Now See This!

Me?
I'm wired for SALES!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
First in Sight
In Southern New England

23rd year
THE NEWSWEEKLY
OF RADIO AND TV

No other TV station in New
England matches my roster
of LIVE LOCAL SHOWS
(Seventeen of 'em—Monday
through Friday!)—and I'm
POWERFUL—225,000 watts!

I'll do the CROWING—
You'll do the SELLING!

RCA Picks K&E, Grey
and Al Paul Lefton
Page 32

Multiple Ownership
Rule May Be Reviewed
Page 50

Manufacturers See
Good Year
Page 78

IN THIS ISSUE:

Food Firms Buy Extra
Time for Lenten Drives
Page 31

NBC - basic
ABC - supplementary
WLS has long been noted for its station personality — and for the personalities on the station. One of those who has helped to build that reputation is...

**JACK HOLDEN**

Thousands write to him as if he were owner or manager of WLS... and justly, for WLS Senior Announcer Jack Holden has been on the station's announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts... seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats... from a World's Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following... which, after 22 years, has come to accept and believe the things he says — and the products he sells.

Whether it be an announcer or a musician — an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That's why they get results... why they sell goods for WLS advertisers.
Represented by Headley-Reed Company

You can't cover it--without it!
prosperous Pennsylvania metropolitan areas and hundreds of smaller cities and towns included in the WGAL-TV large, rich industrial and farm area. An enthusiastic buying audience—spends each year $1,723,599,000 for retail merchandise.

years building loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks. A consistent record of successful selling for national and local advertisers.

It all adds up to the profitable, economical way to increase sales for your product.

Mr. Channel 8
WHILE no official word yet forthcoming on reappointment of Rosel H. Hyde to FCC chairmanship, all signs point that way. Latest to wax enthusiastic in his behalf is Comr. Robert E. Lee, who has told those who sug-
gested his elevation that he is actively be-
hind Mr. Hyde. Mr. Hyde was designated 
chairman by President Eisenhower for one 
two years prior to April 18. This established 
precedent since hereofore FCC chairman 
had been designated without specific tenure.

***

EARLY MEETING of CBS Radio affiliates 
committee is in works, with likelihood it'll be 
within four to six weeks in Chicago or New 
York. Chairman Kenyon Brown, 
KWF'T Wichita Falls, Tex., conferred 
informally with CBS Radio President Adrian 
Murphy and other CBS officials in New 
York last week, covering wide range of 
affiliate-network subjects but reportedly en-
countering no serious problems. Committee 
meeting contemplated primarily to complete 
permanent organization of that group and 
discuss possibility of holding meeting of all 
CBS Radio affiliates in conjunction with 
NARTB convention in May. Network 
executives appeared confident of ability to 
come through with plan for high-rated and 
salable hour-long feature [B*T, Feb. 15] to 
succeed Lux Radio Theatre (Mon., 9-10 
p.m.), which is slated to switch to NBC 
next fall.

***

STANLEY R. PRATT, NARTB director, 
who since mid-1952 has been in upper echel-
on of Republican National Committee in 
Washington, leaves March 1 to return to 
private enterprise. He'll relinquish his post 
as director of patronage but may trouble-
shoot occasional special assignments. Presi-
dent of WSOO Sault Ste. Marie and District 
8 director, Mr. Pratt has not yet announced 
his primary activity after he returns from 
long-postponed vacation.

***

INCREASING uncertainty about uhf oper-
ation, notably in inter-mixed markets, be-
ginning to cause manufacturers and engi-
neers serious concern. Bankruptcy of 
KMPT (TV) Oklahoma City (story page 
68) may leave several manufacturers and 
consulting engineers high and dry and its 
sale pending with 950-ft. tower and 
179 kw ERP. Closure of KCTY (TV) Kan-
sas City (ch. 25) by DuMont [B*T, Feb. 
15] also added to vexation.

***

MEXICAN communications ministry has 
been making overtures to U. S. through 
State Dept. seeking piecemeal arrangements on 
broadcast allocations to clear up individ-
ual problems. But State Dept., based on 
FCC advice, has suggested that Mexico deal on 
mutual basis looking toward participa-
tion in NARBA, from which it abstained 
two years ago. NARBA treaty, without 
Mexico, is still pending before Senate For-
eign Relations Committee and is still vig-
ously opposed by Clear Channel Broad-
casting Service.

IN CHICAGO, where pressure drive is be-
ing made to solicit funds through citizens' 
committee for educational tv station (re-
served ch. 11), some are referring to project as an 
"electronic tin cup." Evidently con-
tributors are being sold on thesis that sta-
tion would be used for Red Cross, Com-
community Chest and other money-raising cam-
paigns. Reports from most other educa-
tional operations are far from optimistic.

***

MINOR bit of phrasing is providing major 
obstacle to final drafting of uniform con-
tract form for tv films. Important NARTB 
project held up by lack of agreement on 
shipping paragraph, with potential of sev-
eral thousand dollars per month involved 
for some stations. Present thinking is that 
stations agree to ship films back to source, 
but require supplier to pay costs if films are 
shipped to other stations, which may be 
hundreds of miles away.

***

NOW THAT FCC has its chief examiner, 
it's hoped steps will be made to upgrade 
examiner pay scales to level approved by 
Civil Service for other agencies such as Fed-
eral Trade Commission and Dept. of Agri-
culture. In those organizations hearing offi-
cers have grade 15, with pay scale ranging from 
$10,800 to $11,800. At FCC exam-
iners are graded P-14, ranging from $9,600 

***

SOME U. S. BROADCASTERS are up in 
arms over what they regard as State Dept. 
endorsement of non-commercial educational 
tv in Western Germany. They allege State 
Dept.'s International Educational Exchange 
Service is espousing non-commercial educa-
tional as ideal type of service, using U. S. 
tax dollars to undermine commercial tv.

***

INVESTMENT syndicates reportedly again 
are making discreet inquiries about financing 
groups of tv stations through acquisition of 
equipment, studios, etc., on long-term lease-
hold basis with option to purchase at end of 
prescribed period. Rub comes in what FCC 
might do about such transactions since 
implicit in them would be chattel mortgage on 
license if financed station strikes out.

PUBLISHER Mark Ethridge of Louisville 
Courier Journal and Times (WHAS-AM-
TV) last week asked Chicago Tribune for 
details of its "Chicago Plan" of paid sponsor 
mentions in radio-tv program listings. Both 
Louisville papers now carry logs free.

***

THERE'S opportunity for experienced 
broadcast executive in between jobs to han-
dle four-month assignment as consultant to 
Government of Formosa in setting up 
American-style commercial broadcasting 
structure. Project is under State Dept.'s 
International Exchange Persons Service, and 
assignment would pay per diem based on 
about $11,000 annual stipend.

LEAD STORY

Food firms place special Lenten business on radio and tv. Page 31.

ADVERTISERS & AGENCIES

RCA splits $12 million account among Kenyon & Eckhardt, Frey Adv. and Al Paul 
Lefton Co. Page 32.

Exquisite Form Brassiere thinks it has 
solved taste problems in commercials and is 
ready to go on tv. Page 32.

Ben Duffy urges telecarts to curb 
commercial excesses. Page 33.

TRADE ASSOCIATIONS

REMA tries new tack in campaign to 
eliminate tv set interference. Page 37.

Sixty-five nominated for NARTB board 
vacancies. Page 38.

BAB announces winners of "Radio Gets 
Results" contest. Page 38.

PROGRAM SERVICES

BMI announces schedule of U. S. and 
Canadian program clinics. Page 48.

GOVERNMENT

FCC grants waiver to Westhouseing to 
meet multiple ownership requirements, may 
review strict interpretation of rules. Page 50.

Congressional bill is being written to hit 
shows like Strike It Rich. Page 54.

Radio-tv representatives at White House 
Conference on Highway Safety draw plans 
for industry support. Page 60.

STATIONS

Weekly summary of new tv stations and 
those planning to begin operations in next 
30 days. Page 66.

Fetzer buys KFOR-TV Lincoln, Neb., 
for $300,000. Page 66.

NETWORKS

How CBS-TV will move into competition 
in early morning with NBC-TV's Today. 
Page 72.

New "secondary" tv network is an-
ounced for introduction next spring. Page 72.

MANUFACTURING

Despite uncertain effects of color tv, a 
good year is predicted for electronics. Page 78.

FEATURES

A British editor speaks up for freedom of 
the air. Page 90.

How spot radio built Kool and spot tv 
established Viceroy. Page 91.

Distributing program schedules where 
newspapers don't print logs. Page 92.

FOR THE RECORD

Weekly Telestatus summary of all tv 
stations on the air and their estimates of tv 
sets plus commencement target dates of all 
tv grantees. Page 111.

February 22, 1954 • Page 5
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

The Beeline

Delivers More for the Money

These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations ... and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined ... and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend more than 2 billion annually at retail.

(Sales Management's 1953 Copyrighted Survey)
AFM, Networks Reach Agreement on 5-Year Pact

CONTRACT SETTLEMENT was reached late Friday between radio and television networks and American Federation of Musicians with verbal agreement on five-year pact (see story page 76).

Although lengthiest pact ever achieved by AFM from networks, it was gained at expense of abandoning AFM's demand for use of "live" musicians on all "live" programs.

At news conference, James C. Petrillo, AFM president, said CBS had not yet agreed to contract but added he was sure network "would go along with the others" when contract is formalized, probably this week.

Contract provides for 10% increase for first three years, 10% for fourth year. It also will specify quotas for staff musicians to be maintained for length of contract. Quotas are: NBC 90, CBS and ABC 65.

Mr. Petrillo said Mutual, which had observer at negotiations, will not delay DuMont and DuMont are not covered by national contract because AFM doesn't consider them "real networks." Contracts with Mutual and DTN to be formulated during negotiations at local level.

Mr. Petrillo appeared pleased with results of negotiations. In answer to question, he said AFM could not press its demands on live musicians issue because networks resisted firmly. He said "there would have been a strike" if Federation had insisted on this condition.

Hardy Sees Storm Warnings Due to Advertising Abuses

MAINTENANCE of high advertising standards is necessary if public is to keep its confidence in this dynamic weapon of democracy, Ralph W. Hardy, NARTB government relations vice president, said Friday in address to Shreveport (La.) Advertising and Rotary Club.

Noting "clear storm warnings" caused by advertising excesses, he said voluntary self-regulation efforts must be redoubled. "If we ever destroy the believability of advertising," he said, "we will have deprived this country of one of its most dynamic assets."

General Teleriko Had Good Year, Annual Report Shows

GENERAL Tire & Rubber Co.'s share (90%) of profits of General Teleriko last year totaled $1,156,644, William O'Neil, president of parent corporation, disclosed in annual report to stockholders. A gain from radio-TV profits and unconsolidated earnings of foreign subsidiaries, General Tire's net profit was $6,275,158.

Radio-TV subsidiary (which includes Don Lee and Yankee networks, WOR-AM-TV New York, and control of Mutual) surpassed its 1952 record, Mr. O'Neil noted, asserting that "while the industry as a whole suffered a decline in radio time sold, our subsidiary enjoyed a 10% gain in time sold. Also, it now has 17 of the nation's largest 25 advertisers." Total 1953 sales for overall General Tire company— which owns 90% of General Teleriko while R. H. Macy & Co. owns 10%—were placed at $205,371,098, or $19,456,851 (10.4%) above 1952 peak.

ASCAP AGREEMENT

ABC-TV and CBS-TV Friday signed blanket license agreement with ASCAP permitting continued telecasting of ASCAP music. Present licenses, which expired last Dec. 31, are on extension that runs out tomorrow (Tues.). NBC-TV and DuMont have not taken action as yet. DuMont did not previously have license but has been at negotiation sessions as observer.

Dwight W. Martin, General Teleriko vice president and chairman of the All-Industry Local TV Music License Committee, reported to radio stationing Committee to see if it will recommend new agreement to member stations. Committee was formed to represent all TV broadcasters, other than networks and OKO stations, in negotiations with ASCAP.

Promotions at WXYZ-AM-TV Include Pival and Christian

SERIES of major staff promotions at ABC's WXYZ-AM-TV Detroit, highlighted by appointments of John Pival as vice president in charge of WXYZ-TV and Harold Christian as vice president in charge of WXYZ Radio, was announced Friday by James G. Riddell, president of WXYZ Inc.

Mr. Pival, who has been in radio, television and entertainment fields for more than 17 years, served as director of television sales for station before promotion. Replacing him is Ralph Dawson, formerly assistant director of TV sales.

Prior to his promotion Mr. Christian was sales manager of radio sales of WXYZ and before that commercial manager and merchandising manager. Succeeding Mr. Christian as sales manager of radio sales is Harold L. Neal, who moves up from assistant sales manager of radio sales.

Magne-Tronics Formation Announced by Percy Deutsch

ESTABLISHMENT of Magne-Tronics Inc., N. Y., as company in audio and visual fields which will promote recording and reproduction of sound on magnetic tape was announced Friday by Percy L. Deutsch, Magne-Tronics president. Offices have been established at 122 E. 42nd St.

Mr. Deutsch is veteran in audio and visual fields and until last year served as president of Audio-Video Recording Co., N. Y. Serving with Mr. Deutsch in new company as vice president is Joseph F. Hards, formerly vice president of Audio-Video.

KCMO-TV on DuMont

KCMO-TV Kansas City has become primary affiliate of DuMont Television Network, effective immediately, it was announced Friday by Elmore B. Lyford, director of station relations. KCMO-TV replaces DuMont-owned KCTY (TV) Kansas City, which will cease operations on Feb. 28 (at deadline, Feb. 15).

CBS Forms New Division To Handle Export Sales

FORMATION of new division of CBS, to handle export sales of products of company's various manufacturing operations, being announced by Dr. Frank Stanton, CBS president. Lewis Gordon, for 22 years with Sylvania Electric Products Inc., in charge of foreign department, named president of new division, to be known as CBS International and to have headquarters at 488 Madison Ave., New York.

Export sales formerly handled by CBS manufacturing units individually. They include Columbia Records Inc.; CBS-Hytron (radio and TV tubes, transistors, diodes), and CBS-Columbia (radio, TV, phonograph sets).

Dr. Stanton said it was hoped new division would "increase materially the efficiency of our export activities" by channelling them into single centralized agency and making it unnecessary for foreign clients to disperse their efforts among several different organizations.

World Network at NCAA Meet

NETWORK representatives who will attend hearing before NCAA Television Committee in New York today (Mon.) on suggestions for 1954 NCAA television program (see story page 34). It was learned Friday, included Tom Gallery, director of sports, NBC-TV; Judson Bailey, director of sports, CBS-TV; Tom McMahon, director of sports, DuMont; Robert O'Brien, executive vice president, ABC, and Les Arries, director of sports, ABC.

February 22, 1954 • Page 7
New VHF at West Palm Beach; Other Late Actions of FCC

NEW TV station on vhf ch. 12 at West Palm Beach, Fla., authorized by FCC Friday in order making final immediately earlier initial grant to WEAT-TV Inc., partly owned by James Robert Meachem, president WEAT Thursday was made possible the withdrawal of WWPG Palm Beach from contest after reimbursement of $6,000 in expenses [B*T, Feb. 1].

WLIO Show Cause Proceeding Canceled FCC Friday vacated and cancelled show cause proceeding for revocation of WLIO LaPorte, Ind. Case was instituted late last year for failure file annual ownership report (B-T, Dec. 7, 1953).

Application Filed in Boston PROMINENT Bosstonians figure in new application filed in Boston vhf ch. 5 contest by Massachusetts Bay Telecasters Inc. With 50 stockholders expanded bid retains principals in former application of same name, dropped last week, including Roger and William Putnam, part owners of uhf ch. 61 WWLP (TV) Springfield. Greater Boston TV Corp.

Substitute Application SUBSTITUTE for vhf ch. 13 applicant KWOS Jefferson City, Mo., is filed an application for vhf ch. 12 amid possible failure of a new vhf station in this area. KWOS principals are chief owners, but additional stockholders are included. Others seeking ch. 13 are Capital TV Corp. and L. J. F. Co.

Petition on Rhode Island Ch. 16 Denied PETITION of Ch. 16 of Rhode Island Inc. for enlargement of issues in its Sec. 300(c) protest hearing against vhf ch. 13 WPRO-TV there was denied by FCC Friday as inconsequential. Ch. 16 of Rhode Island band wasted issue whether WPRO-TV continued construction after FCC stayed STA to begin operation. WPRO-TV earlier in week protested STA to ch. 16 (story page 53).

LEXINGTON, Ky., Ch. 18 In Clear USEF ch. 18 at Lexington, Ky., put in clear Friday, due to the WLEX as competitor WLXK dismissed application.

Initial Grant for Charleston, S. C., Ch. 2 INITIAL grant for vhf ch. 2 at Charleston, S. C., for station WWSO-TV there was denied by FCC Friday as inconsequential, 50 stockholders were listed as applicants in a petition which did not evolve, hence isn't ready for hearing.

KBIX Withdraws Muskogee, Okla., Bid KBIX Muskogee, Okla., granted petition to dismiss bid for vhf ch. 6, leaving in contest KTUL and Ashley L. Robison.

Both contestants for uhf ch. 65 at Sunbury-Shamokin, Pa., dismissed Friday: WKOK Sunbury and WSLI Shamokin.

Selma, Ala., VHF ch. 8 cleared for WBAM Montgomery Friday with dismissal of bid by Dallas Broadcasters Inc.

Dean Withdraws Rapid City Bid KOZY-TV Inc., headed by former FCC-assignee Robert V. Dean, owner KOYA Rapid City, S. D., withdrew vhf ch. 7 application at Rapid City Friday, putting in clear Hills Broadcasting Co., headed by N. L. Benton, chief owner WMIN St. Paul.

Philadelphia Agencies Merge TWO Philadelphia advertising agencies with combined billings around $7 million merged last week. They are Lamb & Keen Inc. and John Falkner Arndt & Co., both founded over a quarter century ago. Their immediate successor agency is known as Arndt, Preston, Chapin, Lamb & Keen Inc., using the Arndt offices at 150 N. 15th St., Philadelphia. Officers are James G. Lamb, chairman; John F. Arndt, president-treasurer; Robert G. Benson, vice chairman; and B. W. Arndt, executive vice president; Seymour S. Preston Jr., Herman S. Thonebe and Kenneth G. Keen Jr., vice presidents.

UPCOMING

Feb. 22-24: NCAA TV Committee holds hearings on controlled football tv plan, New York.


Other Upcomings see page 117.

At Deadline

900 - GAME SCHEDULE


Montana Stations Urge Reappointment of Hyde PRESIDENT Eisenhowen asked by Montana Radio Stations Inc. to reappoint vhf FCC Chairman Rosel H. Hyde to full seven-year chairmanship at end of one-year term. Montana group opposed McCarthy Bill (S-2125) which would require radio and tv stations to keep records of all programs for indefinite period. In series of copyright actions, SESAC rates were termed unfair.

State law favored to require electrical wires to be at least 10,000 feet in some major roads in aid to auto radio reception. Group to seek lower fees for university sports broadcasts. It asked FCC to refrain from setting license fees on ground they are class legislation and discriminatory.

Jan Elliott, KRJF Miles City, elected MRSA president; Joe P. Wilkins, KFBB Great Falls, vice president; Helen Ryan, KANA Anaconda, secretary-treasurer. Ken Nybo, KBMY Billings, is outgoing president.

CBS Reaffirms Control Right In Answer to Gets cue Right to maintain control over its news, public interest, and current events programs was reasserted by CBS Friday in New York State Supreme Court in papers filed in answer to $150,000 suit in which Clark H. Gets Inc. New York, program production firm, charged CBS induced Longines-Wittnauer Watch Co. to breach agreement for Gets to produce Longines Chronoscope panel series.

Gets firm, which produced Chronoscope for Longines on CBS-TV from September 1951 to June 1953, charged in its complaint that CBS "was dissatisfied with what it alleged to be the political or ideological coloration of number of guests" who had appeared on program and "induced" termination of production agreement between sponsor and Gets. CBS in its answer denied charges, said it cancelled program in accordance with time-sales contract and in line with its "long-standing policy to broadcast such news, current events and public interest programs only if they are produced through defendant's own news department."

WALP-TV Suspends Building WALP-TV Lexington, Ky., has temporarily suspended construction work on uhf ch. 27 facility, Gilmore N. Nunn, president, announced Friday, which involved uhf end of last year, signed primary CBS affiliation and also interim agreement with other networks, has spent $125,000 in construction (transmitter-studio building, tower base, anchors, some equipment), but uncertainty of uhf future forced decision to hold up on construction, Mr. Nunn said. Although WALP-TV is retaining uhf grant, it is seeking means of allocating vhf to area which would permit area-wide coverage, Mr. Nunn explained. Lexington has few uhf sets, gets some intermittent uhf signals from Cincinnati and Louisville, Mr. Nunn said.

AP Radio Committee Meets Tuesday in New York SECOND ANNUAL meeting of Associated Press radio member committees, composed of news directors and newsmen control stations, representing geographical sections, will be held in AP general offices in New York Thursday (Tues.) and Wednesday. Since formation June 1952, committee has set up continuing study group to concentrate on AP news report and has launched program to aid stations in obtaining and retaining news sponsors. Committee is headed by Les McWhinney, news director of KIJI-AM-TV Los Angeles. Other members: Matt Bonebrake, president-general manager of KOCY Oklahoma City; Joe N. Bryant, president-general manager, KCBD-TV Lubbock, Tex.; Tom Eaton, news director, WTIC Hartford; Daniel W. Kops, vice president-general manager, WAVZ New Haven; Jack Krueger, news editor, WTMJ-TV Milwaukee, and Jack Hyller, news manager, W-AM-AM Des Moines.

WSEE-TV on CBS-TV WSEE-TV Erie, Pa. (ch. 35) to join CBS-TV as primary interconnected affiliate on April 25th, replacing WICU (TV) (ch. 12), Herbert V. Akerman, CBS-TV station relations vice president, announced Friday. WSEE-TV is owned by Great Lakes Television Co., with Charles Denny as general manager.

Hennock on Florida Vacation FCC Comr. Frieda B. Hennock last Friday began two-week vacation in Florida.

February 22, 1954 • Page 9
IT'S THE PEOPLE WHO COUNT . . .

... and you can count on the people at WDSU-TV whose combined radio, television and theatre backgrounds provide New Orleans with the finest in local television entertainment. Typical are the eight members of the WDSU-TV production staff pictured here in a meeting in one of the station's conference rooms. Their combined network, station, agency and theatre work in key production centers throughout the country totals over 79 years of valuable programming and production experience. It's the skill and know-how of people like these plus the finest of facilities that makes Louisiana's first television station one of the nation's best.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

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Copyright 1954 by Broadcasting Publications Inc.
boost ratings ... boost profits!

Build profitable high-audience programs with the new combined* Studio Telescription Library

With the Studio Telescription Library, you have the country's leading musical stars working for you ... winning audiences and attracting sponsors. Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service.

Studio Telescriptions, over 1,100 three minute films produced especially for TV, are as basic to flexible, low-cost television programming as transcriptions are to radio. There is no limit to the number of hit shows you can build and sell.

Stations and sponsors alike are amazed at the rock bottom cost of programs built with Studio Telescriptions. Even the most budget-minded local advertiser can enjoy the impact of foremost personalities selling his product. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring you more listeners, more sponsors, more profits!

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

DON'T DELAY ... DON'T WRITE
CALL COLLECT: Oxford 7-2590

STUDIO FILMS, INC.
380 Madison Avenue • New York 17, N. Y. • Oxford 7-2590
Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 Adelaide St. West, Toronto, Ont., Empire 3-2632
like a blanket of snow...
No coverage is more complete than a blanket of snow. And many advertisers say the closest thing to it in broadcasting is the coverage Storer stations provide in Detroit, Toledo, Birmingham, Wheeling, Miami, Atlanta and San Antonio.

STORER BROADCASTING COMPANY

WSPD-TV  WJBK-TV  WAGA-TV  KEYL-TV  WBRC-TV

WSPD  WJBK  WAGA  KABC  WBRC

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director  BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, Eldorado 5-7690  230 N. Michigan Ave., Chicago 1, Franklin 2-6498
ALL hands associated with "Black Forest" have come up with a product that can be pridefully exhibited on television. It compares favorably with the better thrillers produced in Hollywood and is evidence that a full-length feature film made expressly for television can be a top-caliber production.

The feature film under inspection is part of a package that will be released to tv stations under the name of Vitapix Feature Theatre. The series is said to be the first of its kind produced specifically for television.

In "Black Forest" are all the ingredients of a first-rate suspense-thriller. There is a sadistic Baron with a maniacal lust for dominating people's lives until they are actually his slaves. There is a U. S. Army captain caught in his clutches but determined to free himself as well as the other captives, including two beautiful girls. There is romance, intrigue, mystery and violence, with all elements merged into an exciting but plausible story.

A word of commendation is in order for the excellent photography, particularly the outdoor scenes in the Black Forest. They were particularly effective in heightening the eerie mood of the story line. It is particularly gratifying to know that Princess Pictures plans to use the same actors in at least one more feature film. Without exception they provided skillful characterization.

CAMEL NEWS CARAVAN
Network: NBC-TV (2/16/54)
Time: Mon.-Fri., 11:30 a.m. EST
Producer: Frank McCall
Director: Ralph Peterson
Writers: Reuven Frank, Arthur Holch
Newscaster: John Cameron Swayze
Weather Reporter: Clint Youle

NEWS telecasting was baptized in color last Tuesday night on NBC-TV when the Camel News Caravan with John Cameron Swayze celebrated its sixth tv birthday. The show, marking color's invasion of the news field, was built largely around color films taken on Formosa by NBC's correspondent team of Charles and Eugene Jones. Included, too, were the regular Caravan news films and remote pick-ups—in black-and-white—and a fashion show shot in color on location in Florida, a report on the weather by NBC's Clint Youle as well as Mr. Swayze's spots of straight on-camera reporting and commentary. All things considered, it was a happy birthday.

The quality of the color portions was good. It was further enhanced by showing Mr. Swayze in black-and-white at the outset when he stated that subsequent live segments and specially prepared film would be seen in compatible color tv. Whether intentional or not, this before-and-after technique proved an effective way to emphasize the attractiveness of a colorcast within the framework of the show.

Regarding live color, one criticism must be made. When Mr. Swayze was on camera a multi-color map which serves as his backdrop was a bothersome distraction. Less vivid shades would have assured him the focal point commentators must have.

The color film on Formosa inspected Chiang Kai-Shek's military strength. The pageantry of a parade, an air formation against a blue sky and some dress rehearsal military maneuvers were excellent subjects for color treatment. If any designers were watching this telecast the handling of women's fashions probably stirred some new interest in tv now that color has been added.

