBINED PRINT, PROMOTION, PUBLIC RELATIONS, and GOVERNIMENT NEGOTIATIONS WITH TOP CHIPS IN THE BUSINESS.

FIRST CLASS PUBLICITY AND PRINCIPLES.

YOUR INPUT WANTED TO DETERMINE FUTURE OF THE BUSINESS.

Send $25.00 check, Joe T. Van Sandt, President, Florence Broadcasting Company, Box 127, Florence, Alabama.

NEW TESTED PROGRAM PLAN

will sell one to three strips across board to flour, meal and coffee accounts or other food products. Out products distribution and consumer acceptance and sells carloads in few weeks under radio alone. GEO, Sells $25.00 checking, Joe T. Van Sandt, President, Florence Broadcasting Company, Box 127, Florence, Alabama.

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Executive Personnel for Television and Radio

Effective Service to Employer and Employee

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701 Bond Bldg., Washington, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)

280 Madison Ave., New York, N. Y. Oregan 9-2690

Paul Baron, Dir., Radio TV and Film Div.

Resumes welcomed from qualified people.

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280 Madison Ave., New York, N. Y. Oregan 9-2690

Paul Baron, Dir., Radio TV and Film Div.

Resumes welcomed from qualified people.
"Big Mo"

Increases Power!

275,000 Watts
Non-Directional E. R. P.

Now being poured in to the close-in metropolitan area to fill all nulls and to give super power reception to apartment houses, tall buildings, etc. in all directions. 214,000 watts E. R. P. now beamed to the surrounding area.

Power-Packed "Big Mo" is a Big Value Buy Because:
600-foot Tower Centrally Located
Near Forest Park IN St. Louis
ABC-CBS Network Shows

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

KSTM TV
CHANNEL 36 SAINT LOUIS
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

Page 118 • January 18, 1954
TELESTATUS.

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (♦) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate set estimates are shown for each station. Further queries about them should be directed to that source. Total U.S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
- WABT (12) CBS, ABC, DuM; CBS TV Spot.Sln.: 78,000
- WRCB-TV (8) NBC; Raymier; 184,000
- WJIN-TV (44); 12/13/52—Unknown
- WSOQ-TV (42); 11/15/52—Unknown

Decatur—
- WMVS-TV (23); 12/26/52—1/1/54

Mobile—
- WALA-TV (10) ABC, CBS, NBC; Headley- Reed; 39,000
- WKAB-TV (48) CBS, DuM; Forjoe; 44,850

Montgomery—
- WCQV-TV (20) ABC, CBS, NBC, DuM; Taylor; 20,150
- Montgomery Broadcasting Co. (12); Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
- KTVI-TV (12) NBC, DuM; Avery-Knodel; 78,000

Phoenix—
- KOOL-TV (10) Hollenbergby; 78,000
- KOY-TV (18) Blair; 78,000
- KOPP-TV (2) ABC, CBS, DuM; Katz; 78,000

Tucson—
- KOFO-TV (12) CBS, DuM; Forjoe; 18,100
- KOVA-TV (41) NBC; Raymier; 18,100

Yuma—
- KIVA (11); DuM; Grant; 17,900

ARKANSAS

Fort Smith—
- KPSA-TV (22) ABC, NBC, DuM; Pearson; 74,900

Little Rock—
- KARK-TV (6) NBC; Petry; 6/18/53—11/14/54
- KEFV (52); 10/30/53—Unknown
- KEFY (17) CBS; DuM; 31,500

Pine Bluff—
- KATV (7) Avery-Knodel

CALIFORNIA

Bakersfield—
- KERO-TV (10) CBS, NBC; Avery-Knodel; 74,250

Los Angeles—
- KFAY-TV (29) ABC, Dub; Forjoe; 49,600
- KKO-V (96) CBS; San Francisco; 45,000

San Francisco—
- KBAY-TV (20); 3/11/53—February ‘54 (granted S.T.A. Apr. 11)
- KGO-TV (7) ABC; Petry; 832,000
- KPIX (5) CBS, DuM; Katz; 832,000
- KRON-TV (14) NBC; Free & Peters; 827,150
- KSAN-TV (38); McGilliva; 4/29/53—2/15/54

