You wouldn’t harness an elephant to a lawnmower, would you?

You don’t need 50,000 watts—or 10,000 or even 5000—to cover the compact Baltimore market! W-I-T-H will do the job for you—without waste! Network stations overlap areas covered by their own affiliates... their effective coverage is limited to just about the area W-I-T-H itself covers.

Nielsen Shows W-I-T-H in Lead!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

In Baltimore

Tom Tinsley, President

Represented by Forjoe & Co.
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

actual photo of the new 1049 ft. Self-Supporting Tower

CHANNEL
WJVR 6

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

Wilbur M. Havens - Station Manager Havens & Martin Inc. - Richmond, Va.
Sudden Sales Result From This Comprehensive Merchandising

1. Full distribution in 155 food stores.
2. Featured display in every store.
3. Continuing point of purchase promotion.
4. Store bulletins.
5. Store demonstrations and sampling.
6. Newspaper and hand bills.
7. Store and window banners.
8. Products guide.
9. Intermountain’s famous merchandising service.

Send for our brochure on sudden sales in Utah, or contact your nearest Avery-Knodel man.

For sudden sales in Utah it's the Intermountain Network

146 South Main Street, Salt Lake City, Utah

LYNN L. MEYER President

ASK YOUR AVERY-KNODEL MAN
Radio Score

IN DALLAS

QUARTER HOURS (192) ALL-OVER WEEK

<table>
<thead>
<tr>
<th></th>
<th>FIRSTS</th>
<th>TIES</th>
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<tbody>
<tr>
<td>KRLD</td>
<td>122</td>
<td>9</td>
</tr>
<tr>
<td>STATION B</td>
<td>39</td>
<td>7</td>
</tr>
<tr>
<td>STATION C</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>STATION D</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
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OTHER DALLAS STATIONS:
- Station E, no firsts; Station F, no firsts; Station G, no firsts.


COTTON BOWL SCORES:

<table>
<thead>
<tr>
<th>Year</th>
<th>Team A</th>
<th>Score</th>
<th>Team B</th>
<th>Score</th>
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</thead>
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<tr>
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<td>TCU</td>
<td>14</td>
<td>Rice</td>
<td>6</td>
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<td>Rice</td>
<td>28</td>
<td>Colorado</td>
<td>8</td>
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<tr>
<td>1939</td>
<td>St. Mary's</td>
<td>20</td>
<td>Texas Tech</td>
<td>13</td>
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<tr>
<td>1940</td>
<td>Clemson</td>
<td>6</td>
<td>Boston C</td>
<td>3</td>
</tr>
<tr>
<td>1941</td>
<td>Texas A&amp;M</td>
<td>13</td>
<td>Fordham</td>
<td>12</td>
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<tr>
<td>1942</td>
<td>Alabama</td>
<td>29</td>
<td>Texas A&amp;M</td>
<td>21</td>
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<td>1943</td>
<td>Texas</td>
<td>14</td>
<td>Georgia Tech</td>
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<td>Randolph Field</td>
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<tr>
<td>1953</td>
<td>Rice</td>
<td>28</td>
<td>Alabama</td>
<td>6</td>
</tr>
</tbody>
</table>

Owners and Operators of KRLD-TV Maximum Power Station 100,000 Watts Video and 50,000 Watts Audio

The TIMES HERALD Stations

Exclusive outlet for CBS network shows in Dallas and Ft. Worth

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The BRANHAM COMPANY, Exclusive Representative

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President
EXTENT to which color may affect local retail lineage in newspapers is hot topic these days among newspaper publishers, notably those in TV ownership. Whereas radio stations have made appreciable dent in department store lineage (about 5%), color offers such tremendous advantages that far-sighted publishers are installing modern color presses in hope of stemming colorcasting tide.

FUROR over Justice Dept. ferreting into advertising business methods, first revealed in B&T Jan. 18, has reached White House and other high places. Top figures in newspaper industry, who feel they are chief target, charge department is still pouting over loss of several newspaper anti-trust cases and is following old New Deal policy of trying to apply public utility regulation to publishers. Fingers pointed at Herbert A. Bergson, former anti-trust chief, called author of policy, and Victor H. Kramer, litigation section chief who argued several newspaper anti-trust cases for government.

FORMATION of new subcommittee on communications is on agenda of Senate Interstate & Foreign Commerce Committee. When late Sen. Tobey took helm he abolished subcommittee concept. Chairman John W. Bricker (R-Ohio) plans to reinstate subcommittees handling other regulatory agency activities in addition to radio-communications.

HAL ROACH Sr., pioneer movie-maker who was among first to recognize tv, is but-ton-holing telecasters on revolutionary plan, full details of which he isn't yet prepared to reveal. Broadly, it contemplates direct producer-station relationship, eliminating networks, with key stations to serve as area distributors for Roach productions. Sales would be direct to advertisers, but utilizing "magazine format" whereby several accounts would buy "preferred position" minute spots in an hour-long production using top-name talent, with costs depending on rating of programs and talent, rather than under existing station rate structures for particular time segments.

LENNEN & NEWELL, N. Y., has sent telegrams to radio and television stations west of Denver asking for number of beer sponsors on air during 1953. Research presumably to enable agency to recommend radio spots to Schlitz beer in that area to coincide with the opening of brewer's new $12 million West Coast plant.

WAY WAS PAVED at NARTB board meetings in Phoenix Jan. 21-23 for elevation of Robert K. Richards to second-in-command of trade association, post he has filled for several months without benefit of title. Now administrative vice president, Mr. Richards was assigned directly to President Harold Fellows' office and assumption is that he soon will be named executive vice president.

OPERATORS of fabulous hotels and casinos in Las Vegas, Nev., are talking tv network origination once cable comes through. With top acts (running $30,000 to $50,000 per week) showing at seven top Strip spots, operators propose to originate cable and origination costs, with KLAS-TV (ch. 8) as originating station. Cable expected through by July, although scheduled date is September.

USE of American network color telecasts on Canadian television network being discussed at informal meeting between CBC officials and independent Canadian television stations at Ottawa during first week of February. A survey of color equipment and availability of color receivers in Canada by next year on agenda.

RE BUDWEISER-ST. LOUIS Cards plans for televising team's 77 road games in St. Louis, it's understood three stations have submitted presentations to brewery and agency (D'Arcy Adv. Co.). Included are two uhfs—WTVI (TV) Belleville, Ill., and KACY (TV) Festus, Mo. Either KSTM-TV or KSD-TV St. Louis also in running. WTVI televised home games of St. Louis Browns last season.

LOOK for rejection of unfavorable UNESCO findings on American television during International Catholic Assn. of Radio & Television convention, which opened in Paris yesterday (Sunday). At least one U.S. broadcaster plans to counteract "unflattering reference" to content of American shows with actual samples of programs and commercials. Twenty-two countries expected to be represented. Broadcaster is Jerry Keefe, general manager of WFJL (FM), Bishop Bernard Shell's Chicago station, and executive board member of Catholic Broadcasters Assn. (see story page 64).

RADIO attorneys, both FCC and those in private practice, have made no bones about their unhappiness at functioning of FCC's new rules of procedures which became effective last year. Too many pleadings, especially in tv cases, have practically negated objective of speeding up hearings. FCC-FCBA joint committee report has been circulated among FCC officials. Look for pronouncement by Commission in week or so on how procedures should work, with attendant revisions of some rules.

MELVIN GOLDBERG, executive director of newly-formed Ultra High Frequency Television Assn., will resign next week to set up as a station management consultant, in association with one of his clients. Mr. Goldberg joined uhf group after serving with U. S. Information Agency. Before that he was research director of DuMont Network.
WHAT'S DOING IN CHICAGO RADIO?
...PLENTY!

In this second television market of the nation, one of the four major radio stations—AND ONLY ONE—has increased its audience since 1950...the period of greatest TV growth.

The average daily Monday-through-Friday rating for Station WMAQ (Pulse, Sept.-Oct. 1953) is 13 per cent GREATER than it was during the same period in 1950. Meanwhile, Station A has DECLINED seven per cent, Station B 11 per cent and Station C is unchanged.

In addition, Station WMAQ is the ONLY station of the four to register average rating gains in each of the three periods of the day—morning, afternoon and night.

Once again, proof that more and more Midwest radio homes—now 12 per cent greater in number than four years ago—turn to

the QUALITY STATION of Mid-America...

Quality Programs
Quality Services
Quality Audience

Represented by NBC Spot Sales
The first television station in the first state is first on the lists of leading national and local advertisers. Viewers throughout the WDEL-TV large, rich market—Delaware, parts of Pennsylvania, New Jersey and Maryland—are a loyal, growing, buying audience. Reach this responsive audience through WDEL-TV. It's a whale of a buy.

Fifth Year in the Public Service

Represented by

MEEKER

New York
Chicago
Los Angeles
San Francisco
Million Dollar Advertising Campaign for 'Home' Show

Launching of $1 million advertising and promotion campaign in behalf of NBC-TV's new \textit{Home} daily television series (start date below) was announced Friday by Jacob A. Evans, NBC-TV director of advertising and promotion.

Describing campaign as "the largest ever undertaken by NBC or any other network to promote a single show," Mr. Evans said advertising and promotion will stress theme "Home—The Electronic Magazine for Women—coming March 1."

He added that campaign will start today (Monday) in several major metropolitan newspapers, with advertisements to be extended later to trade publications.

Additionally, show will be promoted extensively on NBC Radio and Television networks, on NBC-TV affiliated stations and on such publications as mailings, sales, and telegrams, special Home matchbooks, etc.

Mr. Evans added campaign will grow in intensity until program starts March 1. After that date, plans call for continued advertising, including promotion on commuter trains of New York Central and New Haven railroads; by new monthly "how to" magazine and by "Home Find-of-the-Month Club," which will mail to members information on new products introduced on show.

\textbf{ONE} station buys new sales

\textbf{plaints} sponsorship, etc.) \textbf{types} as L. "optional" monthly "how to" magazine and telegrams, today March 11; trade officials were "Home" problem, highlights as NBC had done and is doing in TV. Fact that hour-long \textit{Home} show will be carried only on restricted list of stations derives from close integration of commercials with program material (as in NBC-TV's Today series), says NBC officials, who have"put them out. Thus basic or "must-buy" affiliates will be only ones to get program except in cases where all advertisers agree to add others.

Network officials forecast 40-station lineup for show at January 1953 session, and said that, although current plans call for limiting it to basic stations east of Omaha, addition of at least Los Angeles is being considered.

As of Jan. 1, NBC-TV had 146 affiliates: 113 interconnected, 50 "basic."

Some members of affiliates executive committee felt \textit{Home} advertisers would buy some "optional" stations in addition to basic stations.

Network understood to have four orders for participations on "Home. Total of eight one-minute commercials per hour are being offered at about $5,450 each.

Walter J. Damum, WMJ-TV Milwaukee, chairman of affiliates committee and also of its executive committee, headed station group at session with network officials, held in New York Thursday and followed by private session of executive committee on Friday. Next meeting of group with NBC authorities will be April 25, also in New York.

A number of problems appears to be due to NBC's decision to limit the show's network to \textit{Home} stations and thus avoid chance of viewers thinking stations are split-screening.

Though it was tv meeting, President Weaver gave assurance he intends to initiate new techniques in radio to attract new advertisers to that medium, as NBC has done and is doing in TV.

\textbf{DAILY RADIO UP}

\textit{DAILY} radio audiences are increasing despite expanded daytime tv schedules. Top ten Nielsen-rated shows for Dec. 20-26, 1953, all reached more homes than in same week of 1952. Nabisco's "Morning Show" program, in first place, was heard in 3,267,000 homes, compared to 2,938,000 getting Toni segment of Godfrey in December 1952. Rating also up, 7.3 last December to 6.7 year before. Similarly, tenth place show last Christmas week, Helen Trent, reached 2,641,000 homes, rated 5.9; Strike It Rich, in tenth spot year earlier, hit 2,800,000, rated 5.2

\textbf{FBI Renews NARTB Probe}

\textbf{Two FBI agents visited NARTB Washington headquarters Friday in connection with Dept. of Justice inquiry into business practices of advertising associations and media (see story page 54). Agents first called at association Jan. 15 [B+T, Jan. 18] in connection with search for possible anti-trust violations but had to defer probing pending return of President Harold E. Fellows from NARTB board meeting.}

\textbf{BUSINESS BRIEFLY}

\textbf{TINTEX CAMPAIGN} \ Park & Tilford (Tinix), N. Y., starting annual spot announce- ment radio campaign using approximately 250 stations, first in South and moving north up to end of May. Storm & Klein, N. Y., is agency.

\textbf{SINCLAIR ON RADIO} \ Sinclair Refining Co., N. Y., through Morey, Humm & Johnstone, N. Y., preparing radio spot announcement campaign in 7-8 a.m. time periods, appealing to male audiences, in several scattered markets. Year's contract to start March 1.

\textbf{DAILY TIME STRIP} \ American Home Products, N. Y., to sponsor its second daily television strip, \textit{Storm Within}, 4:15-5:30 p.m. on CBS-TV three of five times weekly. Firm also sponsors \textit{Love of Life} on CBS-TV five times weekly. Blow Co., N. Y., is agency for newest series.

\textbf{CAMPBELL ON HOWDY DOODY} \ Campbell Soup Co. to pick up first available segment of new fully-sponsored \textit{Howdy Doody} show (NBC-TV, Mon.-Fri., 5:30-6 p.m.) on March 25 when Standard Brands withdraws from Thursday segment (but retains two other periods). Ward Wheelock, Compton, and Dancer-Fitzgerald-Sample are agencies for Campbell products which will rotate on show.

\textbf{MENTHOLATUM SPOTS} \ Mentholum, N. Y., through J. Walter Thompson Co., N. Y., starting 13-week radio spot announcement campaign early this month, using 7-10 a.m. time.

\textbf{EVEREADY BATTERIES} \ National Carbon Co. (Eveready batteries), N. Y., planning 52-week television spot announcement campaign in five major plant markets. Agency: William Esty Co., N. Y.

\textbf{SCHAEFER, LUCKIES SIGN DODGERS} \ F & M Schaefer Brewing Co. (Schaefer beer) and American Tobacco Co. (Lucky Strike cigarettes) sign to co-sponsor all telecasts of Brooklyn Dodgers home games during 1954 baseball season. It will be Schaefer's fifth year as co-sponsor of Dodgers games, Lucky Strike's third. Agency for both sponsors: BBDO, N. Y.

\textbf{CHEVROLET'S MULTI-MESSAGE} \ Chevrolet Motor Div., General Motors Corp., Detroit, set for participation in Mutual's "Multi-Message Plan" starting in mid-February. Business, placed through Campbell-Ewald Co., Detroit, is said to be part of upcoming nationwide television campaign on radio and television.

\textbf{Esty Additions Announced}

\textbf{THREE ADDITIONS} to television commercial department of William Esty Co., N. Y.: G. Warren Schlosst, previously with Walt Disney, and Walter King, formerly CBS, executive producers, and Robert Milford, RKO-Pathé, associate producer.

\textbf{BBDO in Dallas}

BBDO will establish its first southwest office March 1 in Dallas, Ben Duffy, president, announced Friday. Ted Habsbrouck, account su- perintendent for last nine years in BBDO's Minneapolis office, will manage newest and 12th BBDO branch.

\textbf{February 1, 1954} \ \textbf{Page 9}
Make Sure of More in '54 with WJBK-TV

FACT No. 1
POWER
Farthest reaching TV signal in the Michigan area...gigantic 1,057 foot tower with maximum 100,000 watt E.R.P....plus favored Channel 2 dial position add up to

MAXIMUM CIRCULATION

FACT No. 2
PROGRAMMING
Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means

MAXIMUM VIEWING

FACT No. 3
RATINGS
Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, '53, show 9 out of the 15 top shows on WJBK-TV. And that gives you

MAXIMUM IMPACT

Eliminate guesswork when you're buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit's only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.

WJBK-TV
Detroit

BASIC CBS NETWORK & DUMONT

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY
INTRAMURAL SCOPES

EAGER for a first, CBS-TV trade news division in New York Friday "leaked" tip that Jack Charles, President of Eisenhour's, would announce himself on the Edward R. Murrow Person to Person program as the President's "news" secretary. The more official "press secretary" has been objected to by radio and tv reporters. The story was duly teletyped to BTV's Washington headquarters but had hardly arrived when Ted Koop, CBS Radio Washington chief, called. It's not a first, said Ted. Six weeks ago Mr. Hagerty made the same statement on CBS Radio's World Assignment broadcast from the White House. Wherever you go, there's radio.

Optimism Prevades ABC Affiliates Meeting on Coast

OPTIMISM over radio's future and expanded television production plans for Hollywood sparked two-day ABC Western Division affiliates meeting that closed Friday in Beverly Hills.

Harmony marked sessions, according to spokesmen among 85 present at closed-door sessions. Executives explained ABC Radio Network split-sponsorship plan, told of new programming for tv and radio, sales plans, advertising promotion and new findings in radio research.

Robert E. Kintner, ABC president, told affiliates several new "name" shows are planned for network's fall tv lineup. Oliver Tatey, director of radio, gave encouraging figures on radio listening from study just completed.

George T. Shupert, vice president, ABC Film Syndication Division, held open house, showing products available to affiliates.

Other network executives participating in various sessions included: Leonard Goldensen, president of American Broadcasting-Paramount Theaters; Robert Hinckley, Washington vice president; Robert Weitman, network personnel manager; Charles Ayres, vice president in charge of radio network; Alfred Beckman, director of stations relations; Ernest Lee Jahnke, vice president and assistant to Mr. Kintner; Earl Hudson, Western Division vice president. Meeting of midwestern affiliates will be held in Chicago next week (see page 68).

Screen Gems Names D&K

SCREEN GEMS, tv subsidiary of Columbia Pictures Corp., appoints Dine & Kalmus, newly-formed public relations firm, as its public relations and publicity counsel.

UPCOMING

Feb. 1: FCC, network "giveaway" case, oral argument before Supreme Court.
Feb. 1-2: ABC-AM-TV affiliates meeting, Drake Hotel, Chicago.
Feb. 4-6: Auditorium Fair, Alexandria Hotel, Los Angeles.
Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.

For other Upcomings see page 105.

PEOPLE

THOMAS F. O'NEIL, Mutual president, was to receive on behalf of that network yesterday (Sunday) American Legion's radio award "for general excellence of national news reporting and coverage on the network level."

CAL J. McCArTHY Jr., vice president, Ruthrauff & Ryan, N. Y., to David J. Mahoney, N. Y., as vice president.

HUGH LEWIS has been elected a vice president of Ellington & Co., N. Y. He joined agency as a copywriter 10 years ago and for some time has been an account executive on Celanese Corp. of America account.

WILLIAM RAMBO, sales representative for KLAC-TV Los Angeles for several years, named sales account executive and Pacific Coast representative for Vitatip Corp., tv film firm. He will represent Vitatip in 11 states.

ROBERT MESKILL, formerly with United Television Programs, Chicago, appointed western sales manager of Everett-McKinney Inc., station representative firm.

PHILIP B. PARKER, FRANK O. BROCKSMITH and E. HOY McCONNELL, to sales staff of Capehart-Farnsworth Co. as Dallas sales region manager, eastern radio sales manager and sales promotion manager, respectively.

STEVE POZGAY, formerly general manager at WNAM-TV Neenah, Wis., and previously with RCA and Philco Corp., appointed general manager at WTVF (TV) Decatur, Ill.

DALE ANDERSON, research director, Erwin, Wasey & Co., N. Y., to Lennen & Newell, N. Y., as account executive.

Fellows Defends Tv Ethics

BROADCASTERS' self-imposed tv code is designed to check advertising as well as program abuses, NARTB President Harold E. Fellows said Saturday in obvious reference to Edward L. Bernays survey criticizing commercials (see story on page 36). He reminded that industry has put 350 tv stations on air in only six years, reaching 70% of nation. He recalled that survey conductor "has taken his livelihood, and a good one, from the commerce of the nation." Comment was made in speech to Women's Forum on National Security held in Washington.

Bernays Did It for Public

EDWARD L. BERNAYS, New York publicity agent, conducted his survey of public reaction to commercials "for no client, but on his own hook as a matter of public interest," he told BTV Friday. (See story above.) He said his only connection with educational interests was service at one time on a public interest committee of National Assn. of Educational Broadcasters.

Emerson Meeting

ANNUAL stockholders meeting of Emerson Radio & Phonograph Corp. will be held Wednesday at 2 p.m. at Waldorf-Astoria Hotel in New York, President Benjamin Abrams announced Friday.

February 1, 1954 • Page 11

Initial Decision in Tulsa; Other FCC Actions

INITIAL decision favoring grant of Tulsa, Okla., vhf ch. 17 to Arthur R. Olson was announced Friday. Grant became possible when Tulsa TV Co., comprising principals of Tulsa Times and Tulsa World, withdrew. Mr. Olson, manufacturer and oilman, paid Tulsa TV expenses of $27,000.

Grant of West Palm Beach, Fla., vhf ch. 12 to WEAT-TV Inc. became certain Friday when opposing WPWP withdrew. WEAT-TV Inc., whose major stockholders are WEAT West Palm Beach principals, paid WPWP out-of-pocket expenses of $6,000.

Withdrawing also was NTSA-Sim Antonio Express for vhf ch. 24 that Texas city. Withdrawal left Mission Telecasting Corp. 50% owned by KPRF, San Antonio. In contest with KMAC that city, Frank G. Huntress Jr., president of NTSA, announced that KNTV would "continue its interest in tv and re-enter the field if the opportunity arises."

Applying for vhf ch. 5 in Great Bend, Kan., was Central Kansas TV Co., comprised of local businessmen. This is the sole applicant for that city.

Three grantees had their permits revoked—KMGM-Great Falls, Mont., vhf ch. 7; KEIS (TV) Sherman, Tex., vhf ch. 46, at their own request; and KINV (TV) Denver, Colo., vhf ch. 25, after its request for extension of construction time was denied two weeks ago.

Brown Voices Faith in Fm

FAITH in future of fm, with emphasis on benefits to be gained from multiplexing, voiced Friday by Walter Brown, WORD Spartanburg, in presidential address to S. C. Assn. of Radio & Television Broadcasters, convening in Clemson for two-day session. C. Wallace Armstrong, WMSC Columbia, was program chairman.

Speakers included FCC Commissioner Robert T. Bartley (see summary of his Athens, Ga., speech published in last week's Burns column), Gaines Kelly, WFMY-TV Greensboro, N. C.; Glen Ramsey, SESAC; Dorsey Owings, BMI; J. Frank Jarman, WDNC Durham, N. C.; Jane Durlin, WSPA Spartanburg, and Louis B. Nichols, FBI assistant director.

ABC-TV Adds 5 Affiliates

AFFILIATION of five more television stations with ABC-TV was to be announced today (Mon.) by Alfred R. Beckman, national director of ABC's station relations department. New affiliates, which raise total of network to 192, are:

KOAM-TV Pittsburg, Kan. (ch. 7), owned and operated by Mid-Continental Telecasting Inc., Ralph E. Wade, general manager, effective Jan. 3; and KHBS-AR, Fort Smith, Ark. (ch. 7), owned and operated by Mid-Continental Telecasting Inc., Ralph E. Wade, general manager, effective Feb. 1; WTCO-TV Savannah, Ga. (ch. 11), owned and operated by Savannah Broadcasting Co., William T. Knight Jr., general manager, effective Feb. 14; and KOY-TV and KOOL-TV Phoenix (sharing facilities) for former owned and operated by KOY Besty Co. and latter owned and operated by Maricopa Radio Fm. John Hogg general manager for both stations, effective March 1.

Reformers Busy in Boston

LEGISLATIVE hearing to be held tomorrow (Tues.) morning in Boston on bill to prohibit use of feminine face or figure on television and billboard advertisements for beer and cigarettes. George H. Jaspert, WCCM Lawrence, will represent Massachusetts broadcasters at hearing.

Broadcasting * Telecasting
Jacksonville, with its fine seaport, is the site of several prime Naval installations, with 15,000 Naval and civilian personnel and stable annual payroll exceeding $42,000,000.

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

ONE... and only ONE television station effectively covers CHARLESTON, West Virginia!

WKNA-TV
Charleston's OWN Television Station

And only ONE television station effectively covers West Virginia's "Personality Package"

WKNA-WJLS

**IN REVIEW**

**KING RICHARD II**

Network: NBC-TV
Time: Sunday (1/24/54) 4:00-6:00 p.m. EST
Sponsor: Hall Brothers Inc.
Agency: Foote, Cone & Belding
Director: George Schaefer

NBC Executive Producer-Director: Albert McDaniel
Associate Producers: Emmett Rogers, Mildred Freed Alberg
Adaptation by: Maurice Evans
Sets: Richard Syibert
Costumes: Noel Taylor
Music Composer: Herbert Menges
Music Conductor: William Brooks
Production Assistant: Paul Davis
Associate Director: Livia Granio

AN ALTOGETHER satisfying production of Shakespeare's majestic Richard II, starring Maurice Evans as the incompetent, power-crazed King Richard, was presented Jan. 24 on NBC-TV's Hallmark Hall of Fame in a special two-hour telecast. In every detail the drama, masterfully adapted for video production by its star, was worthy of the vast audience which TV alone can assemble.

Less than a year ago, Maurice Evans rekindled a mass interest in Shakespearian drama among televiewers with his production of Hamlet, rated by many critics as the best work Shakespeare ever penned. The enthusiastic audience response to that telecast prompted Hall Bros. to roll out the welcome mat for Mr. Evans and any future ideas he might entertain about playing more Shakespear on TV that their firm's sponsorship.

The outcome was Richard II in a teleplay framework. It would be unfair to compare last week's production to Hamlet since it would suffer by comparison. Richard II is simply not as great or as stimulating a play. The characters are not as sharply drawn and therefore present not so great a challenge to the actors playing them. But considering the play apart from its TV predecessor and in the light of its own limitations, Mr. Evans, the acting company and technical crew packed two hours full of genuine entertainment.

Though Mr. Evans' interpretation of Richard differed from the standard one, it was an effective characterization. In print, King Richard is a totally cruel and unlikable gentleman who can see no farther than the end of his nose which always points to one thing—the divine right of kings. Mr. Evans chose to make his audience like Richard by playing his distasteful traits down. The Richard of last week's production was a scoundrel to be sure but at times a harmless one seemingly unaware of his own character flaws. Such an interpretation gave sympathetic quality to the man and to the play too, particularly at the end when Richard was murdered during his imprisonment in the Tower of London.

Mr. Evans was supported by some highly competent actors all of whom understood the point Shakespeare was attempting to make and in turn made it clear and understandable to the audience.

Production-wise, TV is the dream medium for this play. There are innumerable scene changes which a few years ago made Mr. Evans abandon hope of ever doing it again on the stage. The versatility of the camera was very much welcome in this case. The camera work on the show was tight and excellently directed.

In a land where Shakespeare's plays have been budgeoned to death in high school English classrooms telescasts of this calibre are doubly welcome. TV is capable of putting Shakespeare back where he belongs—on a stage for everyone to see. At any rate, Richard II increased the notion created with Hamlet, that Hallmark, living up to the firm's constant suggestion, cares enough to give us the very best.

**DR. I. Q.**

Network: ABC-TV
Time: Mon., 8:30-9:00 p.m. EST
Quiz Master: James McClain
Created by: Lee Haskal
Producer: Frederick Heider
Director: Charles R. Dunfin
Designer: Beulah Frankel
Announcer: Bob Shepherd
Sponsor: Hazel Bishop No Smear Lipstick
Agency: Raymond Spector Co.
Original on: ABC-TV's Elysee Theatre, New York City

THE TV version of Dr. I. Q., which in its original radio format can safely be termed the grandaddy of quiz-type programming, welcomed Hazel Bishop Inc. as its sponsor with the Jan. 18 telecast of the weekly series on ABC-TV. Along with the happy turn of events that brought the Bishop firm into the picture came a nostalgic note, too. On the same date, James McClain, the show's first m.c. and one of radio's original quizmasters, joined the series to once again fill the role of that jolly fellow with a wealth of information at his command who does the questioning—Dr. I. Q. himself.

The format of the TV Dr. I. Q. is identical to the one used on the radio series. Not even a slight attempt has been made to explore new effects which the visual element has to offer. A camera has been added but in a fashion that has certainly not taxed the director's imagination. It's a thoroughly amateurish production. The same assistants still roam around the theatre with their microphones picking out contestants, most of whom look like frightened rabbits. Their reactions to the query from the stage are for the most part timid and unintelligent.

As for Mr. McClain, who has taken leave of absence from the Episcopal ministry to return to the series which he left in 1946 to become a clergyman, his TV debut was no earth shaker. He is obviously not well acquainted with an m.c.'s role in television. His most disturbing trait with radio is his attachment to a script. Mr. McClain's concentration on the paper in front of him eliminates any possibility of eye contact with the camera and the audience.

**JAMES McCLAIN**

The ladies are back in the balcony.
YOU GET

HIGHEST

HOOPERS

When You Buy KRNT, Des Moines

HOOPER LEADER MORNING, AFTERNOON, EVENING

75 Firsts, 11 Seconds out of 87 Periods
(Including 3 ties for first and 1 for second)

- KRNT-CBS does it again... delivers the BIG audience, according to the latest Hooper report for Des Moines, Iowa (October, 1953).
- KRNT is first in all 23 morning periods. KRNT has 23 firsts, 1 second out of 24 afternoon periods. KRNT has 13 firsts (3 ties) and 6 seconds (one tie) out of 20 evening periods. KRNT has 16 firsts and 4 seconds out of the 20 rated Saturday daytime periods.
- Talk to a Katz man about KRNT, the only Des Moines station that can talk Hoopers!
Note on Improvement
EDITOR:
We have had an opportunity to read your January 18 issue of B*T and are pleased to note that the television stations in the air and target date stations have been printed in accordance with the suggestion we made some time ago. As far as we are concerned, this is a decided improvement in the manner of reprinting these facts and congratulate you on this progressive step.

Richard C. Grahl

Costs Questioned
EDITOR:
...In the Jan. 18 issue of B*T, on page 42 were quotations of live telecasts at $85.00 per hour and film at $126.00 per hour. These figures seemed familiar and checking back in our Television Digest we found the same figures exactly reversed... Would you be good enough to drop me a short line as to whether or not your figures might have been reversed.

Naturally, we receive a considerable number of trade publications and have written trade news, but we have never found the equal to B*T. Such news coverage on a weekly basis is nothing short of a phenomenon. I have long felt that B*T is the trade magazine to top all trade magazines and find it is relied upon by the industry as a whole...

Mrs. Jan T. Macauley,
World Films,
Sierra Madre, Calif.

[EDITOR'S NOTE: B*T correctly quoted an NABET survey of tv stations which showed average costs per hour were $85 for live production and $126 for film.]

Sunday Supplement
EDITOR:
On your January, 1954, "Comparative Network TV Showsheet" you have omitted The Quaker Oats Co.'s CBS network show, Contest Carnival.

Contest Carnival began telecasting Jan. 3, 1954 and is on every Sunday at 12:30 p.m. New York time...

C. E. Bolgard, Vice Pres. & Media Dir.
Sherman & Marquette, Chicago.

Two Stories
EDITOR:
Last night, Saturday, Jan. 23, WHAW conducted its annual March of Dimes show. It wasn't a show, as most people think of shows. From 7 to 11 p.m., four hours, I sat on the hard bench of the WHAW organ and pitched and played. During those four hours, we received 1,111 telephone calls, with contributions totalling $3,629.30. The entire county has a population of only 18,000, Weston a population of 9,000...

That is the first story...

Just now—between 3:15 and 3:30 p.m., Sunday, Jan. 24—I listened to the beginning of a show from the network of which we are an affiliate. A disc jockey, of sorts, was flambouyantly introduced whereupon said jockey suggested that after the first record he would make an offer just out of this world: A picture of 100 radio, tv and motion picture stars for just one dollar. At that point we cut the show and filled with transcriptions and public service announcements. However, we monitored the show on the line. We now consider the performance completely out of line with all reasonable and proper concepts of legitimate radio...

There are the two stories, analogous, perhaps, in that if we carried the type of thing the network is resorting to, the March of Dimes show would have gone to pot...

If the networks and stations begin, frantically and fearfully, to grasp each economic straw at this crucial moment of evolution, the medium of radio is dying. If, however, we face the facts, legitimately and fearlessly, with our heads up and our brains at work, we'll live to see another day when, with TV flourishing companion industry, radio will be doing a bigger and better job than ever before...

Harold McWhorter
President
WHAW Weston, W. Va.

Answer for Nashville
EDITOR:

We were notified by the local newspaper that they would no longer carry our program listings after January 1st because "competition." With the letter the editor kindly enclosed a rate card so we could see how much we would be overcharged for their small circulation.

Rather than pay for a feature which we felt helped sell the local newspaper, we made arrangements with the Camden Courier-Post to print our program listings. This newspaper was so very cooperative that we have begun plugging that fact and our programs are listed in the Courier-Post. In this way the paper gets some good publicity and our programs are available to all of our listeners in this area, since this newspaper covers all of South Jersey. The local paper still carries network radio and television program listings but I am quite sure that the publisher is unhappy about "competition" plugging even more competition.

Fred M. Wood, General Manager
WWLB Vineland, N. J.

Fair Despite Prejudice
EDITOR:
...In [your] National Collegiate Athletic Assn. tv articles [B*T, Jan. 11, 18], I think you have been very fair in presenting the college and university side of the picture even though you, because of your job, are somewhat prejudiced toward the opposite viewpoint... (Your) stories are well written and offer some detailed information which will be helpful to those people who are trying to understand our problem...

I do believe that a meeting of all parties interested in both sides of the fence can be a very helpful thing to enable each of us to be a bit more sympathetic with the other...

J. Shober Barr
Dean of Athletics
Franklin & Marshall College
Lancaster, Pa.
NCAA v.p. and member of NCAA tv Committee

Switch in Suffixes
EDITOR:
In the issue of Jan. 25... under "For the Record" on page 111 under New York state we have listed our television grant as Bloomington instead of Bloomington (Lake Placid)...

WIRY Plattsburgh, N. Y.

[EDITOR’S NOTE: Mr. Scheler’s letter arrived too late for his Telestatus listing to be corrected in this issue, but it will be Bloomington beginning next week.]
WE prepared ourselves for a New Experience. The host revved up his test equipment, checked roll-off, measured gram pressure of stylus, interpreted the cathode-ray oscilloscope and various voltmeters, ohmeters, and a wave-distortion analyzer. The tweeters, the middles, the woofers had their impedance matched and re-matched in the crossover network; the air in the speaker-array's baffle was vacuum cleaned, the needle brushed, the record brushed, the strobe disk read for turntable speed. All was ready. The house lights dimmed (and why not, with all that load?). The guests, a little dim themselves after an hour of preparation, settled back among the wires, coils, tubes and tools for a sound experience of ineffable pleasure. The needle found the groove, there was an expectant hush . . .

The dog started howling.

Our host was playing his favorite record—at the equipment's maximum 20 watts. It was a frequency test record, audible in part only to canines.

* * *

Today's hi-fi aficionados resemble radio fans of the early 20's, tearing down, rebuilding, getting neurotic about real or imagined hook-up imperfections, often losing sight of the purpose of all the fooling around—the enjoyment of sound.

What's this got to do with WMT? It has to be dragged in by the tail, but this is what it has to do with WMT. We have a lot of fancy equipment, a lot of power (5,000 watts AM, 100,000 watts TV) but our eye is on the target: building audiences that buy our sponsors' products.

The Katz Agency will supply hi-fi proof.

**WMT and WMT TV**

CBS for Eastern Iowa
Mail Address: Cedar Rapids

**Represented Nationally by The Katz Agency**
Sakes alive, bub
I'm late for the
Channel 5 Club!

Yes, it's got the gals going. going to the Channel 5 Club, WMCT's sensational new audience participating show Prizes, gags, spontaneous on-the-spot humor, and interviews with Gene Perkins and Bob Smith doing the emceeing.

Participating spots are now available, and they are going fast. See your nearest Branham office.

WMCT
CHANNEL 5 • MEMPHIS

NOW 100,000 WATTS

Memphis' first TV Station
WMC WMCF WMCT
National Representatives
The Branham Company

NBC-TV-BASIC Also affiliated with ABC and DUMONT
Owned and Operated by The Commercial Appeal

GEORGE HAROLD WEBER
on all accounts

GEORGE HAROLD WEBER, 47, vice president and Seattle office manager of Cole & Weber, Portland-Seattle-Tacoma agency, feels his has been “the most perfect experience” in advertising, with a career that began with a summer scholarship at an agency while he was a U. of Oregon student in 1929.

He joined Mac Wilkins & Cole soon after it was formed in 1931 and his name was added to the title in 1943. Today it is Cole & Weber.

Among the agency's early radio efforts were Toast of the Town for Franz U.S. Bakery on KOIN Portland, Porter's Energy Trio for Porter-Scarpelli Macaroni Co. and news shows for Fahey-Brockman Co., Portland-Seattle men's wear firm. All still use radio and some tv.

Cole & Weber's policy is to get the medium to fit the client's problem instead of the reverse, with the result that many of the agency's radio and tv programs are specially tailored.

Some Seattle office tv clients are National Bank of Commerce, with Washington State Reporter on KING-TV Seattle; Pacific Food Products Co., Seattle, with Cisco Kid on tv in six cities after its successful use of radio with Sunny Jim Kindergarten [B&W, July 14, 1932].

Leading radio clients include Weyerhaeuser Timber Co., Tacoma, sponsoring Youth Views the News, fed from KOMO Seattle to a special 10-station network in western Washington and Oregon; Centennial Flouring Mills, Seattle, with spot announcements on six Alaska stations, and Safeco Insurance Co., sponsoring Edward R. Murrow on 22 CPRN stations.

Mr. Weber says his agency is concerned about tv, but “we don't expect that it will destroy radio, because each has its own place.” For the agency, says Mr. Weber, tv poses new cost problems: “We find that traditional fees charged our clients are not adequate return for the terrific time demands placed on our agency by production for tv.”

Organizations in which George Weber has held presidencies or chairmanships include Phi Delta Theta (in college); Advertising & Sales Club of Seattle, 1942; Washington State Chapter of American Assn. of Advertising Agencies, 1942 and 1945; Advertising Assn. of the West, 1944, and AAAA's Pacific Council, 1949. He most recently headed public information for 1983 United Good Neighbors fund campaign and was chairman of the jubilee season of the Seattle Symphony.