The anniversary production was interesting in both commercial and program content. R. J. Reynolds Tobacco Co.'s Camel commercials came across wonderfully well. The impact of color itself allows for simple commercial production. The best commercial shot pictured a package of cigarettes on a table bare of all gadgets except one ash tray.

**

BETTY WHITE SHOW
Network: NBC-TV
Time: Mon.-Fri., 10:30 a.m. EST
Star: Betty White
Executive Producer: Don Fedderson
Producer: Fred Henry
Director: Bill Beaumont
Musical Director: Frank DeVol
Origination: NBC-TV Studios, Hollywood
Package: A Bandy Production in associa-

tion with Don Fedderson

NBC-TV's search for a new personality to star in a proposed daytime variety show came to a happy conclusion when Betty White was signed for the network for the series which went on the air last month. The Betty White Show, programmed for one half-hour Monday through Friday, is as unpretentious as its name and as charming as its young star.

In role of character, Miss White, who has worked in tv on the West Coast for a number of years in a variety of jobs, sings a little bit, chats with her co-workers and interviews guests who have been invited to appear on her show. She appears to be a tv natural, a pretty girl with innate stage presence and talent besides.

Miss White handles a song nicely. She has a small voice but uses it well. She is primarily a singer—not a stylist. That's a pleasant switch in a generation where a gimmick rendition of any song seems more important than the music and lyrics themselves. A small band under Frank DeVol's baton provides the orchestration.

Highlight on each show is an interview with a nationally known figure or someone whose occupation is sufficiently interesting to merit attention. For the most part, these people are not in the entertainment business. But the interviewer's relaxed performance is contagious.

Last Thursday, Helen Bixby, a woman flyer who is about to attempt to establish a new round-the-world flight record, appeared as much at home on television as Miss White herself.

**

BOOKS


THIS book is the standard manual of amateur radio communication, revised annually and considered in the light of current needs as radio construction manual, reference work and training text for class or home study. Includes catalog section, 11-page topical index, 1,250 illustrations, including 95 charts and tables, plus 497 tube-base diagrams and 85 basic formulas.
12 ways to present your “commercial”

Now—with RCA’s new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the “control stick” (rotatable 360°) and put the selected effect in the picture wherever you want it. It’s simple, inexpensive—requires no complicated equipment or extra cameras.

RCA’s Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn’t be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Newspaper Cooperation
EDITOR:
You performed a splendid service to the entire industry in so thoroughly covering the talk by Mr. Biggers and his constructive views on newspaper cooperation with the broadcasting industry [BT, Feb. 15]. Likewise all the other material you published on this whole situation will be of great help to the broadcasters as well as to the press of the country.

Sydney H. Eiges
V. P. in Chg. of Press
NBC, New York

Even-Steven
EDITOR:
May we take this opportunity to sincerely thank you for including the data of this agency in your 1954 edition of the Broadcasting Yearbook-Marketbook...

I am sure all broadcasters and agencies appreciate the manner in which your publication gives the little man as well as the metropolitan man, a break in the industry...

Dale Smith; President
The Des Agency
Chattanooga, Tenn.

Question of Counting
EDITOR:
This is one of those belated letters. I have intended to write before to tell you how much I enjoy your magazine. This time something specific prompted me to do so.

United Press on Oct. 12, 1953, in a morning dispatch on the teletype quoted David Cogan, president of CBS-Columbia, as follows: "Total radio sales for the first eight months of 1953 were more than eight million—two million higher than the same period last year." Yet in Broadcasting • Telecasting for Jan. 18, 1954, on page 9 in an item titled "Set Sales Up," it was stated that for the first 11 months of 1953, there were 5,608,477 radios sold...

J. Paul Hunshberger
Acct. Exec.
WSNJ Bridgeport, N. J.

[DITOR'S NOTE: Mr. Cogan's quotation by UP apparently referred to radio set production since those figures correspond roughly to Radio-Electronics-Tv Mfrs. Assn. estimates of production (not sales) for that period. B-T correctly quoted NRTMA figures on sales.]

Lost Call
EDITOR:
I have heard some very fine comments on the article "March of Dimes on the Air," which appears in the Feb. 15 issue of Broadcasting • Telecasting.

In the write-up on the Rhode Island disc jockey jamboree, on page 86, the WJAR call letters were omitted...

Jay Hoffer, Prom. Mgr.
WIAR Providence, R. I.

Promotion Report
EDITOR:
I'm reporting a piece of promotion out of which we at KVOE are getting quite a kick. KBIG Avalon, one of our competitors, is using bus benches to promote itself. I don't know whether they know it or not, but one of the brightly painted benches is located right in front of our studio. The KVOE call letters leer out over the KBIG bench from our studio door. Lots of comment by the people on this. We sure don't care, though. The KBIG promotion is for music and news and we feature the same. Matter of fact we like. The more promotion of this type...the better for all of us.

Hal Davis, Station Dir.
KVOE Santa Ana, Calif.

Personality-Proven Spots

"Clockwise"
Going Great Guns*
This erudite newcomer has become known as "T. J. the DJ" and ingratiated himself with his Garrowaysque delivery straight into the hearts of his listeners and sponsors.
Reach the mass Upstate New York market, worth more than two billion annually, for a pitance cost per listener with personalized spots on "Clockwise" each morning between 7:15 and 8:45.

*The November '53 Pulse shows "Clockwise" spots backed by a growing personality way ahead in the area.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM • NBC Affiliate

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

OPEN MIKE

games on the road and at home for Athens High School. In addition, we also broadcast basketball games for surrounding high schools, when they can be worked into the schedule.

U. of Georgia basketball, football and baseball are given complete coverage at home and away, and the same is true for high school football.

Last season, the high school set an all-time attendance record for its six home games, all of which were broadcast. Attendance at Georgia games, especially baseball, has shown a steady rise for the past three seasons. . .

Franklin Butler, Prog. Dir.
WRFC Athens, Ga.
everyone has something he does best.

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
BOIN'NG! GOIN'NG! GONE! ...IN MAR

LOOK!

Bought Excl

WXYZ Detroit, Michigan
WCPO Cincinnati, Ohio
KDKA Pittsburgh, Pa.
WNAC Boston, Mass.
WGY Schenectady, N. Y.
KPRC Houston, Texas
WMIE Miami, Fla.
KOOL Phoenix, Ariz.
WXIW Indianapolis, Ind.
WVLK Lexington, Ky.
WDWS Champaign, Ill.
WBBC Flint, Mich.
WNOW York, Pa.
WCOS Columbia, S. C.
WCBA Corning, N. Y.
WCYB Bristol, Va.
KDMS El Dorado, Ark.
KXO El Centro, Calif.

Memo to Agencies and Advertisers

Red gets the laughs... you get a laugh-time of sales opportunities!

Red's a riot... as the "Mean Widdle Kid"... Red keeps fans in an uproar. . . . Sponsors say "I DOOD IT!"

A laugh-time of fun for everyone!

A new high in Hilarity

411
THESE STATIONS (AND MANY MORE) HAVE USIVE RIGHTS TO, AND ARE NOW OFFERING...

KOLD  Yuma, Arizona
WBRW  Welch, W. Va.
KXIC  Iowa City, Iowa
WCSS  Amsterdam, N. Y.
KROS  Clinton, Iowa
WAGM  Presque Isle, Me.
KBBA  Benton, Ark.
WARE  Ware, Mass.
WOAY  Oak Hill, W. Va.
WVOW  Logan, W. Va.
WAJR  Morgantown, W. Va.
WNVR  Narrows, Va.
WRUM  Rumford, Me.
WTWN  St. Johnsbury, Vt.
KOLE  Port Arthur, Texas
KGMO  Cape Girardeau, Mo.
WDIG  Marine City, Mich.
WCNR  Bloomsburg, Pa.
WLBK  De Kalb, Ill.
WATQ  Oak Ridge, Tenn.
KWPC  Muscatine, Iowa
KFJI  Klamath Falls, Ore.
WGHH  Marion, Ill.
WBKV  West Bend, Wisc.
WDLP  Panama City, Fla.
WSKI  Montpelier, Vt.
WMTM  Moultrie, Ga.
KBTA  Batesville, Ark.
KGBP  Carlsbad, N. M.
WHVF  Wausau, Wisc.
WGHT  Gettysburg, Pa.
WGKW  Sturgeon Bay, Wisc.
WGUY  Bangor, Maine
KSPI  Stillwater, Okla.
WMOG  Brunswick, Ga.
WCHN  Norwich, N. Y.

SPOT AVAILABILITIES ARE BEING GRABBED UP FAST!
GET IN TOUCH WITH YOUR LOCAL STATION AND
GET IN ON THE PROFITABLE SKELTON ACT!

ZIV'S ROLlickIN', Radio Laugh-Fest!

"The Red Skelton Show"
260 zany, zingy, hilarious half-hours!

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

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

HIS ANTICS ARE FRANTIC
CAULIFLOWER McPUGG
punchy Champ who leads
with his head.
THE keystone to success in the broadcasting business, in the belief of Carl E. George, vice president and general manager of WGAR Cleveland, are sales-rousing ideas which are backed by effective follow-through.

Currently completing 20 years with the 50 kw Cleveland outlet, Mr. George started in radio as a part-time announcer while in college. He has moved up from job to job to the top by applying himself to well-contrived merchandising principles.

As operating head of WGAR under the new ownership of the Farm Bureau Mutual Insurance Co. of Columbus, Ohio, Mr. George now is the station's No. 1 man in Cleveland. He reports to Herbert E. Evans, vice president and administrative head of Peoples Broadcasting Co.

Mr. George believes no executive should ever be too busy to do his job right and accordingly is always on watch for new ideas for his station and for the right kind of people to develop them. Although he believes radio gets more interesting and vigorous every day, he would hate to see the time when there are no more problems to challenge him.

Mr. George is fond of people. This accounts for his leadership in a large group of sales and social organizations. He is a past president of the Ohio Assn. of Broadcasters and of the Cleveland Sales Executives Club. He is past vice president of the City Club there and is a past member of the board of trustees of the Cleveland Advertising Club. He is vice president in charge of information of the Ohio State Safety Council and belongs to the board of control of the Cleveland Safety Council, the Delta Theta Pi law fraternity, the Federal Communications and Ohio State Bar Assns., the YMCA, Rotary Club, Red Cross and the Hermit and Canterbury Clubs.

Carl Edwin George was born at Alliance, Ohio, Sept. 26, 1910. He was awarded a B.A. degree by Muskingum College in 1932 and received a law degree from Western Reserve U. while working for WGAR in 1936.

While at Muskingum College, Mr. George entered radio through WALR Zanesville. He became a member of the WGAR staff in 1936 and served in nearly all capacities in the station's program department before being elevated to program director in 1939. As a staff announcer he announced the National Air Races, which once were held often in Cleveland. He became WGAR director of operations in 1941, was promoted to assistant manager in 1944, rose to vice president and sales manager in 1948 and in 1950 was named general manager.

In 1948 he was appointed visiting lecturer at Ohio State U. for a course on radio station management as part of the university's practice of bringing leaders from industry to participate actively in commerce college teaching.

In 1945, Mr. George traveled 40,000 miles as WGAR's special war correspondent in the Pacific Theatre. He was said to have been the only radio man to do an eye-witness account as U.S. warships put Australian troops ashore at Brunel Bay in the invasion of Borneo. His broadcasts with the 11th Airborne at Apam, on Luzon, brought a commendation from Commanding General J. M. Swing for courage and disregard of danger on this self-imposed assignment.

Mr. George covered the close of the Pacific war from the Philippines, Saipan, Guam, Okinawa and Chungking, where he short-waved several broadcasts on reaction in the former Chinese capital to the Japanese surrender. His return home took him to India, across Africa, into the Azores, to Newfoundland and finally New York.

The WGAR general manager already has plans working for the Cleveland station to sponsor a tour to the Philippines in 1955, 10th anniversary of the end of the war in the Pacific. Members of Ohio's 37th Division, who closed out their fighting in mid-1945 on Luzon, will be invited to return to the scenes of their victories on a two-week air tour of the area.

Mr. George's hobby is golf, although he does not play well enough to suit himself. He also is an ardent football fan, following Paul Brown's Cleveland Browns with avid interest.

The George family includes his wife, Mildred; two sons, Dale, 13, and Robert, 11, and a daughter, Carol, 7. They live in Shaker Heights, a suburb of Cleveland.

Mr. George worked on a farm during his youth and feels he would like to retire some day to a place in the country.

Broadcasting • Telecasting
Now on full power

Flash!
Latest Conlan Survey (Nov., '53) gives WDAY-TV the following Share-of-Audience in Metropolitan Fargo:

TOTAL AFTERNOON . . . 98.8%
TOTAL NIGHTTIME . . . 99.1%

And carrying practically all top-rated programs from all 4 networks

(and leading film producers)!

Affiliated with NBC • CBS • ABC • Dumont

Free & Peters, Inc., Exclusive National Representatives
MEASURED 0.1 MV/M MEDIAN FIELD INTENSITY CONTOUR

WMAR-TV OPERATES ON CHANNEL 2, WITH 100 KW EFFECTIVE RADIATED POWER WITH THE ELECTRICAL CENTER OF THE ANTENNA 549 FEET ABOVE THE GROUND . . .

Measured contours and related data Prepared by CRAWFORD, LOMBARDES & CULVER, Washington, D. C. December 15, 1953

Copyright by RAND McNALLY & COMPANY Chicago
SERVING
MOST OF MARYLAND . . .
AND THEN SOME!

WMAR-TV Sunpapers Television
CHANNEL 2 — BALTIMORE

MOST POWERFUL
TV SIGNAL IN MARYLAND

FACILITIES

Studios: One main and one auxiliary (kitchen) studio, with two studio-
type image orthicon cameras. Field cameras may be used to supplement
the studio cameras.

Film Facilities: Three 16mm projectors; two film camera chains, one
Bolopticon projector; two Kodak slide (2"x2") projectors; one 35mm
strip-film projector; Projectall with tape news service; two Houston
16mm film processors; one film printer; seven type-DE 16mm cameras;
two Auricon 16mm sound cameras; two 16mm Zoomar lenses; associ-
ated transport, lights, dollies, etc.

Mobile Units: Two completely modern custom built units for live re-
 mote pickups; one equipped with three TV camera chains; the second
equipped with two camera chains; three complete microwave relay
links; Zoomar, Reflectar and special prismatic effects lenses; other
essential apparatus.

Color: Network color equipment; also Telechrome Flying Spot Scan-
ner for local origination and projection of transparent 2 x 2 color
slides. This equipment will handle titles, captions, credits, photgraphic
stills and test pattern, all in color.

WMAR TV channel 2

Telephone Mulberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
ELWYN JOHN LEWINSKI

on all accounts

LEW LEWINSKI, vice president and account executive at Newby & Peron, Chicago, is strongly convinced that "advertising doesn't mean a thing unless it is followed through with merchandising at the retail level."

As a veritable one-man agency within an agency, he has personally sold his own accounts for the past six years. The accounts are small, for the most part, but Mr. Lewinski has won the respect of his clients for his judgment, and they stay with him. He has been grounded in retail and marketing work, not to mention sales promotion activities for the Hearst chain.

Elwyn John (Lew) Lewinski was born in Lake Geneva, Wis., on Sept. 5, 1900. After high school he worked briefly for U. S. Rubber Co. and, having majored in a special journalism course for returning veterans, became editor of a Lake Geneva weekly. Mr. Lewinski wrote editorials and peddled advertising. He also organized and served as secretary of the local Chamber of Commerce for three years. He served two years during World War I with the 32d Division of the 120th Field Artillery unit.

Mr. Lewinski joined Campbell-Ewald as a copywriter and contact man when he came to Chicago in the '20s, then sold direct mail business for Rogers & Co., a printing concern.

His first big-time brush with newspapers was in the promotion department of Hearst's Chicago Herald-Examiner. He was director of advertising and promotion for four and a half years and also wrote continuity for KYW, then in Chicago.

In the early '30s he left the newspaper and organized his own agency, Advisors Service, in partnership with James Blackburn (now of Blackburn & Hamilton).

Mr. Lewinski subsequently went to Philadelphia for three years on behalf of Therma Controls, handling marketing and other chores. Returning to Chicago, he became vice president and advertising director of Ferris Pharmacal Co. (proprietary medicine). Hearst's Herald-American then enticed him back as promotion director. His big job was as executive secretary for the newspaper's heavily promoted Chicago Conference for Youth. In 1945 he was invited to join Newby & Peron as copywriter and continuity man.

Mr. Lewinski also handles advertising for KHMO Hannibal, Mo.; WJSV (TV) Elkhart, Ind., and for H-R Representatives.

Mr. Lewinski married the former Joyce Bostetter. They have a daughter, Diane, 25. The Lewinskis live in Arlington Heights. He belongs to Sigma Delta Chi and Beta Phi Delta, and likes gardening and fishing.
OMAHA'S most looked-at—most listened-to television station—KMTV—wants to trade a free week for 2 in glorious Sun Valley for a 4-word slogan that best typifies its tremendous selling power in the rich Nebraska-Iowa market.

No box tops to save ... no jingles to rhyme ... nothing to buy! KMTV wants just 4 clever words.

This is a contest for the trade only—the television, radio, agency people, time buyers, and advertising personnel, who heretofore, poor souls, were made the outcasts of the contest bonanza by the fine print that says "our employees, advertising agency, and their families not eligible."

Prizes scrupulously avoid anything in the "shoot 'em up" or space travel line, and aim at these more basic needs:

GRAND PRIZE — a week for 2 at Sun Valley
   2nd prize — a case of imported champagne
   3rd prize — a case of imported scotch
   4th prize — a case of bonded whiskey

Here's all you do

Write a slogan of 4 words, each word to start with one of the station's call letters—K-M-T-V, in any order. Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska.

All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

This can be you

Put yourself in this picture
with a 4-word slogan

Television Center
KMTV
Channel 3
May Broadcasting Co.
some spots are better

To be top man at the trading posts, beat your sales drums with a 5-minute across-the-board Radio news franchise.

In any market, more people turn to Radio for news than to any other medium... and more people listen to Radio news than to any other type of programming. 5-minute news programs on the eight Radio stations represented by NBC Spot Sales all feature well-known local personalities who integrate your sales messages into news strips of

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

important world and local events. This kind of selling has put feathers in the caps of many big sales chiefs.

It doesn't take a wad of wampum to pre-sell your products or services with Radio news programs. Highly productive 5-minute shows in these markets can be bought for the average low, low cost of 89¢ per thousand listeners.

Call your NBC Spot Salesman for a powwow and see.

Source: Pulse

NBC SPOT SALES
90 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta
*Domino Lawrence Associates

representing
RADIO STATIONS:

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Color Television

The Federal Communications Commission recently took far-reaching action in approving an industry program for colored television. Before approval, it was subjected to scrutiny and examination to determine if it was, in fact, "in the public interest." The commission determined that it was. The program establishes standards which, in all probability, will govern color telecasting for many years to come.

Indeed, in some cases it probably will be quite a spell before the entire industry catches up with these high standards. They were developed to insure the utmost in picture and color value for the viewer. In taking this action, furthermore, the commission reversed a previous decision which would have formalized a noncompatible color system. Thus to a degree every existing black and white receiver would have been obsolete. This reversal took courage and deserves public commendation.

Since the national standards have been approved by the commission, every owner of a black and white receiver is assured that no matter how a station telecasts, in either color or black and white, he will get his money's worth through his present receiver. Indeed, due to the more critical requirements for color telecasting, the average black and white image will be sharper than at present.

Since the commission approved the new color standard, a number of prophets of doom have appeared. They have conjured a variety of difficulties which the industry and the public will face, in part, and some of which never will materialize. They appear to be especially concerned over the problems the manufacturers will encounter in developing color television receivers.

They wonder how long it will be before color television receivers are as cheap, let us say, as present-day black and white models. Well, the way to find out is to let the industry, all segments of it, go ahead and show what it can do. Most of those interested or affected are doing exactly that right now. To bring the matters into local focus, WBEN-TV already has made some installation of color equipment. More will follow. Sylvania, another home-town enterprise, likewise is moving right ahead on this manufacturing front, and to our knowledge most of the important manufacturers are doing likewise.

Some segments of the industry say they are going into particular phases of development, hoping to skip over the difficulties — and costs — of the early stages using smaller tubes. But we have every confidence that competition will take care of these matters and spur on those who now may be lagging. But it should be recognized it is their business to determine whether they go into color or not, just as it is the manufacturer's business to determine whether he is going to concentrate upon AM radio receivers or attempt to meet the opportunity that exists in the FM field.

The purpose of all this simply is to say to the public — and we think we know at least enough about it to be qualified to say it — "Don't be misled by the cries and alarms about color television." It's coming, and will be a vast improvement over black and white. Tubes, as of today, are smaller than the larger sizes to which you are accustomed in black and white, but even now research is going on to provide larger sizes.

Once the production lines are rolling; once the manufacturers are in a position, through actual experience, to learn all the bugs and how to eliminate them, progress will be even more rapid. To that extent, color television is worth waiting for. The pioneers, who probably were the pioneers in buying black and white sets, however, are going to decide that color will be worth what the first sets cost and many know that black and white sets bought five years ago are giving very satisfactory black and white service today. Those pioneers have no regrets; they have had their money's worth, if anyone ever did.

In the meantime, for those who are not yet TV fans, black and white receivers at present prices with all the advantages they offer still are a great buy. They will not be obsolete when color comes, but after you see color you may decide that you want a color receiver but quickly. Well, the people in the manufacturing and distributing end of the business who are working with these problems today will have some very desirable color receivers to offer. And if you don't want to see or hear about TV, radio still is going great guns.
FOOD FIRMS BOOST BUYS ON RADIO-TV FOR LENT

Planning and budgeting are in preparation for the season which starts March 3, a special B&T check shows. In addition to new purchases, advertisers change radio-tv copy appeals.

ADVERTISERS are turning their planning, and their budgeting, to special campaigns during the Lenten season, starting March 3.

With the annual religious observance still a fortnight off, timebuyers have started making radio and tv commitments, adding a substantial block of new placements to the spot market.

Late arrival of the sacred season, with its impact on Netley and Lenten habits of many millions of people, has delayed the usual purchases of time brackets. Approach of Ash Wednesday, March 3, finds many campaigns in the works but not yet in the final contract stage.

Before April, additional campaigns will be placed on large numbers of stations for sacramental wines and matzohs in connection with the Passover holidays.

A spot check by B&T of agencies representing hundreds of food accounts and related items in all parts of the nation indicates high interest in the shifting dietary practices of those observing the Lenten season.

Push Meat Substitutes

Advertisers with meat substitutes are planning many special spot campaigns in both radio and tv.

Another important Lenten trend not reflected in advertising budgets is found in the changing copy appeals on both network and spot programs.

Principal interest in Lent and the Passover holidays appeared to center in New York, though a number of West Coast firms already have bought special time periods for the religious days.

Among the eastern advertisers promoting their products for Lenten menu ideas are Morton frozen foods, Norwegian sardines, Norway sardines, A-1 sauce, Franco-American spaghetti and Minute Rice.

Morton frozen foods starting March 3 will promote its fruit pies on NBC-TV's Today show and also is placing a tv spot announcement campaign in 55 cities starting the last week in February for 52 weeks to promote on a year-round basis its Morton frozen meat pies. Ted Bates Inc., New York, is the agency.

Norway Frozen Fish Ltd. is planning a radio and tv campaign for its Frionor products, through Creative Adv. Service, Jersey City.

Norway sardines launches its 1954 drive in six major markets using both radio and tv starting March 1. Except for a short break right after Lent, the campaign will run through the end of the year. This is the third year the firm has used such a campaign in the six markets. McCann-Erickson, New York, is the agency.

Effective March 1 an A-1 sauce Lenten recipe contest campaign will begin, continuing through April 10, sponsored by the food division of G. F. Heublein & Bros. Radio spots now are running on a 52-week basis will promote the contest, which features $2,000 in prizes for best names submitted for a fish-sauce recipe. Agency for A-1 is Scheidler, Beck & Werner, New York.

Campbell Soup Co.'s Franco-American spaghetti will shift its copy theme on both its CBS-TV show, Double or Nothing, and its Grand Central Station on CBS Radio as well planned to reach consumers during a concentrated 12-day period. The schedule permits a store operator to promote his own choice of tuna fish and other related items needed for this Lenten casserole idea. A packet containing an ample supply of "perfect Lenten recipe" leaflets will be distributed to the stores. All display materials will picture Bob Hope in a caricature.

Several West Coast agencies claimed difficulty in securing good radio and tv spot time. Others said participation programs of interest to clients are "full of competing commercials" and as a result, programming plans must be revised.

Westgate California Tuna Packing Co., San Diego (Breast-O-Chicken), which sponsors the half-hour NBC syndicated film Victory at Sea, on KFMB-TV that city, will also use daytime participations on a varied schedule, on tv programs in 12 major markets starting today. Placement is through Foote, Cone & Belding, Los Angeles.

French Sardine Co., San Pedro, Calif. (Star Kist), going in with the Lenten season starting March 1 will include a Holiday in Hawaii contest on its thrice weekly 15-minute participation in the CBS-AM-TV Arthur Godfrey Time simulcast, Mon.-Wed., and alternating Fri. 10:30-10:45 a.m. EST. Contest will be built around the "Star Kist Tuna Aloha" recipe. Rhoades & Davis Advertising, San Francisco, is the agency.

Superior Macaroni Co., Los Angeles (West Coast manufacturers and distributors), through Barnes-Chase Co., that city, starting March 3, will concentrate a campaign in the southern California area. In addition to KCP (TV) Chef Miliani Show a varied schedule of participations will be used on the KJH Norma Young Show and the KFI Bert Wheeler Show.

Chicgo Activity Spotty

Activity on food accounts placed by Chicago agencies or Chicgo branches appeared spotty, according to a spot check of some 20 firms.

The most extensive Chicago plans seemed to be underway at BBDO and J. Walter Thompson Co. agencies.

BBDO, which handles International Minerals & Chemical Corp. (Accent seasoning), with spots on NBC-TV's Today, indicated that the show would offer certain Lenten suggestions emphasizing seafoods.

International is buying spots for Accent on a seven-station hookup for the Ken & Carolyn show, on which it will use the same approach. The stations are WHDH Boston, Mass.; WGN Portland, Me.; WTAG Worcester, Mass.; WSPR Springfield, Mass.; WPJ Providence, R. I.; WHAY New Britain, Conn., and WGUY Bangor, Me.