San Jose—
- KFIV (48); 6/17/53—October ‘54
- Standard Radio & TV Co. (11); Initial Decision 11/18/53

San Luis Obispo—
- KVBC-TV (6) DuM; Grant; 60,560

Santa Barbara—
- KFTR (3) ABC, CBS, NBC, DuM; Hollenbergby; 410,875

Stockton—
- KTVU (26) Hollenbergby

Tulare (Fresno)—
- KOKC-TV (22) DuM; Forjoe; 95,000

Yuba City—
- KAGU (51); 3/11/53—Unknown

COLORADO

Colorado Springs—
- KKTV (11) ABC, CBS, DuM; Hollenbergby; 37,004
- KRES-TV (13) ABC, DuM; McGilliva; 31,000

Denver—
- KCBV (8) ABC, CBS; Free & Peters; 180,000
- KDEN (28); 7/11/53—Unknown
- KFEL-TV (5) NBC; Blair; 180,000
- KKLZ-TV (7) CBS; Katz; 180,000
- KOA-TV (4) NBC; Petry; 180,000
- KMRA-TV (*6); 7/15/53—Unknown

Grand Junction—
- KPXU-TV (5); Holman; 8/26—53-May ‘54

Pueblo—
- KCSU-TV (5) NBC; Avery-Knodel; 38,000
- KDZA-TV (3) McGilliva; 40,000

CONNECTICUT

Bridgeport—
- WCBS (71); 1/29/53—Unknown
- WICC-TV (45) ABC; DuM; Young; 50,117
- WSJL (40); 8/14—Unknown

Hartford—
- WEDH (74); 1/30—Unknown
- WGTH-TV (18); 10/21—Unknown

New Britain—
- WNKN-TV (30) CBS, DuM; Bolling; 137,063

New Haven—
- WELI-TV (49); 11-R; 6/24—Summer ‘54

WNNIC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,100

WNLN-TV (56); 12/31—Unknown

Norwich—
- WCQN (63); 1/29—Unknown

Stamford—
- WCTF (71); 5/17—Unknown

Waterbury—
- WATR-AM (83) ABC; DuM; Ramsey; 94,500

DELAWARE

Dover—
- WHHR (40); 3/11/53—Unknown

Wilmington—
- WDEL-TV (12) ABC, DuM; Meeker; 184,762
- WJL (83); 10/14—Unknown

DISTRICT OF COLUMBIA

Washington—
- WMAL (7) ABC; Katz; 880,000
- WNBQ (6) NBC; Spot Sln.; 881,875
- WTOP (9) CBS; CBS Spot Sln.; 595,000
- WTTG (5) DuM; Blair; 508,000