He married Lillian Fitzpatrick in 1935. They have two daughters, Marilyn, 13, and Susan, 11. His hobby is the piano, which brought him into radio in 1923 on KGW Portland's Hoot Owls as George Weber & His Orchestra.

Broadcasting • Telecasting
The signs of Charlotte are signs of a market bigger by far than city population indicates. Take air traffic, for example:

In air passengers per thousand population, Charlotte ranks fourth in the nation, surpassed only by Miami, Dallas and Atlanta—surpassing such air travel centers as Washington, Kansas City and San Francisco-Oakland.

Charlotte's bulging, pre-war air terminal gives way to a plush, new $1,500,000 terminal building due for dedication this spring.

Such busy-ness cannot be accounted for alone by the fact that there is no rival commercial airport for 60 miles in any direction but only by the additional fact that this 60-mile area is densely populated with prosperous people who depend upon Charlotte for air travel and myriad other services, including—

—Radio and television. Charlotte's great area stations, WBT and WBTV unite hundreds of populous textile communities into one integrated market ranking in the first 25 markets of the nation.
There's a magazine in this country named Coronet.

It measures—as far as our old broken ruler goes—7 and 5/8ths by about 5 and 1/2".

“Small” magazine?

Nonsense!

Each issue is packed with editorial dynamite.

... So hot it could go off in your hands.

We mean that.

Coronet is read avidly every month by 2,818,003 people.

That's reading!

Recently Coronet said, “Let's have a survey on disc jockey readers. Let's see how important Coronet is to them.” Y’know the boys with the gifted gabbers who spin records and make gay with the gayety on radio and tv.”

Coronet's top men said, “Okay, let's try it.”

Results...

Coronet called The Bureau of Market Statistics.

Coronet asked B of M.S. to ask three basic questions; no mention of Coronet.

Letters were sent (no mention of Coronet) to 1000 top radio and tv stations in the U.S. requesting names of their leading disc jockeys. The names of 506 d-ys were received.

Letters went out again: the d-ys were asked bluntly...

1. What magazines of all kinds do you read regularly?
Broadcasting • Telecasting ranked sixth in preference on the total answers to this question, topped only by such crackerjacks as Life, Coronet, Reader's Digest, Time and The Saturday Evening Post. No other so-called "business" paper came even nibblingly near B • T's standing. Sorry, Collier’s and Newsweek were sort of also-rans.

2. Which three magazines do you like best (list in order of preference)?

Broadcasting • Telecasting was the only "business" paper ranked a favorite. It soared up with Reader's Digest, Time, New Yorker, etc.

3. Of those you read, which three magazines are most helpful to you in your work (please list in order of preference)?

Broadcasting • Telecasting was first, nudged second only by Coronet and then by Time, Reader's Digest, Life and so on down the line.

Interesting? Yes. But it's merely another segment study of the vast field of radio and television B • T covers week-in and week-out with the alertness, the news sense and thoroughness that is mirrored nationally in the news by, let's say, The New York Times.

Coronet's study amplifies the agency-advertiser surveys made by such well-known firms as International Public Opinion Research and American Research Bureau. To reach the leading radio and tv buyers . . . to reach anyone who is anyone in radio or television . . . you have to be in Broadcasting • Telecasting.

Want to hear more ear-twirling proof? Just call, write or wire—

Broadcasting • Telecasting
1735 DeSales Street, N.W. Washington 6, D. C. ME 8-1022
WHEN Francois Van Konynenburg reaches his 50th birthday at the end of next month he will have spent two decades in radio—all in Minnesota's Twin Cities where he is executive vice president and general manager of WCCO-AM-TV Minneapolis-St. Paul.

The two things that stand out about this quiet and friendly Dutchman, who understandably is called "Van," arise one from the other: F. Van Konynenburg likes people. His business life is dedicated to public service.

Mr. Van Konynenburg has never strayed far from the Minnesota outdoors he loves. He was born and spent his early childhood in the tiny village of Lismore, Minn., and his boyhood at St. Croix Falls, Wis. Today he spends much of his spare time fishing—winter and summer—among Minnesota's thousands of lakes, or on frequent duck-hunting trips. An avid sportsman, he has been known to discard his shoes, roll up his trouser legs and charge down the base paths during inter-company softball games.

He studied journalism and advertising at the U. of Wisconsin and was graduated in 1927. He thereupon joined the Madison (Wis.) Capitol Times as a salesman in the national advertising department. A year later he was national advertising manager. In 1929 he returned to Minnesota to join the national advertising staff of the Minneapolis Tribune. The year 1931 found him working as an account executive with a St. Paul advertising agency.

In 1934 Mr. Van Konynenburg entered the still-youthful radio field as a member of the sales staff of WTCN Minneapolis-St. Paul. Within two years he was sales manager. In 10 years he was general manager.

In August 1952 WTCN-TV, which started in 1949, was merged with WCCO-AM, a 50 kw clear channel radio pioneer of the Northwest, and the WCCO call letters were broadened to include both radio and tv. Mr. Van Konynenburg was named executive vice president and general manager of both radio and television broadcasting operations. Under his leadership, station personnel has increased from 18 to more than 230; both stations are operating at the maximum power allowed by the FCC, and both are taking the same leading role in community service activities that Mr. Van Konynenburg does in his personal life.

During 1953 WCCO-AM-TV devoted free facilities to a long list of educational, religious and charitable organizations, which if measured by rate card charges would have amounted to more than $750,000.

Mr. Van Konynenburg himself is a director of the Minneapolis Chamber of Commerce and the Better Business Bureau; a member of the Governor's special Minnesota development committee; Associated Industries advisory board; St. Paulites; Minneapolis YMCA, and the Minneapolis Advertising Club. He belongs to the executive committee of the National Conference of Christians and Jews, and served as chairman of the Rehabilitation Steering Committee of Minneapolis for handicapped persons.

These and other duties have taken much of the time Mr. Van Konynenburg once allotted to his first love—salesmanship. But he frequently slips away from his offices to renew long-standing friendships among agency representatives and business circles in the Twin Cities. Often his first-name familiarity with Minnesota and U. S. commercial leaders combines with the personal charm of the Van Konynenburg low-pressure salesmanship to wrap up complicated business transactions in the shortest possible time.

He refuses to be desk-bound: He wants to see first-hand how a difficult production problem is being handled; he'll make a personal check to see how a redecorating scheme is working out in one of the minor areas of the separate buildings occupied by WCCO-AM and WCCO-TV. And he's never too busy to stop one of the station employees in passing and express his congratulations for a job done particularly well.

Cedric Adams, a top WCCO radio and television star, remarked recently that Mr. Van Konynenburg is one of the most unusual personalities he's ever encountered. "Van has a heart as big as a touring car," says Mr. Adams, "but at the same time, he has one of the shrewdest business minds I've seen operate."

He has two other interests about which he is rather reticent. One is his fondness for the accordion; the other is his hobby of bird-watching. He squeezes the accordion when he finds time to relax, and his associates consider him accomplished enough to appear on one of the radio or tv talent shows, but he steadfastly refuses all coaxing.

As for bird-watching, Mr. Van Konynenburg is something of an authority in this non-strenuous activity, and his avian interests are common knowledge around the WCCO-AM-TV studios. Last Christmas his present from the staff was 100 pounds of assorted bird seed.

Mr. Van Konynenburg married the former Jane Robinson in 1929.
he's taking lessons from 15 champs...

Right now, comfortable and relaxed in his own living room, he's getting a tip from Champion Sam Snead on how to improve his swing. Next week Lloyd Mangrum shows him the secret of long iron play. Then "Doc" Middlecoff gives him pointers on fairway woods. It's expert, entertaining instruction he couldn't buy at any price. He loves every minute of it!

PLAY GOLF WITH THE CHAMPIONS

is a unique series of thirteen 15-minute TV film programs with powerful appeal for the growing millions of golf fans, both men and women. They're in black-and-white or color, with music and narration. Comedy sequences alternate with instruction to hold the "fringe" audience. Produced by SPORTSVISION, INC., makers of the popular football series, All-American Game of the Week. For prices, availabilities, write, wire or phone...

SPORTSVISION, INC.

Dept. B, 233 Sansome St., San Francisco, Calif. · EXbrook 2-3837
Hollywood: Dept. B, 1161 No. Highland · HOLlywood 4-9865
Chicago: Dept. B, 86 No. Wacker Dr. · CEntral 6-9355
"Or is this one a little TOO big?"

You can cook up a mighty big radio splurge in Kentucky — with one medium-sized "stove":

The Louisville Trading Area alone accounts for 55.3% of Kentucky's total retail sales! 5000-watt WAVE covers this compact market thoroughly — delivers it plus a big quarter-billion-dollar slice of Southern Indiana, at amazingly low cost, and without waste circulation!

Enough said. Let NBC Spot Sales fill in the details.

5000 WATTS
NBC AFFILIATE • LOUISVILLE

NBC Spot Sales, Exclusive National Representatives
NOW —
... a choice in...
JACKSONVILLE!

Now advertisers and viewers enjoy a choice of superb television service in mushrooming Jacksonville — the nation's 49th retail market —

With WJHP-TV's 276,000 watts ERP — its NBC, ABC and DuMont network programs — its superb studio, plant and equipment — the great Jacksonville retail area now enjoys more of the best in TV — and in the best times, too.

For facts and availabilities call...
New York MU7-5047 or Jacksonville 98-7751

The Jacksonville Journal

WJHP-TV
276,000 Watts
CHANNEL 36
Nearly one million personal contacts with its listening audience in 1953—that's the WWVA super sales record! And you well know it's the personal touch that counts, that makes friends, that sells! Yes, the friendly voice from the heart of industrial America made 974,857 personal contacts with its responsive listening and buying audience; proof enough that the WWVA earthy programming appeals to listeners, impels sales, produces results!

Sells on Personal Appearances . . .

The all-star WWVA time-tested talent made 1,072 personal appearances in the WWVA coverage area in 1953...and attracted a combined audience of 658,942 people. These people are friendly to WWVA artists, enjoy WWVA programming, buy WWVA-advertised products.

Sells on the WWVA Jamboree . . .

From miles and miles around WWVA listeners come to see the in-person performances of the WWVA World's Original Radio Jamboree in Wheeling, W. Va., every Saturday night. They came to the number of 91,885 during 1953, a total limited by the small capacity of the theater in which it is presented. The SRO sign is a frequent star at the Jamboree box office; proof again that the WWVA audience is responsive.

Sells By Mail to the 48 States . . .

Advertisers' sales messages attracted 224,030 pieces of mail in 1953, from each of the 48 states and the Canadian provinces. Yes, the WWVA audience is a listening audience...and a responsive audience for anyone who has something to sell.

Ready to Go to Work for You . . .

These nearly-a-million-a-year WWVA personal contacts are ready to go to work for you...just as they are working for other alert advertisers. It's the one-station, one-cost, one-billing way to cover prosperous, productive Eastern Ohio, Western Pennsylvania and West Virginia. A John Blair man has the WWVA super sales story—or you can get it direct; just wire or 'phone the station collect.

JOHN BLAIR & COMPANY

WWVA

WHEELING, WEST VIRGINIA
50,000 WATTS
CBS RADIO

NATIONAL SALES DIRECTOR: TOM HARKER, 118 EAST 57th STREET, NEW YORK 22, N. Y.
TV NETWORK EVENING CLIENTS TO STAND PAT THIS SUMMER

There’ll be no ‘blues in the night’ during the perennial hiatus months, according to almost 90% of major nighttime tv network sponsors checked by B&T. One of many reasons is a reluctance to relinquish good time slots or hard-won lineups of stations.

THE SUMMER HIATUS is on the way out in network evening television.

This year almost 90% of the major sponsors of evening tv shows will continue to advertise on the networks through the traditional vacation period, thus guaranteeing the networks “summer security” for the first time in their histories, according to predictions voiced in a special B&T survey on summer programming among advertisers, agencies, researchers, and network executives.

Four reasons were being advanced generally for this development:

(1) Sponsors’ desire to keep intact their present hard-won lineups of stations; (2) the attractive discounts being offered them by the networks for year-round advertising; (3) growing conviction among advertisers of the merit of year-round continuity in advertising; (4) the comparatively low cost of filmed shows.

At the Biow Co., Terry Clyne, Vice president in charge of radio and television, said “present plans call for all of our advertisers to retain their time periods through the summer.”

Typical of the trend toward summer retention is the situation at Young & Rubicam, which last year spent $34 million in television for its clients. One executive there estimated that all but perhaps 5% of Young & Rubicam advertisers will retain their shows. Some, he indicated, would use “repeats” as they did last year, with possibly an additional few settling this year on that means of conserving budget costs while increasing their span of advertising into the summer.

An officer at McCann-Erickson appraised the trend at his agency as follows:

“Television time is hard to get and once an advertiser gains a franchise he wants to hold on to it; thus we’d estimate that approximately 90% of our major clients will retain their time segments during the summer.”

Moreover, he observed “some of our clients found summer retention surprisingly profitable last year and thus are really anxious to continue during the coming hot season. Among our advertisers on a year-round basis are Lever Brothers, Westinghouse and Congoleum-Nairn.”

A spokesman at BBDO, which allocated $35 million in television last year, said that a “high percentage of its clients will retain their time segments on the network.” But he added that it’s much too early to decide on what programming would go in the time periods—most likely continuation of first runs on the film shows, reruns of best shows on other programs and possibly switching of different types of formats in some cases.

Leo Burnett, president of the Leo Burnett Co., one of the top 10 agencies last year in combined am-tv billings, felt that generally, with respect to his company, sponsors have indicated they plan to remain on with “basic programs.” He said he saw no evidence of any wholesale retrenchment by advertisers. Burnett’s estimated tv billing last year was $16.8 million.

Mars’ Hiatus

Reviewing Burnett’s lineup of network shows and sponsors [B&T, Dec. 28, 1953], David S. Dole, broadcasting operations manager, indicated that perhaps only Mars candy will take a summer hiatus, from Super Circus (ABC-TV), though Kellogg is expected to continue with co-sponsorship. The Godfrey shows, along with Garry Moore and Art Linkletter and other network properties, some of whose clients are represented by Burnett, will remain intact. Tv spot buying is expected to maintain the “average” and even expand, particularly on season products like iced tea (Tea Council campaign).

Dave S. Williams, timebuyer, Geoffrey Wade Adv., Chicago, felt that generally replacement programs will be “good and should hold up” for the industry this summer. He predicted a favorable summer outlook for television.

Paul McCluer, general manager of Geoffrey Wade Advertising, reported the agency plans continuity of a tv spot campaign for Miles Labs (Alka-Seltzer, One-A-Day Tablets) but won’t make any other video plans until at least March 1. He noted that networks have not yet announced their summer rate plans to induce advertisers to remain on the air through normal hiatus. Wade has no network tv programs on the air. Its estimated tv billing last year was $3.5 million.

“We don’t think of television as a 26-week proposition but rather as a year-round medium,” he stated.

Network time franchises and the nature of products themselves were described as major factors by John B. Simpson, vice president in charge of radio-tv department, Foote, Cone & Belding, Chicago. He felt the outlook is “very good” for summer tv. While declining to dis-
cust specific agency network and spot clients, he said that those advertisers with certain products and "low sales opportunities" will maintain their network properties "to protect themselves from falling to those other competition. Agency's tv billings in 1953 were $10 million. Arnold Johnson, radio-television facilities director, Needham, Louis & Broby, Chicago, said that "generally speaking, no network advertiser can get back his money because of station clearance problems." For this reason, he felt many of the agency's clients will retain their time periods, substituting summer replacements.

Plans are not firm on either Robert Montgomery Presents on NBC-TV or Life With Father on CBS-TV, both sponsored by S. C. Johnson & Son (the former alternate weeks), though it is expected that Mr. Montgomery will continue with a special summer series as last year. Quaker Oats is slated to carry Zoo Parade (NBC-TV).

As for spot business, Mr. Johnson said advertisers will keep their schedules "even though the cost-per-thousand is up" because of valuable adjacencies.

TV network sales chieftains similarly voiced confidence in the prospects for summer.

In the past, networks have offered various "incentive" plans to entice advertisers to keep their time periods through the hot-weather months. CBS-TV, for instance, last summer offered a 30% rebate on costs. NBC-TV gave a 10% advance count on those who remained on hold, for new advertisers, offered a 25% discount on charges for summer time purchases.

Whether similar "inducements" will be offered this year has not yet been decided.

Frei Confident
Surveying the outlook at NBC-TV, George Frey, vice president in charge of television network sales, expressed confidence that "the great majority" of that network's current sponsors will elect to stay on the air throughout the so-called "hiatus period."

At ABC-TV, Charles R. Abry, national director of television sales, looked forward to summer 1954 as a record-breaker.

"The ABC-TV network sponsorship picture for the summer months is the brightest yet in the network's history," he asserted. "Indications are favorable that the bulk of ABC sponsors will remain with us throughout the summer."

Gerry Martin, director of network sales for DuMont Television Network, noted that "DuMont's rates are for time and production and not for the so-called "incentive"-pushed advertisers," and said: "Our clients have found DuMont such an efficient selling medium that the greatest percentage stay on all year. We anticipate more clients this summer than ever before, with the bulk of our present sponsors continuing and many new ones coming on."

William H. Hylan, vice president in charge of network sales for CBS-TV, described prospects as follows:

Outlook for business during the summer of 1954 is good.

On the assumption of one or two specific cases, there is no indication that any advertiser will go off the air during the summer whether we have an incentive plan or not. Undoubtedly, however, there will be some program replacements under continuing sponsorship.

As in the past, CBS-TV sponsors find it to their advantage, both from the standpoint of coverage and ratings, to remain on the air. Last summer 12 commercial programs stayed on the air throughout the fall-winter range in talent format. As far as ratings are concerned, ARB shows that the two periods, summer 1953 and the present fall-winter run, were practically a standoff. In viewers reached, however, the summer programming averaged 14,769,000 compared to 11,819,000 viewers for the fall-winter period.

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**WEINTRAUB AIMS PITCH FOR RCA ACCOUNT**

Agency buys full page in 'New York Times' to send Morse-coded message to Gen. Sarnoff and other top RCA executives.

In a spectacular bid for the RCA advertising account, William H. Weintraub & Co., New York, placed a full-page ad at last Thursday's 'New York Times' at a cost of approximately $5,280.

The advertisement, which attracted much attention, was dominated by the letters "RCA" written in Morse code—a device obviously calculated to appeal to Brig. Gen. David Sarnoff, chairman of the board of directors of the Radio Corporation of America.

**DOTS & DASHES**

Weintraub signals an ex-code operator.

Vacation for Outcasts

KMTV (TV) Omaha has initiated a contest for "the outcasts of the contest bo-nanza" in its slogan competition "for advertising people only," in which the station seeks a four-word slogan which "pitifully presents its tremendous selling power in the rich Nebraska-Iowa market." The contest, which ends March 15, offers as first through fourth prizes, respectively: A week-for-two at Sun Valley, a case of imported champagne, a case of imported Scotch and a case of bonded whiskey. The four words must begin with the station's call letters, K-M-T-V; the contest is open to radio-television and agency people, timebuyers and advertising personnel. KMTV is distributing a fact bulletin "to help you win" and is promoting the contest with an extensive advertising campaign.

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**Frick Sees No Cost Jump For Tv Rights to Series**

Baseball's commissioner says he doesn't think tv rights will go up materially by the time the present contract expires. He also is against multiple sponsorship.

SPECULATION that has been making the baseball rounds to the effect that tv rights to the World Series may treble in value by the time the current million-a-year contract runs out in 1956 received a dash of cold water last week from Baseball Commissioner Ford Frick.

Indicating his own view that the worth of the rights may not go up materially, he said baseball could conceivably price itself out of the picture—that he could not visualize any one advertiser picking up the kind of tab that such a boost in the rates would represent.

Mr. Frick said he is against multiple sponsorship of individual games; that he could see where there might be a different sponsor for each game but not all sponsors are all presenting their commercials during one game. He also indicated that some sponsors that are acceptable for regular season broadcasts and telecasts of baseball could not necessarily be acceptable for World Series games.

Current contract with Gillette and Mutual (which carries the World Series games on radio while NBC-TV handles the telecasts) expires after the 1956 series. Mr. Frick said negotiations for a new series contract would start at least a year before that time.

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**ALCOA Films 'Motorama' For Own Tv Commercial**

ALUMINUM Co. of America, sponsor of See It Now on CBS-TV, prepared a capsule version of the General Motors show "Motorama" in less than two days, and presented it on the following Tuesday's telecast.

Normally a commercial takes five weeks to complete from the planning stage through to the finished product, it was said. But through the coordinated efforts of the advertising agency, Fuller & Smith & Ross; General Motors, and Sound Masters, makers of the filmed commercial, the expedited filming was possible.

Late Friday (Jan. 22) after the Motorama show in New York was closed to the public, several motion picture cameras were moved into the Waldorf Astoria and a 20-man production crew went to work. From midnight...
Friday until 8 o'clock Saturday morning the crew worked feverishly to complete the 3-minute commercial. Special arrangements were made for the film laboratory to remain open Saturday in order to make a work-print from the footage that was shot and to make extra sets of prints for use on the air. In addition to the announcer's voice, special background music was incorporated into the sound track.

Highlight of the commercial was the showing of GM's new experimental car, the Firebird, which is powered by a gas-turbine and contains large amounts of aluminum including brake-drums and its rocket-shaped nose.

**Pall Mall Contest Tests Promotion**

PALL MALL cigarettes is conducting a radio and television station managers' promotion contest with the grand prize award an all-expense-paid vacation for two in Bermuda, Alan Garratt, advertising manager, announced last fortnight.

The contest is on behalf of Pall Mall's radio and television Big Story programs on NBC Radio and Television, and the Bermuda vacation for two will go to the station promotion chief doing the best, most original, unique and effective promotion job on behalf of either or both programs during the first quarter of 1954.

"Size of station and facilities at hand will be taken into consideration in judging entries," Mr. Garratt said. "The station promotion manager is in many cases not the size of his budget, is the test," he said.

Details of the contest were announced to station promotion managers on-NBC closed circuit by Mr. Garratt and William M. Spire, vice president of K. Sullivan, Stauffer, Colwell & Bayles, New York, agency for Pall Mall.

Deadline for entries is midnight April 9, with contest closing March 31.

**LeBLANC TRYS AGAIN WITH NEW PRODUCT**

Radio promoter seeks a board and stockholders for 'Karyon'—which 'surpasses anything' in its line.

DUDLEY J. LeBLANC, whose use of radio to promote Hadacol is widely-known and well-remembered, is getting ready, he says, to promote a new product.

Copies of a letter written on stationery of the Louisiana State Senate, of which he is president pro tempere, turned up in radio circles last week. Sent to persons he would like to have on the board of the corporation he is organizing, the letter does not describe the "new product" except to say its name is "Karyon" and to praise its qualities and prospects. The letter says in part:

"Since you are well acquainted with my merchandising and promoting ability it is not necessary to dwell on that but rather permit me to introduce to you this present undertaking which in my opinion will surpass anything that has ever been accomplished before in that line.

Product Named

"The product will be named Karyon and will be superior to any similar item in both quality and appeal. Recent research work has definitely established and medical authorities now concur that for its benefit and utility it will be second to none.

"For members of the board of directors I have submitted to the committee on organizational men whose names are among the most prominent in the drug industry, a few prominent bankers, leaders in the newspaper, radio and television field, and two or three good business people including yourself. This committee will contact you sometime in the future and it is my fond hope that you will agree to serve on the board of this corporation which we hope will soon be not only national but international in scope.

"It shall be a pleasure to be associated with you in such a project and I am sure that the remuneration on all counts will be entirely satisfactory.

"In the territory where I operated with Hadacol there are over 30,000 drug stores and over 250,000 other retail outlets who handled our product with an average of two or three clerks in each. These people were pleased, satisfied, and made money. It is to them that we will first offer the stock..."

**Cash in Advance**

GARDEN Guild of America, which has had difficulties within the past few weeks with postal authorities, radio station creditors, and its former agency (B&T, Jan. 4), has named Lifton, Gold & Asher, New York, as its advertising agency. John Southwell, head of the firm, told B&T last fortnight.

Mr. Southwell said that he was paying cash in advance for all current advertising, which included a radio spot schedule starting in California, Texas and Florida and using about nine stations for a seven to nine-week campaign.

**NL&B Billings Up 27%**

TOTAL billing of $24,525,100 for media, talent, production and fees for the fiscal year ended Nov. 30, 1953, was reported last week by Needham, Louis & Brorby, which claimed a 27% increase over the previous year. Figures were announced at a meeting of its executives from Chicago, New York and Hollywood at the Field Bldg., Chicago, last Monday. The boost was attributed to higher expenditures by clients, including newly-introduced products, and from new accounts. The 27% increase amounts to $5,248,000, with net profit of $221,600 after taxes. Gross income for commissions and fees was $3,619,885.46. Allowing for a month's differential in the calendar year, NL&B's radio-tv billings accounted for $11 million or about 45% of overall billings (B&T, Dec. 28).
WASHINGTON STATE UNIT SETS '54 AD PROGRAM

THE Washington State Advertising Commission, meeting in Seattle Jan. 22, approved a 1954 regional advertising program totaling nearly $75,000. The commission said radio and television will be used in a different manner than in past years, with messages asking listeners and viewers to plan their vacations ahead. The commission plans spots in California markets from April 15 to May 8.

Duane Jones Case Settled

THE SO-CALLED "Duane Jones Case" appeared to be settled last week, following payment by defendants—eight former employees of Duane Jones Co.—of a check covering the $300,000 verdict award, plus interest, to Mr. Jones' attorney. Interest amounted to approximately $20,000. The $300,000 award to Mr. Jones, upheld by unanimous decision of the court of appeals of the New York State Supreme Court [BT, Jan. 11], is the equivalent of agency commission on about $2 million in billings.

Foster Resigns Post With William Esty Co.

KENDALL FOSTER, vice president in charge of television of William Esty Co., has announced his resignation from the agency after an association of 11 years. Mr. Foster will announce his future plans at a later date. Samuel Northcross, vice president and business manager, succeeds Mr. Foster as vice president in charge of television.

Dairy Advertising Up

THE AMERICAN Dairy Assn. spent $2.7 million on national advertising and public relations in 1953, or 25% more than in the previous year, it was reported last week. Part of the increase, it was believed, stemmed from the association's time purchases on CBS-TV's Bob Crosby show and NBC Radio's Bob Hope program. The expenditure was reported by Lester J. Will, general manager of American Dairy.

NETWORK NEW BUSINESS

Ferry Morse Seed Co., Detroit, to sponsor Garden Gate CBS Radio Sat., 9:45-10:10 a.m. EST, for 14 weeks, effective Feb. 20. Agency: MacManus, John & Adams, Detroit.

Bristol-Myers Co. effective tomorrow (Tues.), to sponsor the Tuesday 2-2:15 p.m. segment of the Garry Moore Show, on CBS-TV, for Ipana Toothpaste. Agency: Doherty, Clifford, Steers & Shenfield, New York.

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Inc. of Calif., Hollywood. Arthur Toft is account executive.

M & R Mfg. Co., Pontiac, Mich. (Sno-Bol liquid bathroom cleaner), appoints Ewell & Thurber, Chicago, to handle its advertising. Radio and tv will be used in 30 markets. C. E. Rickard is account executive.

AGENCY SHORTS

MacMauus, John & Adams Inc., Detroit, has opened Canadian office at 600 University Ave., Toronto. F. J. Hatch of Detroit head office, is organizing new Canadian office.

Hadlock & Assoc., Hollywood, with offices at 7546 Hollywood Blvd., has been formed by Jim Hadlock, partner in Hutchinson-Hadlock Co., which has since been dissolved. Telephone is Hollywood 2-6731.

Glasser-Galley Inc., L. A., moves to 3416 W. 1st St. Telephone number remains Dunkirk 4-2141.


Reynolds-Fitzgerald Inc., S. F., moves to 625 Market St.

Price, Robinson & Frank Inc., Chicago, has changed name to Clinton E. Frank Inc. Wayne R. West, accounting department, appointed secretary of corporation. Firm retains offices in Merchandise Mart. Telephone is Whitehall 4-5900.

Maryland Adv. Agency has announced its formal opening at 8 S. Michigan Ave., Chicago.

Conley, Baltzer, Pettier & Steward, S. F. advertising agency, changes name to Conley, Baltzer & Steward.

Rhoades & Davis, S. F. advertising agency, moves to own building at 642 Commercial St.


Heintz & Co., L. A. advertising agency, moves to 611 Wilshire Blvd. Telephone is Madison 9-3181.

Stromberger, LaVene, McKenzie, L. A. advertising agency, moves to 600 S. Lafayette Park Pl. Telephone is Dunkirk 5-2211.

Brown Adv. Agency Inc., Columbia, Mo., has moved to new and enlarged quarters in the Miller Bldg., that city.

Stiller-Rouse & Associates, Beverly Hills advertising firm, moves to 230 S. La Cienega Blvd. Telephone is Bradshaw 2-7835.

O'Brien Adv. Ltd., Vancouver, is planning to build its own office building early this year.

Franklin Spier Inc., N. Y., has leased the entire 15th floor at 232 Madison Ave.

Vickers & Benson Ltd., Toronto, has moved to its own five-story building at 110 Church St., Toronto. Telephone is Empire 4-6301.

Lee Keefer Inc., Phila., announces move to suite 1410, Fox Theatre Bldg., that city.

A. E. Aldridge Assoc., Phila., moved to new offices on 23d floor, 1616 Walnut St., that city.


ABC-TV, MOVIE INDUSTRY PLAN TV SHOW

Network, MPPA make progress on idea of weekly film exploiting current motion picture products and new talent.

SATISFACTORY progress was made last week in a new proposal for a weekly motion picture industry tv network program. ABC-TV will have a format worked out and in kinescope within the next few weeks.

This was revealed Wednesday by Robert Weitman and Earl Hudson, the network's vice president in charge of programs and talent, and Western Div. vice president, respectively, following conferences with members of the Motion Picture Producers of America.

Other participants in conferences were Don Hartman, production head of Paramount Pictures; Dave Lipton, vice president in charge of publicity and advertising, Universal-International Pictures; Harry Cohn and Jerry Wald, president and executive producer respectively of Columbia Pictures. Also at the sessions were Donn Tatum, ABC Western Div. tv director and Clark H. Wales, secretary of the MPPA studio publicity directors committee. Jerry Zigmond, western supervisor for Paramount Theatres, was an observer.

The network executives were "very much encouraged" over possibilities of resolving difficulties which stymied starting the series last year. If the current negotiations are culminated the weekly half-hour tv show will be part live and part film, with a different top motion picture industry executive making an institutional pitch.

Still to be worked out are timing of feature picture plugs to fit play dates of division of plugs among participating movie studios, and availability of star talent willing to work in tv for less than their established salaries.

Mr. Hudson felt that after a few more conferences the project would be on its way. He said Wednesday that the next meeting with MPPA members was scheduled "within two weeks." ABC-TV had an agreement with the MPAA last year for such a weekly program, but it expired Dec. 31 because of inability to clear unanticipated difficulties.

Besides exploiting current products, the film studios through the weekly program would also promote new talent, giving them a quicker buildup, it was pointed out.

Luduc, Hawley Form Film Co-op Sales Co.

New firm, to service sales for tv film distributors, will complement Mark Hawley Assoc., station film broker.

ESTABLISHMENT of Tv Film Cooperative Sales Co., New York, as a cooperative tv sales servicing organization for tv film distributors was announced last week by Marcel Luduc, president.

The new organization was set up to complement the services of Mark Hawley Assoc., which acts as a tv film broker for stations. Mr. Hawley, who assisted in the formation of Tv Film Cooperative Sales Co., but claims to retain no other interest in it, has signed a 10-year agreement with Mr. Luduc's company under which the latter firm also will serve as his exclusive representative in signing up tv stations.

Tv Film Cooperative Sales Co., according to Mr. Luduc, already has signed up some 50 distributors, handling about 2,500 hours of film, as clients. The firm will operate on the same brokerage system as Mark Hawley Assoc., utilizing in representing tv stations, with the Luduc company serving as selling agents for distributors for a 10% brokerage fee on product that is sold. The firm will represent dist...
Cloak & Dagger

IZOR GOUZENKO, former Soviet decoding clerk in the Russian Embassy in Toronto, who reportedly has never been photographed and never has appeared on radio or television, was the featured guest on Drew Pearson’s Washington Merry-Go-Round filmed program, which was released nationally over the weekend by Motion Picture Television film syndication division. Mr. Gouzenko is reported to be wanted dead or alive by enemy agents from behind the Iron Curtain because of his testimony before the Senate Internal Security Committee on the Soviet spy ring in Canada. The Gouzenko-Pearson film was made at an undisclosed location in Canada, an MPTV spokesman said, with Mr. Gouzenko wearing a specially-designed mask to protect his identity.

Networks Cooperative On Color—Pincus

DAVID PINCUS, president of the Film Producers Assn. of New York, issued a statement last week in response to charges that networks have failed or refused to cooperate in supplying information concerning standards for television color film.

Mr. Pincus referred to a claim attributed to Martin Raskinoff, an independent film producer, which accused networks of non-cooperation. Mr. Pincus contended that networks have been "extremely cooperative" and added that all firms connected with color television, including the major networks and personnel of laboratories, have been willing to assist "in the solution of any present or future problems."

Mr. Pincus said that a recently-established producers committee had approached key individuals and companies concerned, among them RCA, NBC, CBS, DuMont, WOR-TV New York, Technicolor, Eastman, Philco and others, receiving "definite promise" of cooperation and in many cases with a great deal of information. Mr. Pincus added that FPA plans to hold a forum shortly at which the results of its investigation will be described and discussed for the benefit of its members, advertising agencies and other interested parties.

Guild Speeds Production On Three Film Series

STEPPED-UP production program on Guild Films Co’s Liberace, Life With Elizabeth and The Joe Palooka Story series was announced last week by Reilly Kaufman, Guild president, on his return to New York from a business trip to Hollywood.

Mr. Kaufman said that during the next three months Guild will produce a total of 74 half-hour shows at a cost of about $1,093,000. Plans call for the production of 26 new Liberace episodes, of which 13 will be in color, for a total of 65; 34 new Life With Elizabeth programs, raising the total to 72, and 14 more episodes of The Joe Palooka Story series, for a total of 26.

Currently Liberace is telecast on 160 stations; Life With Elizabeth, 61, and The Joe Palooka Story, 24.

Mr. Kaufman added that before the current shooting schedule ends on April 20, plans for the next production set-ups will be announced. He noted that the production budget through April 20 represents about half of the total expenditures allocated for production for 1954.

ZIV TV PURCHASES ‘MR. D. A. RIGHTS

ZIV Television Programs Inc., in a $250,000 deal, has acquired the tv and radio rights for Mr. District Attorney, it was announced last week in Hollywood by President John Sinn. Negotiations have just been concluded with Phillips Lord, who for the past 17 years has controlled the program.

Filming in Eastman 35 mm color is already underway at California studios with the complete cooperation of Los Angeles law enforcement agencies. First release of Mr. District Attorney, starring David Brian in the title role, is scheduled for April 1.

Regarding "tv film as a medium unto itself," Mr. Sinn added "a filmed show has the advantage over live programming of not being confined to small sets." For that reason, he explained, only a small percentage of actual shooting will take place on the sound stages.

While Ziv is concentrating now on the tv series, a transcribed syndicated radio version is being planned for the near future.

ABC to Syndicate Films By Roach Under RABCO

INCORPORATION of RABCO, a partnership under which Hal Roach Sr. will produce tv film series for ABC syndication in its new plans announced last spring by ABC President Robert E. Kintner [BT, May 4, 1953], has been effected, it was announced last week.

The immediate schedule calls for production on a minimum of four new half-hour series, Guns of Destiny, White Collar Girl, Passport to Adventure and Tales of a Wayward Inn. Pilots for all have been completed and ABC already has taken over distribution of Racket Squad, the announcement said.

Representing ABC on the RABCO board are Robert H. O’Brien, ABC executive vice president; George Shupert, vice president in charge of film syndication; Earl Hudson, vice-president in charge of western division, and John C. Wagner, western division comptroller. George Gruskin of William Morris Agency and Emanuel Goldstein are associated with Mr. Roach.

Broydi Will Sell Lippert Films in New Agreement

TWO-FOLD deal has been concluded by William F. Broydi and Robert Lippert under which the former will take over the tv sale of Lippert products, including 100 theatrical features, 170 musical shorts, 39 "Blackstone" magic films and 26 female wrestling programs. Additionally, Mr. Broydi will produce 12 theatrical films during a year's period for Lippert release.

Representing Broydi in his upcoming tv sale activities is Official Films, which has in turn retained Tom Corradine & Associates, Hollywood, to represent the distribution firm in 11 western states.

Lippert, it is understood, is temporarily "de-activating" Tele-Pictures Inc., which up to now handled the tv distribution of his product.

Japs Buy TV Series

FREMANTLE Overseas Radio Inc., N. Y. producers and distributors of radio and tv programs in international markets, announced Friday it has sold first regularly scheduled commercial tv series produced in U. S. to Japanese advertiser. The series, Jungle Macabre, will be sponsored over Nippon Television Network station in Tokyo by Lyon’s tooth paste, Japanese firm in that city.

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ABC Film Promotes

ABC Film Syndication Division has embarked upon a series of promotion campaigns on behalf of "Racket Squad" and "The Playhouse" properties in New York, Los Angeles, Chicago and New Orleans coincident with ABC affiliate meetings in those cities. George T. Shupert, vice president in charge of the division, is distributing questionnaires to station managers for their views on types of film programming they require and the services they need from distributors.

Levine Promoted at CTS

APPOINTMENT of Al Levine as midnight sales manager of Consolidated Television Sales was announced last week by Dwight W. Whiting, general manager of the tv film distribution firm.

Mr. Levine has been located in the Chicago office of Consolidated for the past few months. He succeeds Richard Godsey in that post. His appointment follows closely the promotion of Ralph M. Baruch to the position of eastern sales manager in line with the company's expansion plans [B&T, Jan. 18, 11].

Mr. Levine formerly was associated with United Television Programs and Snapper Telecriptions in sales capacities before joining Consolidated.

WABT (TV) Joins Vitapix

WABT (TV) Birmingham has become a stockholder station in Vitapix Corp., tv film syndication company, it was announced last week by Frank E. Mullen, Vitapix president. It was pointed out that Vitapix currently has as stockholder stations "the leading tv broadcasters in the majority of primary markets in the country, covering more than half of the total U. S. television homes."