Swift & Co. will promote All-Sweet Margarite on its portion of the ABC-Don McNeil Breakfast Club (radio only) and the Garry Moore Show on CBS-TV in the making of hot cross buns, a traditional Lenten favorite.

Kraft Foods Co. will stress its many cheese dishes on its Kraft Television Theatre (NBC-TV, Wednesday, 9-10 p.m. and ABC-TV Thursday, 9:30-10:30 p.m.). It also will promote its Howdy Whisp. JWT is the agency for Kraft and Swift.
RCA PICKS K&E, GREY AND LEFTON TO HANDLE $12 MILLION IN ACCOUNTS

Agency threesome picks up the business previously carried by J. Walter Thompson. Each will handle part of the company's overall advertising along with RCA's three other agencies.

The winners—three of them—in the race for RCA's estimated $12 million advertising budget were announced last week.

Kenyon & Eckhardt, Grey Adv., and Al Paul Lefton Co. were designated to handle the advertising which for the most part has been handled by J. Walter Thompson Co. for the past 10 years.

These portions of the RCA advertising business were not affected: RCA Communications continues with Gehrich Assoc., and RCA financial advertising remains with Albert Frank-Guenther Law, while the Ross Roy Agency continues to handle RCA Custom Records, The Thesaurus, syndicated radio programs, and Camden Records.

RCA President Frank M. Folsom announced the long-awaited decision last Thursday. Speculation had been widespread since RCA's decision to leave J. Walter Thompson Co. became known several weeks ago [CLOSED CIRCUIT, Dec. 21, 1953].

In Effect Now

The new appointments are effective immediately, Mr. Folsom's announcement went.

Kenyon & Eckhardt, New York, which ranked 13th among agencies in radio-television billings last year, but which has had no part of the RCA account recently, added what was estimated to be more than $5 million through its designation as agency for RCA-sponsored radio and television shows, RCA Victor Home Instruments, and RCA institutional advertisements.

K & E billed approximately $15.2 million in radio and television during 1953. The agency, which is almost 30 years old, is headed by William Lewis, who has been president for the past three years, and Thomas D'A. Trophy, chairman of the board. Mr. Lewis, before being named president, was vice president and account supervisor on Lincoln Mercury and Ford Motor institutional accounts. Prior to that he was vice president in charge of radio and television for the agency. He has been with the firm for the past nine years.

Grey Adv., which already had handled the NBC Film Division advertising, was awarded the entire NBC and the RCA Victor Records accounts.

Grey also handles the Emerson Radio & Phonograph Corp.'s product advertising, which presumably would have prevented its taking on similar lines of RCA.

The Grey agency was founded about 36 years ago by Lawrence Valenstein, who is still president of the firm. Arthur Fatt, executive vice president, joined Mr. Valenstein, 32½ years ago and the two men have been running the agency ever since.

Al Paul Lefton Co., Philadelphia, was named agency for RCA home appliances and electronic products. The company already had the RCA dehumidifier, RCA room air conditioners, and the RCA Victor employment program accounts, as well as those of the RCA Service Co., Gloucester, N. J., and RCA Victor Distributing Corp., Chicago.

Arizona Brewing Buys 'Tavern' in 8 TV Cities

Arizona Brewing Co., Phoenix, for its A-1 Pilsner beer, is sponsoring the TV film series, Duffy's Tavern, in eight TV markets in five southwestern states, effective last Monday, according to Advertising Counselors of Arizona, agency which placed the account.

The 52-week contract, claims to be the first regional TV sponsorship of Duffy's Tavern, includes KOB-TV Albuquerque, KROD-TV El Paso, KLAS-TV Las Vegas, KPHO-TV Phoenix, KOPO-TV Tucson, KIVA-TV Yuma, KSWS-TV Roswell, N. M., and a San Diego outlet yet to be named.

The contract, signed by J. F. Lancer Sr., Arizona Brewing Co. president, represents a substantial increase in the firm's 1953 advertising billings, the announcement said.

Carter Buys Into 'Three Plan'

CARTER PRODUCTS Inc., New York, has bought into NBC Radio's "Three Plan," calling for three participations per week, starting March 1, on Second Chance (Mon., 11:45-12 noon), Fibber McGee and Molly (Wed., 10:10-11:55 p.m., EST), and It Pays to Be Married (Fri., 5:45-6 p.m., EST). Agency: Ted Bates & Co., New York.

PAPER-MATE SPOT SEEN $1.6 MILLION

The radio-television spot announcement budget of the Paper-Mate Pen Co., Culver City, Calif., will exceed $1.6 million in 1954 at the present rate, executives of the firm announced last week. During its three years Paper-Mate has increased broadcasting expenditures constantly, with emphasis on TV, the announcement said.

G. J. Welsh, vice president of Paper-Mate Eastern Inc., New York, said the firm also plans to sponsor a "top network program sometime in 1954," although the backbone of the campaign will remain spot, he said, based on a survey by Foote, Cone & Belding Inc., account agency. The survey revealed the advantages of spot in extensive coverage of the national market, in frequency and in market flexibility, Mr. Welsh said.

Radio, he said, would "continue to play an important role in Paper-Mate's advertising plans because of variations in TV set penetration, difficulties in securing good time in one-station markets, the important segment of the population which can be reached through automobile radios and the already proven effectiveness of the Paper-Mate jingle in 20-second chain breaks," he added.
show went on the air, spokesmen for the advertiser reported, adding that a later attempt was banned by DuMont officials.

Accordingly, it was decided to conduct the tests on a single station without advance fanfare, and to await public reaction before proceeding further.

The tests were conducted on WPIX (TV) New York on the Ethel Thorsen Sunday night fashion show on Jan. 10 and Feb. 7. Each of the tests drew over 500 letters, Mr. Heekin reported. "Not one letter was critical. There has been not even complaint of a breach of good taste."

Six Models Used

Six models were used, wearing both white and black, cotton and nylon lace bra styles, together with flowing petticoats and half-slips. In the intervals while the models changed, Miss Thorsen interviewed officials of the firm, who demonstrated the pushbutton feature of the bra while holding it in their hands.

The success of the test has made it possible for the company now to consider further television participations, to be launched in April. Arthur Fatt, executive vice president of Grey Adv., agency for "Exquisite Form," is understood to have been one of the staunch supporters of the television test.

Peter Pan on TV

PETER PAN FOUNDATIONS Inc., one of the largest foundation advertisers, will go into television for the first time with spot announcements on the Nancy Craig show on WABC-TV New York. To test the effectiveness of TV the firm is offering a giveaway of a fitting chart and tape measure. If the test proves successful, Peter Pan will go into other areas of the country with a spot announcement campaign that will supplement its present advertising in other media.

Wheelock Takes Agency Helm; Bailey Resigns

ARTHUR A. BAILEY, president of Ward Wheelock Co. advertising agency, Philadelphia, has resigned from the agency and Ward Wheelock, board chairman, has replaced him as president in addition to his duties as chairman.

In other changes Walter L. Stocklin was named executive vice president and Robert C. Alexander was appointed vice president in charge of radio and television.

Mr. Alexander has been with the agency since 1932 and has been manager of its radio-TV department since 1945. The changes took place at a special board meeting upon Mr. Wheelock's return from Europe where he was working for the Eisenhower Fellowship Exchange Foundation.

New Cincinnati Agency

NEW advertising agency, Peck-Heekin, has been formed in Cincinnati with offices in the Mercantile Library Bldg. Principals are Richard F. Peck, former radio-TV media buyer at Procter & Gamble Co., and James R. Heekin Jr., active for nearly a decade in Cincinnati advertising circles.

**DUFFY QUESTIONS OVERCOMMERCIALISM**

BBDO president says viewers are dissatisfied because of number, not quality, of TV commercials. He lays the blame to cowcatchers, hitchhikes and spots between programs.

**THE PROBLEM of too many commercials on TV stations is in the "lap of the industry," Ben Duffy, president of BBDO, said Feb. 14 on CBS-TV's "Man of the Week" program.**

Too many commercial messages cause viewer dissatisfaction with all commercials, Mr. Duffy said. The public's objections come from the number of commercials, he added, not the quality.

Mr. Duffy said it was the cowcatchers, hitchhikes and the station spots between programs that give broadcast advertising a black eye in the mind of the public. The sponsor of a 30-minute program is entitled to three minutes of commercials, he pointed out. "That does not constitute overcommercialization," he said.

The responsibility of keeping the number of commercials within bounds is the station's, Mr. Duffy said. It is not the problem of the advertiser or of the advertising agency, he added.

News Panel

Mr. Duffy was quizzed by a news panel comprising Edwin H. James, BB&T senior editor; Sylvia Porter, New York Post, and William H. Lawrence, New York Times. Ron Cochran, CBS commentator, acted as moderator.

Notwithstanding some abuses, Mr. Duffy commented, "we're getting along pretty well . . . we're giving the people what they want." Latest attack on radio and TV commercials came from publicist Edward L. Bernays who claimed a survey of "influential" people showed that the public does not like broadcast advertising BB&T, Feb. 1.

Mr. Duffy also said that TV's impact on radio had leveled off. "Radio will remain always," he said.

Color TV costs have been exaggerated, the BBDO president said. "Most advertisers who have a product which will show up well in color will use color TV," he said.

Mr. Duffy was questioned closely about the alleged influence of advertising men in the political campaigns. He responded that...
ended Dec. 31, 1953, were reported at $2,783,-
480, or $1.01 per share of common, as against
$2,257,276, or $.80 per share, for the third
quarter of 1952.

FALSTAFF BUYS HALF
OF 'GAME OF DAY'

FALSTAFF Brewing Co., St. Louis, has signed for
sponsorship of one-half of the daily play-
by-play broadcasts of the Game of the Day
feature over Mutual three days a week, starting
on March 28 with pre-season training games, it
was announced last week.

Falstaff, through D'Arcy-Fitzgerald-Sample,
will sponsor one-half of broadcasts of major
league baseball games over 350 stations on
Monday, Wednesday and Friday one week, and
on Tuesday, Thursday and Saturday on the
following week. Other portions of the feature
are being made available for local cooperative
sponsorship.

This marks the fifth consecutive season
Mutual will present major league baseball.
Every club in the American and National
leagues will be covered by the program, with
broadcasts scheduled to emanate from the
home parks of the Brooklyn Dodgers, New
York Giants, Cincinnati Reds, Milwaukee
Brewers, New York Yankees, Philadelphia
Athletics, Boston Red Sox, Detroit Tigers,
Cleveland Indians, Washington Senators and
Baltimore Orioles.

NCAA Invites Proposals
On Football TV Plans

NATIONAL Collegiate Athletic Assn.'s 1954
Television Committee has invited member
colleges and all "interested parties," including
networks, advertisers and agencies, to be
present at hearings today (Monday) in New
York for suggestions on tv plans for the forth-
coming football season.

The Committee, under the chairmanship of
C. Harvey Cassill, athletic director of the
U. of Washington, was directed by a resolu-
tion adopted at the annual convention of
NCAA during Jan. 8 to formulate a tv program for the 1954 football season. The
resolution also contained the following di-
rective:

"The Committee shall hold hearings at
which all member colleges and interested par-
ties shall have full opportunities to be heard
and make proposals for the 1954 tv program.
. . . As promptly as possible after such hear-
ings, the Committee shall formulate a 1954
tv program . . . ."

Both in 1952 and 1953 NCAA's Game of the
Week was presented over NBC-TV under the
sponsorship of General Motors Corp.

Delegates at NCAA's convention in Cincin-
nati in January expressed almost unanimous
opposition to relaxation of the limited program
of telecasting college football games that has
been in force since 1950 [BWT, Jan. 11].

Grey to Move Headquarters

GREY Adv., New York, effective May 1, will
move to a new building at 430 Park Ave. New
York, from its present headquarters at 166
West 32d St. The 37-year-old advertising
agency will be the largest single tenant in the
building and will occupy four and one-half
floors of the 18-story building.

WITH Anheuser-Busch (Budweiser) sponsoring, WTVI (TV) Belleville, Ill. (St. Louis),
will telescape all 77 of the St. Louis Cardinals' road games. Agreeing on the contract
are (l to r); J. C. Macheco, D'Arcy Advertising Co. account executive; Walter C.
Reisinger, Anheuser-Busch assistant advertising manager; Raymond Kring, Anheuser-
Busch advertising manager; Harry K. Renfro, D'Arcy account executive; Harry Tenen-
baum, WTVI executive vice president, and John I. Hyatt, WTVI general sales man-
ger. The ch. 54 station will air the first game April 15 at Milwaukee with the Braves.
D'Arcy handles the Anheuser-Busch account.

Armstrong Offers 'Playback'
To Dealers on 50-50 Basis

THE ARMSTRONG Tire & Rubber Co., West-
haven, Conn., is offering to its dealers all over
the country participation, on a 50-50 coopera-
tive basis, in sponsorship of The Big Playback

Leo S. Klarz, advertising manager of Arm-
strong Tire & Rubber, said this was the first
such arrangement to be made with a national
tire distributor. He expressed confidence Arm-
strong dealers would be quick to take advantage
of the opportunity to buy a top-rate show for
half the time and talent costs. The company,
which placed the deal directly, will supply com-
mercials.

Nestle Buys Night Slices

SIGNING of Nestle Co. (Nescafe) for partici-
patations six nights a week in the all-night pro-
grams carried by four NBC-owned radio sta-
tions was announced last Thursday by George
Dietrich, national radio manager for NBC
Spot Sales. The stations: WNBC New York,
WTAM Cleveland, WMAQ Chicago, and
KNBC San Francisco. The all-night program-
ing is handled individually by the stations,

'Today' Participants

ORDERS from five different sponsors for a
nay of 71 participations on NBC-TV's Today
(Mon-Fri.-7:9 a.m. EST and CST) were an-
nounced last week. Sponsors, agencies and num-
ber of participations are as follows:

Franklin Baker division, General Foods Corp.,
Hoboken, through Young & Rubicam, New York,
28 participations, starting March 5; O-Cel-O
division of General Mills, Buffalo, through Com-
stock & Co. Buffalo, 13 participations, begin-
ing March 5; Reardon Co. St. Louis, through
Krupnick & Assoc., St. Louis, 17 participations,
starting April 8; Murtle Co., Chicago, through BBDO,
Chicago, five March 5, and
Hathaway Mfg. Co., New York, through Peterson
D. Richards Hc, New York, eight participations,
starting March 6.

SPOT NEW BUSINESS

Howard Clothes (clothing stores), N. Y., ex-
pected to start radio campaign on 40 to 50
stations in about 10 markets effective March

Gillette Razor Blade Co., N. Y., buying 10
minute radio segments, twice weekly in Ont-
ario and Manitoba, Canada, effective March 1.
Agency: Maxon Inc., N. Y.

TreeSweet Products Co., Santa Ana, Calif.
(frozen orange juice), starts initial tv spot an-
nouncement campaign with average of 22 spots
weekly on five Hollywood stations for 8-10
weeks from Mar. 1. Agency: BBDO, L. A.

NETWORK—NEW BUSINESS

Corn Products Refining Co. (Linit), effective
March 15, to sponsor a quarter-hour period of
Garry Moore Show, CBS-TV, Mondays,
1:45-2 p.m. Program runs half hours Mon-
Wed.-Fri. and full hours on Tues. and Thurs.
It is now sold out, with total of 14 sponsors.
C. L. Miller Co., N. Y., is agency for Corn
Products.

W. P. Fuller & Co., S. F. (paints), to sponsor
radio newscasters Knox Manning and Emler
Peterson (Mon.-Fri., 4:55-5 p.m. EST), over
NBC's west coast network, starting March 1.
Agency: McCann-Erickson, S. F.

NETWORK—RENEWAL

Assn. of American Railroads, Washington, re-
news Railroad Hour on full NBC radio net-
work for 13 weeks, effective March 29 (Mon.,
8-8:30 p.m. EST). Agency: Benton & Bowles,
N. Y.

Bank of America National Trust & Savings
Assn., S. F., renews Mon.-Fri. quarter-hour
Railroad Story's Top of the Morning on 12 CPRN
California stations (7:15-7:30 a.m. PST) for 52
weeks from today (Monday). Agency: Charles
R. Stuart Advertising, same city.
TPA Plans Campaign For ‘Star Showcase’

Sillerman reports many regional sales, but stresses drive for local ones. Firm plans to market $5 million in TV film syndication products in ’54.

PLANS for launching a national sales campaign on behalf of Your Star Showcase featuring Edward Arnold as host and commentator, were discussed at a four-day account executive clinic of Television Programs of America in New York last week.

Michael M. Sillerman, executive vice president, told the meeting that the series has been signed for sale in major region markets but said the campaign will stress sales at the local level. Included in Your Star Showcase series are 20 comedies, 20 adventure dramas and 12 suspense films, which were produced at a total cost of about $2 million, TPA spokesmen said.

Presiding at the clinic was Milton Gordon, president of TPA. He said the company during 1954 has committed itself to the marketing of six new TV film libraries, involving an estimated $5 million investment.

New TPA account executives, introduced at the clinic and bringing the sales force up to 25, were Alton Whitehouse, formerly an account executive with the Frederic W. Ziv Co.; Edwin H. Kasper, previously advertising manager for a publication in Boston; Norman Land, recently an account executive with Ziv, and Herbert L. Miller, formerly an account executive with United Television Programs.

CBS-TV Film Services Offers Reference Reels

CBS-TV Film Services Dept. has prepared reference view reels of excerpts from its specially-photographed “rear projection library” as a guide for producers, directors, sponsors and advertising agencies. Prints of the reference reels are being made available at laboratory cost or on a rental basis.

The reference reels are made of 10-foot clips from each full-length scene in the library. Fixed position backgrounds and traveling backgrounds are on separate reels. Though the original scenes are shot on 35mm, the reference reels are on 16mm. H. Grant Theis, manager of the Film Services Dept., said many of the CBS-TV rear projection film clips were shot for specific shows, and that additional scenes will continue to be shot as needed. The “RP” scenes available run from two to seven minutes, and include such varied shots as drifting clouds, the Queen Mary dock, rustic farmyards, holiday rush at Pennsylvania Station, and a speeding train.

Interstate Names Three As Sales Representatives

APPOINTMENTS of three new sales representatives to the staff of Interstate Television Corp., New York, wholly-owned TV film subsidiary of Allied Artists Picture Corp., were announced last week by Lloyd L. Lind, vice president and national sales manager of Interstate.

New representatives are Rex Gay, previously with McCall’s Publications, who will cover Wisconsin, Illinois, Indiana, Kentucky and eastern Missouri; Robert C. Miller, recently division manager of NBC Radio Spot Sales in Cleveland and general manager, who will service Ohio, Michigan, western Pennsylvania and West Virginia, and Jay Rubin, formerly with the Chicago sales office of Allied Artists, whose territory will be Iowa, Kansas, Minnesota, western Missouri, Nebraska and North and South Dakota.

Bell & Howell Buys De Vry

SUBSTANTIAL part of the assets of De Vry Corp., Chicago (motion picture projectors), will be sold to Bell & Howell Co., that city, effective April 15, it was announced Thursday. L. latter will manufacture De Vry’s 16mm equipment and commercial products and parts in its own plant starting May 1. W. C. De Vry, president, and Edward B. De Vry, secretary-treasurer, plan to devote more time to expansion of De Vry Technical Institute Inc., training school for tv technicians.

Kling Expands Again

KLING STUDIOS Inc. has announced construction of a third sound stage underway at the company’s Hollywood branch at an estimated cost of $50,000. The expansion was described as “an immediate necessity” because of considerable volume of tv film-motion picture production. According to Fred Bates, vice president in charge of Kling’s tv-motion picture operations, construction is expected to be completed in March.

FILM SALES

ABC Film Syndication announced last week that KBTV (TV) Denver has purchased additional 26 weeks of Racket Squad series six weeks after the start of the original 26-week cycle.

KPHO-TV Phoenix, KEYT (TV) Santa Barbara, Calif., and XETV (TV) Tijuana (San Diego), have acquired multiple-run rights to 27 feature films from Comet Television Films Inc., Hollywood, Contracts, negotiated by Walter A. Klinger, West Coast sales manager, cover one-year periods and involve Harry Popkin features, Hal Roach comedies and others.

NBC Film Division announced last week that Judge 714 has been sold in 12 new cities, raising total number of markets for the show to 139. Recent sales on other division properties have raised total markets on Inner Sanctum to 68 and Victory at Sea to 93.

KING-TV Seattle is the 57th market telecasting Time for Beany, half-hour children’s program created by Bob Clampett Productions, according to Dwight W. Whiting, general manager of Consolidated Television Sales. Recent sales of the series have been made by Consolidated to KEYT (TV) Santa Barbara and KBAK-TV Bakersfield, Calif., WCAU-TV Philadelphia, KGO-TV San Francisco and WMAL-TV Washington.

FILM DISTRIBUTION

Cavalcade Television Programs Inc., Hollywood, will handle product distribution of Cornell Film Co., N.Y., for 11 western states. Recently acquired package consists of approximately 100 shorts, including two quarter-hour series of 13 films each, Adventure Out of Doors and an untitled golf series.

Comet Television Films Inc. now has available for distribution a new series of 104-five-minute films titled Health and Happiness Club and featuring Phyllis Borden.

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to 13 outdoor action feature films, starring Gilbert Roland and Duncan Renaldo, which were all produced since 1945.

Pan-American World Airways is making available to tv stations, clubs, churches and civic groups a 23-minute sound color film, “Wings to Haiti.” Film may be obtained free of charge from Pan American offices.

FILM PRODUCTION

Victor Stoloff is shooting the remaining films in New Orleans Police Department in that city, after completing the first half-hour film in a series based on the Royal Canadian Mounted Police. S & S Films Ltd. has been formed in Ottawa to finance him in production of the latter series.

Review Productions, North Hollywood, has completed first half-hour film in Affairs of Anne, newest proposed half-hour tv series. A straight drama, Marguerite Chapman is featured as a lady lawyer. Richard Irving is director.

Donaher Productions, Hollywood, starts shooting “Matter of Blood,” first half-hour program in Lifetime series, March 1, with American National Studios handling the filming. William Stephens, ANS executive studio manager in charge of physical production, will supervise. Tony Leader is producer and Jerry Mayer, director, in the Edward Dukoff package, which deals with actual experiences of clergymen of all denominations.

American National Studios Inc., Hollywood, announces early March production for Pick Your Winner, series of 39 half-hour films, to be produced by Larry Finley, KPFW Hollywood disc jockey. An audience participation show, to be filmed in the theatre originally built on the lot for the former CBS-TV Red Skelton Show, “unprecedented cooperation in allowing plugs for major company feature films” will be offered, according to an ANS spokesman. Four name guest stars will appear in each episode, through which as many as four motion pictures may be exploited.

S.H.A. Co., Hollywood, is shooting the first half-hour film in the proposed Dr. Christian series at Flying A Pictures. Supervising production arrangements is John McCann, of McCann-Erickson Inc., who served as executive producer on the CBS Radio version

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Hollywood, with location scenes in the cities in which the cases took place.

Theodore Productions Inc., Hollywood, has been formed by actor Joe Wilde as president-treasurer and his actress-wife, Jean Wallace, as vice-president and secretary, to independently produce motion pictures and tv films, both here and abroad.

Ham-Let Productions, Hollywood, has been formed by Thad Swift, Norman Rice and attorney William Sroing, to film a series of 13 half-hour programs, based on a "private eye" who inherits aclairvoyant pig. A satire on the stereotyped tv detective, financing of the situation comedy series is being negotiated by Kent Goodman and Associates, that city.

Screen Gems Ty, Hollywood, has one half-hour series, "The Search," in development. A Saturday morning show, "Loving Hearts," starring Howard Duff, is readying plans to shoot additional 25 films. A co-star, to portray the other partner in an independent flying freight service, is being sought. Distribution of the adventure series will be handled by Screen Gems' national sales organization.

Cheryl TV Corp., Los Angeles distribution firm, moves to 442 N. La Cienega Blvd., that city.

Television Producers Inc.'s initial screening of "The Resolute," filmed tv series, produced in cooperation with the U. S. Marine Corps, will be held in Washington on or about March 1 with Defense Dept. officials expected to be in attendance.

Westward Productions Ltd., N. Y., is name of tv film production company established by Samuel Goldwyn Jr. Offices are at 1270 Sixth Ave., N. Y., Telephone is Plaza 7-7900.

Authors Playhouse, Hollywood, has obtained exclusive tv rights to the entire literary estate of Ring Lardner from the writer's widow, Mrs. Ellis Lardner. Production will begin immediately on a profit-sharing basis. Production on the first film, "A Frame-Up," starts March 29 at California Studios, with son John Lardner doing the tv adaptation. Three other Lardner stories, "Anniversary," "A Day With Conrad Green" and "The Maysville Minstrel," are scheduled to follow and will be included in the series of 39 half-hour tv films, based on author's works, scheduled for completion and syndication by September.

Bob Hope has become a partner in American National Studios Inc., Hollywood, according to Fred Levy, Jr., board chairman, who further revealed the radio-tv-motion picture star will not participate in the active management of the firm, but will confine his interests to an investment level. Mr. Hope is also a principal stockholder in Metropolitan Tv Co. (KOA-AM-FM-TV Denver) and an inactive associate in J. Hugh E. Davis Co., Hollywood program packagers.

**Facts & Figures**

Over 6½ Million Tv Sets Shipped in '53—REMTA

**SHIvPMENT of 6,656,555 tv receivers to dealers in 1953 was announced over the weekend by Radio-Electronics-Tv Mfrs. Assn., highest monthly shipment in 53 years and more than 7% above the 6,174,505 shipped in 1952.**

Set shipments in December totaled 636,175 units compared to 695,308 in November and 965,614 in December 1952.

Following are tv set shipments to dealers by states for 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
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<tbody>
<tr>
<td>Ala.</td>
<td>66,893</td>
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<tr>
<td>Ariz.</td>
<td>38,602</td>
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<tr>
<td>Ark.</td>
<td>18,999</td>
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<td>Calif.</td>
<td>551,414</td>
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<tr>
<td>Colo.</td>
<td>51,316</td>
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<td>Conn.</td>
<td>1,314,461</td>
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<td>D. C.</td>
<td>22,295</td>
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<td>Fla.</td>
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<td>Ga.</td>
<td>118,731</td>
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<td>Ill.</td>
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<td>Ind.</td>
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<td>Kan.</td>
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<td>Ky.</td>
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<td>La.</td>
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<td>Me.</td>
<td>150,012</td>
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<td>Md.</td>
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<td>N. M.</td>
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<td>N. Y.</td>
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<tr>
<td>N. C.</td>
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<td>N. D.</td>
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<td>68,115</td>
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<td>R. I.</td>
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<td>S. D.</td>
<td>1,071</td>
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<td>Tex.</td>
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<td>Va.</td>
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<td>Wash.</td>
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<td>W. Va.</td>
<td>123,110</td>
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<tr>
<td>Wyo.</td>
<td>4,058</td>
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<tr>
<td>Total</td>
<td>6,656,555</td>
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</table>

**More CBS, NBC TV Shows Seen Live in N.Y. Than L.A.**

LESS than half the NBC-TV and CBS-TV programs seen live in New York are carried live on these networks' outlets in Los Angeles, according to a special survey published last week by Ross Reports on Television.