FLORIDA

Clearwater—
- Pioneer Gulf TV Bstrs. (52); 12/13—March ‘54

Fort Lauderdale—
- WBTI (63) NBC; Weed; 86,000
- WITF (17) DuM; Taylor

Jacksonville—
- WJRH-T (30) Perry
- WMBF-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sln.; 194,240
- WORNS (39); 10; National: 8/12—53-April ‘54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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<table>
<thead>
<tr>
<th>Affiliated Area</th>
<th>Television Stations</th>
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<td>WAGA (5) CBS; DuM; Katz: 330,000</td>
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<tr>
<td></td>
<td>WLWA (11) ABC; DuM; Croxley Std.; 330,000</td>
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<td></td>
<td>WSB (13) NBC; Petry: 330,000</td>
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<td>WQXI (36) /8/-93; Summer '54</td>
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<tr>
<td>Augustus</td>
<td>WJBF (6) ABC; NBC; Hollinger, 40,800</td>
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<td></td>
<td>WRDW (18) CBS; Headley-Read; 9/13/53-9/1/54</td>
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<td>Columbus</td>
<td>WDKV-AM (28) ABC; NBC; Headley-Read; 19,500</td>
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<td>WRHL (4)</td>
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<tr>
<td>Marion</td>
<td>WPTV (47) ABC; NBC; Headley-Read; 24,544</td>
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<td></td>
<td>WMMA (13) CBS; DuM; Katz: 60,000</td>
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<tr>
<td>Rome</td>
<td>WRGM (9) Weed: 15,500</td>
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<tr>
<td>Savannah</td>
<td>WTCO (11) CBS; Katz: 6/16/53-2/1/54</td>
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<td>Thomasville TV (6) /6/- 1/53-Unknown</td>
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<td>Valdosta</td>
<td>WGRO (37) Stars National; 2/6/53-Febru ary '54</td>
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<td>Idaho</td>
<td>KBOI (22) 6,075</td>
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<td></td>
<td>KFXD (6) Hollinger; 3/11/53-Unknown</td>
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<td>Pocatello</td>
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<td></td>
<td>KISI (6) CBS; 2/6/53-November '54</td>
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<td></td>
<td>KWIX (10) ABC; Hollinger; 3/26/53-5/7/54</td>
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<tr>
<td>Twin Falls</td>
<td>KKLV (11) ABC; Hollinger; 3/19/53-5/7/54</td>
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<tr>
<td>Illinois</td>
<td>Belleville (St. Louis, Mo.)</td>
</tr>
<tr>
<td></td>
<td>WTVI (54) DuM; Weed: 165,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WBLN (16) McGilvra</td>
</tr>
<tr>
<td>Champaign</td>
<td>WCIA (3) Hollinger; 240,000</td>
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<tr>
<td></td>
<td>WCJU (41) 2/22/53-Unknown</td>
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<td></td>
<td>WTLC (12) 1/14/53-Unknown</td>
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<tr>
<td>Chicago</td>
<td>WBBM-TV (3) CBS; CBS Spot Slts.; 1,800,000</td>
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<tr>
<td></td>
<td>WBKB (7) ABC; Blair: 1,800,000</td>
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<tr>
<td></td>
<td>WGN-TV (9) DuM; Hollinger: 1,800,000</td>
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<td></td>
<td>WHEC-TV (26) 7/13/53-Unknown</td>
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<td></td>
<td>WIND-TV (28) 7/13/53-Unknown</td>
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<tr>
<td></td>
<td>WNBQ (5) NBC; NBC Spot Slts.; 1,800,000</td>
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<tr>
<td></td>
<td>Chicago Educational TV Amt. (411) 1/13/53-Unknown</td>
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<tr>
<td>Danville</td>
<td>WDAN-TV (24) Everett-McKinney</td>
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<tr>
<td>Decatur</td>
<td>WTVY (17) ABC; DuM; George W. Clark: 127,000</td>
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<tr>
<td>Evanston</td>
<td>WTLE (32) 8/13/53-Unknown</td>
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<tr>
<td>Harrisburg</td>
<td>WSNL-TV (22)</td>
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<tr>
<td>Joliet</td>
<td>WJOL-TV (41) 8/20/53-Unknown</td>
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<tr>
<td>Peoria</td>
<td>WREK-TV (43) ABC; CBS; DuM; Head ley-Read: 115,538</td>
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<td></td>
<td>WTTW-TV (15) Petry: 106,405</td>
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<tr>
<td>Quincy</td>
<td>KQHA-TV (7) (See Hannibal Mo.)</td>
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<tr>
<td></td>
<td>WGEM-TV (10) ABC; NBC; Walker: 90,200</td>
</tr>
</tbody>
</table>

Covers the prosperous Keokuk, Iowa, Hannibal, Missouri, Quincy, Illinois Area
There are 129,405 Families Unduplicated by service from any station serviced by KHQA-TV's Class B Contour

NOW 90,223 TELEVISION HOMES in KHQA-TV's 100 mv/m CONTOUR
Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area
You need KHQA-TV—Channel 7 to cover this market
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Tower 886 Feet Above Average Terrain 12 Bay RCA Antenna 36.3 KW ERP Now 316 KW ERP CP
For affiliations write: WALTER J. ROTHSMITH National Sales Manager

BROADCASTING • TELECASTING

Page 120 • January 18, 1954
SEATTLE-TACOMA
LARGEST CITIES IN THE FABULOUS
PUGET-SOUND AREA
(SERVED BY KTNT-TV)