FILM SALES

NBC Film Division's 26 new feature films, more than half of them produced since 1950 and none previously shown on tv in New York, have been purchased by WPIX (TV) New York.

Falls City Brewing Co., Louisville, signs to sponsor "Waterfront" tv film series, a Roland Reed production, in Louisville, Ky., Bloomington, Ind., and Huntington, W. Va. Agency: A. A. Prater, St. Louis. Distribution of series was taken over by United Television Programs. Among others, Standard Oil of California has signed for sponsorship in seven western states, and Sealtest Ice Cream in the Pittsburgh, Johnstown, and Altoona areas. Starting date for the series is Feb. 14.

Pepsi-Cola has renewed ABC-TV Pepsi-Cola Playhouse in a reported $125,000 deal with Revue Productions already in production on the new 13 films. Additionally, Revue is shooting ABC-TV Pride of the Family, CBS-TV Meet Mr. McNulty, syndicated City Detective

and preparing resumption of "Kit Carson" in June.

FILM PRODUCTION

Saras Inc. has produced an identical series of half-hour films, including "Racket Squad" and "The Playhouse" for Campbell Taggart Associated Bakers on behalf of its three different breads, Rainbo, Fair-Maid and Colonial. The 20-second commercials are designed to advertise each bread separately with minimum of alteration, and utilize a variety of picture themes keyed to musical jingles. Saras also has turned out a new tv commercial for United States Tobacco Co. in which its Encore cigarettes "come to life," Spot was produced through Kudner Inc., New York.

Hal Roach Studios Inc., Culver City, Feb. 1 starts new group of 13 films for NBC-TV Life of Riley series. Total of 65 films have been completed on which Tom McKnight is producer and Roach vice-president Sidney S. Van Kuren is production supervisor.

Screen Gems Inc., Hollywood, is filming "Yours for a Dream" for inclusion in NBC-TV "Ford Theatre." Film, starring Joanne Dru, marks tv film debut of S. Z. (Cuddles) Sakall, Firm, with the assignment of Berne Giler and Seymour Robinson to write the scripts for "Let the Eagle Scream" and "Lonely Heart," respectively, launches preparations for "Damon Runyon Theatre." New series of 39 half-hour films, which goes into production in April, will be filmed in conjunction with Normande Television Pictures Inc.

Norwood Studios, Washington (a division of International Motion Pictures Consultants Inc.), announces following series in production, each made up of 26 half-hour films: Assignment Washington, dealing with matters of foreign intrigue using authentic backgrounds in and around Washington; The World Is Our Problem, concerned with appraisal of government agencies the world over, and John Jones, Public Servant, stories of lower bracket government workers who have made valuable, and often heroic, contributions to public welfare.

RANDOM SHOTS

Authors Playhouse, headed by Eugene Solow and Brewster Morgan, has completed negotiations with the Chemical National Bank of New York whereby the latter will finance a series of 39 half-hour films based on the published works of such writers as John Steinbeck, John Hersey, Ben Ames Williams, Lloyd C. Douglas, Christopher LaFarge and others. Production is scheduled to start March 1 at California Studios, Hollywood. Mr. Solow recently completed three half-hour programs, filmed by Gross-Krause Inc., for CBS-TV " Omnibus," which were based on John Steinbeck's novel, "Pastures of Heaven." Harry Horner, who directed those films, has been signed by Authors Playhouse, as has director Robert Stevenson. Negotiations are underway for top Hollywood name talent and directors.

Screen Gems Inc., Hollywood, has signed newspaperman-writer Quentin Reynolds to star in new series of 26 half-hour films, "Clifford," based on factual stories from newspaper classified ads. Series, with Michel Kaiko set as producer, will be distributed by the firm's national sales organization.


1954 CONTRACT with WSAZ-TV Huntington, W. Va., is arranged by Reeves Jones (l), Feuchtenberger Baking Co., and George Miller, WSAZ-TV acct. exec.
**FACTS & FIGURES**

**UHF SATURATION SHOWS INCREASE IN ARB SURVEY**

American Research Bureau report covers 55 cities where less than 80% of tv homes are converted to uhf. Factors influencing growth of saturation and tune-in are length of time on air, network affiliation and interconnection.

UHF is making good progress in many vhf-uhf cities, including some of the pre-freeze major markets, but the rate of uhf conversion is far ahead of the uhf tune-in, judging by the third comparative survey conducted by American Research Bureau.

The uhf saturation rate is going up in 53 of the 55 cities surveyed by ARB in January. In two cities, however, the ratio of uhf to total television homes showed a decline though the actual number of uhf sets observed increased. On the other hand, uhf is having a rough time in many cities and in some cases the medium has a negligible audience.

ARB's figures are not intended to measure all vhf-uhf markets but merely cover cities in which fewer than 80% of tv homes are converted to uhf, according to James W. Seiler, ARB director. In all but one of the 53 cities, a pre-freeze station operates within 100 miles.

The 16 cities with over 80% uhf saturation as of last October, and not included in the ARB January survey are Baltimore, Honolulu, Columbus (S. C.), Decatur (Ill.), Duluth, Fort Smith (Ark.), Fresno, Jackson (Miss.), Little Rock, Madison (Wisc.), Mobile, Montgomery, Peoria, Roanoke (now without a uhf station), Rockford (Ill.), South Bend and Wilkes-Barre.

ARB's January survey shows that 13 vhf-uhf cities in the study have better than 75% of tv homes with uhf tunes, with 14 having 50-75% uhf or vhf stations having fewer than 25% of tv homes able to receive uhf service.

An important factor to be considered in the ARB January survey is the fact that many of the stations have been on the air only a short time. Other factors influencing the growth of uhf saturation and the tune-in are network affiliation and interconnection. Most of the cities studied have uhf stations with network tieups, but in some instances the uhf outlets don't get first chance at popular network programs because vhf stations get the plums.

In any case, a look at the ARB January report offers a number of obvious conclusions:

- Programming is a prime factor, with uhf tune-in as a whole well behind vhf in most of the 55 vhf-uhf cities.
- Even where uhf programming is being increased, the tune-in isn't keeping pace in some cities. This indicates a lack of promotion.
- Uhf saturation is making steady progress in some big key markets like Pittsburgh, Buffalo and Milwaukee, reflecting good management, promotion, network service and improved local programming.
- In some other cities uhf is taking a brutal beating.
- A uhf station competing with more than one vhf station, and lacking NBC or CBS programs, is apt to be in serious trouble.
- There are over two dozen cities in which uhf enjoys over 80% saturation (tv homes).
- Network figures don't guarantee uhf prosperity.

The ARB figures are not designed to show trends for the entire uhf medium but merely compare uhf and vhf in cities where both services are available, excluding 16 cities having uhf saturation (over 80% of tv homes).

In 31 markets having NBC and CBS service on uhf stations, and possibly ABC and DuMont at all, four had better than 75% of tv homes equipped with uhf, 12 had 50-75% uhf saturation, four had 25-50% and 11 had less than 25% of uhf saturation in tv homes.

In 22 markets lacking substantial NBC or CBS service on uhf, but having ABC and/or DuMont, three had over 75% uhf saturation in tv homes, one had 50-75%, five had 25-50% and 13 had less than 25% uhf saturation.

The ARB figures show that uhf saturation (% of tv homes) is high in a number of cities where the total tv saturation is not high. In these under-developed tv cities the uhf station may not be as good a buy as a station in cities where uhf is a moderate but total television saturation is high.

'Channels Viewed Most'

Then, too, there are cities with high uhf saturation where the uhf audience is poor, judging by a section of the ARB survey titled 'Channels Viewed Most'. For example, in one medium-sized city over 95% of the homes reported uhf but only one out of seven mentioned uhf in the channel-viewed-most section. Only about 40% of the city's homes had tv sets. One small city with 76% uhf had scarcely any viewers. The audience section, which ARB said is requested by many of its clients, fails to reflect the popularity of uhf stations at certain hours of the day. Its channel-viewed-most figures are described as unfavorable to uhf because so many of the uhf stations have been on the air a year or more and operate more hours per day than many vhf outlets.

Of the 55 vhf-uhf cities studied, only one showed uhf with better than a 75% rating in the channel-viewed-most category. In two, uhf ranked in the 50-75% bracket, in 11, 25-50% and 41 rated uhf below 25% as channel-viewed-most.

In only nine out of the 55 cities are combined uhf stations able to show they are drawing a tune-in equal to or better than vhf, judging by the channel-viewed-most figures. While cities with NBC and/or CBS programming on uhf shows a better uhf saturation figure than non-NBC-CBS uhf cities, there is little significant difference in the tune-in as shown by the channel-tuned-most table. A factor involved in this table is the fact that vhf stations in general are on the air more hours per day.

The progress of uhf in cities having only one vhf station is far below that of cities having two or more good vhf signals available.

**Radio-Tv Network Gross In ’53 Is 12.8% Over ’52**

Preliminary figures of Publishers Information Bureau are broken down to show tv networks gained 25.9% while radio networks were down 1.8% below the previous year.

COMBINED gross time sales of the nationwide radio and tv networks during 1953 totaled $198,126,807 according to uhf station figures issued by Publishers Information Bureau. Sum is 12.8% above the 1952 combined radio-uhf network gross of $344,248,246.

Radio network billings for 1953 amounted to $160,516,407, according to the preliminary PIB figures, 1.8% below the 1952 gross of $163,453,466. Tv networks last year grossed $227,610,400, up 25.9% from the 1952 total of $180,794,780.

For December, combined radio-uhf network gross time sales aggregated $38,848,252, up 19.9% from the $32,387,315 total of December 1952. Radio network time sales for the month declined 5.1% from the December, 1952, total, while network time sales rose 41.3% in December, 1953, compared to the same month of 1952.

Itemized PIB network-by-network gross time sales for December and the full year, 1953, compared to 1952, follows for both radio and tv:

<table>
<thead>
<tr>
<th>Network Radio</th>
<th>Jan-Dec. 1952</th>
<th>Jan-Dec. 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$5,564,319</td>
<td>$5,717,800</td>
</tr>
<tr>
<td>CBS</td>
<td>$5,544,313</td>
<td>$5,717,800</td>
</tr>
<tr>
<td>NBC</td>
<td>$5,727,012</td>
<td>$6,080,330</td>
</tr>
<tr>
<td>DuMont</td>
<td>$4,917,971</td>
<td>$5,204,678</td>
</tr>
<tr>
<td>Total</td>
<td>$21,110,685</td>
<td>$22,710,408</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th>Network Television</th>
<th>Jan-Dec. 1952</th>
<th>Jan-Dec. 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$5,614,142</td>
<td>$6,218,060</td>
</tr>
<tr>
<td>CBS</td>
<td>$5,381,879</td>
<td>$6,288,806</td>
</tr>
<tr>
<td>NBC</td>
<td>$5,399,989</td>
<td>$6,459,658</td>
</tr>
<tr>
<td>Total</td>
<td>$16,396,210</td>
<td>$19,066,524</td>
</tr>
</tbody>
</table>

**High Radio Listening In Tv Markets—BAB**

HIGH DEGREE of listentership to individual radio stations in markets penetrates 76%—cultures of radio by television is underlined in the latest BAB cumulative audience report on radio released to members last week.

The BAB report, which is the seventh on radio's unduplicated audience, is titled "The Cumulative Audience of Individual Radio Stations in Markets With More Than 80% Television Penetration." It covers in-home listening only, from 6 a.m. until midnight.

Among the highlights of the study were findings that an individual radio station in a market with 80% tv penetration gets an audience of seven out of every ten families listening an average of nearly seven hours every week; that 37% of all families listen to a single radio station.
WHOFarm

Director

HERB PLAMBECK

Receives Top Farm Award:

The American Farm Bureau Federation award is given annually to the radio Farm Director who has done the most outstanding work in interpreting agriculture to the American public. It is the "Pulitzer Prize" of its field—is the greatest honor that can come to a radio farm director.

Last November 30, the Farm Bureau Federation award was made to Herb Plambeck of WHO, for the year ending October 31, 1953.

In the year covered, Herb Plambeck was responsible for nearly 1000 specialized WHO farm news and service broadcasts, of which three series were presented especially to interpret agriculture to the American public—"Meet the Farmers", "Evening Farm Round-Up", and "Agriculture, U.S.A." (which is produced by the Clear Channel Broadcasting Service in Washington, D.C.).

Also during this period, Herb delivered 75 in-person addresses, to audiences totaling 129,380 people. His Department appealed to listeners for money for Holland flood victims—and collected more than the other 22 stations working on the campaign, combined. He headed a friendship tour to South America. He represented the United States at the World Plowing Match in Canada. He represented the National Association of Television and Radio Farm Directors (NATRFD) at a 1953 seminar for foreign radio men and women. The Department produced special farm broadcasts throughout the year, for Voice of America transmission throughout the world.

Herb Plambeck's Farm Department is one of the many reasons why Station WHO is listened-to-most in Iowa, by people on farms, in towns and in cities alike. Ask Free & Peters, Inc. for all the facts.
station an average of 1 hour 38 minutes each, every day; that 70% of all families tune to an individual radio station an average of 6 hours 47 minutes, every week.

Markets reported on were New York, Chicago, Los Angeles, with actual area measured in each case said to be equivalent to Audit Bureau of Circulation retail trading zones. BAB said listening data was based on the A. C. Nielsen Co. Audimeter reports.

Influential People Surveyed on Commercials

EDWARD L. BERNAYS, public relations counsel, New York, who also has been active in the cause of noncommercial educational television, last week sounded what he called "the opening gun in a movement to improve the quality and effectiveness of tv commercials."

His opening gun: Results of a survey of "influential men" on the subject of tv commercials. His findings: They don't like "em. A "great majority," but not all, felt they do not serve "the public interest, convenience and necessity." But, his reported added, "despite their strongly worded negative reactions, there is general belief that the cure should come through industry self-regulation, not through government ownership or regulation."

Mr. Bernays said he circulated a questionnaire nationwide asking executives whose opinions might stimulate the public to demand a saner policy in commercials. He got back 111 replies. Among the descriptions he found applied to tv commercials were that they "in- furiate, bore, irritate, deplete the public and destroy their own value." Also that they are "demoralizing, exaggerated, insufferably repetitious, crude, obstructive, interrupting, poorly timed, juvenile, monotonous, pulsive, and insulting to the viewer's intelligence."

Also that they are guilty of "bad taste, lack of dignity, and un-esthetic subject matter."

A Few 'Excellent' While descriptions of this type were "preponderant," Mr. Bernays said, "a few excellent commercials were noted ... and these point the way toward good and practical effect for all." He did not quote any replies citing "excellent" commercials.

In recommendations for improvement of tv commercials, Mr. Bernays' report asserted, "ran from complete abolition of tv commercials to elimination of exaggerations and false claims. Nearly all respondents recommended that long, poorly timed interruptions and too frequent commercials be eliminated. Many urged that insincerity of announcers be stopped. Other suggested were: give reasonable and natural information, cut down on song commercials, eliminate trite singing commercials, separate commercials from the program, strengthen esthetic and intellectual appeal, set up panels or boards to promote codes of ethics for tv commercials."

The amount of viewing time reported by those replying to the questionnaire ranged from "three times in my life" to "at least 40 hours weekly unless on road traveling." The average for 48 who specified viewing times in terms of approximate hours: Nine hours a week.

Four Survey Questions

Four questions were asked in the survey:

1. Do you believe present-day tv commercials serve a useful public purpose, and necessity?"
2. If not, why not? (3) Do you have any constructive suggestions for improvement?

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(4) How many hours weekly do you watch television?

Among the respondents whom Mr. Bernays identified were Grayson Kirk, president, Columbia U.; Dr. Fitirim A. Sokrin, professor of sociology, Harvard U.; Edwin S. Morgan, vice president, New York World Telegram & Sun; Leo Cherec, executive director, Research In- stitute of America; Norman Draper, director, department of public relations, American Meat Institute; Dr. Hans J. Morgenthau, department of political science, U. of Chicago; Martin H. Work, executive secretary, National Council of Catholic Men, and Paul J. O'Connor, executive secretary, American Greyhound Track Operators Assn.

AM HOOPERATINGS BACK IN 50 MARKETS

REINSTATEMENT of Radio Hooperatings in 50 major markets, with a schedule of three reports a year in 29 markets and two a year in the 21 others, is being announced today (Monday) by C. E. Hooper, president of the research firm, commented. He noted that in 1946 the technique was first changed with introduction of the "duplex" feature, which covers the previous quarter-hour as well as that during which the telephone call is made, providing "an indication for each quarter-hour on twice as many families from the same number of calls."

The current change, he said, is to secure information from radio audiences from the same interview, the interviewer asking about tv viewing as well as radio listening during the call. "The question routine is completely unprejudiced to the interests of either medium," Mr. Hooper stated. The questions invite information on the use of any and all radio and tv sets in the home with a minimum of words."

Major Effects

Major effects of the plan, Mr. Hooper said, are to redistribute complete Radio Hooperatings coverage reports in the major markets, in many of which no Hooperatings have been published for the past three years; to resume a uniform publication schedule and format, typically fall-winter, winter-spring and summer, in place of covering different months and fewer hours from city to city and one year to the next.

Mr. Hooper also added that in contrast to the "exodus of radio stations from our subscription list during the past three years"—as they watched the downward evening radio-tune-in trend, I can now report an active re- vival in subscriptions by radio stations."

Network stations are as well off as five years ago, he said, "because of less competition from other network stations," and individual music stations are "substantially better off of course now than five years ago—a reflection of reduced network competition, of their own improved music programming technique and their promotion of it."

Citing 1948-1953 figures on one independent station, Mr. Hooper reported that "during one period in 1948 it rated 0.6% in competition with Arthur Godfrey (4.5), Breakfast in Hollywood (8.2), NRA Drake (3.3). Only one of these programs now competes with it, Arthur Godfrey (0.7) in our nearest competition. The independent station now shows up with a 4.1."

The markets in which Radio Hooperatings will be published three time a year: New York, Chicago, Philadelphia, Los Angeles, Boston, Detroit, Atlanta, Baltimore, Birmingham, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Davenport, Dayton, Houston, Kansas City, Louisville, Milwaukee, Minneapolis, Omaha, Pittsburgh, Salt Lake City, San Antonio, San Francisco-Oakland, Seattle, St. Louis, Syracuse and Washington.

The markets reported on twice annually are: Albany, Buffalo, Charlotte, Denver, Grand Rapids, Minneapolis-St. Paul, Memphis, Miami, New Haven, New Orleans, Norfolk, Oklahoma City, Portland, Ore., Providence, Rochester, San Diego, Toledo, Tulsa, Wilmington and Youngstown.

Radio Set Production Higher for Second Year

PRODUCTION of radio sets in 1953 was the highest since 1950, marking the second straight year in which output has increased, according to Radio-Electronics-Tv Mfrs. Assn. Tv set production was the second highest on record and well above 1952.

REMTA found that 13,368,556 radios were turned out by U. S. factories last year compared to 10,934,872 in 1952 and 12,627,362 in 1951.

Tv set production totaled 7,214,787 units compared to 6,096,279 in 1952.

Of the tv set production, 1,459,475 left the factories with uhf tuning facilities, according to REMTA. This figure does not include uhf conversion units installed locally by distributors, dealers and service companies.

In December 139,657 of the 449,787 tv sets produced were equipped at the factory with uhf units, reflecting the spread of uhf service. Radios with fm circuits totaled 39,221, with another 2,193 tv sets having circuits tuning the fm broadcast band.

This table shows radio and tv set production by months for 1953:

<table>
<thead>
<tr>
<th>Month</th>
<th>Total</th>
<th>Television</th>
<th>Radio Home</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>719,234</td>
<td>361,931</td>
<td>218,965</td>
<td>138,338</td>
</tr>
<tr>
<td>Feb.</td>
<td>720,394</td>
<td>371,429</td>
<td>221,902</td>
<td>127,069</td>
</tr>
<tr>
<td>Mar. (5 wks.)</td>
<td>810,112</td>
<td>442,167</td>
<td>211,971</td>
<td>156,074</td>
</tr>
<tr>
<td>Apr.</td>
<td>517,792</td>
<td>268,485</td>
<td>221,865</td>
<td>127,342</td>
</tr>
<tr>
<td>May</td>
<td>481,936</td>
<td>257,316</td>
<td>219,389</td>
<td>109,232</td>
</tr>
<tr>
<td>June</td>
<td>524,477</td>
<td>283,883</td>
<td>220,673</td>
<td>120,021</td>
</tr>
<tr>
<td>July</td>
<td>316,289</td>
<td>172,197</td>
<td>78,431</td>
<td>65,661</td>
</tr>
<tr>
<td>Aug.</td>
<td>609,483</td>
<td>370,178</td>
<td>135,059</td>
<td>93,246</td>
</tr>
<tr>
<td>Sep.</td>
<td>550,197</td>
<td>312,676</td>
<td>127,316</td>
<td>100,195</td>
</tr>
<tr>
<td>Oct.</td>
<td>449,977</td>
<td>314,428</td>
<td>103,931</td>
<td></td>
</tr>
<tr>
<td>Nov.</td>
<td>714,717</td>
<td>372,988</td>
<td>134,564</td>
<td></td>
</tr>
<tr>
<td>Dec.</td>
<td>603,760</td>
<td>299,939</td>
<td>145,460</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7,214,787</td>
<td>4,405,928</td>
<td>1,741,564</td>
<td></td>
</tr>
</tbody>
</table>

The Southwest listens to WOAI!

To "sell" the magic market of the Southwest, "buy" WOAI of Texas. That's how to cover a bigger chunk of Texas. That's how to get people to listen to your sales messages west through New Mexico deep into Arizona ... north into Oklahoma, Kansas and Colorado ... east into Louisiana ... and farther.

No combination of media can give you this great coverage at such economical cost.

WOAI

"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.
‘Lucy,’ ‘Howdy Doody’ Top Pulse TV Report

CBS-TV’s I Love Lucy and NBC-TV’s Howdy Doody were ranked in first place, respectively, in The Pulse’s ratings of top 15 regularly-scheduled once-a-week shows and of top 10 regularly scheduled multi-weekly shows for the Dec. 1-7, 1953 period. Complete listings follow:

**Top 15 Once-A-Week Shows**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy (CBS)</td>
<td>48.1</td>
</tr>
<tr>
<td>2滴</td>
<td>47.1</td>
</tr>
<tr>
<td>3 Arthur Godfrey (NBC)</td>
<td>42.7</td>
</tr>
<tr>
<td>4 You Are Our Life (NBC)</td>
<td>42.6</td>
</tr>
<tr>
<td>5 Godfrey’s Talent Scouts (CBS)</td>
<td>36.4</td>
</tr>
<tr>
<td>6 Jack Benny (CBS)</td>
<td>35.8</td>
</tr>
<tr>
<td>7 Milton Berle (NBC)</td>
<td>35.7</td>
</tr>
<tr>
<td>8 Godfrey and His Friends (CBS)</td>
<td>34.6</td>
</tr>
<tr>
<td>9 Burns and Allen (CBS)</td>
<td>30.8</td>
</tr>
<tr>
<td>10 Your Show of Shows (NBC)</td>
<td>29.7</td>
</tr>
<tr>
<td>11 Red Buttons (CBS)</td>
<td>29.5</td>
</tr>
<tr>
<td>12 Our Miss Brooks (CBS)</td>
<td>28.8</td>
</tr>
<tr>
<td>13 Fireside Theatre (NBC)</td>
<td>25.5</td>
</tr>
<tr>
<td>14 Ford Theatre (NBC)</td>
<td>27.8</td>
</tr>
<tr>
<td>15 That’s My Line (CBS)</td>
<td>27.7</td>
</tr>
</tbody>
</table>

**Top 10 Multi-Weekly Shows**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Doody (NBC)</td>
<td>13.1</td>
</tr>
<tr>
<td>Perry Como (CBS)</td>
<td>14.8</td>
</tr>
<tr>
<td>Dinah Shore (NBS)</td>
<td>13.5</td>
</tr>
<tr>
<td>Camel News Caravan (NBC)</td>
<td>13.4</td>
</tr>
<tr>
<td>Arturo de Córdova (CBS)</td>
<td>11.8</td>
</tr>
<tr>
<td>Eddie Fisher (NBC)</td>
<td>11.4</td>
</tr>
<tr>
<td>Steins For Tomorrow (CBS)</td>
<td>11.1</td>
</tr>
<tr>
<td>Strike It Rich (CBS)</td>
<td>10.6</td>
</tr>
<tr>
<td>CBS-TV News (CBS)</td>
<td>10.2</td>
</tr>
<tr>
<td>Guiding Light (CBS)</td>
<td>9.5</td>
</tr>
<tr>
<td>Jane Froman (CBS)</td>
<td>9.5</td>
</tr>
</tbody>
</table>

**Benny Rated Radio Leader During Dec. 20-26 by Nielsen**

CBS Radio’s Jack Benny held top spot in the National Nielsen Ratings of network radio shows during the week of Dec. 20-26, according to figures released last week. The list follows:

**Evening, Once-A-Week**

<table>
<thead>
<tr>
<th>Program</th>
<th>Premiere Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>4,744</td>
</tr>
<tr>
<td>People Are Funky (CBS)</td>
<td>4,023</td>
</tr>
<tr>
<td>Amos ‘n Andy (CBS)</td>
<td>4,118</td>
</tr>
<tr>
<td>Our Miss Brooks (CBS)</td>
<td>3,670</td>
</tr>
<tr>
<td>The Big Clock Show (CBS)</td>
<td>3,550</td>
</tr>
<tr>
<td>Mr. and Mrs. North (CBS)</td>
<td>3,580</td>
</tr>
<tr>
<td>My Little Margie (CBS)</td>
<td>3,511</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>3,178</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>2,956</td>
</tr>
<tr>
<td>Yours Truly, Johnny Dollar (CBS)</td>
<td>3,043</td>
</tr>
</tbody>
</table>

**Evening, Multi-Weekly**

<table>
<thead>
<tr>
<th>Program</th>
<th>Premiere Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>News of the World (NBC)</td>
<td>1,999</td>
</tr>
<tr>
<td>Our Man’s Family (NBC)</td>
<td>1,099</td>
</tr>
<tr>
<td>The Philharmonic Chorus (American Home) (MBS)</td>
<td>1,880</td>
</tr>
</tbody>
</table>

**Weekday**

<table>
<thead>
<tr>
<th>Program</th>
<th>Premiere Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur Godfrey (Noahs) (CBS)</td>
<td>3,287</td>
</tr>
<tr>
<td>Arthur Godfrey (Towel Show) (CBS)</td>
<td>3,088</td>
</tr>
<tr>
<td>Arthur Godfrey (Fruglode) (CBS)</td>
<td>2,999</td>
</tr>
<tr>
<td>Arthur Godfrey (Pilanns) (CBS)</td>
<td>2,985</td>
</tr>
<tr>
<td>Arthur Godfrey (Still Show) (CBS)</td>
<td>2,917</td>
</tr>
<tr>
<td>Our Gang, Sunday (CBS)</td>
<td>2,829</td>
</tr>
<tr>
<td>This Is Your Show (CBS)</td>
<td>2,810</td>
</tr>
<tr>
<td>Arthur Godfrey (Star Show) (CBS)</td>
<td>2,771</td>
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<tr>
<td>Arthur Godfrey (Little Frenchmen) (CBS)</td>
<td>2,750</td>
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<tr>
<td>Romance of Helen Trent (CBS)</td>
<td>2,641</td>
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**Day, Sunday**

<table>
<thead>
<tr>
<th>Program</th>
<th>Premiere Reached (000)</th>
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<tbody>
<tr>
<td>N.Y. Philharmonic Symphony (CBS)</td>
<td>2,283</td>
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<tr>
<td>Old Fashioned Revival Hour (ABC)</td>
<td>2,253</td>
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<td>Symphonette (CBS)</td>
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**Day, Saturday**

<table>
<thead>
<tr>
<th>Program</th>
<th>Premiere Reached (000)</th>
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<tbody>
<tr>
<td>Stars Over Hollywood (CBS)</td>
<td>2,223</td>
</tr>
<tr>
<td>Theatre of Today (CBS)</td>
<td>2,193</td>
</tr>
<tr>
<td>Blue River Football Games (MBS)</td>
<td>2,148</td>
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</tbody>
</table>

SRA’s Rollinson Asks Clearing House To Handle Spot Bills For Agencies

Advertising Agency Financial Management Group is told that a central unit for national radio and spot business to speed ordering, billing, collections and disbursements, would cost no more than 0.5% of U.S. national spot sales expected this year and would take a big load off agencies.

PROPOSAL for the establishment of a clearing house for national spot business, to facilitate ordering, billing, collections and disbursements for all busines ses by national advertisers on the country’s radio and tv stations, was made Thursday by Reg Rollinson, director of advertiser relations of Station Representative Assn. Speaking at a luncheon meeting of the Advertising Agency Financial Management Group, membership of which includes the treasurer and controllers of virtually all the top New York agencies, Mr. Rollinson said such a clearing house would have to do much to eliminate the heavy load of detail work involved in the saturation campaigns which are becoming more common in spot broadcasting.

Mr. Rollinson estimated that in the year ahead, national spot radio and tv time sales will exceed a quarter of a billion dollars, divided among approximately 1,500 radio stations and 400 tv stations. The cost of operating an industry-wide clearing house would amount to not more than one-half of one per cent of that sum, he estimated.

Considerable interest in the proposal was evinced by the agency financial executives group, it was reported, and plans were laid for the formation of a committee to conduct a complete survey to determine what kind of an organization would serve best to reduce paper work for the agencies and make their spot buying and billing easier. The committee would also investigate more thoroughly the matter of the cost of establishing and maintaining such an operation.

The need for some sort of simplification of handling spot business has increased not only the recent increase and trends in the use of spot radio, Mr. Rollinson said, citing a recent order in the automotive field for use of 1,418 stations as an example of a growing tendency toward saturation campaigns in spot.

“There is a growing use of ‘blast’ campaigns, where advertisers for a short period use most of the stations in markets with high frequency announcements,” he stated. “All of this is in addition to the growing use of spot broadcasting country-wide and the large number of 52-week campaigns. The individual billing for such large campaigns is somewhat more complicated in radio than it is in other media because of the necessity of affidavits, etc.”

Why agency accounting departments would welcome a centralized billing and collection agency for their spot broadcasting activities—and why such a clearing house might encourage them to make more use of spot for their clients—is shown by the experience of one major agency for one month—August, a light month campaign-wise.

Confusion About Bills

At the end of the month, in which time was used on 464 stations, bills were received from 456 of them, with eight not sending bills. Three of the eight got their bills in the following month, but the agency had to write the five other stations asking for bills to keep the records straight.

Of the 456 station bills received, 360 were paid within ten days without question and 96, or 21%, were questioned. “It took us 30 working days from day of receipt to clear up 76 of the 96 bills in question. Our survey was then cut off. We were then in the process of paying seven corrected bills and 13 were back in the

BOSTON members of the Radio-Television-Advertising Executives Club of New England greet Rodney Erickson (seated, center), Young & Rubicam radio-tv director, guest speaker at last week’s meeting. L to r seated are: Joseph Moze, WBZ-TV Boston, club president; Mr. Erickson; Paul Provandie, club first vice-president; standing: Clinton Crandall, radio-tv director, Harold Cobat Co.; Ralph Connors, radio-tv director, BBDO; George Perkins, WHDH Boston program director, and John Hurley, WNEB Worcester.
When this happens and you're off the air

Keep your blood pressure down---Switch over to your GATES BCA-250 auxiliary transmitter

Perhaps the most unpleasant announcement of all—dollar or prestige-wise, is "Due to technical difficulties beyond our control... etc., etc." Now, it costs so little to have "offage" protection with a Gates BCA-250 auxiliary transmitter that no station, regardless of power, can afford to be without this complete 250-watt standby transmitter. — If you want Conelrad as well as your frequency, add $100.00 to the above price tag. — Already, many broadcasters have paid the entire BCA-250 cost by staying on the air when old reliable failed. — See Page 33 of your Big green Gates catalog, or details gladly supplied.
Industry's bid for radio frequencies creates a 'difficult allocation problem,' Comr. Bartley tells Georgia Radio & TV Institute. Other speakers featured at three-day session.

BARTLEY CITES FCC ALLOCATION TASKS

FCC faces "difficult allocation problems" in trying to meet a "phenomenal demand for radio in industrial uses," FCC Comr. Robert T. Bartley said Friday in an address to the Georgia Radio & TV Institute during its Thursday-Saturday seminar at Athens. The Institute is jointly sponsored by the Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia.

With progress made in cutting down the tv backlog, Comr. Bartley said, the Commission still faces the problem of adopting rules to stimulate fm (a favorite target of frequency-seeking industrial radio users). "We still have with us the mis-named, daytime skyrocket rules," he said, terming them "transition interference." He mentioned the channel problem and NARBA among other "loose ends."

The three-day session heard representatives of broadcast groups, consultants, station representatives and others, with John W. Jacobs, WDUN Gainesville, institute committee chairman; Prof. John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; John M. Outler Jr., WSB Atlanta; Morgan Beatty, NBC news analyst. FCC Comr. Robert T. Bartley was the featured speaker.

KEY FIGURES at Georgia Radio & TV Institute, meeting at Athens, included (1 to r): Victor C. Diehm, head of Diehm station group; John W. Jacobs Jr., WDUN Gainesville, institute committee chairman; Prof. John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; John M. Outler Jr., WSB Atlanta; Morgan Beatty, NBC news analyst.

Retail Use of Television Explored at Chicago Meet

Retail Advertising Conference hears talks on color tv, film and spots for retail selling.

WAYS of utilizing television to attract retail store customers were explored during the closing sessions of the second annual Retail Advertising Conference at the Sheraton Hotel in Chicago Jan. 23-24.

Robert B. Johnson, sales promotion manager of the Merchandise Mart, told retail executives that "it is the responsibility of the retail advertising manager to be in the forefront of revolutionary developments like color television and to be ready to use it advantageously when the time comes." He said color tv "could revolutionize our whole field" and urged study and experimentation.

Speakers included Budd Gore and Ralph Heineman, co-founders of the conference, and Clyde Bedell, retailing copy specialist. Conference theme was making retail advertising "more persuasive, productive and profitable."

Mr. Gore noted there were several fine film shows on the market for potential retail tv advertisers, and suggested they "buy spots like crazy, particularly at the start." He recommended that, "when tv comes to town," the retail advertiser embark on a huge cooperative effort with various civic groups.

An Indianapolis-Lafayette executive reported that 75% of all tv for his store goes into tv and "sales have gone up leaps and bounds" by use of five-minute home decorating show at a cost of $1,000 per month. But he claimed it is difficult to obtain data from stations on the type of market, and that ratings mean nothing unless we know who we reach."

Nearly All Space Set For NARTB Exhibit

NARTB announced Friday it had allocated nearly all the space for heavy equipment exhibits during the annual convention to be held May 24-27 at the Palmer House, Chicago. In a letter to exhibitors, the association sent a layout of exhibition hall plans and all convention information.

No exhibitor will be allowed to display unless he is an associate member in good standing as of April 23, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager. This revives an old NAB custom. Exhibit arrangements are in charge of Arthur C. Stringer, exhibition manager.

Mr. Arney said an adequate supply of sample rooms for display of light equipment and services has been optioned.

Hands of stations for corrections, still unanswered.

"The 96 bills in dispute caused 100 times the trouble of the 360 correct bills—endless letters, phone calls, explanations and arguments and many times the cost of handling, because clerks quickly handled the 360 while timebuyers had to argue and settle the number of spots," the agency asked, commenting: "If anyone is looking for one cause of agency delays in payment, it will be found in this record."
Better than a honking goose

The plains used to be full of weather-beaten prognosticators who, by the snap of a twig or the way a clod crumbled, by the creak of an arthritic joint or the honk of a goose, by the haze around the setting sun or the timbre of a cock's crowing, would authoritatively translate assorted phenomena into "fair and warmer," or just plain "rain by midnight."

No more. WNAX-570 has replaced goose honks as a source of weather reports. Aired throughout the day, weather data are part of the service WNAX-570 renders Big Aggie Land, the five-state (Minn., the Dakotas, Nebr. and Iowa) area* with $3 billion in effective buying income and a habit of listening** to WNAX-570.

*Radio homes: 611,930, per SAMS STUDY NO. 1
**Diary Study $ gave WNAX-570 a 10 to 1 advantage over the second station in the area—top rating in 486½ (97.1%) of the 500 quarter-hour segments surveyed.
tion Representatives Assn., urged networks to examine "their past pressures on stations" and thus "avoid an FCC network investigation and new governmental controls." He listed B+T's annual station income estimate showing radio network time sales off 12.7% last year while spot rose 16.9%.

He asked how networks can serve as representatives in view of the fact that national spot business of their 25 odo stations dropped 3.4% in 1952 while total spot was rising a similar amount.

Fred Palmer, station consultant, spoke on ways of closing a sale. Mildred Collins, Morningstar Productions, New York, discussed radio-TV public relations and pressures made for free station time.

**NARTB TO REVAMP D. C. OPERATIONS**

President Harold Fellows to become board chairman April 1 as Judge Justin Miller retires. Other actions to come from combined boards sessions in Phoenix Jan. 21-23 include appointment of a radio vice president.

NARTB last week set about revamping its Washington headquarters operation in line with directives issued by the combined boards at the Jan. 21-23 meetings held at Phoenix, Ariz. (B+T, Jan. 25).

Major change will occur April 1 when President Harold E. Fellows assumes another post—chairman of the board. He succeeds Judge Justin Miller, who retires as board chairman but continues as legal consultant.

**Plant Testimonial**

A committee will be named soon by President Fellows to plan a testimonial dinner for Judge Miller in late March. He will appoint several committees to carry out board directives. He will also name a vice president for radio, counterpart of the TV vice president. The association will spend $40,000 remodeling the headquarters building under the reorganization.

Among steps taken by the combined boards was endorsement of an FCC proposal to authorize multiplexing and simplexing on FM stations. This step was recommended by Ben Strouse, WWDC-FM Washington, reporting as Fm Committee chairman.

NARTB management will study possibility of long-range research showing effect on attendance of radio-TV broadcasts of sports events, with a report to be made at the board's June meeting. Research in the field is inadequate, the board was told by George J. Higgins, KMBC Kansas City, chairman of the Sports Committee.

Station managers have not paid enough attention to negotiations with sports promoters, leaving too much of the work to program and sports personnel, Mr. Higgins reported. He outlined sports problems facing broadcasters. They include high school bans on sports broadcasts, piracy of play-by-play, charging of high school and college fees, conflicts between sportscasters and newspaper reporters, and violation of release dates for sports stories.