The survey included an analysis of programs viewed by audiences of the key NBC and CBS television stations in New York (WNET TV) and Los Angeles (KNBH TV) and KNXT TV during the week of Feb. 7-13.

According to Ross Reports, hours of scheduled network program transmissions were as follows:

-WCBS-TV New York, 63 hours live, 5½% film; KNXT Los Angeles, 24½ hours live, 12½% film, 2½% style, 24½% kinescope, 6½ film, 6½ kinescope.
-WBNT New York, 62 hours live, 6½ film; KNBH Los Angeles, 13½ hours live, 27½ kinescope, 22½ kinescope and 6½ film.

The significance of the programming analysis, according to Ross Reports, is that rating surveys, comparative audience reaction polls and other industry services may have a new factor to consider in audience likes and dislikes that may affect current and future programming predictions.

**arf Booklet Contains Data on Research Firms**

FACTUAL data about American Research Bureau, Robert S. Conlan & Assoc., C. E. Hooper Inc., A. C. Nielsen Co., The Pulse Inc., Trendex Inc., and others, together with statistics regarding gross/net captivities, type of service offered, cities covered, etc.—as reported by those companies in response to a questionnaire, have been compiled by Advertising Research Foundation into a 27-page mimeographed report and distributed to ARF members.

The report was prepared by a working sub-committee of the Radio-Tv Ratings Review Committee with Jay Ellingson of Foote, Cone & Belding and Hal Miller of Biow Co. as co-op.
More Adv. Knowledge Needed, Says Kobak

ALTHOUGH advertising volume has soared to billions of dollars a year, the knowledge being used in the buying of advertising does not begin to measure up to the knowledge used when making purchases in other industries,” Edgar Kobak, president, Advertising Research Foundation, said in a talk prepared for delivery Saturday at the annual meeting of the Southwestern Assn. of Advertising Agencies in Houston. ‘‘Buyers should use sound research, based on standards set by buyers and sellers of advertising, in order to get the most out of their advertising dollars,” Mr. Kobak said.

Citing the study of radio-tv rating methods now being conducted by ARF to help dispel confusion of both buyers and sellers of broadcast advertising over audience measurement data, Mr. Kobak said the effort is being made to establish standards for an ideal method for use as a yardstick in determining how well present rating services, alone or in combination, measure up to the ideal. Although not so publicized, a similar situation exists for printed media, Mr. Kobak said.

NBC-TV Shows Fare Well In Latest Nielsen Ratings

EVEN though CBS-TV’s 1 Love Lucy retained first place in the National Nielsen Ratings (tv) for the two weeks ending Jan. 23, NBC-TV shows took the major share of top honors in total number and percentage of homes reached.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Love Lucy (CBS)</td>
<td>17,000</td>
</tr>
<tr>
<td>2</td>
<td>Daggett (NBC)</td>
<td>15,919</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>13,958</td>
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<tr>
<td>4</td>
<td>Colgate Comed Y Hour (NBC)</td>
<td>13,809</td>
</tr>
<tr>
<td>5</td>
<td>Buick-Berle Show (NBC)</td>
<td>13,708</td>
</tr>
<tr>
<td>6</td>
<td>Jacki Gleason Show (CBS)</td>
<td>13,560</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey’s Show (CBS)</td>
<td>12,144</td>
</tr>
<tr>
<td>8</td>
<td>Philco TV Playhouse (NBC)</td>
<td>11,339</td>
</tr>
<tr>
<td>9</td>
<td>Motorola (CBS)</td>
<td>10,959</td>
</tr>
<tr>
<td>10</td>
<td>This Is Your Life (NBC)</td>
<td>10,872</td>
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<thead>
<tr>
<th>Per Cent of Homes Reached Program System Basis</th>
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<td>Rank</td>
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Copyright 1954 by A. C. Nielsen Co.

Trendex Names ‘Lucy’ For Week of Feb. 1-7

CBS-TV’s 1 Love Lucy scored the highest Trendex rating for evening sponsored network TV programs for the week of Feb. 1-7. Top 10 ratings:

1. 1 Love Lucy (CBS) 59.1
2. Tall Men in Action (NBC) 50.2
3. Playhouse 90 (CBS) 49.8
4. You Bet Your Life (NBC) 49.3
5. Adventures of Superman (NBC) 48.7
6. Colgate Comedy Hour (NBC) 48.4
7. Your Show of Shows (NBC) 47.0
8. I Love Lucy (CBS) 46.9
9. Millon Berle (NBC) 46.6
10. Red Buttons (CBS) 46.0

TRADE ASSNS.

RETMA Launches New Efforts To End Spurious Radiations in TV Sets

Association board approves New Jersey research project on tv in the classroom. Renewed efforts planned to get excise tax on tv reduced or eliminated—especially on color sets.

Radio-Electronics-Television Mfrs. Assn. took new steps last week to eliminate the years-old problem of interference caused by spurious radiations in tv sets.

The RETMA board authorized Chairman Robert C. Sprague to name a committee to confer with FCC and work out a mutually acceptable plan for securing the compliance of all television set manufacturers—only a "distinct minority" now fail to comply, it was emphasized—with standards designed to eliminate such interference. Mr. Sprague is expected to name the committee in the near future.

The board action on radiation was one of several highlights of a three-day series of committee section, and board sessions. Others:

- The board gave its blessing to a proposal advanced by the New Jersey State Teachers College for a five-year research project on the use of television in the classroom as a basic teaching device.
- A new budget and revenue proposal for RETMA, including a projected outlay of the dues structure, was sketched to the board and may come up at the April meeting.
- Tax Unit Suggestion

The tax committee recommended, and the board approved, renewal of efforts to have the Federal excise tax on tv sets reduced or eliminated, and to have color tv sets exempted altogether, at least during color's formative years.

The board's decision to empower a committee to work with FCC in devising a plan for insuring industry-wide compliance with standards to avoid spurious radiations in tv sets came on the heels of a telegram sent by FCC to RETMA President Glen McDaniel urging manufacturers' cooperation in the battle against interference of this nature. But RETMA officials emphasized that they had been at work on the problem over a period of years, and that the subject had been a definite agenda item for last Thursday's board meeting for at least a month prior to receipt of the FCC telegram Wednesday.

The spurious radiations are of various types, including oscillator and "sweep" such as that arising from use of different IF frequencies. RETMA's engineering department has recommended standards to eliminate such interference, and RETMA spokesmen stressed that most manufacturers conform to these standards. The problem is to get complete compliance. FCC authorities have indicated that they fear non-use of the recommended 41.25 mc IF frequency, for instance, will seriously damage their efforts to eliminate the interference.

The research project proposed by New Jersey State Teachers college for the study of classroom use of closed circuit television was described by board members as by far the best that had yet been presented.

The preliminary phase of the study was conducted by the college with funds supplied by the Ford Foundation's Funds for the advancement of education, and the foundation was said to have indicated it will underwrite the study itself if the tv industry will provide the necessary equipment. RETMA officials pointed out that RETMA itself does not have funds for such a purpose, but that they would recommend that member companies cooperate in providing equipment.

The college estimated about $170,000 worth of equipment would be needed. The remainder of the proposed five-year project would cost about $3.1 million, it was said.

The college's plan envisions establishment on its own grounds at Montclair of "a laboratory where competent educators—teachers, administrators, and subject-matter specialists—can work with television technicians to explore scientifically the potential of this new medium." Among the phases which were to be studied: impact of classroom educational television on the pupil, on the teaching profession, on methods of teacher education, on the school administrator, on the community, on ancillary educational specialties, on the curriculum itself and even on such matters as school architecture.

Other developments during the three-day meeting, held Tuesday through Thursday at the Roosevelt Hotel in New York: C. A. Bradford, of General Electric Co., was named chairman of a new subcommittee, to promote the 1954 Voice of Democracy contest.

A phonograph needle section was set up by the parts div., and a military electronic equip-
ment section was formed under the technical products div.  

William H. Kelley, a vice president of DuMont Labs, was named to succeed Irv Rosenberg, also of DuMont, on the set executive committee.

The service committee recommended, and the set executive committee approved, updating of the booklet, issued jointly with Better Business Bureau, providing for the WJNC meeting in April.  

Rosenberg, also of DuMont, who heads the Washington bureau, will return to Chicago next week.

The purchase and servicing of the tube sets.

It was also decided that the proposed service training program started last year at New York Trade School should be continued.  

Seventeen new members were admitted, bringing the RETMA total to a record 473.

The statuettes awarded by the Academy of Television Arts & Sciences to the National Television System Committee for its work in developing compatible color television (BT, Feb. 15) was presented to Dr. W. R. G. Baker of General Electric, head of the RETMA engineering department and chairman of NTSC until it disbanded a few weeks ago.

Next round of RETMA section and committee meetings is slated April 26-27 in New York, after which the board will go to Niagara Falls for a session with the board of the Canadian Manufacturers Assn. on April 28-29.

**Nominees selected for NARTB board**

Sixty-five broadcasters are chosen to run for district posts as final elections near.

**Bab announces contest winners**

"Radio Gets Results" contest draws more than 350 entries, with 76 gaining awards.

WINNERS of the third annual "Radio Gets Results" contest conducted by Bab in quest of outstanding success stories demonstrating the selling power of radio are being announced today (Monday) by Bab President Kevin B. Sweeney.

From a field of more than 350 entries, 76 winners of first, second, third and honorable mention awards were designated in 11 different advertiser classifications. The winning stations and advertisers will receive bronze plaques (for first prize), wooden plaques (second and third prize) or scrolls (honorable mention). Each station submitting an entry will receive a citation.

"Again, these entries serve as documented proof that radio is an outstanding advertising medium for practically every type of advertiser," Mr. Sweeney said. "This year, many more of our member stations, everywhere in the country, provided evidence of the medium's power to sell products and services."

"we're going to release this information to other advertisers and to all Bab members
FIG. Z2

TYPICAL HORIZONTAL DIRECTIONAL PATTERN OBTAINABLE FROM A G.E. UHF HELICAL ANTENNA SHOWS PATTERN THAT DOES NOT EXCEED THE MAXIMUM-TO-MINIMUM RATIO OF 10 db AS ALLOWED BY FCC.

DOTTED LINE IS AVERAGE FOR STANDARD NON-DIRECTIONAL.

Get your
G-E 85-PAGE TV ANTENNA MANUAL
today!

FIG. 17
MEASURED VERTICAL PATTERNS FOR A GE MODIFIED UHF 5-BAY HELICAL ANTENNA (TY-25-D)

PEAK POWER GAIN 16 (12.79 db)
ZERO ANGLE POWER GAIN 15 (11.76 db)
SOLID CURVE — RELATIVE FIELD INTENSITY
DOTTED CURVE — RELATIVE POWER

G-E Book First Practical Reference Source To Help You Select Antenna...Solve Coverage Problems!

- Whether you're a station manager now on-the-air or about to go on...a chief engineer or new student in the television profession...be sure to read this comprehensive study of transmitting antennas and associated equipment. Its four sections cover VHF, UHF, Antenna Accessories, and Reference Data.

Theory and actual operation are included...antenna patterns of many types are discussed...coverage problems, initial questions and the solution steps using FCC reference curves are clearly spelled out in a simplified manner. Antenna specifications, transmission line, waveguide and diplexer data have also been provided.

This complete antenna book belongs in every television station library.

Yours for only $1.50. Spiral bound, hard cover edition now available. Write


GENERAL ELECTRIC
THey All Choose...

Here are great names in American marketing, all users of KSFO, San Francisco.
Sound reasoning, seasoned judgment, mark their choice of San Francisco radio stations. In KSFO they find the widest coverage of any Northern California independent, realistic rates that combine with consistently high ratings to give lowest cost per thousand listeners of any San Francisco station, network or independent, and splendid merchandising service that ties together advertiser, distributor, retailer and listener.

Wesley I. Dum, President
Alan L. Torber, General Manager
Gary Garland, Commercial Manager
**TESTIMONIAL DINNER**

Broadcasters set fete for the retiring NARTB board chairman March 31 in Washington.

**BROADCASTERS and persons prominent in the nation’s civil and legal life will take part in a March 31 testimonial dinner to judge Justin Miller, who retires April 1 as NARTB chairman of the board.** (Closing Call, Feb. 15.) Presiding at the dinner, to be held in the main ballroom of the Mayflower Hotel, Washington, will be G. Richard Shafto, WIS Columbia, S. C.

Long active in NARTB affairs and for many terms a member of the board, Mr. Shafto was chosen by the 1945 committee that selected Judge Miller for the presidency. This committee had been searching for a prominent figure to direct the association’s affairs and build up the industry’s stature in national affairs.

Judge Bollitha J. Laws, chief judge of the U. S. District Court, District of Columbia, and a long-time friend, will speak of Judge Miller as a jurist.

Arthur B. Church, longtime industry leader and president of KMBC Kansas City, will speak of Judge Miller’s career.

Co-chairmen of the dinner committee are Frank M. Russell, NBC Washington, vice president, and Ben Strouse, WWDC Washington. Co-chairmen of the reception committee are Clair E. McCollough, Steinman Stations, and Robert D. Sweeney, WDSU New Orleans.

BML, which Judge Miller has served as board chairman, will provide dinner entertainment and be host at a cocktail party.

BML Program Committee comprises Carl Haverlin, BMI president, chairman; J. Leonard Reinsch, Cox Stations managing director; Paul W. Morency, WTIC Hartford.

A letter detailing arrangements was sent to broadcasters over the weekend by Co-chairmen Russell and Strouse.

The dinner will be informal, but black tie for the head table, which accommodations are $20 each, with broadcasters permitted to bring their wives and other guests. C. E. Arney Jr., NARTB secretary-treasurer, has optioned blocks of Washington hotel rooms for out-of-towners.

Judge Miller’s successor, a member of the NARTB board at its winter meeting,

Pursuant to the dinner committee’s plan with the NARTB board at its winter meeting,

**TO HONOR MILLER**

held at Phoenix, Ariz. (BT, Jan. 25), and many broadcasters have supported the idea as a means of recognizing Judge Miller’s nine years of service to the association. He became a member of the board June 5, 1945, becoming chairman of the board June 5, 1951. He retires April 1 with a pension plus special retainer as advisory counsel on call.

**NEW OFFICERS of the Tennessee Assn. of Broadcasting are: Jonny Shettle, WJLM Clarksville, retiring president and new member of the board; John Hart, WBR Knoxville, vice president; Drue Smith, WAPO Chattanooga, secretary-treasurer; and Earl Winger, WDDO Chattanooga, president.**

**RETMA Commends FCC**

For Furthering TV

Association’s board of directors cites the Commission for fostering the growth and development of tv.

RESOLUTION commending FCC for “making possible” the accomplishments achieved thus far in television and other electronic fields “and thereby encouraging the growth of the electronics industry with consequent benefits to the public.”

WHEREAS, the FCC has diligently and expeditiously processed several hundred applications for television station construction permits since this procedure was resumed in July 1952, and

WHEREAS, as a result of this diligence upon the part of the Commission and its staff, 211 new tv stations began operation in 1953, many without local areas or areas and others adding to existing service, with the result that the magic of television was made available to millions of persons previously deprived of the entertainment and education it affords, and

WHEREAS, the Commission by sponsoring the development of television broadcasting in the ufr has laid the groundwork for a nationwide television service impossible with vhf, and,

WHEREAS, the Commission, with as much promptness as possible after due consideration of all factors and the public interest, granted a petition of the National Television System Committee for standardization of compatible television by and thus paved the way for an orderly evolution of this service without making obsolete the millions of black and white sets in use, and

WHEREAS, the Commission has facilitated the widespread development of numerous radio and electronic services, particularly in industrial, communications, public safety, and other public.

**Kentucky Broadcasters Set Spring Meeting March 23**

**KENTUCKY Broadcasters Assn. will hold its spring meeting March 23 at the Hotel Seelbach in Louisville, with the Kentucky BMI Clinic scheduled for the next day, according to Hugh O. Potter, WOFI Owensboro, secretary-treasurer.**

**KBA’s executive committee will meet at 6:30 p.m. March 22. The business session will begin the next morning at 9:30. Bill Ladd, radio director of the Louisville Courier-Journal (WHAS-FM), will chair the luncheon. After an afternoon session on various subjects and a cocktail party, Robert K. Richards, NARTB administrative vice president, will be the speaker at the annual dinner. The Kentucky chapter of American Women in Radio and Television has been invited to general sessions.**

**The state association’s fall meeting is scheduled for Oct. 20-21 at Cumberland Falls Park.**

---

Agriculture, in Its Varied Phases PROVIDES NORTHEASTERN OKLAHOMA'S GREATEST SOURCE of INCOME! Much of the State's Wealth Is Found in This Potent Region of Famous Beef and Dairy Herds... Rich Fruit and Vegetable Spreads and Rapidly Growing Poultry Industry.

Northeastern Oklahoma Is the Home of Championship 4-H and FFA Judging Teams... a Proving Ground of Land Conservation Ideas.

BRUCE EAGON—KTUL's Farm Editor—Has Been in Close Touch with the Agricultural Picture in Northeastern Oklahoma for Years. Winner of Three Awards in 1951, He is Qualified to Give KTUL's Rural Audience WHAT IT NEEDS—AND WANTS!
service fields, thereby contributing to the expansion of our national economy.

When the Commission and its staff have shown a keen appreciation of the technical and industrial problems created by the rapid development of television and electronics industry and a ready willingness to act expeditiously in the public interest.

Therefore, be it resolved, that the board of directors of the Electronic Television Manufacturers Association on this 18th day of February in the year 1954 does hereby express its appreciation to the FCC for making possible these accomplishments and thereby encouraging the growth of the electronics industry with consequent benefit to the public, and

Be it further resolved, that copies of this resolution be transmitted to the secretary of the Senate Interstate and Foreign Commerce Committee, the chairman of the House Interstate and Foreign Commerce Committee, and the chairman of the FCC.

N. Y. Radio-TV Boost 
Red Cross Drive

Station executives get kits outlining programs for the '54 campaign. Goal is $85 million.

NEW YORK--radio and tv executives attended a luncheon meeting last Thursday at the Waldorf-Astoria Hotel, held under the chairmanship of James Sauter, chairman of the Red Cross radio and tv committee, to help launch the Red Cross drive for its $85 million national goal.

The executives were given a radio-tv kit which included the list of radio-tv programs which will kick off the fund drive on Feb. 28 and which will carry a message by President Dwight Eisenhower.

In radio the schedule includes: Feb. 22, Roman Marynowyck's Ukraina Hour on WEVD New York; Feb. 28, Jack Benny program on CBS-Radio, Arturo Toscanini on NBC-Radio, Rod and Gun Club of the Air on Mutual, and This Week Around the World on ABC-Radio; March 2, Pat Barnes on WOR New York.

In tv the list includes: Feb. 28, Mr. Peepers, on NBC-TV, Fred Waring program on CBS-TV, Presidential message on DuMont Tv, and George Jessell Show on ABC-TV; March 1, the Margaret Atten Show on WCB and Sense and Nonsense on WABD.

Program Directors' Dote

Program directors of stations were sent special messages for Red Cross Sabbath, Feb. 27 and Red Cross Sunday, Feb. 28; spot announcements for Red Cross radio-tv day March 1, including brief messages, balconies, flip cards and trailers and for March—traditional Red Cross month—scripts, program inserts, spot announcements, features and human interest stories which will be forwarded weekly to program directors and commentators.

All material on the Red Cross Fund can be obtained through Ruth M. Shafer, director of radio and tv, Red Cross, 315 Lexington Ave., New York.

NATRFD, FEI Meeting 
Explores Farm Problems

FARM problems were explored by some 50 radio-tv farm service directors at a press-radio-industry-agricultural conference at the LaSalle Hotel in Chicago last Tuesday. The meeting was sponsored by the Farm Equipment Institute in cooperation with National Assn. of Television & Radio Farm Directors and various editors groups.

Results of a general survey of farm broadcasters on the current thinking of farmers highlighted a panel discussion by Maynard Speece, WCCO Minneapolis; Paul Johnson, editor of Prairie Farmer (WLS Chicago), and others. Mr. Speece represented NATRFD.

In the survey, in which 129 of 300 questionnaires were returned, 36% reported the belief farmers generally feel the agricultural outlook is "more favorable" today than six months ago, while 20% felt it was "less favorable" and 44% have adopted a "wait and see" attitude.

Cultural Role of Radio-Tv 
Outlined to N. Y. Ad Women

SIGNIFICANCE of radio and tv in the world of the future as purveyors of culture as well as entertainment was described last week at a luncheon meeting of the Advertising Women of New York by Theodore Streibert, director of the U. S. Information Agency and former president of WOR-AM-TV New York, and J. L. Van Volkenburg, president of CBS-TV.

Part of a panel exploring the subject of "Future of Communications," both Messrs. Van Volkenburg and Streibert pictured tv and radio as media that will help ultimately to achieve greater international cooperation and understanding.

In discussing the potential of tv as an educational force, Mr. Van Volkenburg asserted that America presently is in the throes of a cultural revolution." To support this contention, he declared that college enrollments in the U. S. has increased 50% since 1940 and added there is a sharper interest in the legitimate theatre and the classical record field than ever before.

Mr. Van Volkenburg predicted that tv networks will allocate more time to educational programs in the future to accommodate the repining interest in cultural developments.

He expressed the belief that color tv will add a dimension to tv that will place it in the forefront of mass communications media.

Contended that color tv will have "a great future" even if a business depression develops. He pointed out that radio flourished during the darkest days of the depression of the 1930's, along with the picture magazines. Similarly, he said, tv will grow even in a period of economic depression, because the medium can make a vital contribution to the life of the country, and, ultimately, the world, with the development of world-wide tv communications.

Mr. Streibert praised radio as the only mass communications medium that can reach persons behind the iron curtain, thereby providing them with the true story of life in America and the rest of the world. Mr. Streibert declared that USIA is committed to stressing objectivity in its broadcasts, pointing out that propaganda has proved to be a dubious element in fighting communism.

Ad Council Unit Approves 'Future of America' Drive

A "FUTURE OF AMERICA" campaign, designed to acquaint the American public with the facts of the nation's economic life, has been approved by the Public Policy Committee of the Advertising Council, T. S. Repppler, Council president, announced Thursday.

In the near future, Mr. Reppller said, radio and tv stations and networks and other media, as well as local and national advertisers, will be asked to cooperate in the campaign. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., will serve as volunteer coordinator and McCann-Erickson as volunteer agency, continuing in the same positions they held during the Council's educational campaign for the American Economic System of which the new drive is an extension.

Announcement of the "Future of America" campaign was made at a preview showing of the sound slide film, "Future of America," sponsored and produced by the joint committee......
CLEVELAND'S
NUMBER 1
RADIO BUY!

CLEVELAND'S CHIEF STATION

5000 WATTS - 850 K.C.
BASIC ABC NETWORK
REPRESENTED BY
H-R REPRESENTATIVES
100 users of the famous Gates BC5B/BC10B, 5000/10,000 watt broadcast transmitters. Certainly the equipment is all new for the big KTLN 5000-watt voice; but Gates is not new to KTLN — it has always been their choice since going on the air many years ago. In fact, 14 other Colorado stations are 100% Gates equipped. Since World War II over 65% of all newly constructed radio stations purchased Gates. The best way is always the Gatesway to better broadcasting!

RADIO COMPANY QUINCY, ILL., U.S.A.
INTERNATIONAL DIV. 13 E. 40th ST., NEW YORK CITY
Offices in Atlanta, Houston, Los Angeles, New York and Washington

K T

RADIO DENVER
CALL...RADIO REPS., INC., NEW YORK • CHICAGO • LOS ANGELES
Now 5000 Watts
Day & Nite
...music, news, sports

Covering 391,800 homes — over 5,000,000 cars annually

JOE FLOOD:
Denver's “Dean of Radio.” When you want to sell the people of Colorado, get hold of Joe. Address: KTLN, 5000 Watts.

RICH FROEMKE: “Old Dependable”
If it's broadcasting, Rich does it...and well... For 5 years his daily feature has been “Million Dollar Ballroom.”

CHUCK COLLINS:
Denver's pianist, poet and philosopher. "I love to talk to people, that's all, and they buy the things I tell them about." With Chuck: your merchandise moves — you buy a spot — you get a salesman.

KAYTEE ELLEN:
Gracious hostess, gal about town.... Houses or hosiery, she'll sell 'em for you and make you a million friends in the bargain.

Why it's a buy...

KTLN MERCHANDISES
Our job only begins when you buy a schedule on KTLN. We'll work with you and for you, day and night in any way possible. And we've got the market and merchandising know-how to SELL your product. Ask time buyers who use KTLN.

KTLN COSTS LESS PER THOUSAND
The June, 1953, Conlan (when we were a 1-kw daytime) showed about 73c per thousand, average cost — making KTLN the best dollar buy in the Denver radio market. Now it's five times the buy, Day and Nite.

KTLN IS INDEPENDENT
If you want one 20-second spot or a two-hour block three times a week we'll come mighty close to putting you right where you want to be...“the difficult we do instantly, the impossible takes a little longer.” We stay independent to SERVE YOU BETTER.

5000 WATTS
CALL...RADIO REPS., INC., NEW YORK • CHICAGO • LOS ANGELES
TRADE ASSNS.

of the Assn. of National Advertisers and American Assn. of Advertising Agencies, which this week will give the film its first public showing at a Washington conference of the Council [BT, Jan. 18].

ASNE President Predicts Newspapers' 'Golden Age' A GOLDEN AGE awaits newspapers in the next decade, in the opinion of Basil L. Walters, head of the American Society of Newspaper Editors and executive editor of Knight Newspapers. Speaking Thursday at the 26th annual Georgia Press Institute at the U. of Georgia, Athens, he said, "dead-pool geographic reporting of the 1930s is outdated."

"Television is a great stimulator of interest in news but only the newspaper can satisfy the growing hunger for news that it creates," Mr. Walters said. "The old-fashioned type of newspaper which merely records the police court blotter and other routine will not suffice."