THE PUGET SOUND AREA CANNOT BE PURCHASED BY BUYING ONE CITY ALONE

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

SEATTLE
TACOMA
BREMERTON
OLYMPIA

KTNT-TV
CHANNEL 11

Transmitter located at Tacoma in the CENTER of the Puget Sound Area

125,000 WATTS

Affiliated with CBS & Dumont Television Networks
Represented Nationally by Weed Television

KTNT-TV AREA
QUICK FACTS AND FIGURES

Population Distribution

City of Seattle ........................................... 37.65 %
Balance of King County .............................. 21.37 %
Pierce County (Including Tacoma) .............. 22.22 %
Balance of Areas West and South .......... 18.76 %

TOTAL (1,250,000) .................................. 100.00 %

Grade A contour covers over 1,000,000 people; Grade A and B contour covers over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

January 18, 1954 • Page 121
MAJOR MARKET AM and VHF-TV STATIONS
$1,000,000.00

Two very profitable properties located in one of the great growth markets of America. The AM station is long established with a steady record of good profits. The TV is in a strategic position and volume is increasing monthly. We can provide $700,000 volume in financing for this transaction.

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William T. Hibbitt
Washington, D. C.
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Ray V. Hamilton
Tribune Tower
235 Montgomery St.
Exhock 1-6671

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exhock 1-6671

Page 122 • January 18, 1954

Broadcasting • Telecasting
For the record

Rhode Island

Providence—  
WJAR-TV (10) ABC, CBS, NBC, DuM: Weed; 1,089,415  
WNEST (16) ABC, DuM: Raymon; 4/5-3/3-May '54  
WPRO-TV (12) Blair; 9/2-5/3-January '54

South Carolina

Aiken—  
WAKN-TV (54), 10/31/53-Unknown
Anderson—  
WXAM-TV (40) CBS; Burn-Smith; 33,000
Camden—  
WACA-TV (15), 6/3/3-January '54
Charleston—  
WCSC-TV (3) ABC, CBS, NBC, DuM; Free & Peters; 44,800
Columbia—  
WOC (25) ABC, NBC, DuM: Headley-Heed; 33,100
Columbia—  
WIS (10) NBC: Free & Peters; 62,005
WNOK-TV (67) CBS, DuM: Raymon; 35,000
Florence—  
WPDY (8) 11/25/53-Unknown
Greenville—  
WFBC-TV (4) NBC; Wheat  
WGVL (53) ABC, NBC, DuM; H-R; 40,063
Greenwood—  
WCRG-TV (31), 4/8/53-Unknown
Spartanburg—  
WORD-TV (7), 11/25/53-Unknown
WSCV (17) 7/30/53-January '54

South Dakota

Sioux Falls—  
KELO-TV (11) NBC; Taylor; 47,189

Tennessee

Chattanooga—  
WYOC (48) Pearson; 8/21/53-Unknown
WTTV (43), 6/3/53-Unknown
Jackson—  
WJHL-TV (11) Pearson; 40,587
Knoxville—  
WROL-TV (6) Avery-Knodel; 50,915
WTSK (26) CBS, DuM; Pearson; 24,380
Memphis—  
WHBS-TV (12) Blair; 249,121
WMCT (5) ABC, CBS, NBC, DuM; Brabham; 249,121
Nashville—  
WSIX-TV (8) CBS; Hollingsworth; 129,699
WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 128,443
Old Hickory (Nashville)—  
WLAC-TV (5), Katz; 6/5-3-March '54