A petition asking relief from FCC rules covering announcement of recordings will be filed soon under board order, according to Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman of a special committee.

Changes in the NARTB bylaws were proposed by a committee headed by E. K. Hartenbower, KCMO Kansas City. They cover language on referendum votes and board authority in promulgating TV code provisions.

Membership of NARTB totals 1,804, the board was told. This includes 1,122 am stations, 340 fm stations, two networks, 229 tv stations, four tv networks and 113 associates. The total a year ago was 1,625. Since a broadcast station has been authorized by FCC in Guam, the board included that island in District 13. WOIT-TV was accepted as an active member. The associate membership designation "Promotion" was dropped, with applications to come under "Other Services." Consulting engineers will now be eligible as "subscribers" at $60 a year instead of being separately classified. Their status is the same as lawyers. Dues discounts were extended to associates.

**XETV (TV) Refused**

XETV (TV) Tijuana, Mexico, was refused associate membership on the ground it is licensed by a foreign nation and is not eligible merely because it has offices in the U. S. Accepted as associate members were Adler Communications Labs., New Rochelle, N. Y.; Paul Schafer Custom Engineering, Los Angeles, and Guild Film Co., New York.

New dues were approved for radio and tv station representatives, providing equitable charges where firms are corporately separated for radio and tv.

Name of the Public Events Committee was changed to Freedom of Information Committee, with Edgar Kobak, WTWA Thomson, Ga., continuing as chairman. The committee's proposals to combat attempts to keep radio and tv out of public record proceedings was approved.
ANYONE FOR CHARTS?

This one shows how KPIX is increasing its daytime lead in San Francisco TV

This chart is based on the December, 1953, Telepulse Report. The statistical-minded time buyer will find it an interesting study in superiority.

Talk it over with your Katzman...

SAN FRANCISCO, CALIFORNIA
...affiliated with CBS and DuMont Television Networks
...represented by the Katz Agency
'Revolution' in Radio
Cited in Sweeney's Talks

SINCE the end of World War II, radio has gone through a "revolution that is changing greatly the techniques of radio advertising," Kevin Sweeney, BAB president, said Wednesday in a talk on "Revolution in Radio" to the Oregon Advertising Club in Portland.

Four significant changes in radio since 1946, Mr. Sweeney said, are: the vast expansion in the number of radios in homes and cars, making radio sets "America's fifth most widely distributed commodity"; the changerover from group listening to individual listening; the changed character of radio's customers, with local and regional advertisers increasing greatly, the sweeping changes in radio's means of attracting its audiences.

All four phases of the radio revolution are now going on, Mr. Sweeney said, with the fourth phase, which is "just beginning," bearing a close watch by advertisers and agencies. The growth of the disc jockey is chiefly a postwar phenomenon, he said, citing this as a good example of radio's changing audience-building technique. Some 80% of all families currently listen to "this purveyor of popular music each week, more families by far than read all consumer magazines combined," he said.

CBS' Art Linkletter
To Emcee RTCA Dinner

ART LINKLETTER, of CBS' People Are Funny and House Party programs, will be mc. for the Radio-Television Correspondents Assn. dinner for President Eisenhower in Washington Feb. 6, according to an announcement last week from CBS, which is putting the program together. Lester Gottlieb, CBS Radio vice president in charge of network programs, and Irving Mansfield are co-producers of the show. Entertainers, the announcement said, will include Julius LaRosa, Mary McCarty, Jane Froman, Phil Silvers, and Raymond Massey.

IRTN Supports Access Bill

INDIANA Radio-Television Newsmen held their semi-annual winter meeting in the studios of WBIC Indianapolis Jan. 24.

Twenty-eight newsmen attended and voted for the following: (1) To create a committee to gather data for a bill to be considered by the 1955 Indiana State Legislature permitting broadcasting newsmen to tape record and photograph public, executive and legislative hearings, (2) To create a committee to set up the basis for exchange of still pictures, newsreel clips, and tape among IRTN members, and (3) To hold the semi-annual spring meeting May 15 in Indianapolis, at a radio station not yet announced.

FCBA Dinner Feb. 13

ANNUAL dinner of the Federal Communications Bar Assn. will take place Feb. 13 at the Mayflower Hotel, Washington, John Steen, Westinghouse Broadcasting Co., chairman of banquet committee, announced last week. Originally scheduled for Jan. 22, banquet was postponed due to Washington snowstorm that day. Justin Lawrie Singers will entertain.

Lewellen Settles Suit
By Los Angeles Firm

OUT-of-court settlement was effected Tuesday in the $42,000 Los Angeles Superior Court damage suit against radio-tv "pitchman" Richard Lewellen, which was filed Dec. 29 by Maison de Carabel Ltd., Los Angeles cosmetics manufacturer.

The defendant, known for his spot "pitches" on behalf of Charles Antell products, was charged with violating a contract with the plaintiff under which his radio-tv services for cosmetics were exclusive. Under the settlement, this contract is canceled and the defendant agrees to make certain payments to complete purchase of his contract. The defendant also returned stock he held in the cosmetics firm.

The original legal action, filed by Hollywood attorney Gordon Levoy, followed the defendant's recent refusal to make further radio transcriptions for the plaintiff and his signing to emcee Fast Money, a scheduled Ralph Edwards tv package, option on which is held by the Hazel Bishop Cosmetic firm.

Skelton Transcribes Aids
To Promote Ziv Series

PROMOTIONAL aids are being transcribed by Red Skelton to help salesmen sell the new Frederic W. Ziv daily, half-hour transcribed "open end" comedy series, The Red Skelton Show. The series is scheduled to begin March 1 on local stations.

Among the aids are a series of "teasers" to be used by local stations to heighten interest in the starting date of show on the station. Mr. Skelton also is preparing spot announcements to be used during station breaks after his program starts on the air. Alvin Unger, vice president in charge of sales for Ziv, said the series is enjoying "brisk sales."

RCA Thesaurus Signs Valli

SIGNING of singer June Valli to a RCA Recorded Program Service contract as an RCA Thesaurus artist was announced last week by Ben Selvin, artists and repertoire manager for the radio library service.

TNT, MET SIGN
3-YEAR CONTRACT

Metropolitan New York excluded from showings under contract for 1954 season.

THREE-YEAR contract was signed last week by the Metropolitan Theatre Network Television Inc. providing for closed circuit tv presentations of Metropolitan Opera opening nights to a national network of theatres, beginning with the 1954 season.

A joint announcement from TNT and the Association said the telecasts will be presented under the auspices of the Metropolitan Opera Guild for the benefit of the Association and a prominent local charity in each city where the telecast is shown. Under terms of the pact, the metropolitan New York area will be excluded from the closed circuit theatre network.

Nathan L. Halpern, president of TNT, said his organization has agreed to "bear the cost of setting up the network-the telecast of the opening of the 1954 season, and noted that "nearly a quarter of a million people will be enabled to attend the Metropolitan opening."
Now grown to full power and coverage...

WOWO
FORT WAYNE
INDIANA'S ONLY FULL-TIME 50,000-WATT RADIO STATION
COVERS 20 ADDITIONAL COUNTIES
1,700,000 MORE PEOPLE

Here's complete coverage of 69 counties in one of the Midwest's richest farming areas. With a 5-fold increase in power, WOWO's new quarter-million-dollar transmitter now reaches 3,701,600 people—including those in Indianapolis, Ind., and Toledo, Ohio. This dominant coverage—with greater intensity and clarity than ever before—is yours for audience action. Another great example of Westinghouse's continuing faith in radio!

WESTINGHOUSE BROADCASTING COMPANY, Inc.
WBZ • WBZA • KYW • KDKA • WOWO • KEK • WBZ-TV • WPTZ
National Representatives: Free & Peters
FCC ASKS $325 LICENSE FEE FOR AM, FM, TV OPERATORS

Commission issues notice of rule-making in line with Budget Bureau directive that agencies become partially self-supporting through the collection of fees. Comments due April 1.

A CHARGE of $325 for each broadcast station application was proposed by the FCC last week. The move was in line with orders from the President's director of the Budget Bureau that all Federal agencies must charge for services in order that they be run as efficiently as possible [BWT, Nov. 9, 1953, et seq.]. The $325 fee proposal was contained in a notice of rule-making issued by the Commission. Comments on the suggested schedule of fees were requested by April 1, with replies to comments due 10 days later.

Comrs. Frieda B. Hennock and Robert T. Bartley issued separate opinions. Miss Hennock advocated a full and complete hearing on the ground that it might be shown that no broadcasting fee might be advisable and also that no differentiation is made in charges according to class of station or importance of the service. Mr. Bartley suggested that a more equitable arrangement might be to relate the fee to the relative value of the permit to the recipient, with a reference to the applicant's rate of return.

Schedule of Charges

The proposals list a schedule of fees for all licensing activities of the Commission—including broadcasting, safety and special radio services, common carrier, experimental, operator, inspection, etc. Broad casting activities are divided into two categories: Major and minor applications.

Major applications cover all am, fm and tv filings, including (1) requests for construction permits, (2) fees for new stations or licenses for changes in power, location or mode of operation, (3) licenses for new stations or to cover a modification, (4) license renewals, (5) assignments or transfers of grants or licenses and (6) special service authorizations.

For each such application filed, the fee proposed is $325.

Minor applications cover auxiliary broadcast stations, including construction for broadcast stations (except applications for initial stations), CPM, modifications and licenses for am, fm and tv stations other than those listed under major broadcast applications.

For each such application filed, the fee proposed is $50.

Other charges proposed were as follows: experimental service, $20; amateur license, $3; safety and special radio services, $10; ship inspection, $30; common carrier, $30 to $50; equipment type approval, $1,500.

Basis for the FCC's proposal lies in its attempt to make each activity pay for itself. The Commission determined, it said, that most of its activities are licensing activities. Excepted were the enforcement functions of the Field Engineering & Monitoring Bureau, and, to a limited extent, of the Broadcast and Safety & Special Radio Services bureaus. Also exempted, the Commission said, were the non-certification regulatory activities performed by the Common Carrier Bureau.

The Commission figured that 45% of its expenditures in the fiscal year ending June 30, 1954, dealt with licensing activities. This amounts to an estimated $2.8 million of the FCC's overall $6.4 million appropriation for that year.

In figuring the fees for each function, the Commission said it attempted to make each activity pay its own way, and not have one function subsidized by another. Where functions of one office overlap with another office, the Commission allocated the cost of the office to the activity in which it primarily functions.

Cites Other Activities

As an example, the Commission cited the activities of the antenna survey and initial inspection section of the Field Engineering & Monitoring Bureau. Mostly to the broadcast stations, the Commission said, and therefore have been calculated in the expense of processing broadcast applications. Expenses in running such Commission offices as commission for radio, television, as a chief engineer, Office of Opinions and Reviews, hearing examiners, etc., have been pro-rated among the operating bureaus according to calculations as to the amount of time spent on each type of work, the Commission said.

In the fiscal 1953 budget, the FCC's broadcasting activities were listed at $1 million. Charges attributable to broadcasting but performed by other bureaus or offices are estimated to amount to roughly $500,000, according to the best information available. This would make the sum which the Commission is hoping to recover for broadcast activities in the $1.5 million range.

In limiting the fees to broad, comparable classes of actions within each category, the Commission said it recognized that no accurate allocation of costs between the various subsidiary activities of licensing processes could be determined. The general grouping of related and similar licensing activities will aid both the Commission and the applicants, the Commission said.

This is the viewpoint with which Comr. Hennock took issue. Miss Hennock apparently felt that the Commission should have proposed subcategories, with varying fees, to meet different classes of stations, and different levels of impact.

The Commission proposed no direct fees regarding rule making, revocations, modifications or suspensions of operators' licenses initiated by itself. Nor did the Commission propose any fee for modification of licenses required by international treaty.

Commission said payment in full at the time of filing of an application would be required, and it would make any modifications unless accompanied by the full fee. A cashier's office would be established in Washington, it said, where an application could be filed, the fee paid and the papers forwarded to the proper bureau or office.

Similar arrangements would be made at field offices, the Commission said.

Fee would have to be paid in legal U.S. tender, domestic or international postal money order or check payable to the FCC, according to the Commission proposal.

Biennial review of charges would be made and adjustments taken care of where necessary, the Commission said.

Under the terms of the Congressional act (Sec. 140, Title V, U. S. Code), all receipts from fees would be paid into the general fund of the U. S. Treasury.

Ike & Bob

THE White House has provided an office for Robert Montgomery, NBC tv producer, who will continue as unpaid radio- tv advisor to the President. Secretary James C. Hagerty told newsmen Thursday. Mr. Montgomery has been helping at Presidential broadcasts since the Cherosokee.
drafted for complete coverage

WSLS-TV 2,312,240 people 538,480 families

CHARLESTON / MONTGOMERY / LEXINGTON /\nWEST VIRGINIA / ROANOKE /
BLUEFIELD / BECKLEY / W. VA.

CHILLOTTESVILLE / BRISTOL / TENN. / VIRGINIA / NORTH CAROLINA

CHANNEL 10
ROANOKE, VIRGINIA
SHENANDOAH LIFE STATIONS, INC.
WSLS AM-FM-TV
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
FCC Makes 2 Grants, Finalizes Proposals

Grants go to Sharon, Pa., and Tyler, Tex. Proposed grants made final at Indianapolis, Chattanooga, Baton Rouge and Camden. Examiners proposed grants at Charleston, W. Va., and Elyria, Ohio.

THE FCC issued two tv grants—to Sharon, Pa., and Tyler, Tex.—and finalized four initial decisions last week.

At the same time, two initial decisions were issued by examiners proposing grants in Charleston, W. Va., and Elyria, Ohio.

Grants went to Leonard J. Shaflitz, for uhf ch. 39 in Sharon, Pa., and to Lucille Ross Lansing (KGKB) for vhf ch. 7 in Tyler, Tex. (For details, see FCC Actions in FOR THE RECORD.)

Tierney Co. (WCHS) received an examiner’s recommended approval for vhf ch. 5 in Charleston, W. Va., resulting from the withdrawal of Capital Television Inc., and an agreement to form WCHS-TV Inc., with $400,000 capitalization—to be 60% owned by Tierney Co., and 40% by stockholders of Capital (Sam G. Kahlall, major stockholder).

Recommendation to grant Elyria-Lorain Broadcasting Co. (WEOL Elyria) uhf ch. 31 retracted in favor of Crosley.

Crosley had the legal right to withdraw from one contest and apply for another channel.

WDEF Chattanooga’s proposed grant for vhf ch. 5 was made final by the Commission last week. This became possible when Southern Television Inc. and Tri-State Telecasting Corp. withdrew their competitive bids [BWT, Jan. 25, Dec. 21, 1953]. Target date for operation is April or May, station reported, contingent on delivery of equipment.

The Baton Rouge vhf ch. 2 final grant went to Louisiana Television Broadcasting Corp., representing a merger of WJBO and WLCSt. Grant was made possible by the withdrawal of Southern TV Co. of Baton Rouge Inc., which was reimbursed in the amount of $11,500 for expenses [BWT, Dec. 28, 1953]. Target date for operation is September, station officials said.

Finalized also last week was the uhf ch. 17 grant to WKDN Camden, N. J., made possible by the withdrawal of WMJF Philadelphia [BWT, Jan. 4].

Appeals Backs WSAL Edict; WGAL-TV Move Finalized

FOR the second time in six months, the U. S. Court of Appeals in Washington affirmed the right of the FCC to establish a national tv allocation of frequencies.

Reaffirming its decision of last year [BWT, Aug. 10, 1953], the court last week denied the appeal of WSAL, Logansport, Ind., against assignment of vhf ch. 10 to Terre Haute instead of to Logansport.

"Commission may allocate channels among communities either by passing upon specific applications or by way of rule making," the court said. This was in answer to the contention that the FCC may act only upon an application for a frequency.

The previous case was that of Peoples Broadcasting Co. (WLAN), seeking ch. 8 in Lancaster, Pa. WLAN attacked the Commission’s allocation plan, which deleted ch. 4 there, as illegal. In the Commission’s final tv report on allocations, it ordered existing WGAL-TV to be licensed but the application was finalized only last week when WLAN withdrew its request for oral argument and the Commission dismissed its application and made final an examiner’s initial decision in favor of WGAL-TV.

Early Comments Filed On Multiple Ownership

EARLY comments on the FCC’s proposed revision of its multiple ownership rule to permit a single person or company to own two uhf tv stations in addition to five uhf stations in California and New York, had urged that the proposals be limited to the markets in which the additional stations may be owned.

Allen B. DuMont Labs, favoring the amendment, suggested that no grants be made in excess of the five uhf stations presently allowed. It also asked a policy be adopted to guard against monopoly.

The UHF TV Association informed the Commission that 111 respondents to a questionnaire sent to 115 uhf stations. Answers included the following reactions, the association reported: (1) Eighteen favor the proposed amendment; (2) seven suggested the present limit of five be maintained but that ownership of uhf stations be limited to one owner; (3) six favored permitting single ownership of more than seven stations, with varying proportions of vhf and uhf; (4) seven believed proposal would tend to encourage monopoly; (5) twenty believed the proposal would benefit uhf.

UHFTA also reported that by a vote of two to one uhf operators believed the extra uhf stations should be permitted only in intermixed markets.

Ohio Supreme Court Bans Radio, TV From Courtrooms

RADIO and TV broadcasts were prohibited Friday from all Ohio courtrooms while court is in session as a rule by the State Supreme Court.

There is no avenue of appeal, according to Chief Justice Karl V. Weygandt, who said court rules are final and the Legislature has no power to control the conduct of courts. Taking of photographs is banned by the court.

The new rule was one of 36 canons of judicial ethics proposed by the American and Ohio State Bar Assts. The state group had asked a picture ban in 1952 but the court itself added radio and TV. All UHF and VHF, including municipal court, are covered by the order.

The court asked a photographic ban had said taking of pictures detracted from dignity, distracted witnesses and created misconceptions in the mind of the public.
Yes, indeed! While the reverse is still true, it's a fact that WFBR's skillful news-handling is rapidly building the good names of our local and national news sponsors!

At WFBR in Baltimore, we know that hot news cools fast—and, like explosives, must be handled expertly—with a sure, deft touch.

Our full-time news director works on nothing else but news. Our handling of on-the-spot news has become a "buy-word" in Baltimore. Advertisers, fully aware of the commercial value of this kind of effort, are buying WFBR newscasts in increasing numbers.

We are now happy to announce the most comprehensive sponsorship of newscasts in WFBR history.

CURRENT WFBR NEWS ADVERTISERS
MOBILGAS — 24 Newscasts Weekly
ESSO — 24 Newscasts Weekly
ARROW OIL — 1 Newscast Weekly
BETHOLINE-SINCLAIR — 6 Newscasts Weekly
DAVIDSON TRANSFER & STORAGE CO. — 3 Newscasts Weekly
FIDELITY STORAGE CO. — 3 Newscasts Weekly
J. NORMAN GEIPE — 6 Newscasts Weekly
S. & N. KATZ — 3 Newscasts Weekly
SAVINGS BANK OF BALTIMORE — 6 Newscasts Weekly

PARTICIPATING SPONSORS
FORD MOTOR CO. — 14 Participations Weekly
MUSTEROLE — 5 Participations Weekly

WFBR
The station that has EVERYTHING!

5,000 WATTS IN BALTIMORE, MD.

ABC BASIC NETWORK • REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
LEE SAYS STATIONS NEED NOT FEAR; HE WON'T USE 'PRESSURE ON ANYONE'  

With the Senate battle over, Comr. Lee is 'not mad at anybody.' Confirmation maintains clear Republican majority on FCC.

FOR COMR. ROBERT E. LEE the battle was over. He told B+T Tuesday he was happy that the Senate confirmed him for a full seven-year term on the FCC, "sorry so many Senators were against the nomination," but "I'm not mad at anybody." 

Lee was clearly surprised, but not really expected, fight developed in the Senate Monday. Tempers cracked over the nomination. After the heated debate, a vote was taken, 58 for, 25 against.

Comr. Lee took the occasion in his conversation with B+T to enter his own vote, one of confidence in the free-enterprise radio-television system. In his viewpoint, the regulatory FCC must be "in the driving seat but light on the reins."

Emphasizing that he has expressed himself as an advocate of a free-enterprise broadcast industry, Comr. Lee asserted that as long as broadcasters are "moderate" in their relations with the Commission, the agency ought to "leave them alone." Whenever the situation changes, "slag rather hard!"

Answers Charges

In answer to charges brought up in committee and on the Senate floor that his presence on the Commission might create undue influence on stations, he declared:

"I have not and do not intend to use pressure on anyone. As long as broadcasters stay within the law they will have no trouble from me."

"I hope no station in any part of the U. S. feels even remotely that I would encourage it to carry a bias program as against another."

Comr. Lee is a Republican. With confirmation, he now receives the $15,000 annual salary that goes with his post. He also collects back pay to Oct. 6 when President Eisenhower gave him a recess appointment to the Commission. He was serving without pay until Senate approval. As Comr. Lee put it, "I'll be solvent by the end of the week."


Strong opposition in the Senate was led by Democratic Sens. A. S. Mike Monroney (Okla.), J. William Fulbright (Ark.), Herbert L. Lehman (N. Y.) and Russell B. Long (La.).

Giving him vocal support were Republican Sens. John W. Bricker (Ohio), chairman of the Senate Interstate & Foreign Commerce Committee; Everett L. Dirksen (Ill.); Francis Case (S. D.) and Joseph R. McCarthy (Wis.).

Sen. Monroney, emphasizing he was not questioning Comr. Lee's integrity, told the Senate he felt the nominee lacked background to be a fighter for freedom of speech and the right of dissent. This should be a primary qualification for membership on an agency which regulates television and radio.

The Senator said: "No longer is freedom of the press the solitary means of preserving liberty. Important as it is, the vast nationwide resources of hundreds of broadcasting stations and TV stations now have as great an impact, or an even greater impact, on the public mind as the printed word."

Sen. Monroney declared "a strange silence has been hanging over this appointment . . . especially in the vast radio and television field . . . To my knowledge, only one large broadcasting company officially has spoken in behalf of this appointee . . . For the most part . . . the industry that can receive a life or death decree at the hands of the Commission—has maintained stony silence."

He said the "strange silence" seemed to "run deep" even in the U. S. Senate.

He also mentioned the "intermingled" operations of newspaper with radio facilities which, he asserted are subject, "so far as their very existence and financial stability are concerned, on the life or death decisions which can be handed down by this Federal commission."

McCarthy Speaks

Sen. McCarthy took up Comr. Lee's defense. He said aloud he had "the highest possible opinion" of the Commissioner, he had "nothing to do" with his "friend" being nominated.

Sen. Monroney observed that major radio and TV networks gave Sen. McCarthy a half hour, worth $300,000 in time, to answer a reference to "McCarthyism" by former President Truman. He asked whether they would have done so if one of Sen. McCarthy's "best friends" had not been on the FCC.

Also defending Comr. Lee was Sen. Bricker, chairman of the Senate Commerce Committee which had approved the nomination. He praised him as "an able, straight and honest man" and said he thought Comr. Lee would do "a constructive job" on FCC.

Sen. Dirksen, speaking in Comr. Lee's behalf, accused Sen. Monroney of attacking the Commissioner through "guilt by association."


Mr. Hunt Tuesday said he regretted the "valuable time" the Senate spent on "ridiculous charges" against Comr. Lee. In a statement, which he said was "prepared from a request to reply to charges made in the press" against him, Mr. Hunt asserted Comr. Lee's "long and valuable service as a key man in the FBI speaks for him."

"Robert E. Lee is definitely known as an effective anti-Communist and the foes of anti-communism have yet discovered that they cannot discredit a patriot by merely sounding off against him."

Mr. Hunt, who holds a permit for a TV station at Corpus Christi, Tex., said he did not talk to the Comr. Lee about the station as "I believe him to be the kind of person one would not seek for a special favor and it is not my habit to request special favors from officials."

If the FCC were packed with men partial to one side, Sen. Monroney warned his colleagues, "regimentation and thought control would become a reality."

Sen. McCarthy indicated that FBI Director J. Edgar Hoover would testify as to Comr. Lee's ability, Sen. Monroney answered, "I doubt whether it is good public policy to turn over our Federal communications to the ex-members of the FBI."

Sen. Monroney pointed out his feeling and that among broadcasters that a "practical" broadcaster should have been appointed to the FCC. He said that he was disappointed when John C. Doerfer was named to the Commission instead of a broadcaster and again when the Lee appointment was announced.

Dean Proposed

Sen. Case acknowledged he had proposed Robert J. Dean, KOTA Rapid City, S. D., for the Commission but that he was in favor of Comr. Lee's confirmation.

Reviewing at length Mr. Hunt's foundation and series of radio-television programs, Sen. Monroney said: "The big fear, however, regarding such a mammoth propaganda device as this one— which is without any control over the slanting of so-called unbiased broadcasts—is that Mr. Hunt now has a friend on the court."

Also brought up by Sen. Monroney was the Whitefish Bay, Wis., ch. 6 dispute. He asserted that Hearst Radio's petition to relocate a vhf channel to the Milwaukee area, a shuffle...
YOU MIGHT CATCH A 247-LB. TARPON*—

BUT . . . YOU NEED WKZO-TV FOR BEST TELEVISION RESULTS IN WESTERN MICHIGAN!

Latest Pulse figures show that WKZO-TV gets more than twice as many Western Michigan and Northern Indiana viewers as the next station, morning, afternoon and night!

Latest Hooper figures show that WKZO-TV dominates the area around Kalamazoo-Grand Rapids, too—actually delivers 55% more evening viewers than the next station, twice as many morning viewers, four times as many afternoon viewers!

WKZO-TV is looked-at, listened-to most in over 315,000 television homes.

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV
OFFICIAL BASIC CBS FOR WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

* In March, 1938, H. W. Sedgwick caught a tarpon this size in Mexico's Panuco River.
Bricker Bill Would
'Clarify' Protest Rule

Change in Sec. 309 (c) sought by FCC to speed up tv and radio
grants. Wolverton expected to offer companion bill in House.

Chairman John W. Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Committee introduced Thursday the Senate bill that would codify the so-called "protest rule" provision (Sec. 309 (c) of the Communications Act).

The bill (S 2853), which was referred to the Senate's committee, was offered at FCC's request.

The "request" was made by FCC earlier in the week. The FCC asked Congress for the legislation on the protest rule provision so that the granting of permits for some tv and radio stations may be speeded up [CLOSED CIRCUIT, Jan. 23].

A letter, accompanied by the draft of its proposed bill, was sent to both the Senate and House.

FCC said that if it were permitted in certain cases to overrule protests against station grants it would prevent delay in affirming grants.

The proposal also has been turned over to House Interstate & Foreign Commerce Committee Chairman Charles W. Wolverton (R-
N. J.). It is presumed Rep. Wolverton will introduce the measure "by request."

Effect of the bill would be that the stay of a protested grant would not be automatic and the hearing on charges required by the Act could be a paper proceeding instead of an oral case.

As it now stands, after an applicant is granted a construction permit without hearing, the protest is a "preliminary" case. Any "party in interest" can protest the grant setting forth reasons why it would be adversely affected.

The 15-Day Must

Within 15 days from the date of protest the filing of the Commission must consider whether the protest fits the requirements as set forth by the protestant. If the FCC so finds, the hearing must be called.

FCC Chairman Rosel H. Hyde, who signed the letter, noted that the protest rule has resulted in "substantial delays" in some tv or radio station applications.

The bill would give the FCC 30 days rather than 15 days in which to give findings on the protest rule, an extension of time sought by the Commission in House-passed legislation now bottled up in the Senate.

The legislation would permit FCC to either affirm the grant or designate the application for hearing after a protest is filed. The filing of a protest would not stay the effective date of a grant unless FCC expressly ordered this.

For text of letter and bill see page 97 in THE RECORD.

Johnson Budget Measure
Would Cut FCC $300,000

Sen. Edwin C. Johnson (D-Colo) last week proposed that a budget ceiling of $64 billion be placed on government operations for fiscal 1955.

As suggested by the Senator, who introduced a bill (S 2825) which would carry forth his plan, each government agency or department would be allocated a percentage of the total. The percentages would conform to Budget Bureau recommendation.

In working out the current budget request, Sen. Johnson presented a table in percentages and in figures. FCC, under such a plan, would receive only $300,000 less than it has asked. FCC wants $7,649,300 to operate while the Johnson proposal would allow .0115% of the whole government budget, or $7,375,360.

Sen. Johnson said the Budget Bureau would now control budgeting under this system for the Independent Offices such as the FCC, however, because they are "arms of Congress." When an agency must be given a greater allocation than recommended in a percentage breakdown, Sen. Johnson suggested the money come out of percentages allotted to other agencies.

Net effect of the Johnson proposal would be to bring Government budgetary matters under omnibus legislated as a whole by Congress rather than piecemeal.
Music is Big Business

in Nashville...and

has made it so.

Where Is Music City, U.S.A. today?

In the 20s—it was New York, pouring out Broadway tunes.
In the 30s—it was Hollywood, grinding out cinema musicals.
In the 40s—it was neck-and-neck between New York and Hollywood as the twin music capitals of America.

But today, the musical center of gravity has shifted to Nashville, Tennessee—the modern Music City, U.S.A.—thanks to Station WSM's formidable, unequaled talent pool.

You needn't take our word for it; we admit to a flair for colorful tall tales. So we'll spare you the typical Tin Pan Valley exaggeration, and refer you instead to a few conservative, highly respected journals whose reputation for impaling stark facts is unquestioned.

"It is a well known fact that the balance of power in the present day music business is shifting from New York and Hollywood to Nashville, Tenn."

"What brought this music into great popularity nationally, and now internationally, was...Station WSM. It's country music glamour boys are as big—sometimes bigger—in record sales and juke box popularity as Bing Crosby or Frank Sinatra..."

"Nashville is the focal point...For years this form of show business flourished apart from the Hollywood-New York axis, but recently the balance has been suddenly and violently disrupted. The Nashville music has won the entire nation...If the rest of the radio industry is in the doldrums, WSM has more business than it can handle..."

"Not all the gold in the South is in the vaults at Fort Knox. A sizable chunk of it is found in Radio Station WSM, Nashville, Tennessee, capital of folk music...The reason is Grand Ole Opry, owned outright by WSM, the showcase of American folk music...All the major record companies do a land-office business in Nashville."

"Events occurring today in Nashville comprise a sociological phenomenon. "Will it ever stop growing?" the newly-rich song publishers, record firms and performers keep asking."

"This year income (is) prophesied to reach $35 million. The top country singer, expected to gross at least $100,000 from records, personal appearances, radio, and sheet music sales...give thanks to Radio Station WSM, a powerful clear channeler which blankets 50-old states."

"There's a revolution brewing in the music business...and the center of this activity is Nashville, home of the fabulous radio program called Grand Ole Opry."

[Similar reports have appeared in Time, Look, Billboard, Variety, Redbook, Wall Street Journal, Newsweek, Saturday Evening Post, and many other publications.]

Broadcasting • Telecasting

February 1, 1954 • Page 53
JUSTICE DEPT. SEeks ONLY ‘HARD CORE’ ANTI-TRUST VIOLATORS, BROWNELL AVERS

Meanwhile, ‘fishing expedition’ into broadcasters’ and other media’s way of doing business continues.

WHILE the Dept. of Justice is conducting a fishing expedition into the way broadcasters and other media do business with advertisers, Attorney General Herbert Brownell Jr. is on the record as confining “criminal anti-trust prosecutions to outright, hard core violations of the law.”

NARTB and Justice Dept. anti-trust investigators have established contact following the visit of two FBI agents at NARTB headquarters Jan. 15 [B&T, Jan. 18]. This visit occurred during the NARTB board meeting in Arizona so the agents agreed to defer action until President Harold E. Fellows was back in Washington.

Thus far the Justice Dept. has refused to give a bill of particulars indicating just what sort of business practices it wants to investigate in its search for potential anti-trust violations [B&T, Jan. 25].

Assistant Attorney General Stanley N. Barnes, in charge of the Anti-Trust Division, said Thursday that law-abiding business “should not fear the strong arm of justice.” He added that the law was not designed “to place restrictions upon industry, not to impose regulations upon economic initiative.”

Mr. Barnes and Attorney General Brownell spoke before the American Bar Assn. meeting in New York. Of 10 criminal anti-trust actions, he said, all but one dealt with price-fixing, allocation of territory or customers and boycotts.

While NARTB thus far has indicated it will readily cooperate with FBI investigators who want to check over files, American Newspaper Publishers Assn. confirmed to B&T that in the absence of a direct court order it could not open files prior to the ANPA Feb. 9 board meeting.

ANPA confirmed that it had told the Justice Dept. the Federal Trade Commission spent many years probing ANPA practices, dropping them in 1930, and these practices have not changed materially since that time. The Justice Dept. was understood to have told ANPA it wanted to look into commission fees, determination of newspaper advertising rates and agency recognition.

NARTB has no agency recognition procedure, having consistently declined to adopt any such plan after investigating legal angles.

The ANPA recognition procedure covers financial condition, agency management, location and liquid capital besides providing the agency must be bona fide and not a disguise.

TALL TV TOWERS DRAW NEW STUDY

ANOTHER look at the marking and lighting of tall tv towers with particular reference to guyed towers and their guy wires is underway.

The Airdromes, Air Routes & Ground Aids subcommittee of the Air Co-ordinating Committee voted last week to establish a working group to study the question and to recommend methods of marking and lighting towers and guy wires if it is found necessary to revise present regulations [B&T, Jan. 18, 11].

Working group will contain representatives of the broadcast industry, AARGA Chairman Joseph D. Blatt, CAA, said. During the discussion on the subject, C. A. Douglas, Bureau of Standards, described a system of daytime and night lights which might be used to delineate tower areas. He suggested four beacons at the base of the tower, or at the guy anchors, capable of 100,000 candlepower each, which could be seen in daylight at a distance of two miles under optimum conditions. Beacons would be a 40 flash per minute, red and white rotating unit, with a 10-degree vertical spread at the top of its 1,000-ft. beam. Lights would draw 2 kw of power each, he said.

There seemed to be general agreement that the use of spheres, flags, or illumination to mark guy wires was not feasible.

It was reported that Airspace subcommittees had approved 70 tv towers with heights in excess of 1,000-ft. above ground.

Meanwhile, the FCC ordered an “editorial” change to Sec. 17.22 (c) of its rules regarding marking and lighting of towers giving it authority to specify type of painting and lighting and other marking to be used in situations where standard painting and lighting might be confusing rather than helpful to pilots.

GoverNment
What Station Managers and Chief Engineers say about —

**THE NEW STUDIO ZOOMAR**

R. D. CHIPP, P. E., Dir. of Engineering, DuMONT Television Network

“We have used the Studio Zoomar at WABD with good results on a number of programs. It is in demand by producers, directors, and clients. We plan one for the new Gateway Studios in Pittsburgh. Its use minimizes camera movement and lens changes, with a resulting increase in flexibility of studio operations. A corresponding reduction in operational cost is possible.”

Dwight “Red” Harkins, Station Manager, KTYL, Phoenix, Ariz.

“Studio Zoomar has made possible production techniques and savings hitherto impossible. We use it on all live shows. Its versatility is unending. It saves time required for each setup, whether it be a title card or a large set. Its instant ability to align correctly is a life-saver.”

Robert J. Tinnett, Chief Engineer, WHBF, Rock Island, Ill.-Davenport, la.

“Studio Zoomar gives us better programming and materially reduces our operating costs. It cuts out a myriad of details associated with the old technique. It means a one camera studio and a one camera show.”

“Studio Zoomar imparts a certain enchantment and natural quality to the picture that simply cannot be duplicated in standard single lens multi-camera technique.”

Bernard C. O’Brien, Chief Engineer, WHEC, Rochester, N.Y.

“We can assure you that the new Studio Zoomar lens is working perfectly. We are using it to produce single-camera shows and have had wonderful success with it. We wouldn’t be without one of these lenses for anything.”

John C. Merino, Manager, KFSD-TV, San Diego, Cal.

“The new Studio Zoomar operates perfectly with three other lenses on the turret. At last it’s possible to have the flexibility of a multiple lens arrangement, without switching to another camera. Studio Zoomar makes the one-camera show a reality.”

Bernard C. O’Brien, Chief Engineer, WHEC, Rochester, N.Y.

“Studio Zoomar lens works perfectly in daily operations. Our producers like this new Zoomar very much. Congratulations!”

**STUDIO ZOOMAR** is made by the makers of Television Zoomar, now used by most major TV stations. It is fast (f/2.8), optically balanced, color corrected, and recommended for all color cameras including RCA. Weight, 6 pounds, length, 1 foot, zoom range, 2¼ to 7 inches. Because of the many economies this new lens makes possible, it should pay for itself in short order.

Demonstration on your own equipment without obligation. Write — Wire or Call

TELEVISION ZOOMAR CORP.

500 Fifth Avenue, New York 18, N. Y. • Jack A. Pegler, President
WEEK'S HEARINGS BRING 'BIA'S' CHARGE

'Mansfield Journal' charges FCC attorney with bias and antagonism in Mansfield, Ohio, ch. 36 hearing.

CHARGES of bias against an FCC attorney highlighted a week of tv hearings last week involving channels in Ohio, Iowa, Georgia, Connecticut, Virginia and Florida.

Still in the conference stage, the Mansfield, Ohio, uhf ch. 36 hearing saw the Mansfield Journal charge that Commission counsel David L. Kraushaar was "biased, antagonistic and prejudicial." The newspaper took the rare step of asking that he be replaced. FCC's Broadcast Bureau termed the allegations, "sham, frivolous and scandalous." It claimed the charges were designed to "obfuscate the real issues," and said Mr. Kraushaar had "complied himself in a wholly objective manner."

Opposing the Mansfield Journal is Fergus Theaters Inc.

Attempts to inject allegations of political pressure and financial inducements to have an applicant withdraw were denied by a hearing examiner in the Des Moines, Iowa, vhf ch. 8 hearing. Benito Gaguine, attorney for applicant KSO, tried to enter into the record through witness Kingsley H. Murphy Jr., president of KSO, that Cowles Broadcasting Co. officials used references to the White House as well as offers of individual agreements to persuade him to dismiss his application. The charges were similar to those made by Mr. Gaguine during his cross examination of Gardner Cowles [BET, Dec. 28, 1955].