Waste, Excesses in TV Draw Fire From Mogul "EXTRAVAGANCE and waste" in television and "inflated" ratings and set counts drew fire last Wednesday from Emil Mogul, national president of Emil Mogul Co., New York, as he addressed the monthly luncheon session of the Chicago Television Council at the Sheraton Hotel.

Mr. Mogul said he felt that television is being "strangled" and that if the current trend continues, the medium will be "available to only a handful of blue chip advertisers" even before the advent of color TV. He added that no medium has had the "high mortality rate among advertisers as television."

BAB Talks on Local Sales Held in Chicago, K.C.

IN LINE with BAB's program to sell important local advertisers on more extensive use of radio, Kevin B. Sweeney, BAB president, conferred last week with radio station sales committees in Chicago and Kansas City on presentations to be made to advertisers.

Mr. Sweeney conducted a meeting in Chicago on Monday with the local sales committee, which includes the general managers and/or the sales managers of WBBM, WCPX, WGN, WIND, WLS, and WMAQ. The presentations were prepared by BAB, drawing upon the organization's facilities and resources, coupled with local information compiled by BAB members in Chicago.

Mr. Sweeney conducted a similar meeting in Kansas City on Tuesday.

Alabamaians Meet April 9-10 ANNUAL meeting of Alabama Broadcasters Assn. will be held April 9-10 at Admiral Semmes Hotel, Mobile, according to Malcolm B. Street, WHMA Anniston, ABA president. A BMI clinic will be held in connection with the meeting. Jack Hughes, WJJJ Montgomery, is chairman of the program committee.

PROGRAM SERVICES

BMI's 47 Clinics To Start March 8 Pool of 42 traveling and 94 local speakers are lined up for the circuit through the U. S. and Canada.

COMPLETE schedule of BMI's 47 program clinics in the U. S. and Canada for 1954 [BT, Dec. 28, 1953], starting with two on March 8, is being announced today (Monday). Total of 35 clinics will be held prior to the NARTB convention in Chicago in late May. A pool of 42 traveling and 94 local speakers has been set up, the former divided into 26 teams, each of which will be accompanied by a BMI official—either President Carl Haverlin, Station Relations Vice President Glenn Dolfberg, or Projects Director Russell Sanjek.

With State Assns. Each clinic, BMI officials reported, was arranged in cooperation with the appropriate State Broadcasters Assn. BMI field representatives in their respective territories will serve as clinic chairman. It also was noted that an additional number of speakers may appear as speakers at the 1954 sessions to emphasize the importance of women's programming from the standpoint of both public appeal and advertiser interest.

Of the 12 clinics slated after the NARTB convention, eight will be in the U. S. and four in Canada.

The March 8 opening sessions will be held at Austin, Tex., and Albuquerque, N. M. First post-NARTB convention clinic will be June 7 at Winnipeg, Man.

BMI program clinic schedule:

Alabama—Montgomery, March 24, Franklin Hotel Jefferson Davis
Ariz.—Phoenix, March 9, Hotel Westward Ho
Arkansas—Little Rock, March 28, Albert Pike Hotel
Calif.—Los Angeles, March 10, Beverly-Wilshire Hotel
Calif.—San Francisco, March 12, Clift Hotel Colorado—Colorado Springs, June 21, Broadmoor Hotel
Fla.—Orlando, March 26, Orange Court Hotel
Georgia—Atlanta, March 24, Dinkler-Plaza Hotel
Idaho—McCall, June 18
Ind.—Indianapolis, June 25
Iowa—Des Moines, April 9, Hotel Fort Des Moines
Ky.—Huntington, March 5, Hotel Baker
La.—Louisiana, March 24, Hotel Galibeth
La.—New Orleans, March 10, St. Charles Hotel
Maine—June 18 (to be announced)
Mass.—D.C.—Washington, D.C., April 9, Sheraton-Park Hotel
Mich.—Jackson, April 2, Hayes Hotel
Mass.—Worcester, March 29, Radisson Hotel
Miss.—Jackson, March 12, Heidelberg Hotel
Mo.—Jefferson City, April 2, Hotel Governor Monton
Ms.—Shreveport, June 14, Hotel Penlin
Neb.—Beatrice, April 7, Hotel Paddock
N.J.—Camden, April 7, Walt Whitman Hotel
New Mexico—Albuquerque, March 8, Alvarado Hotel
N.Y.—Syracuse, April 14, Hotel Syracuse
N.C.—Winston-Salem, March 17, Robert E. Lee Hotel
Ohio—Mansfield, March 31, Mansfield-Leland Hotel
Okla.—Oklahoma City, March 31, Skirvin Hotel
Ore.—Portland, March 19, Hotel Benson
Pa.—Allentown, April 5, Pen Alto Hotel
S.C.—Columbia, March 18, Columbia Hotel
S.D.—Huron, June 23, Marvin Hussig Hotel
Tenn.—Nashville, March 22, Andrew Jackson Hotel
Tex.—Austin, March 8, Hotel Commodore Perry
Va.—Richmond, March 19, Hotel Jefferson
W.Va.—Charleston, March 17, Benjamin Franklin Hotel
Wisc.—Milwaukee, April 14, Plankinton Hotel
Wis.—Madison, April 14, Hotel Madison
W. Va.—Charleston, March 17, Benjamin Franklin Hotel
Costs for program clinics in Canada: Vancouver, B.C., March 18; Hamilton, Ont., April 12; Winnipeg, Man., June 7; Regina, Sask., June 8; Edmonton, Alta., June 11; Afflithers, N. B., June 14.
1954 is a year-long Birthday Party in the Midwest Empire. This year is the 100th birthday of Omaha, and the 100th anniversary of the organization of Nebraska as a territory. Everybody in the nation has been invited to the party, and thousands are expected in Omaha for the many colorful pageants, sports events, cultural programs and historical displays. Naturally Big Mike and KFAB are playing an important part in the Centennial activities, just as they always play a big part in farming, industry, commerce and transportation in the vast Midwest Empire. Of course you are invited to visit the 1954 Centennial, to meet Big Mike, and to learn first hand more about one of the nation's great markets. Or you can get the Big Mike-KFAB story from General Manager Harry Burke or Free and Peters.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station
FCC INDICATES NEW LOOK AT MULTIPLE OWNERSHIP RULE

Commission denies Westinghouse' petition for reconsideration of ruling last fortnight that WBC was in violation of the seven-station limit, but grants waiver of compliance for a 'reasonable period.'

CONSIDERED a prelude to a general review of the strict interpretation put upon the newly-enforced multiple ownership rules in its letter to Westinghouse Broadcasting Co. a fortnight ago, FCC Friday (1) denied Westinghouse's petition for immediate reconsideration of the rules, and (2) granted a waiver of compliance for a "reasonable period of time."

Two weeks ago FCC informed Westinghouse Broadcasting that it was in violation of the new multiple ownership rules because three of the 20 directors of parent Westinghouse Electric Corp. have minority interests in other radio-television stations. The new rules, adopted last November and effective Jan. 2, limit a single entity to ownership in seven stations or five TV stations.

None of the three directors is on the board of Westinghouse Broadcasting, the FCC majority observed, but ruled the subsidiary firm must be considered a "parent company" under the "common control" in the `strict sense of the rules.

The interpretation was given by the Commission majority in a letter dated Feb. 10. It was in reply to a voluntary inquiry by Westinghouse in late January concerning the scope of the new rules.

The interpretation, considered extreme in discons. by Comrs. John C. Doerfer and George E. Sterling, was viewed in the industry as starting a trend to deny waivers by interested firms. Many other firms might be affected similarly, in view of their large boards and stockholdings, was not immediately known.

Meeting Still Stands

The waiver allows Westinghouse Electric to continue with plans for its annual stockholders meeting April 7 and to mail notices already approved by the Securities & Exchange Commission to more than 100,000 stockholders.

Sources at FCC indicated the reason the Commission did not reconsider its Feb. 10 interpretation outright was because Comrs. Frieda B. Hennoch and E. M. Webster were not present when the Westinghouse petition was taken up. A full Commission is desired when "policy" considerations are reviewed, it was stated.

Comr. Doerfer in his dissent to the Feb. 10 letter felt the new rules would be invalid if the interpretation in the instant proceeding "would extend proscription against multiple ownership and control to a minute interest or influence of a stockholder, director, or officer."

Comr. Sterling, however, voted to defer action pending study of other situations which may come within the purview of the rules and the outcome of an appeal from the Commission's report and order adopting these rules now pending before the court (Storer Broadcasting Co.).

Comr. Sterling concurred in Friday's order, "but still is of the opinion that the Commission should reconsider the impact of the rules and exempt the petitioner."

Commissioners Westinghouse's petition for reconsideration of the Feb. 10 interpretation, FCC's order said:

"We have studied the relief requested and the arguments adduced therefor. We are persuaded that petitioner should be accorded a reasonable time period before being required to achieve compliance with the applicable rules. The extent of the period will be determined after receipt of petitioner's estimate and supporting reasons.

"Accordingly, it is ordered, that petitioner is granted a reasonable period of time before being required to achieve compliance with the rules in question, the duration of such period to be determined by subsequent Commission action on an appropriate request by petitioner. In all other respects, it is ordered that the petition is denied.

"FCC's new multiple ownership rules, made final in late November, allow a single entity to "control" or have interest in no more than seven am, seven fm and five tv stations [B&T, Nov. 30, 1953]. The Commission subsequently proposed to boost the tv limitation to seven, but with the condition that not more than five stations be vhf, thereby allowing two additional uhf stations [B&T, Dec. 8, 1953]."


Westinghouse Electric directors involved are John Hall, John Schiff and Dillon Anderson.

Mr. Hall is director-president of Gerald Traveler Corp., parent company of Vidity Broadcast Co., which in turn owns Matheson Radio Co., licensee of WHDH Boston and applicant for vhf ch. 5 there.

Mr. Schiff is minority stockholder in Transcontinental Properties Inc. Parent firm of subsidiaries owning uhf tv stations WFTV (TV) Duluth, KCTV (TV) Little Rock, Ark., KCTV (TV) Sioux City, Iowa, and WICS (TV) Springfield, Ill., according to the complaint.

Mr. Anderson is director-30% owner of Houston Area TV Co., having 32% interest in a pending merger for vhf ch. 13 at Houston, Tex., subject of a pending initial grant [B&T, Jan. 18, 1954].

Westinghouse asked the FCC to:

(1) Reconsider its order adopting the multiple ownership rules and make such revisions as may be necessary or appropriate to avoid the apparently unintended application thereof to the Westinghouse order adopting the multiple ownership rules and make such revisions as may be necessary or appropriate to avoid the apparently unintended application thereof to the

Vice President Richard M. Nixon (r) receives the U.S. Capitol's first "Charet Freedom Scroll." With him is Edward F. Bartlet, Fiscal Assistant Secretary of the Treasury and national chairman of the federal employees' unit of the Crusade for Freedom's campaign for Radio Free Europe. The Vice President's signature headed a list of top government leaders who signed the scroll pledging support to raise $10 million for the continued broadcasts of RFE behind the Iron Curtain.

inconsequential and indirect interests of the nature described above; (2) reconsider the interpretation of the rule in effect as of Feb. 10, 1954, to Westinghouse Broadcasting Co., Inc., and (3) promptly enter an order granting Westinghouse Broadcasting Co., Inc., a waiver of the multiple ownership rules, Secs. 330-13 and 14 thereof, of such interpretation of the multiple ownership rules, Secs. 330-13 and 14 thereof, of such interest of the directors of Westinghouse Electric Corp., above described are involved, such waiver to be effective pending further order of the Commission."

In August 1948, when the Commission first proposed to change its multiple ownership rules, Westinghouse pointed out, FCC proposed to reduce minority holdings as distinct from major ownership.

A group of director ownership holdings was suggested, with standard holdings up to 14 stations and 10 television outlets specified.

The petition argued that Westinghouse Broadcasting Co. and the members of its board, as well as Westinghouse Electric and its board members, "have relied upon the rules in existence prior to Jan. 2, 1954, and upon the assumption that the final rules, when promulgated, would conform to the rules proposed by the notice of Aug. 19, 1948."

The rules which became effective Jan. 2, however, "departed in at least three major respects from the rules proposed in the petition alleged. The departures cited are:"

(1) The number of stations in which an applicant for a license to own a TV station might have a direct interest was reduced by the FCC from 25 to 12.

(2) According to the letter dated Feb. 10, 1954, from the Commission to Westinghouse Broadcasting Co., Inc., the new rules also require taking into account of inconsequential interests of directors who are not parties to any application filed by Westinghouse Broadcasting Co.

(3) According to Comr. Doerfer's dissent, the result was not intended.

Comr. Doerfer's dissent, the petition notes, "indicates there is . . . at least substantial doubt as to whether a determination of the validity of an application for a prelude to change its multiple ownership rules, Westinghouse pointed out, FCC proposed to reduce minority holdings as distinct from major ownership."

Comr. sterling in his separate opinion.

Cites Hardships Involved

"In any event," the petition stated, "immediate compliance with the rules by Westinghouse Broadcasting Co. would impose considerable hardship upon Westinghouse Electric Corp., its sole stockholder."

The petition cited the annual stockholders meeting set April 7 at Sunnyvale, Calif., and with approval of SEC the firm must mail on or about March 17 more than 100,000 notices and proxy forms relating in part to election of directors.

To substitute other directors, obtain SEC consent and mail notices would be "virtually impossible" at this time, the petition said.

The pleading also pointed out that the multiple ownership decision included a grandfather clause to protect those engaged in television hearings at the time. The clause would allow such an applicant, even though he held his tv station quota, to seek waiver in order to complete the hearing.

Westinghouse said it filed its original Portland tv bid in 1948 and has been through the ch. 8 contest there. Pending initial decision, the case took more than 60 hearing days with a record of over 8,000 pages. It was closed more than four months before the new ownership rules were adopted and before they became effective, the petition said.

Similarly, Westinghouse's tv bid at Pittsburgh has been pending since 1947 and "while awaits hearing," the petition said, with considerable expense incurred to date.
Mr. TV Station Manager:
Are you tired of knocking yourself out trying to sell OUT-DATED feature pictures to UP-TO-DATE sponsors?

HERE’S HOT NEWS!

100 FEATURE FILMS

OFFICIAL FILMS, INC.
now offers 100 Top Grade, Star-Studded Feature Pictures
ALL PRODUCED BETWEEN 1946 and 1954—
some of them never seen on television—
ANYWHERE AT ANY TIME!

You don’t have to sell “nostalgia” with these babies!
From the heroine’s hair style to the hero’s haberdashery,
everything is up to date and current. These are post-war feature attractions for modern TV stations.
They’re ripe for quick sales!

FEATURING NAMES THAT PAY OFF AT THE BOX OFFICE AND THE LIVING ROOM!

[Stars with names: Ann Dvorak, Jon Hall, Veronica Lake, Cesar Romero, Barbara Britton, Zachary Scott, Denise Darcel, Lizabeth Scott, Preston Foster, Sabu, Robert Alda, George Brent, Stu Erwin, Paul Henreid, John Ireland, Jerry Colonna, Vincent Price]

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For the convenience of our friends in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wisconsin contact:

TOM CORRADINE • 5746 SUNSET BLVD., HOLLYWOOD, CALIF.

February 22, 1954 • Page 51
ike More at Home on Tv, Says Robert Montgomery

President Eisenhower is becoming more relaxed and more effective with each radio Appearance, according to Robert Montgomery, actor-producer serving as technical audio and visual advisor to the President. Appearing at FCC's "Report From the White House" (Wed., 10:30-10:45 p.m.), Mr. Montgomery said he is working from one to six days weekly without pay. He has a White House office.

Mr. Montgomery said more and more people in public life make a serious mistake in air appearances, talking to a mass audience instead of a group of individuals. "Actually, they are not talking to a mass audience," he said. "They are only talking to a maximum of four or five people and these people are sitting in a home. So the approach is not that of a man talking to Madison Square Garden filled with 25,000 people, but that of a man having a conversation in somebody's home."

Asking about his recent appearance at President news conferences, Mr. Montgomery said it was a signal, not an indication that these sessions might be telecast or broadcast. He explained he merely was watching how the President expressed himself and studying his mannerisms so he would not hamper them in arranging an air appearance.

COMMENTS ON FUNCTIONAL FM PROPOSAL INDICATE GENERAL INDUSTRY SUPPORT

However, Storer fears rule may pave way for pay-to-receive radio and tv contrary to American way of free service to all.

General industry support appeared last week in comments filed at FCC on its proposal to legalize functional fm operations in an effort to give fm an economic hyp, but with one exception.

Storer Broadcasting Co., multiple am-fm-tv station operated, feared its changes would open the way for pay-as-you-listen radio and pay-as-you-see tv, termed contrary to the American way of broadcasting—free service to everyone.

American Civil Liberties Union, CIO, Transit Riders Assn. and other nonbroadcast interests, including telephone and petroleum groups who are extensive nonbroadcast radio users, protested the fm proposal on various grounds.

In its last major action of 1953, FCC proposed the rules changes to allow fm stations to engage in functional music and similar operations in addition to regular broadcast programming, using both simplex and multiplex transmission. Minimum operating hours also would be relaxed [BT, Jan. 4, 11 (text) & col.2]. Comments last Monday, replies are due this Thursday.

NARTB said it "welcomes the proposed expansion of the rights of broadcasters to engage in new developments of the broadcast art" and felt finalization of the fm rule "will facilitate a more complete utilization of the 88-108 mc band than is possible under current rules."

The change "may be expected to contribute to the development of a more secure financial base of operation of fm broadcasting stations," NARTB asserted.

Storer's petition, however, contended:

Storer's Viewpoint

As a matter of general policy and conviction, Storer is not in favor of any proposal which will tend to undermine the traditional foundations of broadcast service. Consequently, we do not feel that any changes shall be made in any way by the signals by more than 0.05 second; (2) voice or code announcements on WWV or WWVH must be made for single or continuous service given by the Bureau of Standards. Description of services available may be obtained from NBS, Washington 25, D. C.

Comments Filed on FCC's Remote Pickup Proposal

General industry support appeared last week in comments tendered to FCC on the Commission's notice of further proposed rule-making to furnish improved auxiliary broadcast facilities for television remote pickup, relay and other purposes [BT, Dec. 14, 1953]. Changes in Part 4 of the Commission's rules on auxiliary channels first were proposed in late 1952.

Restrictions on use of certain non-exclusive channels were considered possibly too strict by NARTB, NBC and DuMont, particularly in light of the possibility of a new "off-air" service to pick up a "for-time" transmission. Problems in back-to-back programming and multiplexhop relaying were noted when a station is limited in use of auxiliary channels.

Haley, Doty & Schellenberg, counsel for a score of tv stations, commented elimination of a fixed table of auxiliary channel allocations, observing that varying program needs in different areas calls for assignments on a case-to-case basis.

General industry support was submitted by Multiplex Development Corp., reciting success of tests on Rural Radio Network and Wireless Washington.

WWDC-FM took issue with FCC's finding that functional music is not "broadcasting" within meaning of the Communications Act, but supported the proposal generally.

Joseph Brenner, Beverly Hills radio-tv attorney, supported plan but asked that no restrictions be placed on the type of secondary services that might be rendered, noting it could be approved on a case-to-case basis. KFMU (FM) Glendale, Calif., expressed like view.


WHOM-AM-FM New York and Richard G. Evans, Wilkes-Barre, Pa., asked for additional time to file data. Mr. Evans, "as the originator of transceiving and a major contributor to Suncastcasting, which I termed the change a revelation proceeding, noting "nonbroadcast" facets of the proposal and their own needs for channels.

Richard S. Pollak and Guy Martin, attorneys who featured in original court litigation contesting transit radio on WWDF-FM Washington, tendered detailed petition protesting proposal to authorize transcasting.

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Lee Favors ‘Hands Off’ Policy on Commentators

Commissioner tells New England AWRT chapter that the FCC must ‘lean over backward’ not to violate the provisions of free speech.

HANDS off commentators. That’s the attitude of FCC Comr. Robert E. Lee. No matter how biased a commentator appears to be, his right to voice his opinions should not be challenged, the recently-confirmed FCC Commissioner told the New Eng-


“Broadcasting is part of the free enterprise system,” Mr. Lee said, “and free speech is part of free enterprise.”

Mr. Lee, former FBI agent and investigator for the House Appropriations Committee, pointed to the Communications Act which forbids censorship by the FCC. He also added that the Constitution protects free speech. Thus, he said, the Commission and individual commis- sioners have to “lean over backward” not to violate these provisions.

‘Reasonably Good Taste’

The only restraints, Comr. Lee agreed, were that the comments should be “in reasonably good taste.” There are the laws of libel and obscenity that must be observed, he said. Communists on the air? Absolutely not, Mr. Lee firmly told B&T. “That’s an overdose of tolerance.”

Questioned by B&T about the Commission’s long-term policy that broadcasters must give both sides of any controversial question, Mr. Lee said that he thought that was a good policy. However, he said, he would hesitate to enforce it on individual cases. That’s a decision for the station manager, he said. The question of fair- ness comes up at renewal time, he recalled, when the Commission judges the overall opera-

station is unfair or exceeds the bounds of good taste, he said, and loses its confidence in the station.

Some of Comr. Lee’s critics have averred that he intended to crack down on the so-called liberal commentators. The Objectors to the WMFD petition said he wanted to intimidate them. Mr. Lee’s nomination made much of his friendship with Sen. Joseph R. McCarthy (R-Wis.), although the subject of Comr. Lee’s attitude towards radio-manufacturers was not brought up at the Senate Commerce Committee hearings on his confirmation, or mentioned during the floor debate.

WPRO-TV Turns Tables, Protests WNET (TV) STA

IN A turn-about action, WPRO-TV Providence, which has been withheld from operation on vhf ch. 12 because of an economic protest filed by WNET (TV) Providence last October [B&T, Oct. 5, 1953], last week pro-
tested FCC’s grant of a special temporary authorization to WNET for interim operation on uhf ch. 16. WPRO-TV asked FCC to set aside the STA or stay it pending disposition of a formal protest WPRO-TV intends to file.

WPRO-TV, which received a grant Sept. 2 and an STA Sept. 23 but was withheld from its proposed operation by the WNET petition [B&T, Oct. 12, 1953], claimed it would be injured economically by direct competition if WNET is allowed operation under the FCC’s Feb. 3 grant of the STA. WPRO-TV’s operation was postponed by FCC and its case was subject of an economic protest hear-
ing which began Nov. 18 under Sec. 309(c) of the Communications Act.

In its petition last week, WPRO-TV said WNET had delayed and shown lack of diligence in construction, that WNET’s request for the STA did not comply with provisions of Sec. 1,324 of FCC’s rules, that the grant was “arbitrary and capricious” and that FCC policy was violated in the grant to WNET of additional time for construction.

WNET in its petition last October under Sec. 309(c) of the Act charged the ch. 12 grant was illegal. The WPRO-TV grant had been made after a merger agreement among the competing applicants [B&T, Sept. 7, 1953]; WNET’s request for the STA contemplated operation about March 1 from studios at its transmitter site at Rehoboth, Mass., “four or five miles away from city limits of Providence.”

FCC Grants Dismissal Of WCAV Transfer to WRVA

WCAV Norfolk and WRVA Richmond, Va., last week were granted FCC permission to drop a proposed transfer of Norfolk station to WRVA. WCAV had been granted involuntary assignment of license Feb. 3, 1953, to Morris D. Schwartz, executor of the estate of the late Joseph Light, who died Dec. 16, 1952.

After a deal transferring WCAV’s license to WRVA had been drawn up April 21, 1953, WTX Norfolk and WGH Newport News had protested. They claimed overlap of WRAV’s signal in the WCAV service area, asking that the case be turned over to the hearing order that was issued Jan. 20 by FCC. WCAV notified it was canceling the contract Jan. 22 in line with a contract clause based on possibility of a hearing. The litigation and excitement have caused serious personnel problems, WCAV said, in the joint plea for dismissal without prejudice.

FCC GRANTS THREE NEW TV PERMITS

Permits awarded at Clarksburg, Wilmington and Modesto. Initial decisions finalized for Stockton and Elyria.

FIRST vhf station for Clarksburg, W. Va., and second vhf outlet for Wilmington, N. C., were among three new television permits issued by FCC last week. Orders also were issued to make final earlier initial decisions to grant new stations at Stockton, Calif., and Elyria, Ohio.

Non-hearing grants included: Vhf ch. 12 at Clarksburg to Ohio Valley Broadcasting Corp. (WBLK); vhf ch. 3 at Wilmington to Television Corp. and uhf ch. 14 at Modesto, Calif., to KTRB there.

Orders making final earlier initial decisions were issued for vhf ch. 13 at Stockton to Radio Diablo Inc., headed by radio-tv manufacturer Leslie Hoffmann, who is also a major tv advertiser, and for uhf ch. 31 at Elyria to WEOL there. Radio Diablo operates KSBR (FM) San Bruno, whose 3,850-ft. mountain-top site will be used for the new ch. 13 tv outlet, which will serve the San Francisco-Oakland area as well. Also part owners are principals in Eitel-McCullough Inc., tv tube manufacturer.

Stockton’s ch. 13 grant was made possible by withdrawal of a competitive application by KXOB there, whose principals acquire option for 10% in Radio Diablo [B&T, Jan. 25].

Solo Bidder

Grant of ch. 31 to WEOL, Elyria was facilitated by the withdrawal of the Lorain (Ohio) Journal’s competing bid. Ch. 14 grant to KTRB Modesto was made possible by drop-

out by Ralph M. Brown, Jr., who owns and operates Wilmington Television was sole bidder for ch. 3, newly allocated to the city where ch. 6 earlier was awarded for WMFD-TV.

Clarksburg’s ch. 13 grant to the licensee of WBLK was made possible by dismissal of a competitive application by WPDX there, which was reimbursed $14,000 for expenses.

Comr. Frieda B. Hennock issued a strong dissent in the Clarksburg case, citing concentration of control of the mass media of communication because of Ohio Valley’s multiple newspaper and radio interests in the area. Ohio Valley is a subsidiary of News Pub. Co., which controls more than 75 newspapers, five radio stations and WTRF-TV Wheeling.

In other television actions, FCC designated for hearing in Washington on March 19 the vhf ch. 7 contest for Wauwat, Wis., and vhf ch. 7 contest for Omaha. Wauwat applicants in- clude WSAU and Wisconsin Valley Television Corp. Contestants at Omaha are KFAB and the Harald Corp.

FCC also advised Harold C. Burke, per-

mittee of uhf ch. 21 WWLA (TV) Lancaster, Pa., and Cleveland Broadcasting Inc., committee of uhf ch. 65 WEVE-Cleveland, that their applications for additional time to complete construction of the station cannot be granted on the basis of present showing.” Comr. Hen-

nook dissented in both instances.