Texas

Ablenoe—  
KKBX-TV (9) Pearson; 30,220
Amarillo—  
KFDA-TV (10) ABC, CBS, Brabham; 36,604
KXGC-TV (9) NCB, DuM: Taylor; 40,065
KLYN-TV (7), 12/15/53-Unknown
Austin—  
KTEC-TV (7) ABC, CBS, NBC, DuM; Taylor; 54,280
Beaumont—  
KBMT (31), 12/24/53-Unknown
KTRM-TV (6), Initial Decision 7/22/53  
Corpus Christi—  
KDKX (22), 1/15/53-Unknown
KLJF-TV (59), 2/12/53-3/1/54
KKCO-TV (4) CBS; Brabham; 310,000
WFAP-TV (8) ABC, NBC, DuM; Petry; 319,000
El Paso—  
KROD-TV (4) ABC, CBS, DuM; Brabham; 32,585
KXEM-TV (9) NBC; Hollingsworth; 34,360
Fort Worth—  
KTCO (20), 3/11/53-Unknown
KWBAP (6) ABC, NBC; Free & Peters; 301,400
Galveston—  
KMGV-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sis.; 225,000
Harlingen—  
KGGS-TV (4) CBS; Pearson; 27,700
Houston—  
KNUZ-TV (39) DuM; Forjoe; 54,000
KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 566,500
KRPD (23), 1/15/53-Unknown
KUHT (84) 281,500
KXZY-TV (48), 4/15/53-Unknown
Longview—  
KTVE (32) Forjoe; 16,100
Lubbock—  
KCBD-TV (11) ABC, NBC; Pearson; 77,023
KFUD-TV (15) CBS, DuM; Avery-Knodel; 37,923
KFTV-TV (5) Katz; 5/7/53-Unknown

Lufkin—  
KTRE-TV (9) Taylor; 3/1/53-1584
Marshall—  
KEMX (16), 6/25/53-Unknown
Midland—  
KMKD-TV (2) NBC; Taylor; 15,000
San Angelo—  
KTXL-TV (8) CBS; Taylor; 16,933
San Antonio—  
KALA (35), 2/30/53-Unknown
KKEY (5), ABC, CBS, DuM; Katz; 176,070
WAOA-TV (4) NBC; Taylor; 170,101
Shame—  
KJUR (46), 3/4/53-Unknown
Sweetwater—  
KPAR-TV (12) CBS; Avery-Knodel; 8/7/53-Unknown
Temple—  
KCEN-TV (6) NBC; Hollingbery; 60,213
Texarkana—  
KCMC-TV (8) ABC, CBS, DuM; Taylor; 51,463
Tyler—  
KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000
Victoria—  
KWAL (19) Best; 3/30/53-Unknown
Wichita Falls—  
KFDX-TV (3) ABC, NBC; Taylor; 46,000
KWFT-TV (6) CBS, DuM; Blair; 44,000

Utah

Provo—  
KGOV-TV (11), 12/30/53-Unknown
Salt Lake City—  
KDKL-TV (4) NBC; Blair; 119,000
KLAS-TV (5) ABC, CBS, DuM; CBS Spot Sis.; 255,000
KUTV (5) ABC; Hollingberry; 3/26/32-1/15/54

Vermont

Montpelier—  
WCAX Bscpt. Corp. (3), Initial Decision 10/2/53

Virginia

Charlesville—  
WCHV-TV (64) Walker; 1/20/53-Winter '54
Danville—  
WTMV-TV (54) Hollingberry; 11/12/52-2/1/54 (granted STA Jan. 7)
Hampton (Norfolk)—  
WVEC-TV (15) NBC; Rambeau; 71,239
Harrisonburg—  
WSVA-TV (3) NBC; Denvey; 60,842
Lynchburg—  
WLVA-TV (13) CBS, DuM; Hollingbery; 97,218
Marion—  
WMVE-TV (50) Donald Cooke; 4/2-53-Unknown
Newport News—  
WCHS (32) Avery-Knodel
Norfolk—  
WTAR-TV (4) ABC, CBS, DuM; 207,000
WYJO-TV (27) ABC, DuM; Forjoe; 79,100
WYTV (15) See Hampton
Richmond—  
WPTV (29), 12/9/53-Unknown
WTVR (6) ABC, CBS, NBC, DuM; Blair; 180,327
Roanoke—  
WSLS-TV (10) NBC; Avery-Knodel; 107,238