Legal Briefs Filed

Extensive legal briefs were filed last week on the meaning of Sec. 319 of the Communications Act which forbids licenses to be issued where construction has begun before the grant of a construction permit. Case involves Savannah, Ga., vhf ch. 3, with WSAX and WJIV that city opposing each other. WJIV and the FCC's Broadcast Bureau claim WSAX has begun construction within the meaning of the provision; WSAX, in an extensive legal review of the history of the provision, maintained it has not.

Testimony began last week in the Hartford, Conn., vhf ch. 3 hearing, with Paul Morency, WITC Hartford vice president-general manager, on the stand most of the week. The rival Hartford Telecasting Co., which is attempting to persuade the Commission to permit it to take depositions from executives of WITC's parent company Travelers Life Insurance Co., last week persuaded Examiner Fanny Libin to issue a subpoena for the minutes of the WITC board going back to 1928.

Petersburg issue

Approved by the hearing examiner was a new issue in the Petersburg, Va., vhf ch. 8 case on whether Petersburg Television Corp., 45% owned by WLEX Richmond, Va., would overreach the Petersburg market and cover Richmont as well. Point was raised by Southside Virginia Telecasting Corp., mainly owned by WSSV Petersburg interests.

In exceptions to an examiner's initial decision favoring WDAE-Tampa Times for Tampa, Fla., vhf ch. 13, the Broadcast Bureau raised the question of diversification of the media of communications as a barrier to the recommended grant.

FCC May Ease Uhf Operator's Burdens

HELP for uhf television operators who fear for their future may be on the way from the FCC if the comments of FCC Comr. George E. Sterling in a speech last week before the Broadcast Group of the Boston IRE chapter are any indication.

Comr. Sterling said the Commission should, and might, ease the uhf broadcasters' burdens by:

(1) Granting extensions of construction permits, particularly where high powered transmitters cannot be delivered immediately.

(2) Suspend authorizations permitting uhf stations to begin operating with 1 kw transmitters.

(3) Permit beam tilting and directionizing of antennas to increase coverage.

(4) Permit the construction of satellite or booster stations to increase coverage.


But Comr. Sterling said, much can be accomplished through programming. He held that local programming might be "the key to success."

The necessity for high power was emphasized by Mr. Sterling. He placed some of the blame for the "black eye" uhf has gotten in some instances on "overzealous broadcasters hell-bent on getting on the air before the 'bugs' were out of the transmitting equipment and receivers."

High powered 50 kw uhf transmitters can be expected late in 1955 or early in 1956, Mr. Sterling said manufacturers have told him. Now, a 12 kw transmitter is the highest in power, although most uhf stations are operating with 1 kw, he said.

In discussing uhf receivers, Mr. Sterling called for the development of tubes capable of meeting the requirements of operation as oscillators and uhf amplifiers. Mr. Sterling deprecated the idea that uhf was "small town television." Uhf channels are requested, or have been granted; in 237 cities, he reported. In 125 of these cities, there will only be uhf, he pointed out. Except for Boston, Massachusetts will have only uhf; except for Newark, New Jersey will have only uhf; in New York State, 48 out of 50 channels are uhf; in Pennsylvania, 48 out of 58 assignments are uhf.

Censorship on Local Level Is Urged by Doerfer

LOCAL determination of censorship and of the problem of putting political candidates on the air was suggested by FCC Comr. John C. Doerfer in a speech to the Milwaukee Executives Club last week.

In discussing censorship, Mr. Doerfer emphasized that the FCC has no control over program content. He referred to the renewal aspect as the only method by which the Commission can check the public interest operations of a station. "What a reasonable minded man would conclude is not in the public interest would no doubt be the standard used by the Commission and ultimately by the courts," he said.

He also told his Milwaukee audience that complaints to station operators prove helpful.
DESIGNERS—Cut New-Equipment Costs

with **Federal's**

2 NEW TRIODES

...incorporating built-in savings and proved design features that increase tube dependability and life and multiply the performance quality of new units

**For Electronic Heating, Broadcast and Communications Service**

1. **High-Efficiency Radiator** requires reduced pressure drop...cuts blower cost for new equipment.
2. **Grid and Filament Leads Attached** for convenience of designers...for extra savings.
3. **Double Helical Filament** of thoriated tungsten...for high peak emission...lower temperature.
4. **No Internal Insulators** to expose tubes to danger of arc-over and gassiness.
5. **Internal Corona Ring** eliminates trouble with hot-spots and glass cracks.
6. **Kovar Terminal Cups** used throughout for ruggedness required in industrial service.
7. **Full Voltage** can be safely applied to the cold filament...no step starting or high reactance transformers necessary.

Federal's F-6366 and F-6367 are the power triodes that new equipment designers have been waiting for...to boost the efficiency of induction and dielectric heating units, broadcast and communications equipments...to bring important savings to production lines!

Both tubes not only provide more ruggedness, longer service life and higher-quality performance, but they actually cut costs for manufacturers...saving as much as 80% on blower costs, while factory-attached grid and filament leads eliminate this expense.

Federal's new triodes feature simplified construction...with fewer potential trouble spots. Wide element spacing gives better protection against filament-grid shorts. Rated filament voltage may be applied to cold filament, eliminating need for step starting or high reactance filament transformers. Both tubes are operable up to 30 Mc/SEC at full ratings...anode up or anode down.

Equipment manufacturers now using the F-6366 and F-6367 in new designs report they are "extremely well pleased" with their stamina and performance. For prices and technical data, write to Federal, Dept. K-468.

**Handbook of Tube Operation**

**Federal Telephone and Radio Company**

**Vacuum Tube Department** 100 Kingsland Road, Clifton, N. J.


Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

**February 1, 1954**
TV OUTLETS ON AIR NOW TOTAL 359

First local station for Neenah, Wis.—WNAM-TV—begins. Four new outlets slated to start operating today.

**NEENAH, Wis.,** received its first home station last week as WNAM-TV (ch. 42) began commercial operations. Its appearance runs the operating station total to 359.

WNAM-TV is represented by George Clark.

Four stations were scheduled to begin regular programming today (Monday):

- WKDW-TV Augusta, Ga. (ch. 12), CBS, represented by Headley-Reed TV, Feb. 1.
- WCED-TV Tulsa, Okla. (ch. 23), represented by The Rolling Co., Feb. 1.

This will give Fort Myers and Adams-Pittsfield, their first local tv outlet, while Augusta and Tulsa get their second.

Four outlets were scheduled to begin regular programming last week, as formerly reported. WNEM-TV now expects to begin operations Feb. 15. WMGT is slated to begin programming today after having been on test patterns for a week.

WTOC-TV Savannah, Ga. (ch. 11), plans a Feb. 14 debut. The station is completing the installation of its: It has been delayed.

Bad weather prevented WMGT and WNEM-TV Bay City-Saginaw, Mich., from beginning regular programming last week, as formerly reported. WNEM-TV now expects to begin operations Feb. 15. WMGT is slated to begin programming today after having been on test patterns for a week.

The following stations have reported they expect to begin regular operations before the end of February:

- KBID-TV Fresno, Calif. (ch. 53); KBAY-TV San Francisco (ch. 20); KSAN-TV San Francisco (ch. 32); WTOC-TV Savannah, Ga. (ch. 11); WGOV-TV Valdosta, Ga. (ch. 37); WNEM-TV Bay City, Mich. (ch. 5); KDRD-TV Salida, Mo. (ch. 6); WUMR-TV Manchester, N. H. (ch. 9); WJSV-LTV Schenectady, N. Y. (ch. 35); WMFD-TV Wilmington, N. C. (ch. 6); WQED (TV) Pittsburgh (ch. 13), educational; WARM-TV Scranton, Pa. (ch. 16); WNET (TV) Providence, R. I. (ch. 16); WBTM-TV Danville, Va. (ch. 24); WIPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2) San Juan, P. R.

(For details see Telestatus page 99.)

**QUINLAN NAMED V.P. FOR ABC’S WBKB (TV)**

STERLING C. QUINLAN, general manager of WBKB (TV) and WENR Chicago, has been appointed a vice president in charge of the ABC-TV odo outlet, pending Robert E. Kintner's announced last Wednesday.

Mr. Quinlan also will continue as general manager of WENR, the network's Chicago radio outlet, it was understood. His appointment as vice president became effective immediately.

He has been general manager of the radio outlet since June 1953 after serving as WBKB program director following the ABC-United Paramount Theatres merger earlier last year.

**Peltason Heads WTVI (TV)**

PAUL E. PELTASON has been named president and general manager of WTVI (TV) Belleville, Ill., succeeding Bernard T. Wilson, who has resigned effective today (Monday), it has been reported.

Mr. Wilson's future plans were not announced. Mr. Peltason continues as treasurer of the licensee Signal Hill Telecasting Co. He is a major stockholder.

**NORTON TO HEAD WMTW (TV) IN CHI.**

JOHN H. NORTON JR., who was vice president in charge of ABC's Central Division in Chicago until last June 1, has been appointed general manager of Mt. Washington TV Inc., currently building WMTW (TV) Poland, Me., atop Mt. Washington, N. H., John W. Guider, Mt. Washington president, said last week. The appointment is effective today (Monday).

Mr. Norton, a veteran of 22 years in the industry, spent five years in the management of ABC Central Division, and had been with the network since it was organized, before that being employed by the old Blue Network. He stated with Mr. Guider said WMTW (TV), to operate on ch. 8 from the top of Mt. Washington, with studios in Poland, Me., will reach a million and a half people in Maine, New Hampshire, Vermont and Quebec. Although construction atop the 6,288-foot mountain has been delayed until spring by weather conditions, work is going ahead at Poland, Me., where the Ricker Inn is being renovated for studios, Mr. Guider said.

In announcing Mr. Norton's appointment, he said: "...We are all proud to have such a person associated with our enterprise...Mr. Norton's experience and energy will be most helpful in pushing forward the construction...which will start this week and be completed in several years. The new television service available to more than 500,000 people currently denied the benefits of TV."

**Dille Names Key Men For Upcoming WSJV (TV)**

KEY appointments to the staff of WSJV (TV) Elkhart, Ind., due to start commercial operations on uhf ch. 52 about March 1, have been announced by John F. Dille Jr., president and general manager of the station.

Edwin J. Lasko, formerly program manager at WBKZ-TV Battle Creek, Mich., has been appointed to a similar capacity at WSJV, John J. Keenan, active in commercial merchandising and station management, has been named commercial manager.

Other new appointments: Donald R. McFall, general manager of WTRC (WSJV's am affiliate), administrative manager; R. J. Gillies, station relations director; Robert Wright, formerly with WJTM-TV Lansing, Mich., and other stations, news director; Al M. Lynds, formerly with Chicago stations and tv film organizations, art director, and Lester W. Zellmer, chief engineer.

Executives are hiring and training other personnel, including announcers, copywriters, cameramen and technicians, Mr. Dille added. WSJV, owned by the Truth Publishing Co.—its original assigned tv call letters were WTRC-TV—plans initial telecasting late in February.

Harry Tenebaum has been elected a vice president of the station and continues as assistant secretary-treasurer of the station of which he also is a stockholder.

**TIMEBUYERS from New York and Chicago were among the special guests brought to St. Louis to inspect the operations of KACY (TV), new uhf station on ch. 14. Observing the handling of a local show are (l to r) Carl McIntire, KACY station director; Richard Dawson, national sales manager; John Murphy, Kudner Agency, New York; Paul Evans, Paul H. Raymer Co., which represents KACY nationally; Jack Garrison, station president; Ruth Babick, Earle Ludgin & Co., Chicago; Chad Gooding, KACY's "Weather Girl," and Philip Sincare, KACY treasurer.**
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
500 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio

ATLANTA

MACON

SAVANNAH

The TRIO offers advertisers at one low cost:
- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

The KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO
McDONALD, ZENITH LAUD COURT RULING

COMDR. E. F. McDonald Jr., president of Zenith Radio Corp., expressed personal gratification with an appellate court’s decision reversing the FCC with respect to a hearing on ch. 2 Chicago [BMT, Jan. 25].

FCC in 1953 ruled that Zenith waived its rights by not participating in the allocations proceedings. He told BMT “we have always felt a definite right there and the court ruling bears this out.”

Comdr. McDonald declined to remark on the court’s comment that “the comparative hearing...between Zenith and Balaban & Katz must actually be a combination between operation by Zenith and operation by CBS.” He said this would be a matter for Zenith’s legal counsel.

Asked whether Zenith would entertain any thought of a possible share-time or share-channel arrangement with CBS on ch. 2, Comdr. McDonald commented that “this has never interested us.”

CBS Chicago had no official comment on the case. H. Leslie Atlas, vice president in charge of CBS Central Div., is currently vacationing in South America, and spokesmen declined comment.

Westinghouse’s WOWO Boosts to 50 Kw Today

WOWO Ft. Wayne, Ind., will become the nation’s 67th full power station as it increases power to 50 kw today (Monday). The station had sought full power since 1939 with its first application to the FCC for 50 kw and a second in 1946, before FCC approved the increase last April 1.

Chris J. Witting, new Westinghouse Broadcasting Co. president, will deliver the main address at a special dedication broadcast, with Joseph E. Baudino, WBC vice president-general manager, and other Westinghouse officials from New York, Chicago and Los Angeles attending.

WKBW Inc. Elects Officers

ALFRED E. ANSCOMBE, station manager of WKBW Buffalo, N. Y., was named vice president of WKBW Inc. by the board of directors last week.

Other officers elected by the board were Dr. Clinton H. Churchill, president; Edward H. Kavinoky, treasurer and assistant secretary, and Frances G. Churchill, secretary and assistant treasurer.

WDATV Names MacLeod

E. F. MacLeod, formerly general manager of WBML Macon, Ga., has been appointed general manager of WDATV Columbus, according to an announcement by Allan Woodall, president of WDATV Columbus, licensee.

Mr. MacLeod has been active in Georgia radio for the past 12 years. Before joining WBML, he was general manager of WGGA Gainesville.

KRGV-TV’s Antenna Falls

KRGV-TV Weslaco, Tex., delayed in its debut when the new $35,000 antenna dropped 660 feet during hoisting, will go on the air as soon as General Electric Co. can supply a replacement, according to O. L. (Ted) Taylor, president of Taylor Radio & Television Corp., operating KRGV-TV.

This occurred Wednesday while 3,000 spectators were watching steeljackets for J. J. Phillips Construction Co., San Antonio, lift the 99-foot, five-ton antenna to the tower top. With only 42 feet to go before the antenna could be dropped into position atop the tower, described as the tallest structure in the southern quarter of Texas, a guy-wire holding the 100-foot gin-pole snapped. The gin-pole fell and the antenna buried itself 25 feet in the ground at the tower base.

Mr. Taylor and Byron W. Ogle, general manager, said GE and the Phillips firm would soon supply the new antenna and tower units for the ch. 5 station. The completed structure will be 791 feet above ground.

Birmingham’s Television Corp. Announces Personnel Changes

CHANGES in executive personnel assignments were announced last week by Henry P. John- ton, president of The Television Corp., licensee of WAPI, WAHM and WABT (TV) Birmingham, Ala.

Ray A. Furr has been elected vice president of the corporation and will head a new division of programming and program development. Mr. Furr was formerly assistant to the president in charge of special services. In addition to his radio career, Mr. Furr was dean of journalism at the University of Alabama, Winthrop College, S. C., for seven years.

Maury Farrell who has been with WAPI for 16 years, has been named special events director for WAPI and WABT. Milton Lawrence, WAPI announcer, will be director of production for radio, and John Johnson, WABT production-director, will be production director for tv.

Dennis to Head WILS-TV; Froh Becomes WILS Manager

WALT DENNIS, commercial manager of WILS-TV Lansing, Mich., has been named general manager of WILS-TV, and Dave Froh, WILS program director, adds the duties of general and commercial manager of WILS, W. A. Pomeroy, president-general manager of ML-Sing Broadcasting Co., said last week.

In other changes aimed at placing a full concentration on both WILS and WILS-TV, Walter Baeger has been promoted from sales promotion and publicity manager to the newly-created post of TV production director, Mr. Pomeroy said. He added that Michael Ruppe assumes new duties as sales promotion and publicity director in a move from the WILS continuity staff.

Bill Calhoun and Chuck Renwick join the WILS announcing staff in a move from WKAR East Lansing, replacing Dick Brazy, who has joined WKAR-TV, and Ken Lawrence, who has moved to WNEM-TV Bay City.

Wellington Quits Alaska Stations; Day Succeeds

GILBERT A. WELLINGTON, national advertising manager for Alaska’s Midnight Sun - Auroora Broadcasting System (KFAI Fairbanks, KENT Anchorage, KJNO Juneau, KABI Ketchikan), is leaving the stations after nearly 15 years to become a partner in Pennan Neil Advertising Agency at Seattle, Wash.

He will be succeeded at Midnight Sun - Aurora's Seattle office by Del Day, presently manager of KJNO. Mr. Day has been with the company more than eight years, Mr. Wellington said, and is thoroughly acquainted with the Alaska market.
"Big Mo" Captures St. Louis!

THE ONLY UHF STATION IN ST. LOUIS

275,000 WATTS NON-DIRECTIONAL POWER

ABC BASIC CBS INTERCONNECTED

STUDIOS AND OFFICES LOCATED IN THE VERY HEART OF ST. LOUIS

H-R TELEVISION INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM-TV

CHANNEL 36 SAINT LOUIS
WBC SHOWCASES TV OUTLETS FOR F&P

Sessions at WPTZ (TV) Philadelphia and WBZ-TV Boston help to acquaint national spot representative with operation and policies of the Westinghouse Broadcasting Co. outlets.

TO ACQUAINT Free & Peters personnel with the Westinghouse TV stations—WBZ-TV Boston and WPTZ (TV) Philadelphia—whose national spot sales representation F & P assumes today (Monday), the two stations showcased their programming, talent, facilities, operation and sales policies in day-long sessions held Jan. 22-23 in Philadelphia and Jan. 25 in Boston.

NR is "day-long" any exaggeration, for each meeting began at 7 a.m. and continued until 11:30 p.m. Before, between and after the discussion sessions, TV receivers specially installed in the Warwick Hotel in Philadelphia and the Ritz-Carlton in Boston, where the meetings were held, gave the visitors a continuous view of the stations' daily program fare.

Rolland Tooke, station manager of WPTZ, presided over the Philadelphia meeting, with the assistance of A. W. (Blink) Dannenbaum, sales manager; John (Chick) Kelly, promotion manager; Stan Lee Broza, program manager; Raymond Bowley, chief engineer; Sam Stewart, sales service manager, and other WPTZ executives.

A highlight of the two-day meeting was a preview of a color film "This Is Philadelphia" which will subsequently be used in presentation of its new representatives was itself in the form of a telecast, with one wall covered by an enlarged simulated video receiver on whose screen were displayed the charts and pictures illustrating the WBZ-TV story.

The Free & Peters group included H. Preston Peters, president; Lloyd Griffin, vice president and director of TV; William Bryan, vice president; Lloyd A. Weidner, copy chief; Jack Brooks, eastern sales manager; David Partridge, advertising and sales promotion manager, and Jack Hardesty, eastern sales manager.

The Free & Peters group included H. Preston Peters, president; Lloyd Griffin, vice president and director of TV; William Bryan, vice president; Lloyd A. Weidner, copy chief; Jack Brooks, eastern sales manager; David Partridge, advertising and sales promotion manager, and Jack Hardesty, eastern sales manager.

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In addition, there were TV account executives Robert Bailey, Robert McNamara, Elliott Red, Arthur Muta and Otis Williams, New York; Joseph Fisher, William Tynan and Sam Edie of Chicago; Lou King, Detroit; Dean Milburn, Fort Worth; William Stubbs, Atlanta; John Serra, Hollywood, and Richard Rothlin, San Francisco.

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CHRI S WITTING (l), new Westinghouse Broadcasting Co. president, meets W. C. Swartley, WBZ-TV station manager, during Free & Peters meeting at Philadelphia Chamber of Commerce, spoke on the station's representation at PBW Thursday. Confined to his home for the past six months, he died Jan. 24 of cancer.

Mr. Lee and his brother Eugene founded KFXM in 1929. Prior to that he was an executive of the San Diego Trust & Savings Bank.

Besides his brother, surviving are his widow, Bertha; daughter, Virginia Lee; son, Army Lieut. Jack Robert Lee, Ft. Hood, Tex., and mother, Mrs. A. L. Dunell, San Diego.

Arthur B. Donegan Dies

PRIVATE funeral services were held Jan. 24 for Arthur B. Donegan, manager of publicity-promotion for WABC New York, who died Jan. 22 after a long illness. He was 44.

He is survived by his widow, Nancy, and a mother and a sister residing in Chicago.

KMO-TV Is Independent

REPORT of sale of KMO-AM-TV Tacoma in BtT Jan. 25 erroneously listed KMO-TV as an NBC-TV affiliate. It is an independent representative of the Branham Co. New owners are Jessica Longton and associates, who include C. V. Zaser and Robert E. Pollock.

REPRESENTATIVE APPOINTMENTS

WITV Danville, Ill., appoints appointment of Burrough-Smith Co., N. Y., as national representative.

WLTY Williamsport, Pa., appoints Radio-TV Promotion Syndicate, N. Y., as national representative.

Stars National Inc., N. Y., open branch offices at 2550 Beverly Blvd., Los Angeles and 681 Market St., San Francisco, president Bernard Howard has announced.

By Order of F&P

FREE & PETERS' "Colonel of the Year" citations for outstanding professional growth and performance during 1953 went to John A. Thompson, radio account executive in the New York office of the station representation firm, and William Tynan, TV account executive in the Chicago office. When it was announced last week. The two were chosen for the honor, given annually since 1949, from among all Free & Peters men in the firm's seven offices across the country. It was the first time that two men, one in radio and one in tve, have been designated "Colonel of the Year."
KNX RADIO IS RAISING ITS DAYTIME RATES!

And high time. Since the last increase in KNX daytime rates (March 1946), the number of radio homes in the Los Angeles area has increased by 38.8%...and the daytime audience actually delivered by KNX has more than doubled (up 108.2%).

Small wonder, then, that KNX is raising its daytime rates effective January 31, 1954. A new rate card, number 13, will be mailed shortly to advertisers and agencies from coast to coast. Meantime, you're invited to call KNX or the nearest CBS Radio Spot Sales office for complete details.

And remember, KNX daytime is better-than-ever time today. For KNX daytime audiences have increased seven times faster than rates!

CBS OWNED • LOS ANGELES • 50,000 WATTS KNX
AFM-NETWORK PACT EXTENDED 15 DAYS

Petrillo still in Miami as networks withhold comment on union's contract aims.

DEADLINE for the expiration of the present contract between the American Federation of Musicians (AFL) and radio and television networks has been extended to Feb. 15 as spokesmen for both sides last week conceded that negotiations over the past few weeks have resulted in "little progress."

The present three-year pact was to have expired at midnight. But by mutual agreement it will remain in force at least until Feb. 15, with the understanding that conditions in a new contract be applicable retroactively to Feb. 1.

The union detailed demands several weeks ago [B&T, Jan. 18] for a 15% wage increase, a 24% rise in number of staff musicians and a commitment from the networks to expand employment by using "live" musicians on all live programs. One network source said that representatives have countered with a proposal that the present quota system on size of musician staff be dropped altogether and, additionally, have rejected the musicians' demands for live music on all live shows.

It was learned, moreover, that networks have pressed for the right to record all cues, bridges and mood music and for a continuation of the present union practice of recording music. One AFM spokesmen told B&T that the networks have made no comment on AFM's wage demands and other proposals, but merely offered their own conditions.

Locals Conduct Talks

Negotiations, for the first time, have been conducted by local musician union leaders instead of the Federation itself. Al Manutil, president of New York Local 802, and John Tegroen, president of Los Angeles Local 47, have been conferring with network representatives. James C. Petrillo, president of AFM and of Local 205, Chicago, attended the first session in New York last week has been in Miami on other business for the past several weeks. He is expected to be back in New York before Feb. 15, according to an AFM spokesman.

During his stay in Miami, Mr. Petrillo negotiated a new contract for musicians employed at six major motion picture studios. Details announced last week called for a 5% wage increase over the reported $160.70 per week. The contract is said to cover between 300 and 700 musicians employed in the Hollywood area by Columbia, Metro-Goldwyn-Mayer, Paramount, Twentieth Century-Fox, Universal-International and Warner Bros.

Mr. Petrillo is remaining in Miami to attend the American Federation of Labor executive council meeting, which opens in that city today (Monday). Mr. Petrillo is a vice president of AFL.

It is probable that the meeting will hear charges brought against AFM by American Guild of Variety Artists (AFL) with respect to alleged union raiding and non-cooperation. [B&T, Jan. 25]. AGVA has claimed that AFM has "perpetrated ceaseless raids" on members and that the variety artists unions has threatened to institute legal action against AFM.

Mr. J. Weidman, Miami, AFL president, requested AGVA to drop plans for court action so that an effort may be made to resolve differences at the executive council meeting.

INTERNATIONAL

Radio ‘International’ In Turkey—Arzik

RADIO in Turkey is truly an international medium of communications, with nine radio stations providing complete coverage for the country as well as beaming short-wave programs in many languages throughout the world.

This estimate of the role of radio in Turkey was offered in New York last week by Serif Arzik, regarded as Turkey’s outstanding news commentator, who is general manager of Agency Anatolie, semi-official news agency. Mr. Arzik and Erdogan Ulus, news editor of Agency Anatolie, will be in the U. S. until the end of February on a tour of this country with President Celal Bayar of Turkey.

Mr. Arzik expressed himself as "particularly proud" of the reception that his daily broadcasts have received from listeners behind the Iron Curtain. His commentary is beamed from the six shortwave stations in Ankara in languages including Roumanian, Bulgarian, Serbo-Croatian, Polish, Hungarian, French, Persian, among many others.

The shortwave stations in Ankara, he continued, are all called Radio Ankara but have varying call letters. In that city is also located Radio Turkey, which is described as "the national station," because it blankets the nation and presents programs in the Turkish language exclusively. It is a 120 kw station, operating on 182 kc.

Other stations in Turkey that provide local and regional programming and coverage, according to Mr. Arzik, are located in Istanbul and Izmir. Presently under construction are three additional stations to be located in Adana, and Erzurum, which are designed to bolster regional coverage.

Radio stations in Turkey are owned and controlled by the government. There are about 780,000 radio sets in the country of 22 million people, according to Mr. Arzik. Each set owner pays the government a license fee of $3 American a year. A radio receiver in Turkey costs from $30 to $120.

Only Spot Announcements

"The only type of commercial we have on radio in Turkey is spot announcements on the national stations," Mr. Arzik pointed out. "There aren’t many of those, because radio advertising is very costly. They are usually advertisements placed by business associations and industries.

Mr. Arzik said that programming in Turkey approximates that of the U. S., with sports, broadcasts and folklore programming popular. The stations are on the air about 15 hours a day, seven days a week.

Though he had been in New York only a few days at the time of the interview, Mr. Arzik said he had listened to many radio shows and viewed several tv shows. He expressed "tremendous interest" in television and radio programming, claiming they were "the best" of the stations of the many nations he had visited.

Turkey has no plans for television in the immediate future. Mr. Arzik said, explaining that tv programming is too expensive for a nation of limited resources.

DURING six weeks in Venezuela on a market research and radio-tv survey for several clients, Oscar E. Rudsten (r), president of Oscar E. Rudsten & Assoc., Boston, confers with Dr. Tibor Korody (l), market research director, Publicidad A.R.S., one of Venezuela’s biggest advertising agencies, and Mario Blasco Uribe, general manager of the A.R.S. Morrocibo office.

CBC Explores Possibility For Canadian Tv Network

POSSIBILITIES of a national Canadian television network are being explored by the Canadian Broadcasting Corp., Bell Telephone, Canadian National and Canadian Pacific.

CANADA Telecasts.

CBC has asked the three carriers with which it has microwave tv network arrangements to look into the feasibility of setting up microwave systems between Toronto and Winnipeg, Winnipeg and Vancouver, and Montreal and Sydney.

The biggest difficulties would be in the 1,500-mile Toronto-Winnipeg circuit, most of which is through sparsely inhabited bushland north of Lake Superior. Bell Telephone now operates a tv microwave network for CBC between Buffalo, N. Y., via Toronto, Ottawa, to Montreal. Canadian National and Canadian Pacific Telegraph systems operate or have under construction system between Toronto via Hamilton and London to Windsor, and from Montreal to Quebec City.

Catholic Meet Views U.S. T.V

SAMPLE of U. S. tv programs and commercials will be shown to delegates of the International Catholic Assn. of Radio & Television in Paris this week by Jerry Keefe, PARIS general manager and program director of WFJL (FM) Chicago, non-commercial outlet founded by Bishop Bernard J. Sheil. He will address the convention on U. S. tv developments, and show films, including two religious programs—Bishop Fulton Sheen’s Life is Worth Living and Family Theatre—and a variety of highly regarded commercial spots. Convection started yesterday (Sunday) and will last eight days, with 22 countries being represented. Mr. Keefe is on the executive board of the Catholic Broadcasters Assn.

Copyright Appeals Board

Hears BMI, CAPAC Fee Bids

CANADIAN copyright fees requests for 1954 are being heard before the Canadian Copyright Appeal Board at Ottawa, following filing of new tariffs by BMI Canada Ltd., and Composers, Authors, Publishers Assn. of Canada (CAPAC).

BMI Canada Ltd. this year for the first time

BROADCASTING • TELECASTING
Best..... Over Puget Sound!

Don't buy PART when you can get it ALL!

KTNT-TV
Covering Seattle, Tacoma and the Puget Sound Area
125,000 WATTS • CHANNEL 11

KTNT-TV AREA • QUICK FACTS AND FIGURES
Population Distribution

<table>
<thead>
<tr>
<th>Location</th>
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<tr>
<td>City of Seattle</td>
<td>37.65%</td>
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<tr>
<td>Balance of King County</td>
<td>21.37%</td>
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<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
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<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
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<td>TOTAL (1,250,000)</td>
<td>100.00%</td>
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Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION
is filing tariffs for other than radio stations, and is asking for $55,534 from private radio stations, an increase of $9,256 over last year. CAPAC is not asking an increase over the 1953 tariff which the Copyright Appeal Board approved, but which fees are held in abeyance until the outcome of an appeal to the Canadian Supreme Court by CAPAC and the Canadian Assn. of Radio & Television Broadcasters. CAPAC also filed a $500 monthly fee for non-dramatic use of its music on tv stations.

CBC Negotiates Package For TV Sports Network

SPORTS on a Canadian tv network are under negotiation at Toronto, where the Canadian Broadcasting Corp. is arranging a package deal to televise the professional games on CBLT (TV) Toronto, on Saturday afternoons.

The football deal will include a blackout on home games in centers where there is a tv station. No definite figures have been mentioned as payments by tv stations or the CBC tv network, but the price will be at least the equivalent of last fall when $7,000 a game was paid the professional group by CBC. No sponsor is mentioned in negotiations, but last year’s games were sponsored.

The basketball games being telecast from Toronto are expected to create more interest in the game, which is not as popular in Canada as it is in the U. S.

PLANNERS BACK N. Y. EDUC. TV

Metropolitan Educational Television Assn. to seek privately-owned uhf ch. 25 station.

PLANS for the construction and operation of a privately-owned, noncommercial educational television station in the metropolitan New York area were announced last week by David D. Henry, executive vice chancellor of New York U. and chairman of the organizing group for the project.

Plants for an educational tv station were said to have developed following the rejection last February by the New York State Temporary Commission on the Use of Television for Educational Purposes of a proposal for a state-operated network of 10 educational stations (B*TV, March 2, 1953). Dr. Henry said a committee of educational and civic groups in the New York area had applied to the state board of regents for incorporation under the name of Metropolitan Educational Television Assn.

Once incorporated, the association will seek funds and gifts to construct and operate the station in the New York area. Dr. Henry estimated that the initial cost of such a station would be between $500,000 and $750,000, with an operating cost of between $100,000 and $150,000 a year. Dr. Henry said that the Ford Foundation for Adult Education had pledged one dollar for every three collected by the association, up to a total grant of $150,000.

It was revealed by Dr. Henry that application for the association’s charter had been filed with the board of regents last November, but he said that he did not know what action would be taken by the board. The application was signed by Dr. Henry and Dr. William Jansen, superintendent of schools in New York; Frank Karelsen, chairman of the Metropolitan New York Coordinating Council; Orward Ted, member of the New York Board of Higher Education, and Telford Taylor, formerly general counsel of FCC and presently counsel to the association.

The association is seeking permission to use uhf ch. 25, one of 10 channels allocated by FCC to New York State for educational television.

The Metropolitan Educational Television Assn. includes a board of trustees of 22 members, composed of the five signers of the charter application and of leading educators in the New York area. Included among the trustees are Sidney Dean, vice president and director of McCann-Erickson Inc., and Mrs. Helen S. Straus, director of radio educational programs for WMCA New York.

FIRST televised college course in the Kansas City area was claimed for the University of Kansas City with ABC-TV originating "You and the Law," a business law course, on KCMO-TV there for 16 weeks beginning Jan. 1. Arranging plans (l to r): Sid Tremble, KCMO-TV program director; Dr. John Barnett, dean, and Henry H. Mamet, radio-tv director, both UKC.

Minnesota U. News Course

HEADLINE speaker at the University of Minnesota’s eighth annual Radio-Tv News Short Course Feb. 5-6 will be James A. Byron, WBAP-AM-TV Fort Worth, president of the Radio-Television News Directors Assn., who will talk on “Public Service and Tt News.” U. of Minnesota is in Minneapolis.

$90,000 Goes Begging

THERE’S $90,000 going begging in the $100,000 Educational Television Grant established in June 1952 by the Emerson Radio & Phonograph Corp., New York. At that time the company offered $10,000 to each of the first 10 noncommercial educational tv stations to start operations with a permanent FCC license. The only taker, so far, has been KUHT (TV) U. of Houston station, which was presented $10,000 last April. Benjamin Abrams, president of Emerson, last week noted that, in contrast, more than 250 new commercial stations have gone on the air since June 1952.
NETWORKS FILE ANSWERING BRIEFS IN SUPREME COURT 'GIVEAWAY' CASE

ABC, CBS and NBC challenge FCC contention that giveaway programs violate the lottery laws. Argument is scheduled today.

ABC, CBS and NBC in briefs filed with the Supreme Court last week levelled fire at the notion that listening to a radio program or watching television constitutes "prize" or "consideration" in the sense required for a lottery, and argued that the FCC's giveaway rules amount to censorship contrary to law.

Argument on the FCC's controversial rules is scheduled today (Monday). The FCC filed its brief, contending that its rules are legal, early last month [B* T, Jan. 18].

It also was stressed that the Justice Dept., although it was a defendant along with the FCC in the proceedings in the lower court, did not join the FCC in carrying the appeal to the Supreme Court. The CBS brief maintained:

"The failure of the U. S. to join with the Commission on this appeal can only mean that, upon full consideration, the Solicitor General has concluded that the department should adhere to its long-standing view ... that these programs do not violate the lottery laws."

The reference to the Justice Dept.'s "long-standing view" alluded to vain efforts by the FCC during the 1940's to get the Justice Dept. to prosecute programs of the giveaway type. It also was brought out in various briefs that FCC has tried years ago—also in vain—to get Congress to amend the lottery laws so as to ban giveaways.

The appeal to the Supreme Court was taken by FCC after a three-judge court in New York held that, although the Commission has a right to issue rules based on the lottery law, they can be applied only to contest programs where contestants are required to contribute "any money or thing of value." Accordingly the court struck out those portions of the proposed rule which would have banned programs where the winner had to listen to or watch the program in question; had to answer the telephone or write a letter in a manner prescribed over the air, or had to answer a question whose answer (or a clue to whose answer) had been given over the air.

No Price Required

All of the network briefs devoted extensive space to the argument that listening to or watching a program does not represent "consideration" in the lottery sense. "Not a single case has ever found that a lottery price is paid by a contestant being required to give, in his own home, attention to a contest program," NBC maintained. "Not a single case has suggested that exposure of a contestant in his own home to advertising could be considered the equivalent of buying the commodity advertised."

On the subject of censorship, NBC's brief quoted sec. 3304 of the Communications Act, and said:

"If the word "censorship" has any meaning at all, it must include the advance regulation of program content by absolute prohibitions under threat of revocation of licenses, as well as by any requirement that scripts be submitted for approval. The only reasonable interpretation of this section is that the function of prohibiting specific programs, even if they would be illegal, was withheld from the Commission, and it could not use its general powers to accomplish such a prohibition indirectly."

Enforcement of the lottery laws, NBC continued, is a responsibility of the Justice Dept., not FCC. On the same line, ABC asserted:

Sec. 1304 [of the Criminal Code, banning lottery broadcast] provides its own penalties. It provides, we submit, all the penalties that Congress intended to establish for the offense therein defined. The penalties are heavy—up to $1,000 fine and one year imprisonment for each day on which a broadcaster violates the section. We contend that the Commission does not have the power to add to those penalties—which may be imposed only "upon conviction"—a previous restraint on the broadcasters' programs or, in the alternative, the loss of his license and consequent destruction of his business.

ABC also stressed that the position taken by FCC in its proposed ban on giveaways differs markedly from its position—adopted in 1951, after the giveaway rules were proposed—on the question of setting a uniform policy to be followed in connection with applicants who have violated laws other than the Communications Act. In the "uniform policy" proceeding, ABC noted, the Commission concluded that a blanket policy should not be adopted but that, instead, each case should be judged on its own merits.

CBS contended that FCC's proposed ban on giveaways, aside from other legal deficiencies, is unconstitutional in that it would deprive the network of property without due process of law. "Congressional prohibition and punishment of activities in interstate commerce is
valid only if such action is necessary to protect
the public against harm or evil," CBS argued.
Further, the brief maintained, FCC had ad-
mitted that "such programs have not tended
to demoralize or degrade the listening and
viewing public but on the contrary have pro-
vided information and entertainment for the
public."

Deadline Extended
In "Gaslight" Suit

DEADLINE for submission of further briefs and
arguments in suit of Loew's Inc. and play-
wright Patrick Hamilton to prevent showing of
a filmed, burlesque version of M-G-M's
theatrical release "Gaslight" by CBS and Jack
Benny on the comedian's TV program [Bel TF,
Dec. 21] was extended until Feb. 19 by Fed-
eral Judge James M. Carter.

At a one-day hearing last December, Dr.
Frank C. Baxter, noted Shakespearean au-
thority and host of KNXT (TV) Hollywood
Shakespeare on TV, testified as expert witness
for defense. Dr. Baxter, U. of Southern Cali-
ifornia professor of English, called Mr. Benny's
lampoon of "Gaslight" a true burlesque, under
classic definition of term. The only witness,
he testified for two hours on nature and de-
velopment of burlesque, calling it a recognized
art form which flourishes best in democratic
countries.