February 22, 1954

Congresswoman says she expects to introduce bill this week to apply federal controls to funds solicitation by radio and TV programs.

A FLARE set off over the radio-TV show, Strike It Rich, by the City of New York has rocketed through the state legislature and into the U. S. Congress.

Rep. Katherine St. George (R-N.Y.) said Wednesday she expects to have a bill ready for the House hopper this week.

Mrs. St. George, who represents the wealthy Tuxedo Park section of upstate New York, says she does not want to be misunderstood. "I am not attempting to get rid of the program but I want to get rid of the panhandlers."

New York City Welfare Commissioner Henry L. McCarthy, who termed the show a "national disgrace" and would have the program licensed by his office, initiated the attack last week. The legislation is being drafted by a state investigatory group and has become an issue on Capitol Hill (see adjacent story).

The Providence paper describing that show and two others as "so-called 'agony programs'" said it also was dropping its listings of NBC Radio's Welcome Travelers (Procter & Gamble, Monday-Friday), and NBC-TV's On Your Account (also P & G for Tide, Monday-Friday).

The program, on both NBC Radio and CBS Television, has been under fire from the New York City welfare commission, is being fought by a state investigatory group and has become an issue on Capitol Hill (see adjacent story).

The Providence paper describing that show and two others as "so-called 'agony programs'" said it also was dropping its listings of NBC Radio's Welcome Travelers (Procter & Gamble, Monday-Friday), and NBC-TV's On Your Account (also P & G for Tide, Monday-Friday).

However, the Congresswoman also disclosed her office was working in conjunction with the New York State Legislative Investigating Committee that has been looking into the solicitation of the public by charitable organizations.

It has been disclosed that the books of the program, sponsored by Coe Gate-Palmolive Co. on CBS-TV Monday-Friday, 11:00 a.m. to noon. Wednesday, 9:00 a.m. and on NBC Radio, Monday-Friday, 11:00-1:00 a.m., are in the hands of the state investigating group [B&T, Feb. 15].

Rep. St. George said a New York colleague in the House, Rep. Jacob K. Javits (R-Lib.), was working on similarly legislation dealing with funds solicitation through the mails.

She indicated the plan was to have her bill and Rep. Javits' legislation introduced "simultaneously."

In talking to B&T about Strike It Rich Rep. St. George criticized what she said was the practice of placing U. S. armed forces personnel on the program. She said "our servicemen are well taken care of" and did not need the type of help solicited by the program.

Earlier, Mrs. St. George told newsmen in New York she was repeating the Strike It Rich dispute stemmed from the case of George C. Poper. Mrs. Ethel Schnell, a New Yorker, telephoned the program and reportedly offered a home to his wife and four children, who were described on the radio as destitute.

Two days after the family moved into a house provided them by Mrs. Schnell, New York State police arrested the contestant as a fugitive from justice in Texas by Mrs. Schnell, the Congresswoman said, telephoned the program (Strike It Rich) asking for aid and a program spokesman refused to discuss the matter. Mrs. Schnell then telephoned the Rockland Voluntary Aid Society, according to Mrs. St. George, and was sent $250 to tide her over until the Poper family could be sent to the home of Mrs. Poper's mother.

**FCC Upholds Interim Grant of WORD-TV Paris Mt. Site**

Commission dismisses protest of WSCV (TV) Spartanburg, S. C. Still other protests pending.

RIGHT of WORD-TV Spartanburg, S. C., to begin vhf ch. 7 operations on an interim basis from Paris Mt., six miles from Green ville, S. C., was upheld last week by the FCC when it dismissed a protest from uhf ch. 17 WSCV (TV) Spartanburg, S. C. [B&T, Feb. 8], however, other complaints pending.

Commission said its special "temporary" authority for operating from the Paris Mt. site met all criteria for separation and signal strength over the principal city, as it found when it granted the request originally [B&T, Feb. 1]. It also said that WSCV's allegations of injury were "deceptive and speculative as to provide no sound basis for a finding of the existence of such injury. . . ." Since WSCV did not object to the original grant, the Commission said it could not find any grounds for permitting it to object to the STA.

WORD-TV's grant begins operations from the old WFBC-FM site is still under fire. Protest by uhf ch. 40 WAIRM-TV Anderson, S. C. [B&T, Feb. 15] was augmented last week by an additional petition asking for a temporary stay and a hearing on the STA.

WAIRM-TV, which holds a CBS affiliation cancelable on six months notice, not only claimed economic injury in that it would lose its CBS affiliation, but also questioned WORD-TV's financial ability to construct an interim Paris Mt. station and its permanent facility on Hogback Mt. It charged that WORD-TV's move to Paris Mt. was occasioned by the necessity to eliminate overlap with WBTV (TV) Charlotte, N. C., in order to secure the CBS affiliation. WBTV is a CBS affiliate. WORD-TV's affiliation with CBS has also been announced.

WAIRM-TV said it had spent more than $200,000 in building the station and expects to invest $100,000 more. It also claimed that it already had lost more than $60,000 worth of business because it was not ready to give their business to WORD-TV.

Grant for interim operation by WORD-TV at the Paris Mt. site also has been challenged by Sen. Ed C. Johnson (D-Colo.) [B&T, Feb. 8].

**S. F. CH. 2 RACE GETS NEW BIDDER**

Ingrim, Pabst and Lubeck form new firm to seek the facility. General Teleradio has dropped its bid, but holds 40% option in new applicant.

WITHDRAWAL of General Teleradio Inc.'s KFRC San Francisco from the vhf ch. 2 contest in the Bay Area last week was accompanied by a new application for ch. 2 at Oakland, filed by San Francisco-Oakland Television Inc., in which General Teleradio holds 40% option [CLOSED CIRCUIT, Feb. 13].

San Francisco-Oakland Television is a new company which includes President-Treasurer and 47.5%-owner Ward D. Ingrim, executive vice president of Don Lee Broadcasting System, regional network and station owner operated by General Teleradio, Executive Vice President-President-Secretary and 47.5%-owner William D. Pabst, General Teleradio vice president and manager of KFRC, and 5%-owner Harry R. Lubeck, consulting engineer.

Would Sever Links

Mesers. Ingrim, Pabst and Lubeck propose to take over their present connections and devote full time to the proposition of the station, of which Mr. Pabst would be general manager. Main studios would be located in Oakland with the transmitter on Television Peak, San Bruno Mt., near the present site of KRON-TV San Francisco.

Mr. Ingrim, as Don Lee executive vice president, headquarters in Hollywood at General Teleradio's KJH-AM-TV. He was assistant manager of KFRC before Army service in 1942. Mr. Lubeck includes tv director of Don Lee in 1930 and built experimental tv station W6XAO for the network in 1931 at Los Angeles. W6XAO subsequently became KTLV. Then Don BFTV, being sold to.

Other ch. 2 contest is 2465 to KROW Oak land, Channel 2 Inc. (in which KLX Oakland has interest) and Television California, headed by oil man Ed Pauley.
AMERICAN Introduces

Fastest service between New York and San Francisco

VIA NEW DC-7 Flagships

Now... American gives you the FASTEST service between the GOLDEN GATE and the EMPIRE STATE!

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AMERICAN AIRLINES INC.
America's Leading Airline
After two years of litigation, Leroy Bremmer and wife get radio station permit in Atlantic City on 1490 kc with 250 w.

PERSISTENCE paid off last week for radio-tv engineer Leroy Bremmer and his wife after two years of litigation before FCC in which they personally prosecuted their own application for a new am station at Atlantic City on 1490 kc with 250 w fulltime.

In a final decision which reversed the earlier initial ruling of a hearing examiner, the Commission majority voted to grant the new station to the Bremmers and to deny the competitive application of Press-Union Pub. Co. Last year, Examiner Hugh B. Hutchison recommended a grant to Press-Union and denial of the Bremmers on financial grounds.

In this final decision, FCC granted improved facilities for WDAS Philadelphia, involving switch from 250 w on 1400 kc to 1 kw fulltime on 1480 kc.


In the final decision, Comr. E. M. Webster dissented on the ground the Bremmer's Atlantic City Broadcasting Co. is not financially qualified, but the majority held otherwise despite a "close showing." The majority concluded "that the combination of available funds and extensiveness of which the Bremmers can bring to this operation warrant the conclusion that they are financially qualified."

Beginning in 1918 as a wireless operator, Mr. Bremmer served with various radio stations as engineer and after World War II duty as head technician. He was with KHUM Eureka, Calif.; KERB Kermitt, Tex., and KRSC-TV Seattle (now KING-TV). He later was tv engineer for the UN, WBAB (TV) New York and sales engineer for Langevin Mfg. Corp.

9 Radio-Tv Properties Involved in Transfers

NINE radio-tv properties were involved in last week's FCC approvals of several transfers including KATL Houston and WCKG (TV) New Orleans.

KATL was sold by Texas Broadcasters Inc. for $157,367 to broadcasters J. Fagnol and S. J. Fagnol of the Fagnol Bros. Fagnol and Ray co-owners of WBOK New Orleans, WXOK Baton Rouge, La., and are part owners of WCNQ-TV New Orleans and KAKQ Lake Charles, La.

FCC approved a transfer of control of ch. 26 WCKG from F. L. Hargrove, to Pat Coon, Lester Kamin and Billy B. Goldberg, made possible by a cancellation of a prior agreement to purchase two-thirds interest. Messrs. Coon, Kamin and Goldberg are stockholders of WMRY New Orleans and KCJ Shreveport, La. The Commission also granted WCKG six additional months in which to complete construction.

Other transfers receiving FCC approval were:

RKGW Kearney, Neb.—Transfer of control of Central Nebraska Broadcasting Co. to L. M. Thomas for $32,000.

KCLW Hamilton, Neb.—Assignment of license from Clyde Weatherby trading as Hamilton Broadcasting Co., to C. M. Hatch and Coy Perry for $15,000.

WSWB Durham, N. C.—Transfer of control of Public Information of Durham, to Edgar L. Clifton and three others for $18,500 and assumption of indebtedness of $44,000.

KEEP Twin Falls, Idaho—Transfer of negative control of W. E. Turnage to Idaho Broadcasting Co., to $9,100 and assumption of indebtedness of $43,000.

KMC Morgan City, La.—Assignment of construction permit for new am station from A. A. Bensabat Jr. to Tri-City Broadcasting Inc., for $5,500 and stock interest in new license.

KTUE Tulia, Tex.—Assignment of construction permit for new am station from Clint Formby to Marshall Formby doing business as Tulia Broadcasters for one-third interest in KSND, Seminole, Tex.

KFSM Seminole, Tex.—Assignment of construction permit for new am station from Marshall Formby to Marshall Formby doing business as Seminole Broadcasters for one-third interest in KTUE Tulia, Tex.

$325 Flat Fee Plan Evokes Opposition

Comments filed on the FCC proposal indicate resignation to the idea of a fee but disagree to its applying to all classes of stations and applications equally.

ALTHOUGH most of the comments among the first group received by the FCC regarding its proposal to charge $325 for each broadcast application [B&T, Feb. 1] are overwhelmingly opposed, a substantial number of broadcasters apparently feel resigned to the imposition of charges for FCC actions.

This was observed when virtually all broadcasters adamantly opposed forceful disavowal at the flat fee recommendations.

The Commission proposed the $325 figure to cover initial applications, modifications of construction permits, applications for licenses and for renewals. A smaller $50 fee was proposed for "minor" broadcast activities (mainly concerned with auxiliary equipment permits).

Consensus among broadcasters filing comments through late last week was that it was unfair to charge the same fee for a small, low-powered, daytime-only radio station in a community of 10,000 and for a multi-million-dollar tv outlet in a metropolitan area.

Also attacked in some instances was the proposal to charge the same $325 fee for initial applications and for modifications of grants or licenses and for applications for licenses or renewals. Suggestions ranged from a graduated fee to a single fee to cover application-plant-license.

A small number of non-commercial and educational stations appealed for exemption on the ground that the fee proposed would be onerous for these broadcasters. A complaint along these lines also was filed in behalf of the Colorado State Patrol.

A number of comments were forwarded to the FCC by senators and congressmen. However, said Pres. D. H. Paglin of the Colorado Broadcasters’ Democratic Sen. Ed. C. Johnson [B&T, Feb. 15], none took a stand one way or the other. Fully half of the dozen comments filed up to late last week were from amateurs protesting the $3 fee proposed for such applications. Many were in mimeographed form.

Deadline for comments is April 1. Broadcasters who filed reactions thus far were:


McLendon Asks Action On Baseball Protests

Trinity head tells FCC the nearness of the season necessitates decision. Yankees, one of three clubs assailing Trinity broadcasts last year, submits affidavit on such play-by-plays "without authorization."

WITH 1954 baseball season nearing, Gordon McLendon, operator of Trinity Broadcasting Corp. and its KLIF Dallas, and KELP Pasadena, Tex., last week requested FCC to act promptly upon the almost one-year-old protests by three major league clubs against Trinity's game re-creations.

Meanwhile, one of the clubs, the New York Yankees, submitted affidavits to the Commission last week in support of charge that Trinity illegally aired home-park games in 1953. The Yankees, the Brooklyn Dodgers and subsequently the St. Louis Cardinals protested in mid-season last year that Trinity broadcast "play-by-play" accounts of big league games "without authorization" [B&T, June 22, 1953, et seq.]. The complaints named Trinity’s KLIF and KLBS Houston, latter now owned by Howard Broadcasting Co. after purchase late last year for $350,000.

Mr. McLendon’s defunct fifth national network, Liberty Broadcasting System, earlier last year filed a $12 million damage suit against certain major league clubs, charging restraint and monopoly.

In his letter to FCC last week, Mr. McLendon pointed to business stories in B&T on signing of baseball broadcast sponsorships and indicated Trinity is entitled to its share.

The letter said that "if Trinity refrains from broadcasting through Commission inaction, listeners in its area will be deprived of night-time major league broadcasts since none are known to be contemplated by any other service."

He declared that the Trinity broadcasts were unfair competition with the clubs and the sponsoring firms to whom they had sold exclusive broadcast rights on other outlets.
Kilgore Backs Stand For Diversification

Senator expresses support of an article against common ownership of both radio and tv outlets in the same town.

SEN. HARLEY M. KILGORE (D-W. Va.) thinks the FCC should reverse its thinking on common ownership of radio and tv stations in a community.

He made this clear last week when he had reprinted in the Feb. 16 Congressional Record an article titled "Shall Radio Take Over Television?" The article, by Washington attorneys Henry B. Weaver Jr. and Thomas M. Cooley II of the law firm of Weaver & Glassie, was first printed in the April 1953 issue of the U. of Pennsylvania Law Review.

Essence of the article is that tv ownership should not be accorded radio owners in the interests of diversification of the ownership of media of communication.

Sen. Kilgore, a member of the Senate Appropriations and Judiciary committees, told the article his interest in diversification had been aroused by a number of "monopoly situations" brought to his attention during the past few years.

The FCC's criteria seems to be, he said, that if a broadcaster applies for a tv station he should get it.

It is one thing, Sen. Kilgore said, for the Commission to make rules limiting the number of tv stations which may be owned by a single individual or company nationally, but it is another thing for the Commission to permit one man to own the only local newspaper, the only local radio station and the only local tv station. The latter is much more important to the people who live in that community.

No matter how non-partisan an owner strives to be, such a situation results in a one-sided presentation of news and issues, he said.

Competition Breeds Balance

Although it is possible a breakup of such a "monopoly" might result in several owners with similar views on issues, the very nature of competition, he said, breeds a more balanced presentation of these issues.

Sen. Kilgore, considered a member of the "liberal" wing of the Democratic Party, is a native of Beckley, W. Va., and is an attorney. He is serving his third term in the Senate. The Weaver & Glassie firm represents the Philco Corp. in Washington.

The question of diversification, which would react against broadcasters seeking companion tv stations, has been raised in few hearing cases since the freeze ended in April 1952. In none has the examiner's initial decision or the Commission's final decision denied a grant to an existing broadcaster on that account. In several instances, however, the FCC's Broadcast Bureau has filed exceptions to an examiner's initial decision on the ground he did not resolve the question of radio ownership and the Commission's "policy" of diversification. This reference is to a general attitude by previous Commissions that in comparative hearings ownership of one of the applicants by a newspaper should be viewed unfavorably—all other things being equal. At the beginning of this year 19.8% of the 2,600 am stations and 23.2% of the 550 tv stations authorized were owned, in whole or in part, by newspaper interests.

NAMED ALL-AMERICA CITY

Prosperous, dynamic Peoria has been named an "All-America City" of 1953 by LOOK Magazine and the National Municipal League. This distinction has been awarded for "outstanding citizen action," and reflects the devotion of a great many Peorians to the ideal of making the city a finer place in which to live.

Peoria is the largest city in the State of Illinois outside Chicago. It leads all other Illinois cities in Population . . . Effective Buying Income . . . Total Retail Sales . . . and sales in all 5 store groups defined by Sales Management.

The one mass medium to reach the entire rich Peoria market and the closely integrated group of surrounding counties, is WMBD . . . the station that consistently delivers an average 50% share of the audience . . . more than the next two stations combined in every time period.

TO SELL THE HEART OF ILLINOIS, BUY WMDB!
Located at the geographical hub of the Virginia Tidewater area, WACH covers its fast-growing market with a high-gain Federal UHF antenna supplied by Graybar. Delivering 20,900 watts of visual ERP at 351', the antenna has a power gain of 24.3. The antenna power handling capacity is adequate when WACH increases power. Null fill-in eliminates close-in areas of low field strength.

Operations Manager Bradshaw and operator John Harris handle complete programming schedule with FTL Poly-Efex Scanner. Including two self-contained slide sources, a four channel video switcher and a special effects section, it provides a wide variety of presentations previously available only with additional specialized equipment. WACH's FTL-30B 1kw UHF transmitter can be seen in the background. Note the suspended FTL monitor (arrow) which can be swiveled for multiple visibility in other sections of the studio.

"An initial investment of $135,529

...individual attention to our

“We selected Federal equipment for WACH-TV only after clear, cold professional analysis. Though products of all major TV equipment manufacturers were considered, Federal ranked at the top of the heap on the following points:

1. long-range performance and ease of maintenance.
2. flexibility and adaptability to meet future expansion.
3. technical superiority and low-cost operation.
4. close local liaison with supplier representatives.

"There in a few words is why we said 'make it Federal...via Graybar'."

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS—everything needed to put you on the air...and keep you there.

Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements. Call Graybar first — get everything electrical when and where you need it...one source, one responsibility.

A COMPLETE TV PACKAGE...distributed by Graybar

...manufacturers of TV station equipment.
Working closely with Blaw-Knox engineers, Graybar supplied this 314’ tower specially designed to fit into the limited 26' x 50' area shown. Note unusual installation of Prodelin transmission line from second-story transmitter location to tower (arrow).

Tom Bradshaw, WACH Operations Manager loads General Precision Laboratories PA100A 15MM projectors. (Not shown is FTL image-orthicon film camera.) WACH offers a unique new-each-night, see-it-at-home film program consisting of 3 continuous showings of a news reel, short, cartoon and feature film.

technically-superior equipment put us on the air
small station needs sold us on Graybar’

"Modest first cost and future low overhead were keynotes in planning our facilities here at WACH. Our investment in a highly-integrated combination of technically-superior equipment illustrates this point. Though only the barest essentials were purchased, they were of highest possible quality to insure long-term performance.

"As WACH-TV operates nighttime only and our AM affiliate WHYU daytime only, a major saving was made by using existing AM studio apparatus and studio facilities. Physical layout is such that future expansion to 10 kw will require no shifting or rewiring of equipment. Operating costs are under $75,000 per year... only 3 men suffice for full operation of our normal film-and-slide program schedule.

"During planning and installation stages, Graybar personnel provided invaluable assistance - their warm, careful and considerate personal attention went far beyond the requirements of the equipment supplied."

---Frederic F. Clair, Station Manager
WACH-TV - UHF Channel 33
Newport News, Virginia
INDUSTRY BACKS HIGHWAY SAFETY

Radio-tv delegates to White House Conference draw up program to support effort.

BROADCASTERS last week pledged to support the White House Conference on Highway Safety in its campaign to reduce traffic deaths. Over two-score radio and tv delegates attended the three-day Washington meeting that wound up Friday.

Under direction of NARTB President Harold E. Fellows and Ralph W. Hardy, government relations vice president, broadcasters held separate panel sessions at which they drew up a program designed to put the industry behind President Eisenhower's drive to halt the traffic menace.

NARTB will serve as a clearing house to coordinate public relations techniques and organizing methods. The coordination will bring state associations, women's groups and other specialized organizations into the campaign.

Each station will be asked to name a staff member to coordinate on the highway safety matters. Safety themes will be incorporated into sustaining and sponsored programs, with local emphasis. Stations will be expected to work with other media and organizations. Each state organization is to volunteer its assistance to the governor.

Eisenhower Speech

In addressing the 2,500 delegates at the opening session President Eisenhower reminded that in the last 50 years the automobile has killed 240,000 people in the United States, and that 12 million have lost their lives in all wars since the republic was founded 177 years ago.

Among broadcaster delegates on the conference registration list were:


Is Your Station in the Red—or is it Making the Profit it Should

Experiment radio-tv merchandising and advertising techniques in a scheme to upgrade the radio station or allied field. Easy: in confidence. P.O. Box 857, Chicago 60, Ill.

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GOVERNMENT

La Crosse Firm Sells WKTY
To Take Up WKBT (TV) Option

IN ORDER to exercise its option for 40% interest in the new vhf ch. 8 WKBT (TV) La Crosse, Wis., the La Crosse Tribune Co. has sold WKTY there for $90,000 to Herbert H. Lee and his wife, subject to FCC approval. Application was tendered at the Commission last week.

Ch. 8 was granted to WKBH La Crosse late last year after the proposed merger of the two competitors, WKBH and WKTY [B&T, Nov. 2, 1953]. Mr. Lee is general manager and part owner of WKBY Farmington, Minn., but is disposing of that interest (see FOR THE RECORD). Mr. Lee plans to exercise his option for WKBT after FCC approval of the sale, according to Verl Bratton, vice-president-general manager of La Crosse Broadcasting Co., WKTY licensee and newspaper subsidiary. Mr. Bratton has no future plans at this time, he indicated.

Folsom on Procurement Study

FRANK M. FOLSOM, president and a director of RCA, has been named a member of a special Hoover Commission task force to investigate government procurement methods. The announcement Friday by former President Herbert Hoover said the group would recommend methods of economy and in improving efficiency in government purchasing. Mr. Folsom also is a member of the Hoover Commission's committee on business organization of the Defense Dept. Chairman of the new group is Robert W. Volcott, chairman of the board, Lukens Steel Co.

Four More Surrender CP's

A TOTAL of 50 post-thaw tv grantees have surrendered their authorizations to the FCC as of last week. The total, already high, is expected to drop off, chiefly for economic reasons, are:

KSPJ (TV) Alexandria, La., uhf ch. 62; KHTV (TV) Baton Rouge, La., uhf ch. 40; WHFB-TV Benton Harbor, Mich., uhf ch. 42; and KVIE (TV) San Jose, Calif., uhf ch. 48.


POTTER GROUP MAY REVIEW RADIO-TV

Senate communications chairman says he expects to hold subcommittee meeting this week to set up agenda.

Among issues facing the group is the license fee proposal and multiple ownership in tv.

THE POTTER Subcommittee on Communications is slated to hold an important meeting this week.

The huddle may well decide what future course will be taken this year in the Senate on a number of pending matters affecting the radio-tv industry.

This is the Senate unit headed by Chairman Charles E. Potter (R-Mich.). The group is responsible for communications legislation and investigation which come under the Senate Interstate & Foreign Commerce Committee.

The subcommittee was set up earlier in the month [B&T, Feb. 8]. Its members: Chairman Potter; Republican Sens. Andrew F. Schoeppe and Robert A. MacDougall (Neh.) and Democratic Sens. John O. Pastore (R. I.) and Lester C. Hunt (Wyo.).

To Outline Priority

Sen. Potter told B&T last week he expected to call an organizational meeting for this week. He indicated that at the meeting, the five members would study communications matters now pending and outline precedent.

Top matters which are bound to come before the subcommittee:

• Sen. Edwin C. Johnson's (D-Colo.) request that the Commerce Committee study FCC's license fee proposal [B&T, Feb. 15]. (For story on comments before FCC, see page 56.)

• A pending appearance by the FCC to discuss current problems [B&T, Jan. 18].

• Sen. Johnson's criticism of the seven tv station limitation proposal and along with this, Sen. George A. Smathers' (D-Fla.) demand that the Commerce group investigate multiple ownership in tv [B&T, Jan. 25, 18].

• Sen. John W. Bricker's (R-Ohio) bill (S 2853) to clarify the so-called protest rule contained in Sec. 309 (c) of the Communications Act [B&T, Feb. 1]. This measure was offered at the request of FCC.

These four items tie in with the current status of uhf as compared to vhf, educational tv and FCC's tv applications processing (including the rate of deciding competitive bids in hearing).

Sen. Johnson has indicated that he expects the Potter subcommittee to take up the matter of the license fee issue soon.

On the House side of Congress, a companion bill to Sen. Johnson's S 2926 that would permit FCC to charge "nominal" fees for station licenses, was introduced by Rep. Oseas N. Aspinall (D-Colo.) last Monday. It was referred to the House Interstate & Foreign Commerce Committee which at present is tied up with matters other than communication.

Rep. Aspinall told B&T he offered his measure after the Colorado State Patrol informed him of its protest against the FCC's proposal in that it would levy Federal charges against state-financed transmitting equipment.
Buffalo Ch. 2 Proposed For Niagara-Frontier

The Buffalo vhf case had involved an inquiry into the good faith of Enterprise Transmission Inc. Grant is recommended after a merger.

WINDUP of the vhf ch. 2 case at Buffalo, involving FCC’s inquiry into the good faith of Enterprise Transmission Inc., appeared near last week as Examiner Harold L. Schiltz issued an initial decision recommending a grant of the channel to Niagara-Frontier Amusement Corp.

The examiner stated that despite “circumstantial evidence that the application of Enterprise Transmission Inc. may have been filed with the Commission for the purpose of delaying other applications,” he “cannot find conclusively that such application was filed for that purpose or to be a ‘strike application.’”

The late filing of the Enterprise bid was questioned by the Commission because of its effect on a proposed merger of other ch. 2 contestants with Niagara-Frontier. Enterprise’s “good faith” was put in issue when FCC designated Niagara-Frontier’s bid for hearing, although Enterprise had subsequently dropped out [BRT, Dec. 14, 1953, et seq.].