Washington

Bellingham—  
KYQ-VS (12) Forjoe; 33,301
Seattle—  
KING-TV (5) ABC; Blair; 316,100
KOQM-TV (4) NBC; Hollingbery; 310,100
KOUD-TV (9), 12/23/52-September '54
Spokane—  
KQH-TV (6) ABC, NBC; Katz; 46,078
KDLR-TV (4) CBS, DuM; Walker; 46,078
Tacoma—  
KOMO-TV (13) NBC; Brabham; 310,100
KTNT-TV (11) CBS, DuM; Weid; 316,100
Vancouver—  
KVAN-TV (21), 9/25/53-1/15/54 (Ala Portland, Ore.)
Yakima—  
KIMA-TV (27) CBS; Weed; 12,558

West Virginia

Beckley—  
WSBY (21), 6/25/53-Unknown
Charleston—  
WKVS (49) ABC, DuM; Weed; 42,500
Fairmont—  
WPWB-TV (35) Gill-Perna; 7/1/53-1/18/54
Huntington—  
WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 261,982
Parkersburg—  
WTAP (15) ABC, DuM; Forjoe; 15,100
Wheeling—  
WLTV (31), 2/11/53-Unknown
WTRF-TV (7) NBC; Hollingbery; 451,500

Broadcasting • Telecasting

WYSR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WYSR-TV

How to Make a Good Movie on any budget!

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Mr. Livingston, an experienced Director of more than 60 films, tells you how the professional gets the best results from his actors and equipment. You'll learn, for instance:

• How to achieve good composition and continuity
• How to coordinate the three major elements of movie production,
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The Macmillan Company
Box 3 60 Fifth Ave., New York 11

Page 124 • January 18, 1954
WISCONSIN
Jan.
Jan.
Jan.
Jan.
Jan.
Jan.
Jan.
Anchorage
Marinette
Madison
Eau Claire

BROADCASTING
Feb.
Feb.
Feb.
Feb.
Feb.
Feb.
Feb.

- WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 40,459
- WHAY-TV (3) ABC, CBS, NBC, DuM; Weed; 191,553
- La Crosse
- WIKT (8) Raymore; 10/28/53-Unknown
- The Cross To Corp. (38); 12/16/53-Unknown
- Madison
- WHA-TV *(2)*, 10/7/53-Unknown
- WROW-TV (5); Headley-Reed; 23,000
- WMTV (33) ABC, DuM; Meeker; 32,000
- Marinette
- WMGB-TV (11), 11/16/53-Unknown
- Milwaukee-
- WCAN-TV (25) CBS; Taylor; 232,000
- WOXY-TV (19) ABC, DuM; H-H; 194,500
- WTMJ-TV (4) ABC, CBS, NBC, DuM; Harrington, Reighter & Parsons; 628,575
- Neenah
- WAMA-TV (42) George Clark; 12/23/52-1/26/54
- Oshkosh-
- WOSH-TV (48) Headley-Reed; 14,210
- Superior-
- WIS-TV (6) Free & Peters; 10/14/53-3/1/54

WYOMING
Casper-
- KSPR-TV (2), 5/14/53-Unknown
Cheyenne-
- KFRC-TV (5) CBS; Hollingbery; 1/23/53-1/23/54

ALASKA
Anchorage-
- KGIA ABC, CBS, NBC; Weed
- KTVA (11) NBC, DuM; Feits
Fairbanks-
- KTIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII
Honolulu-
- KGMB-TV (9) ABC, CBS, Free & Peters; 40,459
- KONA (11) NBC, DuM; NBC Spot Sl.; 40,459
- KULA-TV (4) Headley-Reed; 2/16/53-March '54

PUEBTO RICO
San Juan-
- WAPA-TV (4), 8/13/53-February '54
- WKAQ-TV (8) Inter-American; 7/5/52-February '54

CANADA
London-
- CFPL-AM (10)
Montreal
- CBFT (2) 88,000
- CBMT (6)
Ottawa-
- CBOT (4) 10,100
- CKSO (3), 1,900
Toronto-
- CBLT (9) 222,500

MEXICO
Matamoros (Brownsville, Tex.)-
- XELD-TV (7) ABC, CBS, NBC; DuM; Young; 51,500
Tijuana (San Diego)-
- XETV (6) Weed; 213,175

Total stations on air: 356; total cities with stations on air: 216. Both totals include stations XELD-TV and KETV Mexico as well as educational outlets that are operating. Total set in use 27,635,000.