Hartford ABC Affiliate

WONS Hartford is slated to affiliate with ABC
Radio Network Feb. 14, the same day it changes
call letters to WQTH.

LOOKING over two year contract that
affiliates uft WVEC-TV Hampton, Va.
(Norfolk-Tidewater area), with NBC-TV
are Thomas P. Chisman (I), president and
general manager, Peninsula Broadcasting
Corp., licensee, and Harry Bannister, NBC
station relations vice president.

KSPR Signs With CBS

SIGNING of KSPR Casper, Wyo., as a CBS
Radio affiliate, effective Feb. 15, was an-
nounced last week by William A. Schudt Jr.,
vice president in charge of station relations for
the network. KSPR, which becomes CBS
Radio's 220th affiliate, will be a bonus station
to the northwestern group. On 1470 kc with
1 kw, it is owned and operated by Donald L.
Hathaway.

Intermountain Network
1953 Sales Up 19.61%

INTERMOUNTAIN Network realized an in-
crease of 19.61% in gross time sales in 1953
over 1952, Lynn Meyer, president, reported at
a meeting of the network board Jan. 19. He
said the increase is extremely significant be-
cause Intermountain had an average of 10 fewer
affiliated stations in 1953.

Mr. Meyer said indications point to "an-
other bumper year" in 1954. In January, Inter-
mountain signed several advertisers, among
them, Sinclair Oil Refining Co., General Petro-
leum Corp., Anheuser-Busch.

Jack Paige, IN executive vice president, an-
nounced affiliation of KBAR Burley, Idaho,
with the network.

COLORCASTING®
Advance Schedule
Of Network Color Shows

CBS-TV
Special, sustaining color program Fri-
days, 5:30-6 p.m.

NBC-TV
Zoo Parade, 4:30-5 p.m., Sunday, Jan.
31 (Quaker Oats through Needham, Louis & Brobry).

Howdy Doody, 5:30-6 p.m., Mon.
through Fri., Feb. 1 through 5 (partici-
ating sponsors).

Judge for Yourself, 10:10-12 p.m.,
Tuesday, Feb. 9 (P. Lorillard through
Lennen & Newell).

Meet the Press, 6:30-8 p.m., Sunday,
Feb. 14 (Revere Copper through St.
George & Keyes alternating with Pan
World Airways through J. Walter
Thompson).

Corny News Caravan, 7:45-8 p.m.,
Tuesday, Feb. 16 (R. J. Reynolds through
William Esty Co.).

Hit Parade, 10:30-11 p.m., Saturday,
Feb. 20 (Lucky Strikes through BBDO
alternating with Croley Div. of Avco
Mfg. also through BBDO).

Circle Theatre, 9:30-10 p.m., Tuesday,
Feb. 23 (Armstrong Cork through
BBDO).

Excursion, 4:40-5 p.m., Sunday, Feb.
28 (sustaining).

[Note: This schedule will be corrected to
press time of each issue of BPT.]

125 Affiliates Expected
At ABC Chicago Meeting

ABOUT 125 affiliates—80 radio and 45 tele-
vision—are expected to attend the third round
of meetings in Chicago's Drake Hotel today
(Monday) and Tuesday, ABC's Central Divi-
sion reported.

The AB-PT contingent is expected to include
AB-PT President Leonard Goldenson, ABC
President Robert Kintner, ABC Vice Presidents
Robert H. O'Brien, Charles T. Ayres, Robert
Weltman, Alexander Stronach Jr., Ernest Lee
Jahncke Jr., James Stinton, Albert Beckman,
ABC national station relations department direc-
tor; Don Roberts, manager of ABC radio net-
work in Chicago; and Sterling C. Quinlan, vice
president and general manager of ABC's WENR
and WBKB (TV) Chicago.

AB-PT and ABC executives are slated to re-
view the network's radio and television plans at
a special news conference tomorrow following
the two-day meeting.
NBC RADIO MAKES SPOT SALES SHIFTS

George Dietrich named national radio manager of NBC Spot Sales, Edwin T. Jameson succeeds him as eastern radio manager and Theodore Walworth Jr. becomes WNBK (TV) Cleveland sales manager.

A SERIES of changes in executive personnel in the NBC Spot Sales organization was set last week, coincident with new top-level sales appointments at NBC-owned WTAM-WNBK (TV) Cleveland.

George Dietrich, NBC Spot Sales eastern radio manager, was promoted to national radio manager to succeed William N. Davidson, who had been advanced to the post of assistant general manager and sales director of WTAM-WNBK the preceding week (WT, Jan. 25).

Edwin T. Jameson of the NBC Spot Sales staff was designated to succeed Mr. Dietrich as eastern radio manager, and Theodore H. Walworth Jr., also of the NBC Spot Sales staff, was named sales manager of WNBK. A sales manager for WTAM is expected to be named shortly.

Announcing Mr. Dietrich’s appointment, Thomas B. McFadden, national director of NBC Spot Sales, said the appointee “has been eminently successful as eastern radio sales manager . . . and we feel certain he will lead the NBC Radio Spot Sales to new heights of achievement.”

Mr. Dietrich has been with NBC Spot Sales since December 1950 and had served as eastern radio manager since February 1953. He formerly was general manager in charge of sales for Radiotime Inc., a national radio and tv program publication, and, before that, was with the eastern sales division of Talon Inc. for eight years. He also was on the sales staff of Bakelite Co. for four years.

Mr. Jameson, joined NBC Spot Sales last August after 22½ years with Free & Peters, station representation firm, and, prior to that time, five years with Crosley Broadcasting Co. He also has served with WNEW New York and CBS.

Mr. Walworth, WNBK’s new sales manager, moved to NBC Spot Sales in 1952 after two years with the Edward Petry & Co. representation organization and five years with the ABC sales department.

NBC Names Pearson, Seal To West Coast Am Posts

APPOINTMENTS of Karel Pearson as NBC Western Division radio network program manager and Bob Seal as operations manager for the same division were announced last week by Thomas C. McCray, director of the NBC Radio Network division, West Coast.

Mr. Pearson, who moves up from the position of production manager for the network radio, fills the vacancy created by the resignation several weeks ago of Harry Bubeck. Mr. Pearson in 1934 joined NBC in San Francisco as an office boy and worked himself up to production manager of the Hollywood program department in 1951.

NBC-TV’s ‘Today’ Adds Four Participations

WITH four new orders for participations in NBC-TV’s Today program, plus renewal of one contract and extension of another, the early-morning series (Mon.-Fri., 7-9 a.m. EST and CST) last week was reported to be approximately 58% sold out for the first quarter of 1954 and running well ahead of its record last year, when its grossed billings passed $5 million.

The new orders were from: International Minerals and Chemical Corp., Amico Products Div., Chicago, for 26 participations for the period to March 19 on behalf of its Az’cent (through BBDO, Chicago); Polaroid Corp., Cambridge, Mass., for 60 participations from Jan. 21 to Dec. 20 for its Polaroid Land Camera (through BBDO, New York); Magic Chef Inc., St. Louis, for 12 participations in the

Come Again

Radio - Electronic Men!

Just as you have been coming since 1945 to the IRE National Convention and Radio Engineering Show — coming by the thousands, 35,642 in ‘53 — so come again to see and hear all that is new in the engineering advances of your industry.

— 243 scientific and engineering papers will be presented, skillfully grouped by related interests into 84 technical sessions. More than half these sessions are organized by IRE Professional Groups, thus making the IRE National a federation of 21 conferences in one. The whole provides a practical summary of radio-electronic progress.

600 Exhibitors “spotlight the new!” — A mile and a half of exhibits line the avenues of this show, intriguingly named for the elements of radio — such as “Instrumenta,” “Componenta,” “Airborne,” “Radar,” “Transistor,” “Audio,” “Microwave,” etc., filling the four acres of the great Kingsbridge Armory to capacity. An expanding radio industry shows why it is growing by proving how engineering research pays off in new products. The exhibits themselves are an education, condensed to one place — reviewed in four days.

Kingsbridge is the solution!

Only the combined facilities of the Waldorf-Astoria Hotel, plus the three great halls in the Kingsbridge Armory, seating 906, 720, and 500 respectively, are able to keep pace with the increased technical papers program of the IRE Convention. The show had to move because the U. S. Treasury took over Grand Central Palace. The immense Kingsbridge Armory, connected to the very satisfactory Lexington Avenue Hotel area by direct express subway, serves well to expand the already outgrown exhibit facilities of the Palace and provides space for 200 new firms to exhibit, as well as seat greater audiences at the high-interest sessions. In addition to the subways, free buses leave the Waldorf every ten minutes in which you may travel in the congenial company of fellow engineers, direct to Kingsbridge.

Admission by registration only! Registration serves for the four day period. It is $1. for IRE members, $3. for non-members, covering sessions and exhibits. Social events priced separately.

March 22-25, 1954
The IRE National Convention and Radio Engineering Show
THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York City

February 1, 1954 • Page 69
March 21-June 7 period, for its gas and electric ranges (through Krupenick & Assoc., St. Louis), and Jacques Kreisler Mfg. Corp., North Bergen, N. J., for 11 participations between March 30 and June 8 (through Foote, Cone & Belding, New York).

M & R Dietetic Labs, Food Products Div., Columbus, Ohio, already participating on Today on behalf of Pream, ordered additional 79 participations through July 2 (through Benton & Bowles, N. Y.), and Wander Co., Chicago, renewed its contract to call for 51 participations through April 30 for Ovaltine (through Grant Adv., Chicago).

Stern Heads ABC Publicity

APPOINTMENT of Ernest E. Stern as publicity manager for ABC is being announced today (Monday) by John W. Pacey, director of public relations. Mr. Stern has been acting publicity manager since last September. He joined the ABC publicity department in October 1950 as copy chief, was promoted to trade editor in September 1951 and held this position until his advancement to acting manager of publicity.

CBS Photo Dept. Burns With Loss About $20,000

FIRE of undetermined origin in Columbia Square, Hollywood, last week completely destroyed the CBS Western Division photographic department with a loss estimated at over $20,000.

Photographer Ted Holmes received first degree burns of face and hands as he attempted to extinguish flames. Two firemen also suffered injuries.

Most of the photographic equipment was damaged beyond repair, according to Jay Pencock, department head. Concrete floors prevented water seepage to levels below.

The operation of CPRN and KNX Hollywood, in the same building, continued uninterrupted during the half-hour blaze.

Versatility!

Whether YOUR products are:

Crackers . . . like Premium
Cigarettes . . . like Pall Mall
Automobiles . . . like Ford
Railroads . . . like New York Central
Hotels . . . like Sheraton
Rentals . . . like Swittion Village

WCKY's

50 GRAND OF SALES POWER WILL DO THE JOB

The L B Wilson Station . . . Cincinnati Ohio

MANUFACTURING

RCA UNVEILS ATOMIC-POWERED BATTERY

Miniature instrument may find first use in pocket radios, hearing aids. Power supply may be good for 20 years.

A TINY atomic battery, which directly converts nuclear energy to electricity and may receive its first practical application in miniature devices like portable pocket-size radios, hearing aids, signal control and other such devices, was demonstrated by RCA at a news conference in New York last week.

Brig. Gen. David Saroff, RCA board chairman, who presided at the demonstration held in his office in the RCA Bldg., said RCA experiments indicate the possibilities of thimble-size atomic batteries which may be developed to a commercial stage so that they will supply power for radio receivers and other kinds of apparatus for at least 20 years.

He said the development may prove as significant as Edison's conversion of electricity to light and said the RCA battery is a "major breakthrough" toward converting atomic radia
tions to electricity, a goal, he said, was sought by science for 40 years.

Gen. Saroff said within three months RCA has raised the battery's output from a billionth to a millionth of a watt, through coupling the battery's radioactive source to a transistor-like wafer which instantaneously releases some 200,000 electrons for each electron it receives.

Power Potential

He said it is possible one small container eventually may be the full power source for the American home. The battery was shown by Dr. Ernest G. Linder, who with Dr. Irving Wolff has headed RCA's atomic battery research, and Paul Rappaport, physicist at RCA's David Saroff Research Center.

Dr. E. W. Engstrom, executive vice president in charge of the RCA Labs division, said the battery contained the radioactive source and a wafer of semi-conducting crystal. The power source used in the RCA battery is a minute quantity of a long life strontium-90 radioactive isotope obtained as a by-product of atomic reactor operation.

In the RCA battery 1/300 cc of strontium-90 is spread in a thin layer against the wafer, which is alloyed with an impurity material to form a junction. The wafer is bombarded with several billion electrons a second, which, as they penetrate, release 200,000 low-speed electrons for each bombarding electron. These low-speed electrons flow across the wafer's junction, providing a voltage low enough to be applied to an electronic circuit and cause a current to flow. This is called an electron-voltic effect, and never before has been put to practical use, Dr. Engstrom said.

The battery provides a current of five microamperes and has an output of about a millionth of a watt. Since the best efficiency of energy conversion to date exceeds 1%, Dr. Engstrom said 1/100th of the energy of the beta particles as they leave the radioactive source is turned into electrical power, the rest being lost as heat.

Efficiency Upswing

He said a refinement of present methods should increase efficiency to 10%, which Gen. Saroff said is about the efficiency of the present electric light bulb. Increasing the

MAGNIFIED are two basic elements of the atomic battery. Cylinder (at right) has thin coating of radioactive material on its face which is placed next to transistor-like wafer. Radiated electrons bombard wafer, release more electrons providing battery's current and voltage. Strontium-90 or placing a number of the 50 millicurie units (such as that used in the battery) can achieve greater power and about 10 such units could operate a transistor-powered radio, he said.

Although almost any radioactive material could be used in an atomic battery, RCA used strontium-90 because of its high energy beta radiation, its long life, low shielding requirements and its availability in experimental quantities from the Atomic Energy Commission.

Strontium-90 costs about 50 cents per thousand curie, or about $25 for the amount used in the RCA battery. Expanded use, however, might bring the price down to 2/10 cent per thousand curie, or 10 cents for the amount used, it was estimated.
$13 Billion Yearly
By '62—Mansfield

Sylvania official assesses future of electronics industry.

GROWTH of America's electronics industry from its current $8 billion annually in sales and revenues to $13 billion annually within the next eight years was predicted last week by Frank W. Mansfield, director of sales research for Sylvania Electric Products Inc., New York.

Mr. Mansfield pointed out that 1953 was television's biggest year to date, with 6.6 million sets sold to the public at a total volume of 1.1 billion. In the period of 1957 to 1959, he added, set sales are expected to average between 5.3 million and 6.9 million, representing a volume between $1.9 billion and $2.5 billion annually. In the period 1960 to 1962, Mr. Mansfield said, unit sales should average between 5.4 million and 8.1 million sets a year, with an annual dollar volume ranging from $1.65 billion to $2.47 billion.

Predicting a continued high level of sales for radio sets, Mr. Mansfield reported that seven million home radios were sold in 1953 for a total volume of $113 million. He estimated that sale of home radios in 1954 will bring in close to $100 million. During the 1957-59 period, Mr. Mansfield added, home set sales will be nearly 7.8 million annually, for a yearly volume of $126 million, and sales in 1960-62 will be about 8.5 million sets yearly at a volume of $138 million.

Sees 4.1 Million Auto Sets

Mr. Mansfield expects auto radio sales in large quantities, though not at the high level of 1953 when about 5,200,000 sets were sold at a total volume of $150 million. He said these figures should level off in 1954 to 4,100,000 sets aggregating $132 million. Auto set sales in the 1957-59 and 1960-62 periods, he said, should average from between 3,600,000 to 3,800,000 a year at a volume running some $108 million to $114 million annually.

Sales of radio receiving tubes, television picture tubes, special electronic tubes and other components for repair purposes amounted to $600 million in 1953, according to Mr. Mansfield. He said these sales may come close to $850 million in 1954 and should increase to $1,400,000,000 in the 1957-59 period and to $2,200,000,000 in 1960-62.

Mr. Mansfield said that television and radio broadcasting revenues, together with revenues from radio telegraph and commercial cables, amounted to $1,285,000,000 in 1953 and should increase to nearly $1,400,000,000 in 1954; $1½ billion in 1957-59 and more than $1,800,000,000 annually by 1960-62.

DuMont Creates New TV Transmitter Div.

CREATION of a new television transmitter department was announced last week by Allen B. DuMont Labs in a move said to be prompted by increased demands for television broadcast equipment. The department will function as an operating arm of DuMont's new Communications Product Division.

It was reported the new department will "greatly enlarge production, sales and distribution activities" of the company's former television transmitter division. In line with expansion plans, the company announced that James B. Tharpe, who has been associated with DuMont in various sales and engineering executive capacities since 1949, has been appointed national sales manager of the television transmitter department.

Named to assist Mr. Tharpe in the new departmental setup are Charles E. Spicer, sales equipment manager; Lewis C. Radford, eastern district manager; Herb Bloomberg, central district manager; Robert J. Myers, western district manager, and Thomas B. Moseley, southern district manager. Plans for expanded activities in each sales district soon will be announced.

Equipment Growth

DuMont said the new department was formed because of "the recent tremendous growth of DuMont's broadcast equipment activities" and "the development over several years of new DuMont broadcast products now in great demand by broadcasters and prospective station operators."

Also announced was the naming of Fred M. Link as director of operations for DuMont's newly formed mobile communications department, an operating arm of the Communications

Never Tells a Lie

NEW APPLAUSE meter used on the Chance of a Lifetime tv program (DuMont, Friday, 10-10:30 p.m. EST) is claimed to be a "model of truthfulness." According to producer Robert Jennings, the meter, developed by the Weston Electrical Instrument Corp. of Newark, is not influenced by whistles, cat-calls or the stamping of feet. The Weston device totals only applause over a five-second period and weighs "the true worth of the talent itself."

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Ray Thompson, WRTA

With 28 years...

Telecasting

Broadcasting
Do You Know This Man?

He is Don Jamieson, production manager of CJON, St. John’s, Newfoundland. He says—

“We have sold SESAC Transcribed Library shows to sponsors who chose them over top-rated package shows. Thus, we’ve been able to save part of the budget which would have gone for expensive open-enders and realized a greater profit. There is no doubt that broadcasters can gain a lot from the SESAC Library.”

AT YOUR STATION—See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library
475 Fifth Avenue New York 17, N. Y.
SIMPLICITY and smallness of CBS single-tube "chromacoder" television camera (l) compared with large-sized three-tube color camera is shown here in picture made by GE, which has concluded agreement to manufacture CBS-developed station camera and other equipment. Single tube camera has revolving disc between lenses and body to break up picture into component colors. These field sequential signals are fed to encoding equipment which translates them into official NTSC compatible standards which can then be broadcast.

In telecasting its color programs, Mr. Watts said:

Shipments will also begin this month of the same type of cameras which have been bought from RCA by WKY-TV Oklahoma City, WBAP-TV Fort Worth, WBEN-TV Buffalo, WTMJ-TV Milwaukee, WCCO-TV Minneapolis and KTLA-TV Los Angeles, Mr. Watts reported.

At the same time, Dr. E. W. Engstrom, executive vice president in charge of RCA Labs Division, reported substantial progress in developing a single tube that will do the work of the three color pick-up tubes used at present. Noting that in research with various methods of color tv pick-up "we have found the single-tube, all-electronic camera to be superior in principle to all other known types," Dr. Engstrom said that since a laboratory model of the single-tube color camera was first demonstrated last year the sensitivity and quality of the picture have been increased.

"We have sought to create a color camera that will enable direct pick-up with a single tube that does not require coding and decoding from an incompatible to a compatible system. Our new single pick-up tube achieves this result. Also, it is simple, flexible and rugged," Dr. Engstrom said. The tube operates on the standards approved by the FCC, he noted, stating that although it is still undergoing development, the "progress already made assures its ultimate availability for commercial use.

"This new single camera tube promises to reduce substantially the size as well as the cost of tv color cameras and the apparatus associated with them," Dr. Engstrom stated. "When commercially produced, it is expected that the new one-tube camera will replace all other presently known methods of picking up color tv programs both in studios and outdoors."

AT&T Loop Complete In 2,400-Mile Relay

CONSTRUCTION was to be completed last weekend on the final two sections—New York-Albany and Buffalo-Cleveland—of a 2,400-mile radio relay system that ultimately will make available four network tv channels along a somewhat circular route with Washington, New York and Albany on the eastern extremities and St. Louis and Chicago on the western end of the loop, AT&T announced Friday.

The circuits in the system, AT&T explained, would be arranged to permit any interconnected station to originate a tv program and transmit it to all other cities on the system. Major cities on the network loop would include New York, Schenectady, Albany, Syracuse, Rochester, Buffalo, Erie, Cleveland, Toledo, Chicago, St. Louis, Terre Haute, Indianapolis, Dayton, Columbus, Pittsburgh, Washington, Baltimore and Philadelphia.

Service on the two new sections was scheduled to begin early this week, with full operation expected late this summer, AT&T said. In addition to its tv use, which will increase the flexibility of network tv, the system can also be used for telephone service.

Simplifying the color problem is the new AT&T color camera which will cover 11 different tv sprints, according to Dr. E. W. Engstrom, executive vice president of the company's radiocommunications division. The new camera performs the functions of three color cameras, eliminating much of the wiring and equipment which must be used in present systems. The new camera will be used on the company's transcontinental loop which connects Washington, Chicago, New York and San Francisco via points in the midwest.
50,000 Color Sets, Kintner '54 Prediction

SOME 50,000 tv color sets will be available by the end of 1954, Robert E. Kintner, president of ABC, predicted at 78th annual convention of U. S. Brewers Assn. in Los Angeles last week. However, it will be about two years before color tv will have enough viewers, with between 500,000 and 2 million sets in use, to make it a "real nation-wide institution," he said.

Black-and-white tv, on other hand, will be effecti-vely blanket entire country within next six to eight years, Mr. Kintner opined. A need for more flexible programming for regional and local advertisers, with film playing an increasingly important role in such programming, was also described to the brewers.

Radio listening has changed in character from a family group audience to listening on a personal basis, probably in conjunction with other activity, and with advent of tv, the ABC president observed. But radio still reaches more people than any other medium, he added, recommending attention of the brewers to the radio audience as a potential market for their product. Shown at another session of convention was a five-minute Brewers Assn. public relations film, Buffet Party developed especially for feminine tv viewers.

GE Appoints Sales Heads

PREPARING to distribute color receivers, General Electric Co. has divided its radio-tv department by appointing two sales managers—one for monochrome and one for color. Arthur A. Brandt, general sales manager of GE's radio-tv department, announced last week the appointments of Paul H. Leslie as monochrome sales manager, and Joseph F. Effinger, color sales manager.

Color Fervor Cools Emerson Official Says

EMERSON Radio & Phonograph Corp., New York, announced last week that results of a recently completed survey by the company indicates that the average American's desire to buy color television receivers "has cooled off considerably in the past six months."

A company spokesman declined to reveal details on how and where the survey was conducted, except to say it was "an exhaustive study." Breakdown of the survey, as announced by the company, is as follows:

(1) Four per cent will buy color tv as soon as possible, irrespective of price or size of screen (35% of this group had annual incomes in excess of $15,000).

(2) Nine per cent will buy color tv when it costs no higher than $500 (76% of this group were in $7,500-$15,000 bracket and 24% earned more than $15,000).

(3) Forty-one per cent will buy color when price is no higher than $500 and sets have at least 19-inch screen (98% of group were in $5,000-$7,500 bracket).

(4) Forty-two per cent will buy color tv only when sets can be bought at less than $300 with 21-inch screen (this group was almost entirely in the under-$5,000 group).

(5) Four per cent say they will never buy color tv.

(6) Thirty-seven per cent of interviewees said they had been in market for a tv set, either as replacement or as a second set, and 87% of this group said they would not wait for color tv because of high price-small screen factors but would purchase black-and-white sets now.

Automatic Station of Future May Be Run by Tape—Temmer

FUTURE use of tape recordings in the operation of a virtually automatic radio station and automatic factory was described last week by Stephen Temmer, vice president and chief engineer of Gotham Recording Corp., New York, before the luncheon meeting in New York of Advertising Men's Post No. 209 of the American Legion.

Mr. Temmer also touched upon color tape in television and motion pictures, and voiced the belief it will be at least 10 years before this development will be refined to the point where it will be practicable.

In another talk, Herbert M. Moss, president of Gotham, traced the growth of his firm since its establishment five years ago.

Triange Shows Projector

DEMONSTRATION of a rear projection unit, for continuous showing of up to 1,600 ft. (44 minutes) of 16 mm film on a 13x18-inch screen equipped with a shadow box for clear vision in an underdarkened room, was held at Washington, D. C., last week by the Triangle Continuous Projector Co., Skokie, Ill. The unit is said to be useful in point-of-sale merchandising by stores in connection with tv programs, in demonstration of films and for direct pickup of films by tv stations equipped only with studio cameras.

Blees Leaves Avco for L. A., Formerly with Crosley Div.

W. A. BLEES, a staff vice president of Avco Mfg. Corp., announced last week that he had resigned and is returning to his home in Los Angeles to look after his interests there. He will continue to serve Avco as a consultant.

Mr. Blees was vice president in charge of sales for the Crosley Div. of Avco from 1948, when he joined the organization, until his reassignment as a staff vice president in New York last July. In the latter post his primary responsibilities were in merchandising and distribution.

Manufacturing Shorts

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces availability of two new point contact transistors, type No. OC50, designed for amplifying purposes, and type OC51, designed primarily for switching operations. A 30-page booklet describing these transistors and containing considerable information on the theory and circuitry of this devices is available from Amperex without charge.

Reeves Soundcraft Corp., N. Y., announces development of magnetic recording tape, which it "unconditionally guarantees will never break or curl when used under normal conditions of recording and playback." To be marketed under trademark name "Lifetime Tape," company claims "it will last, to the best of engineering knowledge, forever!"

Kingdom Products Ltd., N. Y., announces new four-page catalog on Lorenz speakers, Kingdom cabinets and Kingdom Lorenz combination units.
Advertisers


Bruce W. Wert, media division senior staffman, Goodyear Tire & Rubber Co., appointed assistant manager, advertising and sales promotion departments. Lee J. Borshtofen, manager of car dealer sales, named to assist Mr. Wert.

James S. Fish, merchandising manager, General Mills Inc. (home appliance dept.), named assistant director of advertising of that corporation.

Lewis L. Lacy, manager of branch offices, Los Angeles Soap Co., L. A. (White King Soap), named sales promotion manager. Lawrence W. Nolte, advertising manager, evaporated milk div., Carnation Co., same city, to Los Angeles Soap Co. as advertising manager.


Robert J. Stone, formerly director of public information for New Jersey Div. of Civil Defense, to New York public relations staff of Ford Motor Co.

William E. Macke named merchandising manager; Chester F. Sylvester named western sales manager; Harry E. Foulkrod named eastern sales manager, and Charles F. Noonan named manager of marketing services, Packard Motor Car Co., Detroit.

Charles F. Bennett, formerly with Lever Brothers, to Best Foods Inc., N. Y., as product advertising and promotion manager.

Agencies

Henry L. Brown, Robert W. Fisher, G. B. Menumin, account executives and Robert F. Carroll, director of New York news dept., Doremus & Co., N. Y., have been elected vice presidents of that agency.


Victor Armstrong, J. Walter Thompson Co., Detroit, to Kenyon & Eckhardt, Detroit, as vice president and account executive on Ford Motor Co., institutional account.

Clifford E. Ball, account executive, Brisacher, Wheeler & Staff Inc., S. F., named vice president. Howard Gassage, formerly advertising and sales promotion manager, KCBS San Francisco, to firm's creative department.

Remus A. Harris and Frank A. Yahner, account supervisors, The Biow Co., N. Y., have been named vice presidents of that agency.

Mr. Harris Mr. Yahner

Bradley A. Walker, vice president, Fletcher D. Richards Inc., N. Y., appointed vice president and general manager of the agency. Thomas H. Young Jr., named assistant general manager, working with Mr. Walker.

Bob Swygood, account executive and tv director, Curt Freiberger & Co., Denver, to Hoskinson Brothers, builders, as sales manager.


Harry Torp, media director and space buyer, Geyer Adv. and Kenyon & Eckhardt, N. Y., to Dowd, Redfield & Johnstone, N. Y., and John C. Dowd, Boston, as media director of both agencies, headquartering in New York. William Monaghan, Ruthrauff & Ryan, N. Y., to Dowd agency's Boston office as assistant to Mr. Torp.

George H. Plagens, account executive, Color Mail Inc., Cleveland, to Sudler Co., L. A., as copy director.

Allen C. Smith Jr., Aitkin-Kynett Co., Phila., admitted to partnership in that agency.


William A. Rutherford, account executive, Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., to Conner, Jackson, Walker, McClure Inc., same city, as head of agency's new merchandising dept.

Jack Miller, advertising and sales promotion manager, and federal district sales manager, American Refrigeration Products, S. A., Mexico City, to d'Arcy Advertising Co., L. A., as account executive.

Mrs. LaVerle Teed, recording director and account executive, KEX Portland, Ore., to Richard G. Montgomery & Associates, same city, as radio director and account executive.

Robert N. Clark Jr., recently released from USN, to Wank & O'Rourke, S. F., as assistant account executive.

Eileen Burns, media director, Ambro Agency, Cedar Rapids, Iowa, to W. D. Lyon Agency, same city, as chief time buyer.

Brooks Middleton, creative department director, Glenn-Jordan-Stoetzel Inc., Chicago, to

KFAL beams your selling messages to the same area it takes 9 other stations to cover.

This clear-channel station hits the rich Farm Market hard!

Write today for particulars!

KFAL
900 Kc
1,000 Watts
FULTON, MISSOURI

LIBEL-
SLANDER

We have never encountered a Broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique INSURANCE covering this and related risks, Policies tailored to fit your institution. Rates? Almost absurdly low. Details? A letter to us, please.

Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

CHNS
HALIFAX
NOVA SCOTIA
THE Signboard
OF SELLING POWER
IN THE MARITIME PROVINCES
ASK
ROS. WEEDE & CO.
350 Madison Ave., New York
He Has the Reasons Why! 5000 WATTS—NOW!
Advertising Counselors of Arizona, Phoenix, in similar position.

John R. McCann, production assistant, Hicks & Greist, N. Y., promoted to assistant production manager of that agency.


Newman Myrah, Don Allen & Associates Advertising, Portland, Ore.; Mike Davenport, freelance radio producer; and Howard Thornhill, Alpert & O'Rourke, same city, join H. Richard Selier Advertising, that city, as art director, radio-tv director and account executive, respectively.

Joan Chamberlain, The Biow Co., N. Y., to Foote, Cone & Belding, N. Y., as a copy group supervisor.

Graham G. Berry, formerly with Kudner Agency, N. Y., to VanSant, Duggal & Co., Baltimore, as a copy supervisor.

D. E. Robinson to C. J. La Roche, Inc., N. Y., as director of research.

Art Napoleon, head of tv commercial film production dept., The Biow Co., N. Y., resigns to enter independent production on the West Coast.

Bernard C. Duffy, president, BBDO, N. Y., has accepted chairmanship of Newspaper Committee and the Radio Broadcasting Committee of the 1954 Development Drive of the New York Arthritis and Rheumatism Foundation.

Robert Beldea, merchandising department, Young & Rubicam Inc., Hollywood and Freda Kluger were married.

Alas Garrett, advertising manager, American Cigar and Cigarette Co., N. Y. (Pall Mall Cigarettes), father of boy, Paul Charles, Jan. 18.

Charles B. Cory, 61, formerly with McCann-Erickson Inc. for 15 years and director of Chicago Chapter of Public Relations Society of America died Jan. 22.

Caryl Johnaston, medium director, Smith, Benson & McClure, Chicago, died of a heart attack Jan. 19.

Stations

Gordon Williamson, formerly with sales dept., WTTG Washington, named general manager, WISE Ashville, N. C.

Lindell Christell, formerly advertising and sales promotion manager, General Electric Supply Corp., Omaha, to the national sales staff of May Broadcasting Co., operators of KMTV (TV) Omaha, Neb., and KMA Shenandoah, Iowa.

Hal Henderson, formerly account executive, Frederic W. Ziv Co., N. Y., to WCOL Columbus, Ohio, as account executive.

A. H. Constant, manager, KONA (TV) Honolulu, to KAFY-AM TV Bakersfield, Calif., in same capacity.

Allan F. Waiters named president of C H U M Toronto, succeeding John H. Part, who remains as majority shareholder but will devote more of his time to development of pharmaceutical interests.

Ted Carlisle, former sales manager, KULA-TV Honolulu, to KBID-TF Fresno, Calif., as account executive. Thelma Anderson, cooking expert, to KBID-TV as hostess of Mary Maxwell's Kitchen.

Jimmy Simpson, sports director-salesman, WNAO-AM-TV Raleigh, named commercial manager WNAO in addition to present duties.

Glenn Shaw, manager, KCCC-TV Sacramento, appointed sales manager, KDYL Salt Lake City.

Wallace Hutchinson, tv promotion manager, John Poole Broadcasting Co., Hollywood, adds duties as special Hollywood sales representative of KBID-TF Fresno, slated to start operations in mid-February.

Gene Rosseau, program director, WWON-AM-WA Sacramento, named manager, succeeding Mitchell F. Stailey, named manager, WFMJ Youngstown, Ohio.

Chester I. Behrman, program director, WEHT Henderson, Ky., promoted to director of operations for that station.

Don Kirk, newscaster, WCOL Columbus, Ohio, promoted to program director.

Marjorie Benedict, assistant manager, continuity acceptance department, ABC Western Div., adds supervisory duties for KECA-AM-TV Los Angeles; Virginia Backes, continuity acceptance secretary, ABC Western Div., promoted to assistant editor, KECA.


Rosemary Goettling, publicist, Etinger Co., Hollywood, to KCOP (TV) same city, as public relations director.

William Sweet, engineer, KCOP (TV) Hollywood, to KBIG Avalon in similar position.

George B. Reeves, formerly of WINN Louisville, to WKRC Cincinnati announcing staff.

Ed Farron, staff announcer, WBBM Chicago, appointed weekend supervisor of announcing staff, replacing Jack Taylor, who moves to WBBM-TV.

Welbourn Kelley, who recently resigned as Munich program manager of Radio Free Europe, returns to New York City to resume freelance radio and television writing.

Jerry Crocker, formerly with Valley Records Inc., to KREL, Baytown, Texas, as program manager. Jay Shepard moves over to announce duties that station.

Robert T. Mason, general manager, WMRN-AM-FM Marion, Ohio, met with Ohio's Gov. Frank Lausche and state leaders of the Crusade for Freedom to coordinate plans for the coming campaign.

Robert L. Cromwell, in charge of promotion and merchandising, WHIZ-AM-TV Zanesville, Ohio, declared a winner in RCA's "What's the Big Idea" promotional contest.

Jim Murray, formerly producer-director, WSB-TV Atlanta, named "Atlanta's Young Man of the Year for 1953" by the Junior Chamber of Commerce.

Hugh R. Murchison, president, KPOI, Los Angeles, elected to 13th term as president, board of directors, United Rescue Mission, L. A.

Robert E. McClure, major stockholder in KOWL Santa Monica, and co-publisher of Santa Monica Evening Outlook, appointed to California State Highway Commission by Gov. Goodwin J. Knight.

Glenn Byle, announcer, WCPO-TV Cincinnati, father of girl, Cheryl Ann, Jan. 20.


Phillip Wray, 36, engineer, KJK-TV Hollywood, died of heart attack Jan. 18.

Networks

John K. Hertbert, who resigned as an NBC board member and as vice president in charge of tv network sales at the end of 1953, after more than three years with network [B&T, Dec. 28, 1953], named executive publisher of the Hearst's New York Journal-American.

Frederick Jacobi Jr. has been promoted to post of press manager of the NBC Film Div., Carl M. Stanton, vice president in charge of the division, announced.

A. H. McHardy, chief assistant editor, KECA Los Angeles, assumes same duties, ABC Radio Western Div.

William Bennington, director, NBC-TV Hollywood, Pinky Lee Show, and John Lyman, di-

Richard George Pedicini, NBC Hollywood staff writer, has resigned to accept assignment writing *Last Man Out* radio series (NBC, Sun., 10-10:30 p.m. EST).

William Boucher, star of NBC Radio's *Dr. Paul*, assigned role in Paramount Pictures feature film, "The Bridges at Toko-ri."

Bill Cullen, panelist on CBS-TV *I've Got a Secret*, moves to West Coast as m.c. on CBS-TV *Place the Face*.


Tom McMahon, sports director, DuMont Television Network, received a plaque from Mayor Samuel Dicker of Rochester in recognition of DuMont's "outstanding work in the sports telecasting field."

Gene Wall, video recording engineer, ABC-TV Hollywood, adds duties as instructor in electronics at Los Angeles City College evening div.

Hank Newman, music engineer, ABC Radio Mike Malloy series, adds writing credit with sale of two scripts to series.

Ralph Edwards, star of NBC Radio *Truth or Consequences* and NBC-TV *This Is Your Life*, was m.c. of annual meeting of L.A. Council, Girl Scouts of America.

Kathryn S. Cole, NBC manager of information, spoke before meeting of Dobbs Ferry (N. Y.) Women's Club on "The Educational Value of Radio and Television."

George Herman, CBS Radio's White House correspondent, addressed first annual Newsmen's Conference at Bucknell U., Lewisburg, Pa., on Feb. 12. He will discuss his experiences with Far Eastern problems and attitudes during his assignment to the Orient from 1950 to 1953.

Wade Arnold, NBC producer, addressed Chicago Hearst Assn. at the Morrison Hotel Jan. 28 on *Only One to a Customer*, title of radio script that won him American Hearst Assn.'s first annual Howard W. Blakeslee Award.

Paul Harvey, ABC commentator, is author of book expressing his views on variety of subjects, *Remember These Things*, published last Monday by Hanover House, N. Y.

Dick Noble, NBC Chicago announcer, appointed chairman of public relations committee of Joint Illinois Teacher Training Institute Alumni Council.

Jane Pickens, singer, has been signed by ABC-TV to star in *The Jane Pickens Show*, starting Sunday, Jan. 31, 9:15 p.m. In addition to her new tv series Miss Pickens will continue on radio for NBC on Mondays-Fridays.

Dennis Day, radio, tv and motion picture personality, appointed "America's Heart Ambassador for the 1954 Heart Fund," and in this capacity will visit a number of cities, starting early in February, for network and local radio and television appearances.