Lone Survivor

In the merger proposal, Niagara-Frontier is sole surviving applicant but will give part ownership to former competitors Victory TV Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WHLD Niagara Falls. Niagara Frontier also would buy another ch. 2 contestant, WGR Buffalo, for $1.45 million from Leo Fitzpatrick and L. R. Lounsberry, all subject to Commission consent.

Referring to Enterprise, the examiner said:

It seems quite possible that old business friendships between the strangers to this proceeding and intangible pressures possibly exerted between strangers to this proceeding may have entered into the filing and withdrawal of this application; but the examiner cannot treat such speculative circumstances as the giving of a direct or indirect consideration in the accepted legal usage of the term “consideration” as meaning a money payment or exchange of a similar thing of fixed value as having passed between or agreed upon to be passed from Frontier to Enterprise.

The ruling concluded that Niagara Frontier acted in good faith when it proposed to purchase the equipment of now defunct uhf ch. 59 WBES-TV Buffalo for some $500,000, which negotiations, no longer in force, “also incidentally resulted in the dismissal of the Enterprise application.”

The examiner said the ultimate question is whether Niagara Frontier is qualified and he ruled affirmatively, noting “there has been no showing here of any deliberate or willful intent on the part of the applicant to pursue conduct that could be contrary to Commission policy or trend to subvert or circumvent the same.”

FCC Acts to End Repetitious Pleas

TO FURTHER cut down paper work in television and other comparative hearings before FCC, the Commission has amended its rules and practices to preclude repetitious pleadings. Effective Feb. 17, Sec. 1.730 of the rules is amended to require filing of oppositions within 10 days after petitions are filed in a case (no change) and replies to such oppositions within five days therefrom. No other pleadings may be filed unless (1) specifically requested by the Commission or (2) authorized by the Motions

there’s a new look in Memphis radio to make listening better than ever

It’s WMC’s new half-wave radio tower producing 65% more efficiency over the typical quarter-wave antennas operated by other stations in Memphis

FM day and night. Now 300,000 watts effective power, serving exclusively from Memphis over 70,000 FM sets in the Mid-South area with clear, high fidelity reception.

The station that “sets the standard” for finer radio reception in the Mid-South.
COMMISSIONER upon a showing of good cause.

Future notices of proposed rule making by the Commission in addition to specifying dates for filing comments and replies, will provide that no additional comments may be filed unless (1) specifically requested by FCC or (2) good cause for filing of additional comments is established. FCC ruled that requests for permission to file additional pleadings will be directed to the full Commission rather than to the Motions Commissioner.

FCC said the amendment of Sec. 1.730 does not alter the provision of Sec. 1.744 and 1.745 which apply to the Commission's motions practice and specify that actions on such motions may be taken four days after such motions have been filed with the Commission.

House Bill Would Allow Witness to Bar Radio-TV

AN INFLUENTIAL GOP Congressman last week proposed that witnesses testifying before House committees be permitted "to decline to submit to radio, television or motion picture coverage."

The Congressman is Rep. Hugh Scott (R-Pa.), former Republican National Committee chairman and currently chairman of a House Rules subcommittee that is studying the need for rules to govern the conduct of Congressional investigations.

The importance attached to the Scott proposal was that his measure embodying the suggestion was included in the words of the Congressman, "mostly pulls together the best models and suggestions" which his subcommittee has "considered to date."

The Scott proposal (H Res 447), needing only House Rules Committee approval and passage by the House to become effective, was introduced Wednesday.

Ziffren to File Complaint Against KABC-TV's GOP Show

A FORMAL complaint will be filed this week with FCC by Paul Ziffren, Democratic National Committee's California party leader, against the Republican-sponsored program, "Washington Calling California," on KABC-TV Hollywood (Feb. 15), it was reported last week.

Station Manager Frank King turned down a Democratic request for free equal time to answer the GOP program. Mr. King said the station would be discriminating if it gave Democrats free time equal to the Republican paid time and denied that the current NARTB code recommends against the sale of time for the discussion of controversial issues. Other station executives explained KABC-TV has a policy of charging for use of time and facilities for political broadcasts.

Plans UHF 'Network'

PROPOSING a small-market uhf "network," Sarkis Tarzian, operator of WTTV (TV) Bloomington, Ind., has petitioned FCC to amend the allocation table so as to add uhf ch. 21 at Huntington, uhf ch. 23 at Anderson and uhf ch. 25 at Logansport, all Ind.; delete uhf chs. 61 and 51 from Anderson and Logansport, respectively; make substitutions at Madison, Connersville, South Bend and Lebanon, all Ind. Mr. Tarzian is to seek uhf stations at Huntington, Anderson and Logansport, programming them by microwave relay from WTTV, plus local shows, he told the Commission.

Tall Tower Study Unit

In Membership Snarl

Air Force request for tower review deferred again. Broadcast industry wants representation in the project.

COMPOSITION of a committee to look into the "problem" of tall, guyed towers was held up further moves last week in the proposed study by the Airdromes, Air Routes and Ground Aids subcommittee of the Air Coordinating Committee (BT, Jan. 11 et seq.).

At the same time, an Air Force proposal that all applications for towers above 500 ft. in height be processed through regional and the Washington Airspace subcommittee (BT, Feb. 5) was deferred again last week at the Washington committee's meeting, following a formal protest by NARTB.

In the AARGA committee's project, an attempt was made to formulate dual membership of the ad hoc committee to study marking and lighting requirements for tall towers and to recommend changes if necessary. Plan, protested vigorously by the FCC member, was to comprise the working unit with aviation interests to make the study, then if necessary take regulatory actions if necessary were found necessary, to add industry members on an associate basis. These would be broadcaster, tower, and equipment manufacturer representatives.

Membership Demand

The FCC is insisting that nonaviation membership be accorded representatives of broadcasting and allied industries at the outset.

NARTB's protest against the proposal which would to all purposes force the demise of "informal" approvals now practiced by Airspace regional subcommittees, made four points: (1) the amendment would serve no purposeful use; (2) it would unnecessarily increase the workload of regional and Washington airspace subcommittees; (3) it would require unnecessary expenditures of time and money by applicants, and (4) adoption of the amendment would indicate lack of confidence in regional subcommittees.

Gist of NARTB's argument was that all parties in the original organization of the regional subcommittees and any representation on regional subcommittees and any representation that the Washington committee pass on applications was unjustifiable duplication. It was understood that this was the same position taken by the FCC representative. The CAA's position was not disclosed, although its representative asked for a further postponement.

Short TV Hearing

TO PROVE it could be done through cooperation of all participants, counsel for vhf ch. 8 at Petersburg, Va., last week concluded what is believed to be the shortest comparative television hearing ever held before an FCC examiner. In five days and has less than 1,000 pages of official record, contestants WSSV Petersburg and Petersburgh TV Corp. (WLEE Richmond) both presented their full cases and the record was closed. Case now is before Examiner Claire W. Hardy for initial decision. Leonard Marks, counsel for WSSV, and Harry Plotkin, representing WLEE, agreed no important points of their cases were left out.

JOHN G. LEITCH (r), engineering vice president of WCAU Philadelphia, receives an engraved silver platter from WCAU President Donald W. Thorburn in recognition of Mr. Leitch's 25 years with the station.

► SPECIAL program honoring the 2,600 men and women of ASCAP on the 40th anniversary of its original organization dinner was presented Feb. 13 on ABC Radio's "Saturday Night Dancing Party" (8:05-10 p.m. EST). George Jessel appeared on the show to recount highlights of ASCAP's history and provided commentary on ASCAP songs.

► WHDL, Olean, N. Y., celebrated 25 years of continuous broadcasting Feb. 1.

► KGO San Francisco celebrated its 30th anniversary during the week of Feb. 6-12. Two series of week-long programs were scheduled commemorating the occasion.

► DR. CHARLES E. FULLER, director of the Old Fashioned Revival Hour (ABC Radio, Sun., 4-5 p.m. EST), has began his 30th year as a radio minister. Dr. Fuller launched Revival Hour in 1935, but had started broadcasting 10 years earlier.

► WWJ Detroit's Minute Parade celebrated its twentieth year on the air Feb. 1. A morning breakfast program, featuring recorded concert music, Minute Parade is said to be the oldest Detroit program to remain under the same sponsor since its inception.

DURING a special show marking the 30th anniversary of WGBF Evansville, Ind., Leal Weed (l), head of the Chicago office of Weed & Co., the station's national representative, steps up to the microphone to be introduced to the audience by General Manager Martin Leich.
This George-Washington-type ad is Symbolic, like a T. S. Eliot play, only lucider. Little G. W. represents a disproved concept of tv chopping away at Papa, who represents Guess What.

Papa is doing nicely, thanks. Little George, too, in his Non-Hatchetman role of visual Boon to his Countrymen.

Happy Birthday, George.

WMT AM & TV
CBS for Eastern Iowa.
Mail Address: Cedar Rapids
Represented Nationally by The Katz Agency
Listeners to WCKY
sent coin or stamps for their copies
of the WCKY Jamboree Almanac in 2½ months.
They came from

Every one of the 48 states

Would you like a copy too! We have
a limited supply left.

WCKY . . . ON THE AIR EVERYWHERE  •  TWEN
Loyalty; WCKY listeners expressed their unswerving loyalty to “their” station—their feeling of closeness to the folks they hear each night, by sending for copies of the Almanac to get pictures and stories of their WCKY favorites.

Faith; WCKY's sales record for advertisers is phenomenal. Product acceptance is based on the faith these listeners have in WCKY's integrity, and its solid backing up of advertised products.

Coverage; WCKY has an average daily audience of 823,530 rural families in 13 Southern States . . . larger than any station covering the South.*

Low Cost; WCKY's low rate allows you to buy this audience at 6.1¢ per thousand . . . 34% lower than any other station in the South.

BUY WCKY
With Fifty Grand in Selling Watts

* Nielsen
WBTM-TV WILL BRING TV TOTAL TO 365

Uhf outlet to have started yesterday. Puerto Rico to get its first station March 1.

WBTM-TV Danville, Va., was scheduled to begin commercial operations yesterday (Sunday), giving that city its first local tv outlet. The uhf ch. 24 station is represented by George P. Hollingbery and will be the 365th video outlet to start regular operations.

Delayed many times by bad weather and equipment difficulties, WMGT (TV) Adams (Pittsburgh), Mass. (ch. 74), is slated to begin programming soon. It has been on test patterns for two weeks.

WKAT-TV San Juan, P.R. (ch. 2), first station there, is also airing test patterns and will be ready to go commercial March 1. It is represented by Inter-American with offices in New York City.

WNEM-TV Bay City (Saginaw), Mich. (ch. 5), started commercial operations Feb. 21. John H. Bone, general manager, reported. It is affiliated with NBC-TV and DuMont and is using a DuMont 5 kw transmitter. Representative is Headley-Reed.

KHOI-TV Dedication

Formal dedication ceremonies of KHOI-TV Holdrege (Kearney), Neb. (ch. 13), were held last week. The station started operations last month.

The following stations have reported they expect to begin regular operations by March 15:

WINK-TV Fort Myers, Fla. (ch. 11);
WGOV-TV Valdosta, Ga. (ch. 37);
WSJY (TV) Elkhart, Ind. (ch. 52);
WINT (TV) Waterloo, Ind. (ch. 15);
KVOI-TV and KLFY-TV Lafayette, La. (sharing time on ch. 10);
WBOC-TV Salisbury, Md. (ch. 16);
KDAI-TV Duluth, Minn. (ch. 3);
WMUR-TV Manchester, N. H. (ch. 9);
WTRI (TV) Schenectady, N. Y. (ch. 35);
KCEB (TV) Tulsa, Okla. (ch. 23);
WQED (TV) Pittsburgh (ch. 13), educational;
WNET (TV) Providence, R. I. (ch. 16);
KRGV-TV Weslaco, Tex. (ch. 5);
WJJP-TV Fairmont, Va.

40-Pound Cookie Jar

AN AMBITIOUS vandal climbed the 209-foot tower of KTRC Santa Fe, N.M., one night late last month and carried off the 40-pound glass shell that protects the aircraft warning light. This was discovered when an electrician climbed the tower to replace a supposedly burned-out bulb, but found it shattered and the protective shell gone. The unprotected hot bulb probably shattered when hit by snow. J. Gibbs Spring, KTRC owner, offered a $25 reward (no questions asked) for the return of the stolen prism. The glass shell was returned a week later and unconfirmed reports indicate that a youthful prankster climbed the tower, saw the prism hinges and descended with the shell because he and his friends needed a cookie jar.

Mr. Spring noted that it took a person of unusual dexterity to descend the tower at night carrying the 40-pound shell. He said it would take some 400 feet of rope and a man with steady nerves to replace it.

40-pound cookie jar.

Fetzer Pays $300,000 For KFOR-TV Lincoln

PURCHASE of KFOR-TV Lincoln, Neb., for in excess of $300,000 by the Fetzer Broadcasting Co., which only last summer bought KOLN-TV that city for a total of about $560,000 [B.T. Aug. 24, July 20, 1953], was announced Wednesday by John E. Fetzer, president of the Fetzer firm, and James Stuart, president of the selling Cornbelt Broadcasting Corp.

The sale, subject to customary FCC approval, is part of a plan by Mr. Fetzer to transfer the KOLN-TV call letters to the ch. 12 KFOR-TV operation and increase its effective radiated power to the maximum permissible 316 kw. Mr. Fetzer contemplates disposing of the present ch. 10 KOLN-TV under Ferculosis regulations. The sale price does not include real estate but only KFOR-TV physical assets plus equipment.

Said to Be Unprecedented

The Fetzer purchase was said to be virtually unprecedented in television. Applications for transfer will be filed this week with the FCC by Paul O'Bryan of Dow, Lohnes & Albertson, Washington law firm.

Fetzer Broadcasting Co., owned 52% by Mr. Fetzer and 48% by his wife, Rhea H. Fetzer, vice president and secretary, also operates WKZO-AM-TV Kalamazoo and WJIF-AM-FM Grand Rapids, while Mr. Fetzer is a minority stockholder in KXEL Television, Iowa, and is vice president and 33 1/3% stockholder in WMBD-AM-FM Peoria, Ill., an applicant for ch. 8 new pending initial decision. Mr. Stuart said it is his wish to retire from television and devote his full time to KFOR-AM and other interests. KFOR-AM, an ABC affiliate on 1240 with 250, will continue and expand its policy of "fine programs and service to Lincoln," he said. Mr. Stuart is 89% owner of Stuart Investment Co., which owns Cornbelt Broadcasting Co. (KFOR-AM).

KFOR-TV's ch. 12 was granted in October 1952. Operation began May 31, 1953. KOLN-TV's ch. 10 also was granted in October 1952 and began operating Feb. 18, 1953. It was purchased by the Fetzer interests from Cornhusker Radio & Tv Corp. for $145,000 cash plus assumption of various obligations totaling about $500,000. FCC approved the transaction in August 1953. At the time of the 1953 purchase KOLN-AM-TV reported a total loss of $113,108.60 through the previous June.

Greenebaum Quits TV Duties

MILTON I. GREENEBAUM, president and 66% owner of the Saginaw Broadcasting Co. (WSAM-AM-FM), who owns 31% of the stock of WNEM-TV Bay City-Saginaw, Mich., has resigned as vice president and board member of North Eastern Michigan Corp., licensee of the tv outlet. He will be succeeded in the vice presidency by Mr. Williams Myers. Mr. Greenebaum represents J. E. Reed.

Rossiter Leaves WJTV (TV) for KBMT (TV) Management

JOHN ROSSITER, general manager of WJTV (TV) Jackson, Miss., has resigned to become general manager of KBMT (TV) Memphis.

Mr. Rossiter formerly was assistant chief engineer of WJTV, and before that was with WBOB Atlanta. Mr. Rossiter is a former partner of Dow, Lohnes & Albertson, Washington law firm.

XL Stations Prepare Workbook for Advertisers

WORKBOOK prepared by Pacific Northwest Broadcasters as a "help" exclusively for advertisers on its stations (KXLF-AM-FM Butte, KLJ Helena, KXLD Bozeman, KXLL Missoula, KXL Great Falls, all Montana, and KXL Portland, Ore.) tells them how, when and what to advertise.

In a foreword E. B. Crane, president, credits Advertising Research Bureau Inc. as providing basic facts on media impact which point to the need for radio advertising. He also cites his firm's research program carried on with retail firms in Oregon, Washington and Montana.

The booklet lists "helps" in advertising, a national average retail sales chart, Pacific Northwest monthly "percentage of business."
Pays for itself quickly with AM and FM operating costs saved ... the new *Continental* TRANSMITTER REMOTE CONTROL SYSTEM

**Studio Assembly**

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

**Outstanding Features**

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

**Assembly at Transmitter Location**

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

* Check the money-saving features of this new Continental equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.

---

*Continental Electronics*

MANUFACTURING COMPANY

4212 S. Buckner Blvd. ★ Dallas 17, Texas
KMPF (TV) Goes Into Receivership

KMPF (TV) Oklahoma City, uhf ch. 19, was operating under receivership last week following approval of its petition for reorganization under the bankruptcy laws.

Named as receiver for the station, which began commercial operation last November, was Everett Cotter, Oklahoma City. He was given to April 12 to submit a plan of reorganization to the court.

Petition for reorganization stated that the licensee, KLPR Television Inc., owed more than $250,000 which it was unable to pay. Active management of the uhf ch. 19 station, DuMont-affiliated and with The Bolling Co. as national representative, was taken over by Gordon B. McLeod (KLIF-Dallas), former president of the Liberty Broadcasting System. This was at the request of the receiver, it was reported. Mr. McLeod, according to reports, immediately discharged 37 employees, but rehired 11 at once.

Byrne Ross, who owns KLPR Oklahoma City, is the major stockholder of KLPR Television Inc.

As of last week, 49 post-freeze grantees had surrendered their CP's, of which 40 were uhf stations. Last year, KONA (TV) Honolulu found itself in difficulties, but the station was bought jointly by J. Elroy McCaw and John D. Keating (KPOA) and the Honolulu Advertiser-KGU (BST, March 16, 1953).

WLJ Transmitter Inaugural

WLJ New York will inaugurate its new transmitter in mid-Manhattan by broadcasting a seven-day Festival of Negro Music and Drama starting yesterday (Sunday) and continuing through Saturday. During the period, WLJ will present 57 special broadcasts aimed at Negro audiences. Highlights of the festival are a Gospel Trip program scheduled to be broadcast yesterday 7-10:30 a.m., directly from Harlem's Savoy Ballroom, and a WJB Jam Session on Saturday, 3-6:15 p.m., which will originate from the ballroom.

WHLI Ups Spot Rates

RATe CARD No. 6, representing an increase in spot announcement rates at WHLI Hempstead, L. I., effective April 1, has been announced by Joseph A. Lenn, vice president in charge of sales. He pointed out that since the last rate change seven years ago, the number of radio homes in WHLI's listening area had doubled and the station's share of audience had increased even more proportionately. Program rates will remain unchanged.

Kirsch Charges WTVI (TV) With Breach of Contract

HAROLD KIRSCH, former sales manager of WTVI (TV) Belleville, Ill. (St. Louis) (ch. 54), has filed a $50,000 damage suit in the U.S. District Court, East St. Louis, Ill., against Signal Hill Telecasting Corp., operator of the station, charging breach of contract.

Mr. Kirsch said that when he joined WTVI last March the company agreed to pay him $15,000 per year plus 21.4% of gross local sales. The agreement was in written form, he said.

Paul Petesoon, WTVI president, said the first company knew of the suit was when it appeared in the newspapers. "Mr. Kirsch resigned. In addition, he had no contract, no agreement, with us. We paid him $1,000 a month and I can truthfully say that he failed to perform.

Mr. Kirsch operated the Harold Kirsch Co., St. Louis advertising agency, for nearly five years before selling it to go with WTVI.

Kiss of Fire

IS TV more broadminded than the movies on the length of a kiss in public view? Jack Eisen, radio-tv personality, said he wanted to find out—and it cost him his Monday evening show on WBKB (TV) Chicago. Mr. Eisen bussed actress Cleo Moore (reportedly between three and seven minutes) after which hundreds of protesting phone calls and telegrams flooded the station. Executive Producer Grover Allen (with the approval of Sterling (Red) Quinlan, ABC vice president in charge of WBKB) wired Mr. Eisen about his dismissal citing the "extreme poor taste...[of the] kissing exhibition that under no circumstances can be considered acceptable TV fare in the homes of our viewers."

Anderson to Publicity Post

APPOINTMENT of William Anderson, press editor for WOR-TV New York for the past two years, as manager of publicity for NBC's WNBC-WNBT (TV) New York was announced jointly last week by Ernest de la Osa, manager of the stations, and Robert Blake, publicity director for NBC odo stations. In his new post, Mr. Anderson will report to Mr. Blake. Mr. Anderson previously had served with Fakt Inc., on the editorial staff of Collier's magazine, and with AP in New York. He is a graduate of the U. of Texas and served with the army in World War II.

Norton Appointed V.P. Of WMTW (TV) in N. H.

JOHN H. NORTON Jr., named Feb. 1 as general manager of Mt. Washington TV Inc., New Hampshire station now under construction, last Thursday was elected by the board to be a vice president. John W. Guider, president, announced last week that the company had opened temporary offices in Casco Bank Bldg., Portland, Me.

Mr. Norton until recently was ABC network vice president, Central Div., Chicago. He will move to Portland shortly. Mt. Washington TV Inc. is building a station, WMTW (TV), to operate on ch. 8 atop 6,288 Mt. Washington. It expects to serve most of Maine, New Hampshire and Vermont.

Rollins Inc. Buys WAMS

SALE of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $3,500 plus assumption of obligations totaling about $105,000 was disclosed last week in an application tendered for FCC approval. Rollins would acquire $8,000 cash and contracts of $16,000 upon assuming ownership of WAMS, FCC was told.

Rollins operates WNJR Newark, N. J.; WIJL Georgetown, Del.; WRAD Radford and WRAP Norfolk, Va., and holds permit for WHRN Dover, Del. Rollins proposes to dismiss its pending bid for a new station at Wilmington on 900 kc. with 1 kw daytime. It also has asked the Commission to dismiss its Houston am application but would retain a new am station application at Indianapolis.

Zimmer Joins Rollins

GRAEME ZIMMER, for the past two years national sales manager of United Broadcasting Co., which has stations in Virginia, Maryland, Ohio and the District of Columbia, has resigned effective Feb. 7 to become national sales director of Rollins Broadcasting Inc., which operates stations in Georgetown, Del., Norfolk and Radford, Va., and Newark, N. J. (See story above). His offices will be in New York.
### IMPERATIVE NETWORK AM SHOWSHEET

#### SUNDAY

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### ADDITIONAL INFORMATION

- **Date**: [1964-04-26]
- **Source**: [KABC Los Angeles](https://www.kabc.com)
- **Format**: [PDF](https://www.kabc.com)
- **Language**: English
- **Categories**: Music, News, Sports, Weather
Extra Arms and Hands in Your Sales Department

There is nothing at all mysterious about what it takes to move a product—in volume! The answer is ENERGY . . . all kinds, at all levels. When you decide to tell your story to Hometown and Rural America via the 687 KEYSTONE radio stations, you are hooking yourself onto lots more than just a radio network.

You and your product are going to get the full treatment which is typical of KBS sales drives. Extra hands to send letters to your customers; hands to get displays up in windows and hands to get your merchandise up for sale . . . and lots more!

Lots of people talk about MERCHANDISING, but few deliver! We’ll be glad to help you with the histories that will make you green with envy. And you bet?

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION

CHICAGO
111 West Washington St.
State 2-6003

NEW YORK
580 Fifth Avenue
Plaza 7-1460

LOS ANGELES
350 Wilshire Blvd.
Dial 640-3-3010

SAN FRANCISCO
57 Post Street
SUite 1-7600

• TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you. Your needs.

• MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

• ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
<table>
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**CBS**

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**ABC**

ELEV newly- ment ! work annou direct Mr.

**WIC**

WISH affiliat oper as the is lice Robi
TV Readies "Morning Show"

network enters 7-9 a.m. action, opposite NBC-TV's "Today," with informative features news, interviews, remote live pickups.

for CBS-TV's multiple-hour entry into ironing television, to be launched March 1, 1955, were announced last week by Robert E. Kintner, ABC president.

In the newly created position, Mr. Stabile will be responsible for all ABC radio and television programs.

In December 1951, when he joined the network's legal department. A year later he was named administrative director of the ABC-TV program department, the position he held until his promotion to director of the business affairs department.

Lee Intl. TV Network To Debut This Spring

President R. L. Kulzick distributes confidential brochure to station managers explaining the network.

A NEW "secondary tv network," described by its president as six years in the making, is scheduled to make its debut this spring.

Known as Lee International TV Network, the project is headed by R. L. Kulzick, of 409 E. Washington Ave., Madison 3, Wis. (Phone 6-7290). It is a division of R. Lee Ltd.

Mr. Kulzick described the project as "a very major network." He refused to tell B.T. about details of the plan, giving "no comment" replies to any questions involving operations or program-for-time exchanges.

A brochure, which Mr. Kulzick's announce-ment-letter to stations described as a "rough booklet," briefly narrates the Lee story. It is obvious from the contents that the network will be a film operation, with programs having simultaneous release at all stations. "They haven't seen it somewhere else first," according to the brochure.

Mr. Kulzick implied in some of his answers that he has established contact with stations. "We'll have something in another week," he told B.T., but later said the announcement might not come out before April.

The letter, described as a "confidential report to tv station managers only," says six-year developmental work has yielded information and material that "will give the viewer new, different programs that they want and like. We will give sponsors the vehicle and merchandising they need to make tv as important as it should be for all. The member station gets the income and increased program strength to gain new cash and more viewers for a bigger audience. These are powerful statements. Let us prove them to you."

Promising a "national meeting in Chicago soon," Mr. Kulzick warned stations, "You have only ten days to indicate your interest."

The letter was dated Feb. 8 and called for a Feb. 18 indication of interest.

The brochure, after explaining that Lee network is "planned as a secondary network to supplement your station programming," adds that present affiliation can be kept while adding program strength and station income.

Describing the care and skill that will be put into productions, the brochure says there will be no sustaining programs. Lee's talent will be available for local appearances. The network will have its own exclusive music, fully protected and available first only on Lee programs, as well as on sheet music and records, in addition to regular source music. Publicity and advertising will be furnished stations, it is explained, and the brochure continues, "National sales by local stations made easy with separate commisions to stations and to station time salesmen."

The first seven shows, four day and three night, are described as ready for production. Day programs are in five-minute segments and night programs in 10-minute segments, giving firms that hitherto have been unable to afford tv an opportunity to buy a low-cost telecast.