* Indicates educational stations.
(a) Figure does not include 245,258 sets which WBBM-TV Educational reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 265,544 on July 10, 1953.

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UPCOMING EVENTS

JANUARY
Jan. 18: Senate Interstate & Foreign Commerce Committee holds hearing on nomination of Robert E. Lee to the FCC. G-16. U. S. Capitol, 10 a.m. Open.
Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.
Jan. 24-26: Retagi Advertising Conference, Sheraton Hotel, Chicago.
Jan. 28-29: ABC-AM Affiliates meeting, Beverly Hills Hotel, Los Angeles.
Jan. 29: South Carolina Assn. of Radio-TV Broadcasters, Clemson House, Clemson.

FEBRUARY
Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.
Feb. 1-2: ABC-AM Affiliates meeting, Drake Hotel, Chicago.
Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.
Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.
Feb. 6-7: Women's Advertising Clubs, eastern conference, New York.
Feb. 15-16: ABC-AM Affiliates meeting, Roosevelt Hotel, New Orleans.
Feb. 21-28: Brotherhood Week.

MARCH
March 22-24: Canadian Assn. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.

APRIL
April 4-6: American Public Relations Assn., Hotel Billmore, New York.
April 7-16: Ohio State U. Institute for Education by Radio-TV, Columbus.
April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 28: Brand Names Day.

MAY
May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 23: NARTB Convention, Palmer House, Chicago.

JUNE
June 21-July 31: National Tx Institute, Pasadena (Calif.) Community Playhouse.

AUGUST

SEPTEMBER
Uncolored Color Comment

SINCE the FCC approved the NTSC system of compatible color television, we have consistently gone along with the predictions of leading manufacturers that color set production would be slow and that for the next several years color sets would be priced above the mass market level.

We have been aware that to any manufacturer the technical and economic problems of converting to color production must seem prodigious and that the orderly transition to color from black-and-white would depend upon maintaining a market for black-and-white sets until production lines could be transformed to color.

More and more, however, as we watch demonstrations of color tv, we become convinced that the predicted timetables for color development err on the side of conservatism. Color is going to arrive more rapidly than the experts have publicly said it would. Its arrival, we are persuaded, will be hastened by public and advertiser demand. The probability is that the transitional period will be less orderly than manufacturers might hope for.

To some degree the creation of a national color television system will unquestionably imitate the creation of the existing black-and-white system. It takes no particular feat of memory to recall a special convention of NBC affiliates in September 1947, at which a network presentation urging radio stations to apply for tv was received with skepticism by many.

Black-and-white development snowballed in response to insistent public demand, despite the bearish attitudes of many reputable leaders of the manufacturing and broadcasting businesses and despite the appalling handicap of the FCC freeze.

Color will develop even more rapidly, for it lacks some of the difficulties that confronted black-and-white. It does not have to start from absolute scratch, and there appears to be no serious government interference in its immediate future.

The lesson in all this is that telecasters should not be lulled into thinking that color conversion is something that can wait indefinitely. The station which prepares for color early will have an obvious advantage over any competing station which does not.

Toward 'Believable' Research

ONE subject which we hope will not escape discussion and possibly action at the NARTB Radio Board meeting this week is that of a full-scale research project to emphasize radio's vitality.

Much lip service has been given to such a project in the years since television competition came along, but the only action that we know of was that of the 11 stations represented by the Henry I. Christal Co. The remarkable study which they commissioned the Alfred Politz firm to do has created much favorable reaction among both present and potential customers of radio.

It was enough that these stations would undertake a study of such scope and such significance to the entire radio business. It is enough, to us, or any other individual group of stations, to continue to pay for future studies of benefit to all broadcasters.

The Politz study, which was released in detail to all who wanted it [B&T, Dec. 14, 1953], could well be regarded as a splendid starting point for, say, an annual job of basic research underwritten by all. The study was not remarkable for the fact that Mr. Politz did it or that the Christal list paid for it but for the fact that it explored radio in a way that had not been done before. It was qualitative research. More qualitative research is needed.

We are not advocating that future studies be done by any particular company or any particular technique. It is within our province, however, to suggest that the general type of investigation which the Politz company did—to find out people's attitudes toward radio—is apt to turn up the strongest arguments for radio.