**Film**

John McPartlin has resigned as sales manager of WNBQ (TV) Chicago to join the film syndication div. of Motion Pictures for Television Inc. as account executive in Chicago.

Andrew P. Jaeger, vice president in charge of sales, Proctor Syndications International, to Screen Gems Inc. (Columbia Pictures tv subsidiary), as director of New York sales.

Jack Trindle, freelance tv writer in Hollywood and formerly studio coordinator at NBC-TV Chicago, to staff of Kling Studio's motion picture-tv dept. as continuity writer.

Ed Blondell, lighting director, KCOP (TV) Hollywood, resigns to freelance and continue in that capacity on *Liberace* and *Life With Elizabeth*, film packages syndicated by Guild Films.


**Manufacturers**

Harry Oedekerk, president, Hycon Mfg. Co., Pasadena (photographic and electronic equipment), elected chairman of board, that company. Alden E. Acker, director, elected president, succeeding Mr. Oedekerk.


Harold D. Conklin, vice president and general manager, Admiral Distributors Inc., promoted to general sales manager of Admiral Corp.

Arnold Henderson, assistant to director of sales and advertising, Emerson Radio & Phonograph Corp., promoted to assistant to vice president in charge of sales.

John Jipp, Southwestern regional sales manager for Motorola Inc., to Ampex Corp., Redwood City, Calif., as manager of instrumentation recorder sales.

**Trade Associations**

Rudolf Feldt, formerly manager of the instrument division plant, Allen B. DuMont Labs Inc., Clifton, N. J., named manager of newly-created instrument division of Federal Telecommunication Labs, Nutley, N. J., research unit of IT&T.

Humbert P. Facini, assistant manager, engineering dept., Allen B. DuMont Labs Inc., Clifton, N. J. (tv receiver mfg. div.), named manager of engineering dept.

Hawaiian Brochure

A FUCHSIA colored promotional brochure, featuring a hula girl, has been sent to advertisers and agencies by KULA Honolulu. Titled The Hawaiian Story, the booklet shows Honolulu's favorable comparison to U. S. cities in population, sales and buying power, stating that yearly $7,198 per family buying income is 30% higher than American average. The booklet also points up KULA's coverage, claiming it to be equal to that of 24 daily and weekly newspapers, "blanketing the market...and...with a single rate card!" KULA's program schedule includes broadcasts in Japanese, Chinese, Filipino and Korean and "One budget can buy All Hawaii," the brochure states.

Edison Premiere Broadcast

WWNJ Newark presented a special broadcast from the Thomas Alva Edison Foundation and Museum in West Orange, N. J., in connection with the premiere showing of the motion picture, "Richie Goes Into Business." The picture, produced and edited by staff members of WWNJ and the Newark News, is dedicated to the memory of Mr. Edison, who was a newsboy as a youngster.

WWRL Promotion

WWRL WOODSIDE, L. I., has launched a promotion in approximately 3,000 super markets, grocery stores and drug stores in Negro sections in the New York metropolitan area. It has arranged to place in the stores plastic shelf tapes featuring WWRL personalities endorsing sponsors' products as well as promoting the station's broadcasts aimed at the Negro market.

WGUY Sets 'The Clock'

NEW morning schedule of WGUY-AM-FM Bangor is centered around The Clock, six days a week program (6-10 a.m.). The program features 50 musical selections daily plus frequent news, weather and time reports. A sales promotion campaign, using direct mail, telegrams and personal sales calls, was key. The Clock started its first day with 24 ads, 11 of them new.

Guest House Contest

ENTRIES from 27 states and Canada, totaling 8,175, were received in WJR Detroit's Guest House contest. Listeners wrote 50 words or less on why they liked the Guest House program. A grand prize of a radio-phonograph console and nine clock radios were announced as prizes and details were announced exclusively on the Guest House program, half-hour musical variety show, emceed by Bud Guest.

Magic Words' Contest

KXLY and KXLY-TV Spokane have begun a "Magic Word" contest, KXLY offering a 1954 Ford Fordomatic as top prize and KXLY-TV offering a 1954 Oldsmobile 88." Each day during the contests, which are separate and distinct, both stations periodically announce 'Magic Words" during the day's broadcasts. Contestants write down the words they hear during any ten days of the contest's duration. The person submitting the most complete list of "Magic Words" announced for each of the ten days they select will be proclaimed the winner. Stations report tremendous interest in the Spokane radio and tv markets.

Tape Guessing Results

A TOTAL of 2,398 postal card entries over a 10-day period were received by WLWA Atlanta in a recent tape guessing contest which featured two Ampco tape recorders as prizes. According to that station, this was the biggest response given any similar promotion last year. Viewers tried to guess the length of tape piled into a wire bicycle basket, after being shown a five-inch reel of tape which gave some idea of how much space 600 feet of tape occupies. The winners guessed within inches of the correct length, 2,349 feet, 4 inches.

WCFM Art Symposium

AN EXPLORATION of Washington art resources will comprise the major part of February programming on WCFM (FM) Washington, according to a release from that station. The WCFM art symposium will feature local and national art figures, including a recorded interview with 93-year-old Mrs. Anna Mary Robertson Moses, better known as "Grandma Moses." The interview was recorded at the New York Herald Tribune Forum in mid-October. The WCFM series will be heard each weekday at 10 p.m.

Senators Discuss Issues

RADIO and tv series, Your Senators' Report, has gotten underway at WGN and WGN-TV Chicago, with Sen. Everett Dirksen (R-III.) and Paul H. Douglas (D-III.) dividing time. Program is designed to present both sides of current issues. WGN-TV started series Jan. 21 at 8:15 p.m. and WGN Jan. 23 at 10 p.m.

Marine Recruiting Show

THE UNITED States Marine Corps has produced a 15-minute, 13-week syndicated radio series titled the Eileen Barton Show, featuring that Coral Records' recording star. Joe King will emcee the series and music will be furnished by Alvy West and his orchestra. The series will be hand-placed by recruiters and will be released in recruiting areas.

From the Halls of KVOE

MUCH of Sunday programming at KVOE Santa Ana, Calif., is aimed at 5,000 marines and 1,500 civilians employees of nearby El Toro Marine Base, starting at 10 a.m. with a base band concert which is tape recorded and re-presented on stations Salute to Sunday program later in day. From 12:30 to 3 p.m., six marines from the base public information office are on duty broadcasting Flying Leathernecks, an easy-going "bull session" type of program.

Wikk Wins Trip

AN EXPENSE-paid week's holiday trip to Bermuda for two was won by WIKK Erie, Pa., in a contest among 22 radio stations which comprised the 1953 Cleveland Browns broadcasting network, which was networked by WTAM Cleveland, NBC outlet there. Stations submitted individual promotional efforts of the Brown's broadcasts carried over their facilities and a study was made of all documented entries to determine the winner. The award was presented on behalf of NBC Inc. and WTAM to Charles R. Kinney, WIKK general manager.

Call Letter Slogans

FIRST prize of $200 for best use of letters KABC, new call letters of KECA Hollywood effective today (Feb. 1), will be awarded in slogan-writing contest on station's Beat the Record program. Slogans can be on any topic (i.e., going to church, safety, fire prevention) so long as letters K, A, B and C are used in correct order. Two additional prizes, $100 and $50, will be given runners-up in contest.
The Tape That Mirrors the Original Sound

Irish Green Band Professional

The Finest Tape Your Recorder Can Use

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does Irish Green Band Record, Retain and Reproduce the original sound with flawless fidelity.

Instruments will reveal that Irish Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of Irish Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to Irish Green Band quality is the limitation of the tape recorder itself... it is the finest tape your recorder can use.

Irish Green Band Professional is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel $5.50
2400 feet on metal or fiberglass reel 12.85

One day you will surely use Irish... so write today for free sample reel.

At all leading radio parts distributors
Orradio Industries, Inc.
Opelika 9, Alabama

World's Largest Exclusive Magnetic Tape Manufacturer

Export Division: Morhan Exporting Corp., 458 Broadway, New York, N.Y.
A la carte

Think of the range of choice film offers. For with film you can select clips from libraries containing millions of feet. And film clips wisely inserted, help change pace, set new scenes without expensive location shots ... thereby help spark "live" shows, help cut costs everywhere. They are available on nearly every conceivable subject through commercial film libraries ... and made on EASTMAN FILM.

For complete information, write to:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films
W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
Among radio program types, music holds up best against tv competition. Page 82.

How a radio station trained its own staff for tv. Page 84.

A PAUSE FOR STATION IDENTIFICATION

Station slogan "See More on Channel 4" gets constant promotion on I. D.s used on KNBH (TV) Los Angeles, as this sampling of the outlet's station breaks reveals. KNBH makes a special effort to sell 10-second station break commercials, using these cartoon breaks at times during the day and evening when the I. D. spots are not sold. B*T invites other stations to submit their I. D.s for publication in this series. The editors reserve the right to use only those which are believed to have merit.
Among principal types of radio programs, music holds up best when television comes to town. At least that was so in Tulsa, as this analysis shows. The author is a radio veteran, having been associated with the Brown Schools stations as vice president of KOME Tulsa, 1951-53; general manager of KGER Long Beach, Calif., 1949-53, and general manager of KUOA Siloam Springs, Ark., 1935-53. He is now assistant to Rep. James W. Trimble (D-Ark.).

Music on Radio Holds Own Against TV

by Storm Whaley

AN AUDIENCE study recently made in Tulsa, Oklahoma, shows that radio music programs have held their own and sometimes gained in rating points against television during the time that television was having its market honeymoon.

Tulsa is served by six AM outlets, and in the fall of 1949 the city's only television station began to broadcast on VHF.

The purpose of the audience study was to find the type or types of radio programs which offered the strongest resistance to aggression by television. We analyzed the seven city-wide surveys which were made in Tulsa when TV service was a factor.

The first such survey was made in the winter of 1949-50 coincident with the virtual beginning of television in the market. Our concern was not with individual station popularity, but with the comparative ratings from survey to survey which were achieved by the various kinds of programs. We classified all broadcasts of the Tulsa stations as follows: music (all types of musical programs), audience participation shows, serial drama (soap opera, kid strips), drama (mysteries, complete dramas), religion, comedy, variety, news, miscellaneous speech (special events, sports).

The period by period station ratings were re-classified under these nine heads. Averages for each classification were computed for the major segments of the broadcast day.

A summary of the averages is contained in Table II on page 84.

As television became available more hours per day, and regular programs were offered for viewing first in the evening, then in the afternoon, and finally in the morning, the radio program preferences reacted with each successive expansion of television service. In each case there was a shift to music. When plotted against a time base it is possible to date the arrival of television in each segment of the day by noting the upturn in the music "share of audience." (See charts below.)

It is significant that the rating for music shows gain at the time the total sets-in-use percentage was on the decline.

We attempted to determine if type of music had any bearing on its "TV resistance," but no significant pattern was apparent.

There was an increase in the number of music programs offered during the study period. It might be guessed that the increase in the share of audience merely reflects the fact that a greater share of program time was devoted to music. Table I indicates that this is not the case.

The overall accuracy of the study should be high. In the seven surveys more than 240,000 calls were made. The segments of the day were large enough to make the averages meaningful. Individual radio station gains and losses had no effect because all were included.

A further extension of the method of this study can be applied now in that the market has re-established its stability. This study may reveal the effect of specific types of TV programs on the audience of specific types of aural presentations.

These three charts show how music share of radio audience grew despite TV development in Tulsa. TV station operated in evening throughout survey period, began signing on at 3 p.m. in March, 1951; giving full afternoon service in September, 1951; opening at 11 a.m. in November, 1951; at 10:30 a.m. in January, 1952, and operating full time in July, 1952. Note: November, 1952, survey used technique different from other six and hence data is not comparable, as shown here for morning and evening segments only to indicate relative standings. November, 1952, survey also covered different evening hours and hence no plotting was made in evening segment.

Page 82 • February 1, 1954
Dudley J. Scholten, Vice President of Argus Cameras, explains why:

He doesn’t believe in negatives!

When dealers phone for more stock fast—because customers want Argus cameras now—Dudley Scholten doesn’t believe in negatives. He won’t say “No.” He uses Air Express.

"Last December 23, for example," he will tell you, "a large Indianapolis camera shop ran out of Model 75’s, called us in Ann Arbor headquarters.

"We got together half a gross by noon of December 24 and let Air Express take over from there. That night, the dealer phoned again to say 'Thanks.' The Air Express delivery had arrived early in the afternoon—and by closing time he had sold out the whole order!

"There’s no doubt that the astounding growth of Argus owes much to this policy of reliable, fast distribution. Argus sales rose from a net of some 5-million dollars at the end of 1950 to about 19-million in 1953.

"We ship by Air Express to our outlets all over the country in weights from 4 to 30 pounds, often as much as 120 pounds. Air Express always comes through for us, and we have found that most of our shipments cost us less than with any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.
Closed-Circuit Training for Television

If this Shreveport radio station wins a tv grant, it's ready to begin telecasting almost immediately. The reason is that without bringing in outside experts, the station has trained its own staff in tv production by closed-circuit telecasts.

Can a radio station prepare itself for tv entirely through the use of its own personnel, without calling in high priced experts from other cities? The answer of KWKH Shreveport, La., is an emphatic yes.

KWKH, with its tv application in hearing before the FCC, has a fully trained tv staff, experienced in television programs from news commenting to an Esso Standard Oil dealers convention. It accomplished this in its own studios, with its own radio employees, and without bringing in a single outside expert.

The convention was a district meeting of Esso Standard Oil dealers. Since there was no tv station in the vicinity of Shreveport, few of those attending were experienced with television.

KWKH set up the audience section of the convention in one room and the broadcasting, closed circuit, equipment in another. The meeting was opened with a newscast by the Esso Reporter. Speeches, discussions, films and general handling of the convention by its own leaders came from the broadcasting room by closed circuit to the audience room where the tv receiving screens were set up.

The Esso broadcast was only one of scores put on closed circuit by KWKII as its personnel learned the techniques of television so as to be air worthy for actual public broadcasting almost immediately.

Like many other stations, KWKH was caught in the tv freeze, having filed its application with the FCC on June 11, 1948. In July 1952, the application was amended and preparations for tv operation were begun.

Consideration was given to bringing in tv experts from other cities. But the KWKH management felt that its radio personnel could handle the job of self-training via closed circuit. In the technical end, KWKH was fortunate in having two staff members who had kept close contact with tv development. William Antony, KWKH technical director, had conducted experimental tv transmission as early as 1928, and Jack Jones, KWKH studio engineer, had visited

Table II. Summary of Tulsa Ratings (By Program Types) (See text reference on page 82.)

<table>
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<tr>
<th>Survey Dates</th>
<th>Music Participation</th>
<th>Serial Drama</th>
<th>Drama</th>
<th>Religious</th>
<th>Comedy</th>
<th>Variety</th>
<th>News</th>
<th>Misc.</th>
<th>Speech</th>
<th>Sets in use</th>
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<td><strong>MORNING (8:00-12:00)</strong></td>
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<tr>
<td>Oct. '49 - Feb. '50</td>
<td>6.1</td>
<td>2.2</td>
<td>3.7</td>
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<td>4.5</td>
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<td>1.7</td>
<td>19.5</td>
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<tr>
<td>Dec. '49 - Apr. '50</td>
<td>6.2</td>
<td>1.9</td>
<td>4.1</td>
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<td>4.4</td>
<td>1.3</td>
<td>1.5</td>
<td>19.3</td>
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<tr>
<td>Jan. '51 - Apr. '51</td>
<td>5.5</td>
<td>4.3</td>
<td>2.7</td>
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<td>3.7</td>
<td>1.6</td>
<td>2.2</td>
<td>20.5</td>
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<tr>
<td>November 1951</td>
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<td>4.4</td>
<td>1.8</td>
<td>.8</td>
<td>4.0</td>
<td>.6</td>
<td>1.8</td>
<td>18.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 1952</td>
<td>4.6</td>
<td>5.2</td>
<td>2.1</td>
<td>1.5</td>
<td>4.4</td>
<td>1.4</td>
<td>1.7</td>
<td>21.5</td>
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<tr>
<td>March 1952</td>
<td>4.3</td>
<td>3.9</td>
<td>2.7</td>
<td>1.1</td>
<td>3.4</td>
<td>3.4</td>
<td>1.5</td>
<td>17.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 1952*</td>
<td>5.8*</td>
<td>4.2*</td>
<td>2.9*</td>
<td>1.7*</td>
<td>4.6*</td>
<td>.8*</td>
<td>.7*</td>
<td>19.1*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(See text reference on page 82.)

| **AFTERNOON (12:00-6:00)** | | | | | | | | | | |
| Oct. '49 - Feb. '50 | 5.2 | 1.7 | 8.8 | .9 | 1.8 | 1.8 | .5 | 20.6 |
| Dec. '49 - Apr. '50 | 6.3 | 1.5 | 8.9 | .3 | 2.6 | 2.6 | 1.1 | 21.3 |
| Jan. '51 - Apr. '51 | 6.1 | 1.0 | 8.3 | .1 | 1.7 | 1.7 | .8 | 20.8 |
| November 1951 | 5.8 | 1.2 | 5.7 | .5 | 1.2 | 1.2 | 1.5 | 17.5 |
| January 1952 | 6.4 | .5 | 6.1 | 1.1 | 2.3 | 2.3 | 1.5 | 17.5 |
| March 1952 | 5.8 | .6 | 4.8 | .3 | 1.7 | 1.7 | 1.0 | 14.5 |
| November 1952* | 8.4* | .4* | 7.0* | .9* | 2.6* | .6* | .5* | 20.8* |

(See text reference on page 82.)

| **EVENING (6:00-10:00)** | | | | | | | | | | |
| Oct. '49 - Feb. '50 | 2.1 | 2.3 | 10.9 | 6.8 | 2.5 | 2.5 | 1.0 | .5 | 31.8 |
| Dec. '49 - Apr. '50 | 2.1 | 2.8 | 12.9 | 7.5 | 3.3 | 2.9 | 2.9 | .8 | 31.5 |
| Jan. '51 - Apr. '51 | 2.9 | 1.1 | 12.9 | 4.9 | 1.8 | 2.7 | 2.7 | 1.7 | 29.3 |
| November 1951 | 4.0 | 1.0 | 10.7 | .2 | 3.0 | 1.4 | 3.0 | 24.3 |
| January 1952 | 3.6 | 2.8 | 9.7 | .2 | 3.5 | .5 | 2.2 | 1.3 | 25.2 |
| March 1952 | 4.4 | .8 | 7.6 | .3 | 3.0 | 1.2 | 1.8 | 1.0 | 20.5 |
| November 1952* | | | | | | | | | | |

(See text reference on page 82.)

(*) Note—The first six surveys listed above were conducted by the same organization, but the seventh (November 1952) survey was made by a different nationally recognized group which used a different technique. The data from the November 1952 survey was included only for the purpose of indicating relative standings. Quantitatively the material should not be compared.

Broadcasting • Telecasting
various tv stations and taken tv correspondence courses. Their knowledge and new information, as it was gathered, was passed on to O. S. Droke, chief engineer, and through him to all transmitter engineers.

While technical transmission was being studied and set up through this group, Mr. Jones, Henry Clay, KW KH general manager, and Horace Logan, KW KH program director, began visiting operating tv stations in various parts of the country. Mr. Jones' trips included KRLD-TV Dallas, WKY-TV Oklahoma City, KSD-TV St. Louis and attendance at the 11th Television Training Program conducted by RCA at Camden, N. I. Messrs. Clay and Logan visited WM BR-TV Jacksonville, WMCT (TV) Memphis, KRLD-TV Dallas, WDSU-TV New Orleans, WBAP-TV Fort Worth, WKY-TV Oklahoma City, WAFM-TV Birmingham, WSM-TV Nashville and KFMB-TV San Diego.

Two RCA camera chains, field type sync generator, switcher, master monitor, one Dumitter and one Monotran for distributing purposes, one field type projector, camera tripods, dollies and a Century mike boom were purchased, and available audio equipment was utilized.

Operation of the equipment, training of studio personnel, and live programs now have been going on for several months. In addition, arrangements were made with the Shreveport Trade School to train its radio and television students, thus rendering service to them and at the same time creating a local pool of basically trained tv personnel.

Church choirs, farm programs, cooking classes, public forums, variety shows, educational programs, newscasts and commentator programs, and various other types of broadcasts have been put on via closed circuit. During the Louisiana State Fair a camera chain was set up in the KW KH booth in the Agricultural Building and visitors could see themselves on tv.

The Shreveport Council of Social Agencies has worked closely with KW KH on much public service tv closed circuit experimenting, as has the KW KH Public Service Council, made up of prominent persons in all fields of activity in the Shreveport area.

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From where I sit by Joe Marsh

Wish I’d Said That

You know Miss Perkins down in the library. Well, she’s been driving her own car around our town for a little more than 30 years.

The other day she had a bit of trouble parking down on Main Street. Didn’t quite make it the first try, so she pulled out to start over when a fellow waiting to pass started tooting his horn impatiently.

On the second try, she was still having a little difficulty and so this smart aleck leaned out and hollered, “Lady, do you know how to drive?” “Yes, young man,” Miss Perkins answered, “I do. But I don’t have time to teach you now.”

From where I sit, it’s not always easy to have a good answer ready when you need it. But when somebody insists that I vote for his candidate, for instance, or choose tea instead of a temperate glass of beer with dinner, I know the answer right off the bat. It’s all a matter of personal preference ... and none of us like “backseat driving” from anybody.

Joe Marsh

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Copyright, 1954, United States Brewers Foundation

February 1, 1954 • Page 85
FOR THE RECORD

NARTB CODE REVISIONS

NARTB's two voluntary self-censorship weapons—Television Code and Radio Standards of Practice—have language covering advertising and program provisions as a result of the NARTB combined board meetings held Jan. 21-23 in Phoenix, Ariz. (B&W, Jan. 25).

In changing its standards of practice, the board acted for the first time on this broadcast document, which had been adopted by the membership at the May 1948 convention in Los Angeles. The radio document thus becomes the opposite number of the Television Code.

The Television Code was revised by the NARTB Television Board as follows:

Page 2. Program Activity in Special, New paragraph to be inserted between paragraphs (a)(1) and (a)(2) as follows:

"(a) program advertising material, changes in subparagraph (b) strike words "seek to" in 5th line and add words "tend to, read to, insert the words "should be," when even, when likely to be understood only by part of the audience at time, words which have been accepted, acquire undesirable meanings, and telecasters should be alerted to eliminate such words."

Page 3. Acceptability of Program Material, subparagraph (p) revised as follows:

"Excessive or unfair exploitation of others or of the products of other companies for the purpose of effective dressmation such as compelling prejudice, are forbidden, where even, when likely to be understood only by part of the audience at time, words, which have been accepted, acquire undesirable meanings, and telecasters should be alerted to eliminate such words."

Page 4. Preceding the listing of advertising changes, insert new paragraph in subparagraph (b) in the example of "commercial advertising which is divorced to the meanings, and telecasters do not accept the description which would alarm the listener."

Page 5. Time Standards for Advertising Copy, paragraph 1 revised as follows:

"In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

For use of the words for Advertising Copy, insert new paragraph between paragraph 1 and 2 as follows:

"Reasonable and limited identification of prize and statement of methods of winning shall not be included as commercial time. The presentation of contest awards or prizes is a necessary part of the program and shall not be included as commercial time within the meaning of Paragraph 5 of the Television Code."

Paragraph 8 inserted as follows:

"Am and Fm Summary through Jan. 27"

Table: Grants

<table>
<thead>
<tr>
<th>City</th>
<th>Code(s)</th>
<th>Owner(s)</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Antenna</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sioux City</td>
<td>KCOM</td>
<td>John Henry Kutzer</td>
<td>Sioux City, Iowa</td>
<td>480 kHz</td>
<td>3 kw</td>
<td>1000 ft</td>
<td>News, Variety</td>
</tr>
<tr>
<td>Saint Louis</td>
<td>KSTL</td>
<td>Robert B. Kawalla</td>
<td>St. Louis, Mo.</td>
<td>520 kHz</td>
<td>1 kw</td>
<td>500 ft</td>
<td>News, Variety</td>
</tr>
</tbody>
</table>

Note: Programming details and station identifications (when cities with contested applications) are now in effect. [B&W, Oct. 30]
Why does steak cost you twice as much as pot roast?

<table>
<thead>
<tr>
<th>No. lbs. in 1,000-lb. Steer</th>
<th>Retail Price per lb.</th>
<th>No. lbs. in 1,000-lb. Steer</th>
<th>Retail Price per lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porterhouse, T-bone &amp; Club Steak</td>
<td>35</td>
<td>$1.00</td>
<td>105</td>
</tr>
<tr>
<td>Sirloin Steak</td>
<td>55</td>
<td>$0.88</td>
<td>25</td>
</tr>
<tr>
<td>Round Steak</td>
<td>50</td>
<td>$0.76</td>
<td>100</td>
</tr>
<tr>
<td>Rib Roast</td>
<td>30</td>
<td>$0.65</td>
<td>50</td>
</tr>
<tr>
<td>Stew Meat &amp; Misc. cuts</td>
<td>25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The retail cuts shown above are the amounts obtained from a typical 1,000-lb. choice grade steer. Retail prices are averages during Middle-November for all kinds of Chicago stores, including cash-and-carry, charge-and-delivery, in high rent areas and in low rent areas. Prices in some stores may be higher...in others lower.

It's the law—the law of supply and demand—that makes steak cost more than pot roast.

As you can see, there's about three times more pot roast in a steer than fanciest cuts of steak. That's supply. And, as you know, most people like steak better than almost anything. That's demand.

So steak—with supply limited and demand high—just has to cost more. (It's the same law that makes gold cost more than the more plentiful nickel—diamonds worth more than the less scarce turquoise.)

If each steer provided the same number of pounds of each cut—and if everybody liked each cut equally well—all cuts of beef would be priced exactly the same.

However, regardless of price, all cuts of beef are the same in one important respect: They all give you the same complete, high-quality protein—the kind you need every day to help you maintain a healthy body.

**AMERICAN MEAT INSTITUTE**

Headquarters, Chicago • Members throughout the U.S.

February 1, 1954 • Page 87
New Am Stations . . . ACTIONS BY FCC
Wetumpka, Ala.—Kimore Service Corp., granted 1076 kc, 250 w daytime, estimated construction cost $8,050.40, first year operating cost $24,000. Principals,q- include: President James L. Cloyce (20%), General Manager W. D. Jones (30%), Treasurer James W. Whatley (10%), retail radio and TV dealer; Charles T. Smit, secretary

Existing Am Stations . . . ACTIONS BY FCC

APPLICATIONS
KSLY Monte Vista, Colo.—San Luis Valley Bestg., Co., seeks modification of CP to change from 1 kc to 1200 kc and daytime from 1 kw to 5 kw. Filed Jan. 19.


How to Make a Good Movie on any budget!
FILM and the DIRECTOR
by Don Livingston
Mr. Livingston, an experienced Director of the New York stage, 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 ele-
ments of production
- How to eliminate unnecessary expense and save valuable production time

If you want to write, produce, or direct, here is an essential guide that will tell you just how the professional gets the best results from his actors and equipment.

The Macmillan Company Box 9 60 Fifth Ave., New York 11
Routine Roundup...

January 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

KIIF Idaho Falls, Idaho, Eastern IdahoBEST, & TV Co.—Granted petition to amend application (Docket 8034; BPPT-978) to change facilities from 16 kW untl. with DA-N only (1060 kHz, 16 kW, untl, DA-N), to 250 watts untl. with identical day and night directional array (1060 kHz, 250 watts, untl, DA-1); specify a different antenna site, and revise on a more current basis certain financial information in application as amended removed from hearing.

By Hearing Examiner Isadore A. Honig

Palm Beach Best, Corp., WEAT-TV Inc., 60 Palm Beach, Fla.—Extended the time for filing their respective written statements containing their material required of applicants by the “McFarland” letter of Nov. 30, to Jan. 25; ordered that the transcript of the oral argument on petition filed Jan. 13 by Palm Beach be incorporated in the record of this proceeding (Docket 16828; BPCT-1630; Docket 10859; BPCT-1803), for ch. 2; further ordered that the Preliminary conference in this proceeding pursuant to Sect. 3.81 of the rules scheduled for Jan. 25 by the examiner's order of Jan. 13, be and is hereby canceled.

By Hearing Examiner John B. Poldexter

The Teeners of Coldwater, Mich.—Granted petition for leave to amend its application for ch. 2 (Docket 10795; BPCT-1685), to incorporate therein a copy of an agreement entered into with Capital TV Inc. concerning Capital's withdrawal of its application (Docket 10796); also to make change in the cost of studio technical equipment.

By Hearing Examiner Harold L. Schiz

Radio Associates Inc., WLOX, Biloxi, Miss.—Granted requests for continuance of hearing now scheduled for Feb. 5 to Feb. 16, in tv applications for ch. 13 (Docket 10699 and 10645).

BROADCAST ACTIONS

Chief Engineer Delegated Added Authority

By order, the Commission delegated to its Chief Engineer authority to exempt, in specific instances, am, fm, and tv broadcast stations from the requirement of installing radio equipment for the purpose of receiving Conelrad radio alerts in accordance with Sec. 5.801 of the rules and Sec. III of Conelrad Manual 3C-3.

Broadcast stations are required to have a radio receiver for alert notification. However, when two or more stations are located in one room or otherwise close together, one station may request exemption, provided notification can be obtained from the other station by approved means.

January 22 Applications

ACCEPTED FOR FILING

CP

KSWM Joplin, Mo., Air-Time Inc.—Construction permit to mount tv antenna on top of new am tower and change of transmitter (Contingent on grant of tv application) amended to make change in antenna system (BP-8532) amended.

KINU Corpus Christi, Tex., KINU Inc.—Construction permit to make changes in the antenna system (increase height of tower) (BP-914).

WEWK Tampa, Fla., E. P. Martin, and Elmo B. Kilst, a partnership do/b as Hillsboro Best Co.—Construction permit to install new transmitter as an auxiliary transmitter at its present location of main transmitter to be operated on 1500 kw, power of 1 kW, for auxiliary purposes only.

License for CP

January 25 Applications

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

Applicant

WORZ Orlando, Fla., Central Florida Bestg. Co. — Construction permit to install new transmitter at location of main transmitter to be operated on 740 kilocycles with power of 250 watts for auxiliary purposes only (BP-919).

Modification of CP

KFWA-TV Ft. Smith, Ark., Southwestern Radio and TV Co. — Modification of CP (BPCT-316) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-317).

Modification of CP

KFSD-TV San Diego, Calif., Airfair Radio Corp. — Modification of CP (BPCT-287) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-288).

KWIT Portland Me., The Portland Telecasting Corp. — Modification of CP (BPCT-316) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-317).


WMAG-TV Maumee, Ohio, National TV Co. — Modification of CP (BPCT-318) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-319).

WOKM-TV Memphis, Tenn., Commercial TV Co. — Modification of CP (BPCT-318) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-319).

KWTO TV Springfield, Mass., Radio Corp. — Modification of CP (BPCT-318) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-320).

KWQ-TV Spokane, Wash., Washington Inc. — Modification of CP (BPCT-318) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-321).

Application Dismissed

Rev. Earl R. Shay, Bethel, Alaska. — Construction permit to receive construction permit to operate on 500 kw with power of 168 w unlimited hours of operation (BP-852).

Application Returned

WGNW Muskegon, Mich., WGN Inc. — Authority to determine operating power by direct measurement of antenna power (Section I not completed).

Modification of CP

WETV Mason, Ga., Macon TV Co. — Modification of CP (BPCT-318) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-319).

WAAM Baltimore, Md., WAAM Inc. — Modification of CP (BPCT-318) as mod. which authorized changes to tv station antenna, which was to extend antenna and other equipment changes. Authorization of new tv station for extension of completion date to 7/15/54 (BPCT-320).

WARJ Poplar Bluff, Mo., Warstv Inc. — Modification of CP (BPCT-278) which authorized new tv station for extension of completion date to 7/15/54 (BPCT-279).

KACY Ft. Worth, Mo., Ozark TV Corp. — Modification of CP (BPCT-141) as mod. which authorized new tv station for extension of completion date to 7/15/54 (BPCT-142).

Application Withdrawn

WGNW Muskegon, Mich., WGN Inc. — Authority to determine operating power by direct measurement of antenna power (Section I not completed).
10 REASONS WHY YOU SHOULD BUY A SCHAFAER REMOTE CONTROL SYSTEM

$1000 you save as compared to the average cost of other systems.

$1570 total price for the basic system ready to install.

the basic schafer system is a complete system. no expansions later.

24 metering circuits...40 control circuits...uses two phone lines.

no tubes in the schafer system...

sure-fire, dependable, dc dial, metering and control circuits...directly calibrated meters.

no extra frequency or modulation monitor to buy for any installation...

external relays, tuning motor all furnished as part of the basic system.

parts replacement never a problem...

all parts made by national manufacturers. available through your local jobber now and 20 years from now.

any transmitter or group of transmitters can be controlled by one system...thirty page manual covers complete instructions for installation and maintenance.

no engineering compromises...no circuits worked against ground...

no high voltages or currents on phone lines. telephones built in.

we specialize in remote control! we sell direct from the factory to you...

you save the difference, and you get immediate delivery out of stock.

every schafer remote control system unconditionally guaranteed for one year.
January 27 Decisions

SCOTT COUNTY, Ia., FORREST, Miss.; WCHI Colchester, Vt., and WCGW Bennington, Vt.—Granted petition for extension of time for new station on 1360 kc, 1 kw, W (BPCT-8852). WCHI and WCGW apply for approval of new station on 1590 kc, 1 kw, W (BPCT-8851). WCGW applies to extend the time to file a conditional petition to extend availability of frequency on which WCGW licensed to operate.

BRENNER, Minn.; O'ZARKE PLAYGROUND BEESTS—Granted petition for approval of antenna transmitter location and specified studio location (BPCT-5098).

The following stations were granted relief from objection to operation on basis of interference:

-VL-931, I.-Ordered that Hearing Examiner, in proceeding to determine whether station KIKE, I., is being operated in such manner as to authorize a complaint to be filed by those alleging interference to their signals and seeking relief, appoints James A. Goodwin, the Hearing Examiner in the proceeding, to determine whether the complaint is well founded and to report to the Commission on findings thereon.

-VL-932, I.-In light of the foregoing order, Hearing Examiner Butts (BPCT-1162), in proceeding to determine whether station KSUM, I., has been operated in such manner as to discontinue the proceeding, appoints James A. Goodwin, the Hearing Examiner in the proceeding, to determine whether the complaint is well founded and to report to the Commission on findings on the complaint.

January 27 Applications

ACCEPTED FOR FILING

RENEWAL OF LICENSE

WIGC Bridgeport, Conn., and Station WIGC, Bridgeport, Conn. (BR-127). WIGC Bridgeport, Conn., and Station WIGC, Bridgeport, Conn., petition to renew their license. The petition is accepted for filing.

APPLICATIONS RETURNED

WWEB Rutland, Vt., Central Vermont Beest Corp. (Section II, dated after Section I, BR-2317). WDEV Waterbury, Lib. E. Squier (Application not noted) (BR-796).

GRANTED REWAL

January 27 Decisions

BROADCAST ACTIONS

Scott County, Ia., Forest, Miss.; WCHI Colchester, Vt., and WCGW Bennington, Vt. -Granted petition for extension of time for new station on 1360 kc, 1 kw, W (BPCT-8852). WCHI and WCGW apply for approval of new station on 1590 kc, 1 kw, W (BPCT-8851). WCGW applies to extend the time to file a conditional petition to extend availability of frequency on which WCGW licensed to operate.

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APPLICATIONS RETURNED

WWEB Rutland, Vt., Central Vermont Beest Corp. (Section II, dated after Section I, BR-2317). WDEV Waterbury, Lib. E. Squier (Application not noted) (BR-796).
Help Wanted

Announcers, salesmen 1st, engineers or any combination, immediately. Box 318A, B-T.

Managerial

Office manager for Rocky Mountain area radio and television station. Man we are looking for must have executive ability and experience in radio and television. Must be well qualified to direct and manage office operations. We want a steady reliable family man who desires to make a permanent home in the west with a growing organization. Excellent starting salary with possibilities for right man to participate in earnings. Please send full resume of experience and personal background and photo. Box 202C, B-T.

Senior analyst and statistician for national industry-operated research organization. Able of field supervision, developing, executing and administering research assignments; minimum college degree in business or economics; experience in market research or related field. Location, Toronto, Canada. Salary according to qualifications. Box 210C, B-T.

Salesmen


Salesman. Have opening for aggressive experience to handle goodwill for important market. Box 310A, B-T.

Radio time salesman for aggressive network station. Salary plus commiss. Restaurants, hotels, truck lines, etc. 20 years. Advertising sales experience required. Guarn. to one who can make 2000 sales per year. Box 187C, B-T.

Salem: one who will make and sell 1000 watt station. Salesperson. Must have own car. Experience necessary. Draw and over-ride. Box 206C, B-T.

Required experienced salesman for 3 kilowatt independently operated station in major southern market. Box 243C, B-T.


Florida salesman. Excellent opportunity in live wire station. 20 years experience. Contact immediately, WHWD, Hollywood, Fla.

Experienced radio salesman who knows how to use KAB material and is not afraid of new "competition." Salary plus ascending commissions. Must have own car and good background. Robert M. Feebles, WKNY, Kingston, New York.

Salesman on 25 percent commission, 5000 watt station. WKNK, Muskegon, Mich.

ORadio Industries, world's largest exclusive manufacturer of magnetic tape, has openings for two sales trainees for rapidly expanding tape market. Great growth, big responsibility. Prefer young man with proven ability in retail or competitive sales work with small or medium size station background. Apply letter or "tape" to radio salesman. ORadio Industries, Opelika, Alabama.

Announcers

Announcer experienced capable of doing en masse work and delivering selling commercials on radio and tv. Box 310A, B-T.

Experienced announcer-DJ, sincere pitch, handle board, good pay. Progressive community near Chicago. Personal interview necessary. State salary and address. Box 146C, B-T.

Morning man with gimmick show for competitive market. Write full details and experience plus photo. Send resume to Box 270C, B-T.

Morning man with top-flight personality, needed by progressive station in good mid-south market. Good salary with bright future. Send auditions and resume to Box 278C, B-T.

Help Wanted—(Cont’d)

Sales manager for vhf tv station and 3 kw network affiliated station in midwest. Must have top news record and stable, dependable salesmen. Guarantee and percentages. Give full details. Box 195C, B-T.