Whether an all-broadcasting project should be under the direction of NARTB or BAB—which, as we recall, used to make quite a thing of talking about basic research—we do not know. But it would seem to be the obvious interest of the NARTB Radio Board to do something about stimulating action.

This week in Phoenix the NARTB Television Board will be discussing the comprehensive circulation study of tv that has been under consideration for several months. There would seem to be no inconsistency in the Radio Board's considering a research project that would do as much for radio.

Lee Nomination; Season Opener

EVEN BEFORE this session of Congress convened there were plenty of signs that Senate Democrats were spoiling for a fight over confirmation of Robert E. Lee as a member of the FCC. Partisan disputes over presidential nominations are not unusual, particularly in a by-electoral year, and more particularly, when the magic name of McCarthy can be injected as an issue. The Lee fight simply opens the political season.

Mr. Lee assumed office on an interim basis last Oct. 6. Even his Democratic colleagues attest that he has acquitted himself admirably, demonstrating a capacity for work, a bright and sincere approach and a working knowledge of legislative and budget matters, which would serve the FCC in excellent stead.

Mr. Lee forthrightly admits his personal, if not intimate, acquaintance with Sen. and Mrs. Joe McCarthy. His wife was the matron of honor at the McCarthy wedding a few months ago. But that doesn't necessarily make him a McCarthy disciple.

This week Mr. Lee is to go before the Senate Interstate & Foreign Commerce Committee on his nomination for a seven-year term from last July 1. Efforts will be made, it must be presumed, to show that he isn't qualified for the commissionship, either by background or training. The McCarthy relationship probably will be introduced through Mr. Lee's participation, allegedly at Sen. McCarthy's behest, in the bitter 1950 campaign in Maryland.

From what we have observed, Mr. Lee is better qualified for FCC service than a number of his predecessors who have since passed from the regulatory scene. We know of nothing, on the existing record, that would disqualify him.

To condemn Mr. Lee because of his friendship with Sen. McCarthy certainly would be an incongruous political switch. It is Sen. McCarthy who is alleged to be the past-master of the "guilt by association" technique.

It's our guess that after the Democratic partisans and some left-wing labor spokesmen have their say, President Eisenhower's nomination of Robert E. (for Emmett) Lee, of Chicago, will be reported favorably by the Senate Committee (split-vote) and confirmed by the Senate.

Hooked by Line & Bait

A MUNICIPAL judge in Los Angeles has imposed a $500 fine against a vacuum cleaner store chain for telecasting of false and misleading advertising. (See story this issue.)

The judge was empowered to act because there's a city ordinance prohibiting false and misleading advertising. Probably because tv, like radio, is in interstate commerce, he didn't attempt to penalize the station, but did express regret tv advertising "cannot be screened more carefully to weed out these present-day medicine men."

This is perhaps the first case on record involving a penalty against a bait and switch advertiser on television. It won't be the last unless stations voluntarily exercise a greater degree of control over the kind of copy used by some pitch accounts.
A.T. & T. Has No Wire For Hire

But We Ask You,

Do You Dig TD-2?

All live network programs now come to television WOODLAND via a brand-spankin' new A.T&T. "TD-2" microwave relay link from the main line at South Bend to Grand Rapids.

In case you're not hep on your relay systems, type "TD-2" is the Cadillac of them all—much better than co-axial cable and the more inexpensive "TD" links. That's especially important now, with color at our front door—brother, really important!

WOOD-TV was first to order and get this improved service in these parts, just as it was first to go to full 1000 foot tower height last month and will be first to go to full power next month (right now our interim 100,000 watts picture is greatest in all of television WOODLAND).

WOOD-TV is first with INS facsimile news service in Michigan, and first to take delivery on color adapting equipment for its transmitter. When you spend a buck on WOOD-TV, you get lots more than that in advertising value and service.

Schedule your advertising on WOOD-TV, Grand Rapids' only television station. The Western Michigan station with top technical equipment, top local and network programming—and the top market to go with them*.

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.

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*Nov. 30 report, Kansas City Electric Assn.

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