Announcers

Announcers (15) 26 workers, heavy news, well established NBC affiliated vhf tv. Must have commercial radio background. Send tape, recent photo and resume. Replies confidential. Box 190C, B-T.

Technical

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Must be able to work into tv. Paying position with regular assignments. Send samples, data, references to Box 245B, B-T.

Microwave-vhf maintenance, 1st phone preferred, two years communications or equivalent experience required. Midwest must be available 24 hours daily and willing to be away from home part of every week. Box 64C, B-T.

Experienced television maintenance technician and experienced television transmitter operator. Herbert Edison, WIS-TV, Columbia, South Carolina.

Production-Programming, Others

Director—station experience desired. Opportunity in Hartford County's first tv station, State affiliation. Must have experience with NBC, WKBW-TV, 11 Asylum Street, Hartford, Connecticut.

Situations Wanted

Managerial

One of the best known men in advertising is interested in taking over a good tv or radio station or any other business where he can own property if is for sale at fair price. This executive is widely experienced in media sales and also in executive management. He is a fine record in broadcasting and other major advertising media and in advertising executive—new business-understand research, creative selling, etc. Has ability if you have a station or stations or other adv. opportunity where such ability can be used forthwith, arrange interview. Box 78A, B-T.

Attention small markets: Management with emphasis on sales and production. Desires permanency. Currently managing Box 131C, B-T.


Station manager experienced. Sales, programming, administration, etc., in charge of producing, etc., execute producer top station. Box 222C, B-T.

Manager, independent and network affiliate experience. Familiar all phases radio. Ready to move up. Interested in part-ownership deal. Box 224C, B-T.

18 years radio administration experience. Available for sound general and/or commercial management. Now employing and planning necessary due to immediate consolidation. Box 230C, B-T.

Managerial opportunity. Woman with 12 years broadcast experience. Last two years assistant manager. Experienced all phases station operation. Good knowledge of management problems. Desires opportunity as assistant manager. Available for personal interview. Excellent references. Box 236A, B-T.

Salesmen

Room on your log for new business? Then you might consider this opportunity—one where proven sales ability, announcing experience, first ticket, college education for permanent position offering advancement. Reply Box 231C, B-T.

Sales manager. Five years station, agency experience, local, national. Needs aggressive, producer. Employed. Desire new company, re- or own group, New York or Philadelphia. Box 264C, B-T.

Salesman-announcer, five years experience, including tv. Audition and details available immediately. Box 235C, B-T.

Announcers

Announcer, with promise, light experience, draft exempt, college graduate, willing to start at bottom, conscientious, ambitious, versatile, specialty news, sports. Box 276C, B-T.

Help Wanted—(Cont’d)

Salesmen

Need experienced tv salesman excellent opportunity. Must be able to handle accounts. Salesman for NBC (LA) region, if possible. Box 186C, B-T.

Salesmen

Continuity writer call or write Ken Kilmer, KBGO, Eoska, Iowa.

Television

Salesmen

Need experienced tv salesman excellent opportunity. Must be able to handle accounts. Salesman for NBC (LA) region, if possible. Box 190C, B-T.

Announcers

Announcer, with promise, light experience, draft exempt, college graduate, willing to start at bottom, conscientious, ambitious, versatile, specialty news, sports. Box 276C, B-T.

Help Wanted

Assistant sales manager for vhf tv station and 3 kw network affiliated station in midwest. Must have top news record and stable, dependable salesmen. Guarantee and percentages. Give full details. Box 195C, B-T.

Announcers

Announcers (15) 26 workers, heavy news, well established NBC affiliated vhf tv. Must have commercial radio background. Send tape, recent photo and resume. Replies confidential. Box 190C, B-T.

Technical

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Must be able to work into tv. Paying position with regular assignments. Send samples, data, references to Box 245B, B-T.

Microwave-vhf maintenance, 1st phone preferred, two years communications or equivalent experience required. Midwest must be available 24 hours daily and willing to be away from home part of every week. Box 64C, B-T.

Experienced television maintenance technician and experienced television transmitter operator. Herbert Edison, WIS-TV, Columbia, South Carolina.

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Managerial opportunity. Woman with 12 years broadcast experience. Last two years assistant manager. Experienced all phases station operation. Good knowledge of management problems. Desires opportunity as assistant manager. Available for personal interview. Excellent references. Box 236A, B-T.

Salesmen

Room on your log for new business? Then you might consider this opportunity—one where proven sales ability, announcing experience, first ticket, college education for permanent position offering advancement. Reply Box 231C, B-T.

Sales manager. Five years station, agency experience, local, national. Needs aggressive, producer. Employed. Desire new company, re- or own group, New York or Philadelphia. Box 264C, B-T.

Salesman-announcer, five years experience, including tv. Audition and details available immediately. Box 235C, B-T.

Announcers

Announcer, with promise, light experience, draft exempt, college graduate, willing to start at bottom, conscientious, ambitious, versatile, specialty news, sports. Box 276C, B-T.
Announcer. Limited experience, high potential. Good baritone voice, station staff, news, sports, play-by-play, air time. Married, travel for permanent connection. Tape, resume, references. Box 27C, B-T.


Announcer, 7 years experience all phases. Desires permanent position in radio with tv future. Box 268C, B-T.

Staff announcer, 27, one-and-a-half years experience, single, college graduate, play-by-play baseball. Desires Midwest. Consider all. Box 280C, B-T.


Some experience, staff announcer, desires position southern station. Two radio announcer schools background. Box 213C, B-T.

Announcer, 3 years experience in all phases of broadcasting, including network experience, coast-to-coast. Box 215C, B-T.

Program director-announcer, 5 kw network affiliate, desires work with established radio or new tv station. Experience in play-by-play announcing on disc, tv, radio. Tape and references. Box 217C, B-T.

Employed mature veteran sports and newscaster, with appealing voice style, which sells, guarantees coverage and is persuasive and friendly organization. Interested in permanency and success. References. Box 218C, B-T.

If you are interested in personality more so than voice, DJ; with six years experience, presently changing stations. Do pop, hillbilly and race. Box 211C, B-T.

Ambitious veteran, 38, single, desires radio or tv program director. Prefer 15 kw no object. 25 years college, radio school, humorous ad-lib, char- acter, intelligence, voice. Immediate. Box 219C, B-T.


Sports only. Discs prove major league ability. Play-by-play commentary needs right situation to demonstrate ability. Six years manager, sports director, staff experience. Box 224C B-T.


Authoritative news, relaxing DJ, interesting interviews. Ambitious. Details and disc. Box 224C, B-T.

Announcer, colored disc jockey, news, personality, control board, single veteran. Some experience, well trained, tape available upon request. Free to travel. Box 246C, B-T.

Announcer. Solid staff background. Strong news and sports, potential air, also play-by-play, college gymnastics. Box 245C, B-T.

Girl announcer, broadcasting school graduate. Fine air voice. Good country disc jockey. Can do news, commercials and women's feature. Audition records and photo on request. Box 248C, B-T.


Attention Florida Gulf Coast stations. 15 years experience. Excellent program-director. 32, married, sober and not a floater. Would like position in or near small independent station. Direct now. Box 246C, B-T.


Twenty-seven, recent Cambridge Radio graduate, excellent potentialities, good baritone voice. Strong news, sales, reporting. Familiar with control board operations. Third class ticket, married, Tape, resume upon request.

Also, announcer, experience, strong DJ, travel for permanent connection. Box 274C, B-T. News, sports, board. Single, third class ticket. Tape available on request. Box 290C, B-T.

Young announcer, light experience, strong on commercials, DJ, news, sports, board, single, draft experience. Third class ticket. Disc, tape available now. Box 280C, B-T.


Announcer-bridge graduate. Single ambitious, personality, love music, tape. Joseph Martin, 1140 S. Johns Place, Brooklyn 13, New York.

Responsible, personable, forward thinking young man, 25, family, draft exempt, no floater, desires position with future. DJ, newscaster, staff announce with accent on writing, selling. Two years experience, will relocate. Resumes, tape on request. Hank Santos, 411 Park Pl., Fort Lee, N. J. 70-11.

Experienced news-sports editor wants live wire opportunity. Now handling 4 major newscasts daily, punch line writer, reporting. C. D. Statetie, Guyomoka, Okloma.

Announcer, experienced all phases. Strong news, selling, entertainment. Box 139C, B-T.

Announcer-personalities, limited experience, married veteran. Travel, tape, resume. Frank Tavernese, 100-34 78 Street, Maspeth, New York. Phone 7-5010.

Morning man, deep voice, draft, dependable. Anywhere. Telephone 705-76 Morgenstern, N. Y.

Technician

Technician, 1st class license, six years experience transmission, studio, remotes, recordings. Box 186C, B-T.

Engineer, experienced construction-maintenance, remote control room, etc. Present chief. Box 206C, B-T.

First class license, two years at leading technical school. Two years am. Just completed two years in New York studio. Have done some combo work. Any location considered. State salary in first letter. Box 298C, B-T.

Engineer, first phone, 51 years experience at 1500 watt regional station. Car owner. Require two weeks notice. Box 210C, B-T.

First-class phone, experienced in regular transmitter duty and maintenance of transmitter, also studio announcing. References if necessary. Box 220C, B-T.

Combo, first phone. Graduate, Don Martin Radio School. 5 years experience as electronics technician. Prefer west coast station. Box 287C, B-T.

Chief engineer experienced in repair and maintenace of am and fm, prefer west. Box 222C, B-T.

Engineer, first phone. Technical school graduate. Am experience available immediately. Box 280C, B-T.

First class phone, no experience, willing to travel. James S. Adler, 47-08 46 Avenue, Woodside 71, Long Island, New York.


Looking for a director of engineering or chief engineer position with television station. Five years television experience, 15 years experience in station posi- tion, supervisor of engineering for one of mid- west stations. Experience in handling men and equipment. Married, four children. Good reason for leaving. Write Box 249C, B-T.
Situations Wanted

TV Chief Engineer with base degree, six years tv experience and 10 years radio experience. Now top radio show manager. Also 10 years experience in radio sales. Excellent background, Top Radio Show. Now ready for big responsibility. Base salary. Write Box 284C, B-T.

Versatile cameraman, trained in Hollywood and experienced in both remote and studio camera operation and related jobs, i.e., floor manager, director, set design, art work, slide photography and control board operation. Write Box 284C, B-T.

Production-Programming, Others

Writer-director for four years television; program and commercial writing; presently radio manager. Three New York stations; interested in television station with local programming plan. Box 126C, B-T.

Recent S.A.T. graduate wishes to start in a production or technical capacity in newly opened television station. Willing to start at any salary. Box 200C, B-T.

Solid experience all phases film, tv, theatrical production. Good idea man, who knows how to produce in terms of dollars and cents return, perfect for ad agency, tv station, or film producer. Excellent references. Box 233C, B-T.

Announcer with sm. tv experience, including tv production and film department work. College degree, trained in New York. Pleasant voice and personality. Write Box 281C, B-T.

Film production head or assistant. Experienced in organizing and planning complete film set-up and doing shooting and editing documentary films. Good educational and business background. Married, no children age 33. Box 240C, B-T.

Woman with tv traffic, copy, production and on-camera experience. Also 11 years radio background. Now employed, assistant manager in radio. Will consider combination radio -tv work. Excellent references. Box 209C, B-T.

For Sale

Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 200C, B-T.

Rocky Mountain indio, 250 watt. Bills $66,000. Asking $42,000; reasonable. Box 306C, B-T.

506 Watt daytime radio station for $32,000. Cash. Write or wire Ed Bishop, Dalhart, Texas.


Equipment, etc.

General Electric 3 kw fm transmitter, 4-bay CE fm antenna, 1¼ inch transmission line, Isocoupler. All in perfect condition. Will sell all or separate. Bargain. Contact Box 54C, B-T.


Collins 6-bay fm antenna mast-doughnut type 60 feet, $1,000. KDKD, Sedalia, Missouri.


Complete Standard transcription library. Purchased partly for $1,200.00. Price $600.00 or best offer. WKAW, Evanston, Ill.


Whirligig tower with lights, guys and insulator. 200 feet. Ready for shipment. Make offer. Box 284C, B-T.

1 Federal 3 kw transmitter. 1 CE BM-a-A frequency and modulation monitor. WJBY, Gadsden, Alabama.

Best offer, 240 ft. Truscon self-supporting tower, type B-30 with Pile 3, WNYC-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Wired music or radio studio equipment: 1-430 Gates console. 2-225 CO Gates limiters. 6-5C line amplifiers. 1-04 dual wall desk. 2-C37 transcription tables. 3 racks and panels with patch strips. Seeburg "206" automatic record player. Bargain-Phone Craft Co., 427 No. Euclid, St. Louis, Mo.

Disc Jockeys! Cream of WH classifies 6,000 laughlines alphabetically. Publisher, Sebring, Florida. $3,500.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 776, Huntsville, Ala.

Wanted to Buy

Stations

Small or medium market station in middle Atlantic state. Give full particulars, first letter. Response will be held in strict confidence. Box 211C, B-T.

Responsible group of broadcasters, financially interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 239C, B-T.

Equipment, Etc.

Used camera chains, preferably DuMont. Needed immediately. Write Box 116C, B-T.

Five kilowatt air cooled am transmitter, tuning unit, 260 foot guyed tower, frequency and modulation monitor. Box 285C, B-T.

1 kw fm amplifier. WFM1, 1020 N. Lake Shore Drive, Chicago, Illinois.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizard, WJM3M, Cordele, Georgia.

REL model (462) fm receiver in good working condition. Contact Manager, WONF, Defiance, Ohio.

RCA 10 kw fm transmitter plus up to 666 feet, 3/8 transmission line. WPAD-FM, Faduca, Kentucky.

Used or burnt out 10 kw, modulation trans., 600 foot tower. Former transmitter. Write CEC (10 cents), Box 1307, San Jose, Costa Rica.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone calls. Experienced operators are interested in purchasing a Wisconsin radio station. Write Box 239C, B-T.

Help Wanted

Television

Managerial

WANTED TV MANAGER WITH BUSINESS AND SALES EXPERIENCE

Comparatively new vhf station with network affiliation located in town over 75,000. Prefer man with midwest background or experience. A good job in a good market. Box 256C, B-T.

Salesman

TELEVISION SALES MANAGER

Established television station in midwest market is opening for top sales manager. Must be 35 to 45 years of age, thoroughly experienced and capable of handling all details of local and regional sales for primary network television station. All replies confidential. Our own staff knows of this ad. Salary commensurate with caliber of man we hire. The station will pay reasonable moving expenses. Send complete resume, photograph to Box 275C, B-T. Interviews will be arranged.

Technical

TV ENGINEERS

Prominent midwestern manufacturer has opening for one or two engineers with good practical working knowledge of TV transmitters, camera and studio gear. Good salary to right men who can roll up sleeves and go to work. Box 253C, B-T.

College graduate radio engineer with knowledge and experience in tv for art license, excellent opportunity for thoroughly trained and competent young man. Give step by step story of record, references and starting salary expected. Prefer man who has ridden in field service. This position is one of many at station in beginning construction immediately. Box 233C, B-T.
BROADCASTING
gramming, public
local
immediate reply.

Major league baseball, college and pro football, basketball, hockey, track, and also excellent network news, special events background. Established relations with national agencies, front references. Want interesting am and/or sports position, added news, spot events take priority. Apply Box 2748, B-T.

Announcers

CAN YOUR SPORTS-MINDED STATION
DSE 13 YEARS AM-TV PLAY-BY-PLAY
SPORTSCASTING EXPERIENCE?

Effective Service
TV & Radio
OSE
production -programming,
interested
Box 13
H. R.

Production-Programming, Others

HERE'S THE WOMAN YOU
HAVE BEEN WAITING FOR!

Only 33 BUT has 15 years broadcasting, TV and advertising experience! 11 years radio—network commercials, successful local women's programs in 2 important markets! 5 years TV—production, acting, commenting! 5 years top retail fashion show! Interested in women's shows, programming, public relations! AM or TV. Will go anywhere in U.S. Box 2639C, B-T.

Television

Managerial

IF YOU ARE INTERESTED
in adding dollars AND stature to your radio or Television Enterprise—
IF YOU ARE LOOKING FOR
a person with knowledge and ambition to help you accomplish this goal—

PLEASE CONTACT THIS MAN
of family and integrity with outstanding Agency and major Station Radio & Tele-
vision experience. Has proven ability in all phases of Engineering on managerial level in Sales, Programming, Promotion and Public Affairs.

Opportunity Important—Age 37—Best references. Write to Box 2639C, B-T.

Production-Programming, etc.

SUCCESSFUL
Network TV program rates, experienced producer-writer, or seeks opportunity as PD or similar job with live-wire station in southeast or west. Currently employed. Backed. Most important but secondary to future and good listing for family. Box 475C, B-T.

Employment Services

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 Avenue, New York 16, N.Y. Paul Baron, Dir., Radio TV and Film Div. Resources welcomed from qualified people.

Miscellaneous

FOR THE RECORD

The Commission wishes to recommend for the consideration of the Com-
communications Act of 1934, as amended. A proposed bill is at-
tached as an appendix to this letter. The objective of the proposed legislation is to clarify the so-called "protest rule," contained in Section 309(c), which grants the applicant a right of a grant of a Commu-
nications Act by the Communications Act Amendments of 1952, 66 Stat. 111, so as to obviate the use of the new procedures as a device for delaying radio station grants which are in the public interest while retaining the rule's primary objective of providing inter-
cited parties with a means by which they may bring to the Commission's attention bona fide questions concerning grants made without hear-

Section 309(c) provides that all authorizations granted by the Commission, including licenses to proceed with the evidence show-

The protest rule has resulted in substantial delays in the construction and operation of new television or radio stations authorized by the Commission without hearing. For any "party in interest" may file a protest and it seems clear, under relevant court decisions, that the term "party in interest" includes not only existing stations in the same service as the grantee who might be adversely affected economically by the grant, but also stations in other broadcasting services who might similarly suffer economic injury as a result of the decision made by the new stations. Furthermore, if the protestant shows himself to be a party in interest and details his objection to the grant, the Commission is re-


A bill to amend the Communications Act in regard to protests of grants of instruments of government section 374 A. (d) (c) (C) of the Communications Act

SITUATION WANTED

BROADCASTING
Salesmen

SALES MANAGER
New Investigating charge to meet suitable family location, just completed station's last year under a new concept. Earnings $3,500. Young, honest, never lost job in 11 years experience, all phases, traffic, permanent location with sales or radio sales or administration. Your interest will bring immediate reply. Box 1626G, B-T.

February 1, 1954 • Page 97
Individual as a gold inlay, E. Gilbert Forbes is news editor of WFBM and the number one newscaster in Indiana. He spends 80% of his time preparing broadcasts and telecasts, 5% of his time on radio (20 quarter-hours a week), 3% of his time on tv (16 fifteen-minute or five-minute newscasts), 25% of his time in outside activities, and 30% with home and family. If the total is 143%, it's about right. This is a busy fellow.

Now in his sixteenth year as a news editor hereabouts, E.G.F. was college trained in journalism, entered radio in St. Louis, moved to WFBM in 1937, and spent 1944 as a war correspondent in Europe interpreting the ETO for our listeners.

His technique is simple: He studies world affairs and delivers the news. Much in demand for personal appearances, and practically unable to say no, Gilbert Forbes once discovered that he was expected to address three different groups at practically the same time. His resolution of this difficulty was a masterpiece of tact and timing.

Forbes is seen six days a week on tv; heard seven days a week on radio; viewed with fellow-members of the Indianapolis Literary Club, the Press Club, the Artists' Society and the Meridian Heights Presbyterian Church, a few of the organizations in which he is active.

When a Hoosier host wants to hit an arguing guest over the head with a piece of inflexible logic, all he has to say is "Gil Forbes said so." If Forbes said it, it's true, correlated, analyzed, evaluated, put in proper perspective and well expressed.

Year after year, Hoosiers listen to Gilbert Forbes and the news. There may be a better framework for commercials selling items with general appeal, but not in these parts. Check the Katz man for availabilities.
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 (3) grantees. Triangle (△) indicates stations now on air with commercial pictures. 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 from the 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 Spot Sls.; 225,000
△ WBCR-TV (6) NBC; Rayner; 184,300
△ WJLN-TV (46), 11/19/53—Unknown
△ WSBN-TV (42), 11/14/52—Unknown
Decatur—
△ WMSL-TV (25) 12/26/52-5/1/54
Mobile—
△ WALA-TV (10) ABC, CBS, NBC; Headley-Beedle; 83,500
△ WKAB-TV (48) CBS, DuM; Forjoe; 44,500
Montgomery—
△ WCWV-TV (20) ABC, CBS, NBC, DuM; Rayner; 22,300
△ Montgomery Bstcp. Co. (11), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
△ KTVD-TV (12) NBC, DuM; Avery-Knodel; 81,102
Phoenix—
△ K AOL-TV (10) Hollingerby; 80,280
△ KOY-TV (10) Blair; 85,289
△ KPFO-TV (5) ABC, CBS, DuM; Katz; 50,289
Tucson—
△ KOPO-TV (13) CBS, DuM; Forjoe; 18,100
△ KVQO-TV (4) NBC; Rayner; 18,100
△ KIVA (11) DuM; Forjoe; 17,902

ARKANSAS

Fort Smith—
△ KPSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs—
△ Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock—
△ KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
△ KEBT (12) 10/20/53—Unknown
△ KVTV (17) CBS; DuM; $1,000
Pine Bluffs—
△ KATV (7) Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
△ KERO-TV (10) CBS, NBC; Avery-Knodel; 99,831
△ KAVC-TV (29) ABC, DuM; Forjoe; 49,600
Berkeley (San Francisco)—
△ KQED (9) 7/26/53—Unknown
San Francisco—
△ KRON-TV (4) ABC, CBS, NBC; Hollingerby; 184,300
△ KTVU (26) DuM; Forjoe; 104,000
△ KTVK (27) NBC; DuM; 81,850
△ KAGR-TV (32) 3/11/53—Unknown

COLORADO

Colorado Springs—
△ KKTV (11) ABC, CBS, DuM; Hollingerby; 37,804
△ KROD-TV (13) NBC; McGilivra; 16,600
Denver—
△ KBTV (4) ABC, CBS, Free & Peters; 197,516
△ KFEL-TV (2) NBC; Blair; 197,516
△ KLZ-TV (7) CBS; Katz; 197,516
△ KOA-TV (4) NBC; Petry; 197,516
△ KRAM-TV (9) 7/11/53—Unknown
Grand Junction—
△ KFJX-TV (5) Holman; 2/26/53-May ’54
Pueblo—
△ KCJ-SI-TV (5) Avery-Knodel; 38,000
△ KDZA-TV (3) McGilivra; 40,000

CONNECTICUT

Bridgeport—
△ WCBS (71), 1/29/53—Unknown
△ WITC-TV (43) ABC, DuM; Young; 50,117
△ WSJL (49), 8/14/52—Unknown

Hartford—
△ WEDH (26), 1/29/53—Unknown
△ WGTN-TV (18), 10/31/53—Unknown
New Britain—
△ WLEI-TV (59), H-R; 6/34/53—Summer ’54
△ WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 83,190
△ WMLC-TV (26) 12/11/52—Unknown
Norwich—
△ WCTN (63), 1/29/53—Unknown
Stamford—
△ WSTF (27), 5/27/53—Unknown
Waterbury—
△ WATR-TV (53) ABC, DuM; Rambeau; 94,500

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.
Cedar Rapids—
- KCRU-TV (9) H-R; 100,000
- WMST-TV (3) CBS; Katz; 90,967
Davenport (Moline, Rock Island)—
- WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
- KGTV (17) Hollenberg; 20,424
- WHO-TV (13) NBC; Free & Peters; 9/2/53–Spring ’54
Fort Dodge—
- KTQV (21) Pearson; 40,000
Mason City—
- KGLO-TV (3) CBS, DuM; Weed; 10/14/53–Spring ’54
Sioux City—
- KOAM-TV (6) 10/30/53–Unknown
- KTV (9) CBS, NBC, DuM; Katz; 80,000
- KCOM Bestc. Co. (4) 1/11/53–Unknown
Waterloo—
- KWTL-TV (7) NBC, DuM; Headley-Reed; 81,780

KANSAS
Hutchinson—
- KTCH (12) CBS, DuM; H-R; 80,362
Manhattan—
- KSAC-TV (*) 7/26/53–Unknown
Pittsburg—
- KOAM-TV (7) CBS, NBC, DuM; Katz; 10,000
Topeka—
- KTWA (43) 11/5/53–Unknown
- WIBW-TV (13) CBS; Capper Sls; 43,978
Wichita—
- KAKE Bestc. Co. (10), Initial Decision 10/30/53
- KEDD (16) ABC, NBC; Petry; 55,665

KENTUCKY
Ashland—
- WPTV (59) Petry; 8/14/53–Unknown
Henderson—
- WEHT (30) CBS; Meeker; 31,000
Lexington—
- WLAP-TV (27) Pearson; 12/3/53–4/1/54
Louisville—
- WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sites; 326,176
- WHAS-TV (11) CBS; Harrington, Righter & Parsons
- WKLO-TV (21) ABC, DuM; Taylor; 51,587
- WLKL-TV (4) Fortoe; 11/15/53–Unknown
Newport—
- WNOP-TV (20) 12/24/53–Unknown
Paducah—
- WTVL (63) 9/16/53–Unknown

LOUISIANA
Alexandria—
- KALB-TV (5) 12/30/53–Unknown
- KSJP (62) 4/13/53–Unknown
Baton Rouge—
- KHTV (40) 12/18/53–Unknown
- WAEB-TV (28) ABC, CBS, NBC, DuM; Young; 44,300
Louisiana To Bestc. Corp. (2), Initial Decision 19/3/53
Lafayette—
- KYOL-TV (10) 9/16/53–15/54
- KLKY-TV (10) 9/16/53–15/54
- Lake Charles—
- KFLC-TV (7) 11/12/53–Unknown
- KAYAG (15) ABC, CBS, DuM; Young
- KNOE-TV (8) ABC, CBS, DuM; H-R; 85,500
- KPAZ (43) Headley-Reed; 15,169
New Orleans—
- WCAG (25) Gill-Perna; 4/2/53–Late Winter ’54
- WCNO-TV (32) Fordoe; 4/2/53–Spring ’54
- WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 255,797
- WJMR-TV (81) DuM; Bolling; 58,443
- WTLO (20) 2/20/53–Unknown
Shreveport—
- KSLA (12) ABC, CBS, NBC, DuM; Rayner

MAINE
Bangor—
- WABI-TV (5) ABC, CBS, NBC, DuM; Hollenberg; 51,530
 Lewiston—
- WHSB-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,500
Poland—
- WMTW (8) 7/30/53–4/1/54
Portland—
- WCSH-TV (6) NBC; Weed; 84,827
- WGANTV (12) Aery-Knodel; 11/9/53–5/10/54
- WPNE (55) ABC, CBS, NBC, DuM; Everett-McKinney; 29,000

MARYLAND
- WAAM (13) ABC, DuM; Harrison, Righter & Parsons; 59,974
- WBAL-TV (11) ABC, NBC; Petry; 59,974
- WJZ-TV (60) Fordoe; 12/15/53–Unknown
- WMAR-TV (49) CBS; Katz; 52,974
United Bestc. Co. (14) 12/15/53–Summer ’54

Cumberland—
- WTBO-TV (17) 11/12/53–Summer ’54
Salisbury—
- WBOC-TV (16) Burns-Smith; 3/11/53–3/1/54

MASSACHUSETTS
- WMGT (74) Walker; 2/18/53–2/1/54
- WGBS-TV (50) 3/30/53–Unknown
- WGBZ-TV (44) NBC; Free & Peters; 1,143,466
- WGBR-TV (*) 7/16/53–10/1/54
- WJDD (44) 7/16/53–Unknown
- WNBC-TV (7) ABC, CBS, DuM; H-R; 1,143,466
- Wpro-Tv (61) 12/30/53–Unknown
- WBZ-TV (62) 4/26/53–Unknown

Michigan
Ann Arbor—
- WWOA-TV (20) Dum; Everett-McKinney; 60,000
- WUOM-TV (*59) 11/4/53–Unknown
- Battle Creek—
- WBCK-TV (58) Headley-Reed; 11/20/53–Summer ’54
- WBKZ (64) ABC; Weed; 55,924
- Bay City (Midland, Saginaw)—
- WMEW-TV (5) NBC, DuM; Headley-Reed; 9/9/53–2/15/54 (grand STA Jan. 31)
- Benton Harbor—
- WPBP-TV (47) 4/26/53–Unknown
- Cadillac—
- WTVY (13) ABC, CBS, DuM; Weed
- Detroit—
- WCIO-TV (62) 11/19/53–Unknown
- WJBK-TV (2) CBS, DuM; Katz; 1,465,800
- WWJ-TV (4) NBC; Hollenberg; 1,164,800
- WXYZ-TV (10) ABC; Blair; 1,128,622
- East Lansing—
- WKAR-TV (60)
- Flint—
- WDFP-TV (12), Initial Decision 5/11/53
- WTAC-TV (18) ABC; Raymer; 42,500
- Grand Rapids—
- WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 346,106
- Kalamazoo—
- WKOZ-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 345,848
- Lansing—
- WILS-TV (46) DuM; Taylor; 25,096
- WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320
- Muskegon—
- WTVM (35) 11/22/53–Unknown
- Saginaw (Bay City, Midland)—
- WGNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 99,280
- WSBM-TV (51) 10/29/53–Unknown
- Traverse City—
- WPBF-TV (7) 11/25/53–Unknown

MINNESOTA
Austin—
- KOMT (6) ABC, CBS, DuM; Pearson; 74,013
- Duluth—
- KDAL-TV (3) NBC; Avery-Knodel; 11/11/53–3/1/54
- WFTV (38) ABC, CBS, NBC, DuM; Young; 24,680
- Hibbing—
- North Star To Co. (10) 11/13/53–Unknown
- Minneapolis (St. Paul)—
- WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 240,500

Directory information is following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.

BROADCASTING • TELECASTING

February 1, 1954 • Page 101

KCRU-TV appeals to both of them. The Iowa farmer and his city neighbor. On KCRU-TV Channel 9 they both get what they want in live, local programming and choice network fare. That's why KCRU-TV calls Iowa's second largest urban market [dollar volume of retail sales] and Northeast Iowa's rich farm market. And at 95 the cost of other local TV media. Pop. 3,26,110. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R TV, Inc.

kcri-tv channel
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

basic A B C

affiliates
Rejoice with the lovable llama, TV is his favorite dish.
Since WHEN became part of his diet, He's gratified every wish.

And that just about sums the attitude of the folks in Andes, N. Y. (where they haven't seen a llama since the winter of '78.) Andes is only one of many towns in Central N. Y. who watch the world on Channel 8. And when the Andesians are heavy with dinero, they saddle up and ride, vaquero, ride to Syracuse for a spell of spending. (P. 5. They know what to buy — they saw it on WHEN.)

See Your Nearest Katz Agency

Everybody Watches

WHEN Television Syracuse

Page 102 • February 1, 1954
Miami—
KMIV (58), 4/25/53-Unknown

Oklahoma City—
KMPT (19) DuM; Bolling: 82,207
KTVG (28) ABC, DuM; H-R: 82,174
KWTV (5) CBS; Avery-Knode: 244,759
WKY-TV (4) ABC, CBS, NBC, DuM; Katz: 244,759

Oklahoma Educational TV Authority (*13), 12/13/53-Unknown

Tulsa—
KOEB (23) Bolling; 2/26/53-2/1/54 (granted STA May 15)
KOTV (6) ABC, CBS, NBC; Petry: 200,000

OREGON
Eugene—
KVAL-TV (13) Hollingbery; 5/14/53-3/1/54

Medford—
KKEKS-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
KOIN-TV (6) CBS; Avery-Knode: 136,876

WSPR-TV (49) NBC; Bolling: 85,756
Oregon TV Inc. (12), Initial Decision 11/10/53

Salem—
KPCU (34) 1/9/53-February '54 (granted STA Aug. 4)
KSLM-TV (3), 8/20/53-Unknown

.. you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1954 BROADCASTING Yearbook Marketbook.

Single copies are $5.00. Or you may subscribe to BROADCASTING for a full year and get 52 weekly issues, the 1954 BROADCASTING and the 1953-54 TELECASTING Yearbooks for only $11.00. You save $6.00.

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* Publication dates: BROADCASTING Yearbook, January; TELECASTING Yearbook, August.

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...
West Coast $250,000.00

Located in one of the country's top markets, this west coast facility offers an excellent opportunity for profits and growth. Ideal year-round climate and living conditions.
Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.
Feb. 21-28: Brotherhood Week.

MARCH
March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.
March 23-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.
March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

APRIL
April 4-6: American Public Relations Assn., Hotel Billmore, New York.
April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.
April 18-23: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
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: NARBI Convention, Palmer House, Chicago.

JUNE
June 20-23: Advertising Federation of America, Boston.
June 21-31: National TV Institute, Pasadena (Calif.) Community Playhouse.

AUGUST

SEPTEMBER
Confirmation

ALTHOUGH he has survived the test of Senate confirmation, FCC Comr. Robert E. Lee may expect to remain, at least for a while, under close surveillance by those who opposed his nomination. They will be watching him for evidence to support their expressed belief that he will favor extremist elements.

Unless we have badly misjudged him, we doubt that the opposition will find what they will be looking for. Both in his official capacity as an interim appointee since last Oct. 6 and in private conversations Mr. Lee has expressed moderate views which are at obvious odds with the extremes represented by a few of his personal friends.

We say this despite having taken a wait-and-see attitude at the time of his original appointment last fall. There were many then who questioned the appointment of a man with no background in any phase of communications. In his service since then, Mr. Lee has demonstrated a knack for acquiring knowledge of the field quickly. That and his unarguable experience in legislative and governmental matters entitle him to the seat he has won.

What's It All About?

THE revival of Dept. of Justice investigation in the advertising field suggests that the department and its FBI agents are hard put to find something with which to occupy their time. The anti-trust law violations which its FBI agents are hard put to find something with which to occupy their time. The anti-trust law violations which its FBI agents are hard put to find something with which to occupy their time. The anti-trust law violations which its FBI agents are hard put to find something with which to occupy their time.

The question of whether they are under scrutiny for crimes which they have committed or which have been committed by someone else, or—as is more likely the case—for crimes which have never been committed by anybody.

It is a situation which promises to cause worry for association executives and members, work for lawyers, and nothing more. As such the Dept. of Justice investigation hardly conforms to the announced administrative policy of cooperation with business and economy in government.

Programming Counts

THE American Research Bureau studies of uhf development in vhf areas clearly show that service in the upper band is progressing in general. It would be unrealistic to say that a uhf grant is a free ticket to fortune, but it would be equally unrealistic to consign uhf—as a service—to a second-rate status.

The ARB survey of last January, as reported in this issue, showed that the percentage of uhf set saturation increased since the previous survey in October in all but two of the uhf-vhf areas under study. Even in those two the numerical count of uhf has grown.

What the ARB study most pointedly suggest is that in those communities where uhf is equipped with program services of equal quality to those of vhf competition and where aggressive uhf promotion has been carried on the uhf audience is big and attentive. Clearly, as far as the public is concerned, the distinction is not between uhf and vhf as regards the technical natures of the two but between popular programming and unpopular programming and between aggressive promotion and lackadaisical promotion.

The question of how many television stations can be supported by any particular community will ultimately be settled not so much on the basis of how many are uhf or vhf as on how many total stations are involved, how many can find the programs and promotional techniques that win audiences.

Ornaments or Implements?

BY VOTE of the NARTB Radio and Television Boards both the radio and television codes have been toughened. On paper the words look good. The question next to be answered is whether they will serve any purpose but ornamentation. As for the radio code, it has languished in such obscurity for so many years that it was something of a shock, when the Radio Board adopted amendments, to realize there was a code to amend.

The television code, however, has been kept in the limelight, if only by the display on subscribing stations of the Seal of Good Practice, which most program directors are clever enough to show at times when it will not conflict with a half-hour pitch for a hair tonic.

Unless a serious effort is planned to revive the radio code and encourage observation of its restrictions, the radio board would have been well advised to have left it in the attic trunk. The addition of prohibitions against improper representation of medical testimonials and against bait-and-switch advertising do not, in themselves, constitute significant progress. The evils of both have been widely recognized for some time by medical societies, by Better Business Bureaus, by ethical broadcasters and—in at least one case of bait-and-switch advertising—by the police.

The utility of any code is questionable, particularly if the code is written for the cynical purpose of having something to show when criticism of prevailing practices becomes significant.

The television code has been given more stature than it probably deserves because members of the Television Code Review Board have worked hard to encourage telecaster cooperation. There can be no doubt that the code has been of some value, especially as a means of discouraging the use of off-color material and arresting what was becoming a trend toward excessive nudity among females on the air.

But its commercial limitations were widely ignored in their original and somewhat vapid form. Whether they will henceforth receive more respectful attention now that they have been better defined will largely depend upon the degree of toughness that the review board and the NARTB Television Board are willing to apply.

It hardly seems desirable that stations be allowed indefinitely to show the public a Seal of Good Practice at one moment and clutter up the air with obvious violations of the code at another.
Bea Johnson

"ACCOMPLISHED MIRACLES"

to win the coveted 1953 McCall Golden Mike Award!

Bea Johnson, Women's Director, KMBC-KFRM and KMBC-TV, "accomplished miracles" to win the 1953 McCall Magazine Golden Mike Award for service to her community. Bea's campaign in the interest of home and traffic safety has brought another great honor to the Heart of America and to Arthur B. Church's radio and television operation. Thanks to McCall's and congratulations to Bea Johnson!

The awards committee, in making the Golden Mike citation for Bea's outstanding crusade, aptly put into quotes, "accomplished miracles," which is the very essence of the outstanding performance that has kept KMBC the top station in the Kansas City primary trade area for almost 33 years. The same performance has put KFRM in its enviable position and now is rapidly elevating KMBC-TV to the top spot.

The McCall Golden Mike Award is probably the greatest recognition a woman in broadcasting can achieve. Midland Broadcasting Company is mighty proud of Bea Johnson, and proud to add this honor to a host of others—all concrete evidence of the ability of KMBC-KFRM and KMBC-TV literally to "accomplish miracles" in the public interest and for its advertisers.

Write, wire or phone KMBC-KFRM or KMBC-TV, Kansas City (or your nearest Free & Peters colonel) if your heart is set on selling the whole Heart of America.
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