"You get all 13 and Lee gets three hours daily, seven-days-a-week time option, two hours daily daytime option and one hour daily nighttime option," the brochure continues. "To ease program adjustments Lee International will 'ease' into its option time, taking limited amounts of daytime and nighttime periods until the maximum is absorbed. Actual times are set by station-network personnel conference after station affiliation is contracted. Only one station in an area can affiliate, it is stated. Because of time shortage a mail approach is used instead of personal contact, the brochure concludes.

DuMont Network Names Rosenberg to Sales Post

APPOINTMENT of E. J. Rosenberg, recently an independent package of television and radio programs in New York, to the newly-created position of director of sales development of the DuMont Television Network was announced last week by Gerry Martin, director of sales.

Prior to launching his own business, Mr. Rosenberg was for 10 years executive vice president of Trans American Broadcasting & Telecasting Corp., with supervision over production and sales development for such programs as Life Can Be Beautiful, Light of the World, The Parker Family, Famous Jury Trials and Texaco Star Playhouse.

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ABC-TV To Show Same Program Three Times

New plan calls for live showing of 'The Mask' on Sundays and kinescoped version on Tuesdays and Wednesdays.

A TRIPLE-EXPOSURE plan in which hour-long programs from the same series will be seen live on one night and on film on two other nights was announced last week by ABC-TV, to go into effect March 2. Spokesmen said if the plan is successful it may be extended to other shows but that no definite plans for such an extension have been made.

The series is The Mask, a 60-minute melodrama which is carried regularly on Sundays at 8-9 p.m. EST. Under the new plan it also will be seen, in kinescope versions, on Tuesdays and Wednesdays at 8-9 p.m. Different programs from the same series will be presented on each of the three nights each week, using kinescopes of shows originally presented live.

Prices for sponsorship have not been definitely set, officials reported late last week. But they estimated that the program cost alone would be in the neighborhood of $10,000 for a quarter-hour on all three Mask shows each week. A sponsor may buy one or more segments of the Sunday night live show without buying into the Tuesday or Wednesday repeats, but he may not buy into the Tuesday or Wednesday night telecasts without also sponsoring a portion of the live show. For the live show alone, program costs are approximately $6,500 for a quarter-hour, $13,000 for a half-hour, and $25,000 for the full hour.

Tv Half of McNeill Show Simulcast Open on ABC

ABC is offering the tv portion of the Don McNeill Breakfast Club simulcast to advertisers on the premise they will buy a radio strip on the program when it becomes available, it was revealed last week.

The simulcast starts today (Monday) on ABC radio and television networks, 8-9 a.m., with all tv quarter hours still unsold as of Thursday. Both Swift & Co. and Philco Corp., along with Quaker Oats and Toni Co., have exercised first refusal rights. ABC has cleared a substantial number of tv affiliates for the televersion (BWT, Feb. 15).
WDEL 5,000 Watts

In the nation's No. 1 income market, WDEL delivers on audience that buys with the highest per capita income in the United States.

Overwhelming station favorite in the nation's richest income market.

WDEL 5,000 Watts

in the Nation's No. 1 income market.

Public Favorite No. 1.

Delivering Delaware day and night.

Broadcasting Yearbook-Marketbook Issue 1954

Broadcasting

Television
Radio's one-book library!

There's just no book like Broadcasting Yearbook-Marketbook. We say that bluntly, honestly and proudly.

It's a one-book library of one of the most vibrant, all-embracing arts of our day.

In Broadcasting Yearbook's 482 crisply-edited, clearly-written and minutely-accurate pages—we're not counting the lavish covers—is the story of radio today—as of now.

Again for the 20th year its precise editorial periscope sweeps a massive sea of vital, money-making, decision-making facts regarding radio.

It says, "Here is radio as it stands—every part of radio. Here is your industry and the facts you need every minute of your working day."

Anyone who is anyone—and that even goes for Mary Plunkett, the schedule typist—must have Broadcasting Yearbook at his or her elbow.

Got yours? If not...

Please write today . . .

Broadcasting Yearbook-Marketbook*
1735 DeSales St., NW
Washington, D.C. ME. 8-1022

*Single copy price $5.00. (With yearly subscription to 52 weekly issues: $9.00)
(With complete package, including Telecasting Yearbook-Marketbook published in August, $11.00).
PERSONNEL RELATIONS

AFM-NETWORKS CONTRACT SETTLEMENT HINTED IN 'ROUND-THE-CLOCK' PARLEYS

Report is that the musicians have backed down from their demand
that only 'live' musicians be used on live programs. Petrolli, AFM
president, rules against any wildcat strike of the New York local.

POSSIBILITIES of a settlement in the five-week-long contract between radio
and television networks and the American Fed-
eration of Musicians loomed brightly last week as negotiators held an around-the-clock
session until 3:30 a.m. Friday and scheduled another meeting for Friday afternoon.

Though full details could not be ascertained, it was reported that the Federation had re-
lected on demands for employment of 'live'
musicians on all live programs, which networks
have been resisting firmly. At an early-morning
session Friday Al Manuti, president of New
York Local 802, which had spearheaded the
'live' musicians issue, was said to have been
persuaded to abandon his stand because of the
networks' stand-pat attitude. As a conciliatory
gesture, the networks were said to be consider-
ing some expansion of the number of musicians
employed on their staffs as well as an increase
in pay.

The optimistic outlook in negotiations came
as James C. Petrillo, AFM president, joined
officials of key locals in New York and Chicago
at the New York sessions. Mr. Petrillo, who
had participated briefly in a preliminary meet-
ing with networks in mid-January, had been
occupied on other Federation business until last week. One indication that the Federation
was considering any immediate drastic
steps was a pronouncement by Mr. Petrillo last
Tuesday that there would be no strike by any
local unless AFM granted approval. This rul-
ing dispelled any prospects for a "wildcat
strike by Local 802 which provided Mr. Manuti
with strike authorization power several weeks ago.

Constant Conferences

The seriousness of the talks with NBC, ABC
and CBS representatives can be adduced by the
heavy schedule of negotiation sessions. Over-
time meetings were held on Monday, Tuesday,
Wednesday and Thursday, and another session
was held on Thursday night. A Federation
official commented that "there's still a lot of
hard work to do, and we may as well keep
on talking."

Though the extended deadline of the present
three-year contract expired last Monday, nego-
tiations were being continued on a day-to-day
basis. It was believed that if the deadlock
continues, AFM will not call a strike suddenly,
but will set a deadline.

The networks were reported to be firmly re-
sisting AFM's demands on "live" musicians and
to be countering with proposals which would
grant them the right to record all cues, bridges
and mood music and extend the present un-
restricted use of recorded music. Mr. Petrillo,
according to AFM officials, appeared to be lean-
ing toward the sentiments of Local 802, which
warned three years ago that the increased
use of recorded music by the networks
was sounding a death knell for musicians.

COMPOSERS GUILD PLANS

March Ratification Meet

SIMULTANEOUS general meetings in New
York and Hollywood are being considered
about March 18, to ratify the constitution and
by-laws of the newly organized Composers
Guild of America, formed to bargain for com-
ponsors active in radio, tv, films and theatre.

At a New York general meeting Feb 2, at
which Robert Russell Bennett, Deems Taylor
and Arthur Schwartz of the eastern CGA com-
mitee acted as co-chairmen, plans for format-
ions were approved unanimously, according to
organization executives. Present were Leith
Stevens and Mack David, of the West Coast
committee.

Attorneys Leonard Zissu and Abe Marcus
are making final revisions on the CGA consti-
tution and by-laws

TWA Would Re-Form
To Add Other Media

EFFORTS to reorganize as one overall union
for all entertainment medium writers and thus
bolster its position, will be made by Tele-
vision Writers of America at a Hollywood mem-
bership meeting Wednesday night.

TWA, victim of internal dissension, in the
past several weeks has lost a number of key
members, who resigned over retention by the
Western Region group of its executive secre-
tary, Joan LaCour, who refused to answer
questions on purported membership in the Com-
munist Party at a recent closed hearing by a
House Un-American Activities subcommittee
[D&T, Jan. 14].

With the union's position weakened through
loss of membership, NBC, CBS and ABC tv
networks are reported to have withdrawn their
tentative agreement to give TWA a 100% un-
ion shop in the current prolonged contract nego-
tiations.

Although TWA last year won over Screen
Writers Guild in an NL&RG vote to represent
network free lance tv writers, SWG is said to be
considering a petition for a new election in
June. With TWA considered vulnerable
through loss of membership and prestige, SWG
would contest the new union's jurisdiction, it
was said.

SWG, also an advocate for one overall union
for all writers, has felt the original loss of
network tv free lance writers was due primarily
to failure by Authors League of America to han-
dle the New York campaign properly.

TWG to Negotiate Soon
On Comedy, Variety Writers

NEGOTIATIONS covering writers of comedy
routines and variety sketches for tv films are
expected to start "shortly" between the Tele-
vision Writers Group of Screen Writers Guild
and the Alliance of Television Film Producers
as well as other tv film producers not affiliated
with the latter trade group. TWG has agreed
to a special committee headed by Devery Free-
man, with its members drawn entirely from the
field of comedy writers to work out a pro-
gram of demands.

Terms and conditions covering these specific
areas of writing were withheld by SWG in
earlier negotiations with the ATFP and other
tv film producers in order to give further time
to their study, it was explained.

Broadcasting • Telecasting
Pardon us if we give you a jolt, but li'l ole Oak Hill does contain WOAY — the second most-powerful radio station in West Virginia! Matter of fact, we think you'll have a tough time finding another radio station, anywhere, that gives you 102,200 daytime families for a mere $21.60 per quarter hour (26-time rate).

Our national business shows steady gains, month after month. How about joining the parade? Address Robert R. Thomas, Manager, at:

**WOAY**

**OAK HILL, WEST VIRGINIA**

10,000 Watts AM

20,000 Watts FM
GOOD YEAR FOR ELECTRONICS FORESEEN
BY MANUFACTURERS IN NEW YORK PANEL

Mass market for color tv seen developing in 1956 by RETMA's Sprague who also cites factors to prove that black-and-white is not doomed to obsolescence.

DESPITE the complexities engendered by color tv, the electronics industry has a bright outlook for 1954.

This conclusion was drawn at a round-table discussion in New York last Thursday in which executives of six electronics manufacturing companies projected the course of their industry during 1954 at a meeting of members of the New York Society of Security Analysts. A detailed blueprint of things to come in the industry was offered by Robert C. Sprague, chairman of the board of the Radio-Electronics-Television Mfrs. Assn. and chairman of the board of the Sprague Electronics Co., North Adams, Mass., and was substantiated in brief talks by other speakers.

Participating in the discussion, held at the Hotel Roosevelt following a three-day meeting of RETMA (see story, page 37), were Robert C. Tait, president of Stromberg-Carlson Co., Rochester; H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles; William S. Parsons, president of the Centralab Division of Globe Union Inc., Milwaukee; Frank Freimann, president of Magnavox Co., Fort Wayne, Ind., and David Schultz, treasurer of Raytheon Mfg. Corp., Waltham, Mass.

Mass market for color tv sets will develop in 1956, with black-and-white and radio continuing in heavy demand, Mr. Sprague said, predicting a demand for 11 million radio sets.

Output of color sets will not exceed 150,000 this year, he predicted, with prices ranging from $800 to $1,200. Looking into future costs, he estimated mass production will bring color sets down "to a range of 25% to 50% above that for black-and-white sets of comparable picture size."

While retail sales of tv sets were "virtually at peak levels in 1953," Mr. Sprague said a sudden drop beginning in September likely can be traced directly "to the widespread, but often incomplete, publicity given to color tv last fall, culminating in the authorization of the NTSC color system by the FCC in mid-December."

He found evidence that the public has since become "more better informed as to the prices and availability of color sets, and although retail sales figures for January are not yet at hand, increased purchases of black-and-white sets have been noted. These reports in recent weeks appear to reflect revived interest in black-and-white on the part of consumers. If this trend continues the inventory situation may have over-corrected itself in another month or two."

He also said:

"One of the best indications I know of that color is not going to make black-and-white television obsolete is the fact that television itself has not yet supplanted radio and gives every sign of continuing to do so. Today there are approximately 120 million radio sets in use, located in about 94% of the nation's homes and in more than three-quarters of the cars on the road. The number of radios is increasing about 10% each year, the ratio having risen from 19% sets per household at the end of the war to about 2 per home at the present time. Demand for home sets of all types was down slightly last year, but may rise to over 11 million in 1952, but this was more than offset by a sharp increase in auto radios, to 5.2 million from 3.2 million."

Predicts Increased Sales

Looking into 1954 prospects, Mr. Sprague said, "I shall be surprised if the electronics industry does not chalk up another increase in total sales. In view of the fact that there may still be some confusion in the minds of the public about color, there may be a drop of modest proportions in sales of tv sets, especially if unemployment continues to increase and consumer purchasing power is impaired. However, I believe that the public will buy television and radio sets if they are competitively priced and well merchandised, and recent surveys of consumer buying intentions indicate that many people consider 1954 a good year in which to buy durable goods. I am sure those in the industry who sell to the consumer will be prepared to meet this demand." He pointed to the fast growth in the number of tv stations.

Only 3.6 million of the 27 million sets in use are equipped for uhf reception, Mr. Sprague said, and these represent only a third of the 11 million homes already within range of uhf stations. Mr. Sprague said another 15 million homes within range of a tv signal have no sets at all, and a good replacement market also is indicated.

The year should bring a market for around 6 million tv sets at retail, Mr. Sprague predicted, justifying estimates of about 11 million black-and-white sets. As the public becomes aware of color problems, tv demand will pick up with production in the second half of 1954 about the same as that in 1953.

Demand for color tv sets is expected to drop to about 4 million this year but he anticipated a total market for 11 million radio sets of all types. This would bring another year of $1.3 billion worth of radio-tv business at the factory, plus $2 billion in military business and $700 million worth of industrial equipment and replacement parts.

Cathode-ray tube output in November and December brought inventories down to 1.9 million, which Mr. Sprague said is not far from normal.

Along with supporting Mr. Sprague's observations, Mr. Tait commented that the full resources of the electronics industry have been far from tapped and said the fields of communications and electronics are becoming more closely allied every day. He cited the development by Stromberg-Carlson of a composite electronic switchboard which would replace the presently mechanically-controlled type, but said the invention has not been refined to the point where it can be marketed.

Mr. Hoffman predicted a continuing growth for the electronics field in 1954 and added that his company is in a particularly advantageous circumstance because it is located on the West Coast, which he described as an area that is headed for more expansion.

Porsans Sees 50-75% Rise

Mr. Parsons offered a prediction that in five years the electronics industry will grow by 50 to 75% over its present size. He said that Centralab, which manufactures components, will grow side by side with makers of the end product. To prepare for the future, he said, Centralab conducts a program of continuous research designed to improve the quality of parts supplied to manufacturers.

Mr. Schultz asserted that the future of the electronics industry is bright in this period of the Cold War, claiming that the government will continue to require military electronic equipment. He pointed out that 70% of Raytheon's business is for the government and noted that the company currently has a backlog of orders amounting to some $180 million.

In reply to a question from the audience, Mr. Tait said he believed that color tv would have as much impact on the large set manufacturer as on the small and medium-sized manufacturers. He said color has created problems for all sizes of manufacturer, pointing out that the small firm might be in a better position to re-distribute its sets away from markets where sales are declining.

On another question relating to the prospects for reduction in price of color tv tubes, Joseph B. Elliott, RCA executive vice president in charge of the Consumer Products Division, said he believed that a lower price is in the offing. Mr. Elliott, who did not participate in the round-table discussion but was a special guest, said he based his belief on past accomplishments of the electronics industry.

Edgar, Watters Promoted
By RCA International

THE PROMOTION of H. C. Edgar and Albert F. Watters to newly-created administrative posts in the RCA International Division were announced last week by Meade Brunet, RCA vice president and the division's managing director.

Mr. Edgar, formerly merchandising director of the division, was advanced to director of export. He has been with RCA since 1924.

Mr. Watters, formerly vice-president in charge of personnel for the RCA Victor Division, was promoted to director of associated company operations for the division. He joined RCA's tube manufacturing plant in Harrison, N. J., in 1935.
Christensen Named V. P., Chief Engineer at CBS Labs

APPOINTMENT of John W. Christensen as vice president and chief engineer of the CBS Labs Division was announced last week by Dr. Peter C. Goldmark, newly named president of the division.

With CBS Labs since 1946, Mr. Christensen is credited with participating in a number of the division's color TV developments, including the CBS field-sequential system of color and the more recently unveiled CBS Chromacorder, which permits use of a single-tube camera in color-ocasting under the compatible standards approved by FCC.

In 1941-42 he was on the engineering staff of KSL Salt Lake City, and during World War II he was associated with the radio research labs of Harvard U. in the development of vhf and uhf antennas, receivers and direction-finding system for aircraft and guided missiles.

**MANUFACTURING SHORTS**

Hamlin Inc., Evanston, Ill., announces development of new hermatically sealed switch which is said to require exceptionally low loading of the activating system. Further information may be obtained from (Hamlin Inc.), Dept. B-8, 1316 Sherman Ave., Evanston, Ill.

Hunt Capacitors (Canada) Ltd. has been formed by Canadian Marconi Co., Montreal, and Hunt Capacitors Ltd., London, England, and will have production plant at Ajax, Ont., near Toronto, to make condensers for electrical and industrial markets. K. A. Jackson of Canadian Marconi Co. has been appointed general manager with R. A. Grouse of the English parent company as chief engineer. Products of the new company will be marketed by the electronic tube and components division of Canadian Marconi Co., Toronto.

Clum Manufacturing Co., Milwaukee, Wis. (automotive equipment, specialty manufacturers), announces publication of latest catalog on electronic parts and units. Copies available on request to the company.

Andrea Radio Corp., Long Island City, N. Y., demonstrated a color television set with a viewing area equivalent to a 12½ inch black-and-white tube before a group of distributors last week. Spokesmen said it is expected to be in production in limited quantities during the second and third quarters of this year. President Frank A. D. Andrea said price would be competitive with those of other manufacturers' better-quality color lines.

Earl W. Daugherty Film and Sound Service Inc., N. Y., announces the Telecorder, 15mm sound motion picture film, offering an "off-the-air" recording service for advertising agencies as a research, a direct sales tool or for competitive analysis. Telecorder Studios have been opened at 84-54 63rd Ave., Rego Park, Queens 79, N. Y.

Electronic Fabricators Inc., N. Y., announces it is now geared to offer its Type MH capacitors for delivery in quantity. Type MH is a line of high quality, close tolerance, miniature, plastic film capacitors. Illustrated brochure with complete specifications, dimensions, and test data will be sent upon request to Tech. Pub. #154, Electronic Fabricators Inc., Dept. I, 682 Broadway, N. Y. C.

Atlas Sound Corp., Brooklyn, has placed on the market new model MS-25 microphone stand which incorporates a "safety air-lock cushion" that is said to prevent accidental or sudden slipage of the stand's telescoping section. The safety mechanism is said also to prevent damage to the microphone that could result from severe mechanical shock.

Stephens Manufacturing Corp., Culver City, Calif., announces a new loudspeaker system featuring a fully expanded exponential rear horn and incorporating many new improvements in true fidelity audio reproduction. Named The Continental, it will be marketed immediately under the firm's Tru-Sonic label.

Sandor Products Inc., Ferndale, Mich., announces Divy-ette usable for television back-drop purposes or as a studio divider. Consisting of three vertical louvers attached to a self-sustaining frame, Divy-ette is adjustable and easily movable; the louvers may be set at any angle for different lighting effects. Available in three units, starting price is $37.95.

Berlant Assoc., L. A., manufacturers of Concertone tape recorders, announces a new multi-channel mixer, identified as Model MCM-2, designed for both high and low impedance circuits. Mixer and accessories are available for immediate delivery.


Zenith Radio Corp. announces production of six new phonograph and combination phonograph-radio models, plus 19 new tv receivers.
Czechs Adopt 1-Station Wired Radio Network

U. S. Information chief Streibert sees communist move as counter-measure to increasingly effective free world broadcasts.

CZECHOSLOVAKIA is getting closer to its Big Brother, the Soviet Union, by adopting the Russian's method of radio control.

As Theodore C. Streibert, CZECHOSLOVAKIA director of the U. S. Information Agency, sees it, this greater radio control “is designed as a counter-measure to the increasingly effective Voice of America and other free world broadcasts such as Radio Free Europe.”

But Mr. Streibert says the system of a wired radio network, which the Czechs are adopting, will not shut off free world broadcasts because there is a radio set for every five persons in the country. This assumes that greater counter measures, perhaps outright seizure of sets now operating, are not taken by the government.

Mr. Streibert said the information was in the Czech communist daily newspaper, Lidova democracie.

Under the control method, individuals can plug in their radio set, of simple construction, to receive by wire the official, local radio station that broadcasts communist propaganda. Also, loudspeakers are set up in public squares, recreation centers, assembly halls and market places. That type of captive audience broadcasting bars the broadcasts being turned off.

Mr. Streibert says the control broadcast had been tried sporadically before, but he indicated that this time the Czech government means business.

Everybody Uses Canada Local Radio—CARTB

EVERY type of business uses local radio in Canada. This is believed proven by a survey made by the Canadian Assn. of Radio and Television Broadcasters. Ninety percent of all Canadian independent CANADA English-language stations cooperated on the survey which covers local advertisers using 84 stations during November 1953. The result is shown in a 190-page mimeographed book with footscroll size pages. More than 10,000 local radio advertisers are listed in 12 major group headings.

Pat Freeman, director of sales and research for CARTB at Toronto, declared “salesmen can use this study by going through its pages to match their local sales pattern, category by category. As they do, they will realize that ‘Radio Sells Everything,’ from hair restorer to superfluous hair remover; from Volkswagen to Packard; from ice to fuel; from fertilizers to florists; “A local account not using radio will be surprised how many firms, engaged in his type of business, do sell by radio.”

Mr. Freeman has indexed his study, which occupied almost the full time of the Toronto CARTB office for six weeks, by groups and categories. He has arranged all categories in an approximate geographical order, so that salesmen can use experience closest to home in bringing the results of the study to local advertisers. In the 12 main groups there are numerous divisions, making for a total of 130 categories in all.

The 12 main groups in the survey cover amusements, automotive, building, clothing, department stores, farm and food, organizations; personal, general and home services; and a miscellaneous group. As an example of how each group is divided into categories, the amusement group is divided into seven categories consisting of theatres, entertainment and entertainment centers, sporting goods stores, sports organizations, golf schools and driving ranges, bowling alleys, dance halls and dance instruction.

As a result of the study Mr. Freeman found that 900 automobile and truck dealers use local radio, that electric appliance stores and allied services using local stations number 580, and that the same number of jewelers use local Canadian radio stations.

Mr. Freeman hopes to be able, at a later date, to do a more thorough coverage of the local radio field for the entire year. A French-language station survey may also be made at a later date.

Three Tv Outlets Plan Early Start in Canada

THREE more Canadian tv stations are slated to go on the air soon, with CKCO-TV Kitchener, Ont., on ch. 13, making its first official telecast on Feb. 21. On March 15 CHSJ-TV St. John, N. B., ch. 4, becomes the first Canadian tv station east of Montreal. Canadian Broadcasting Corp. has announced that CHSJ-TV will join the CBC tv network as a basic non-interconnected station, with Class A rate of $165 an hour and earning regional discount, on a basic station of CBC Atlantic region tv network.

CHCH-TV, Hamilton, Ont., ch. 11, is now slated to go on the air on April 15, with nine hours daily on the air, from 3 p.m. to midnight Monday thru Friday, and two or three more hours on weekends.

Payments in Canadian Dollars Advised for CARTB Members

WITH CONTINUING fluctuations in Canadian dollars in terms of U. S. dollars, the board of directors of the Canadian Assn. of Radio & Television Broadcasters has recommended to its members that they request payment in Canadian funds. Canadian dollars for the past 18 months have been worth more than U. S. dollars on the international money market, varying from one to five cents over the U. S. dollar. CARTB officials have taken the matter up with financial organizations and the government's Bank of Canada, and the result is that Canadian stations will ask for payment for U. S. advertising on their stations in Canadian dollars or its equivalent in U. S. dollars. For most of the war and postwar years U. S. dollars were at a premium over Canadian dollars, but with the return of the Canadian dollar to the free market, it is today worth more than the U. S. dollar.
CARTB SETS AGENDA
FOR QUEBEC MEET

ACCENT on new sources for radio accounts
marks the agenda of the 29th annual meeting
of the Canadian Assn. of Radio and Television
Broadcasters at the Chateau Frontenac, Que-

CANADA Representatives from at least
four nations will take part in the
sessions which will be opened by Goar Mestre,
Radio Centro, CMQ Havana. This marks the
first time a representative of the Inter-American
Assn. of Broadcasters has been present at a
Canadian convention.

Speaker at the opening day dinner will be
Malcolm Muggerdige of London, England,
editor of Punch and vice-president of the Popu-
lar Television Assn. He has been active in pro-
moting development of commercial tv in Great
Britain in competition to the British Broadcast-
ing Corp.

Opening convention morning will also fea-
ture Don Henshaw, account executive of
MacLaren Adv. Ltd., Toronto, who will discuss
the free broadcast press, outlining the develop-
ment of radio as electronic publishing. After-
noon session of first day will include business
panels on sales headed by Paul Mulvihill, sta-
tion representative to Toronto; programming
panel chaired by Al Hammond, manager
of CFDC Montreal; and a panel on new ideas
in broadcasting headed by Donald Jamieson,
CJON St. John's, Newfoundland.

Tuesday morning will be annual meeting
of the Bureau of Broadcast Measurement, and
the following sessions on Tuesday and Wednes-
day will be for members and associate mem-
bers only, dealing with internal CARTB prob-
lems.

Cuba as Latin American Film Center
Discussed in Havana

REUB KAUFMAN, president of Guild Films
Co., New York, conferred in Havana last
week with Cuban tv executives on plans
to establish Cuba as a television film center
in Latin America.

CUBA Mr. Kaufman, invited to Havana
by the tv executives there, reported
that the Cuban tv industry is interested in pro-
ducing half-hour and 15-minute programs
with Latin-American backgrounds and in marketing
them in the U. S. and Latin America.

U. S. Shows Split Rating
Honors With Canada—E-H

HALF the top ten evening network shows in
Canada during January were of U. S. origina-
tion, and half were produced in
Canada. Canada, according to national rat-
ings released by Elliott-Haynes,
Ltd., Toronto.

Leading were Our Miss Brooks, rating 26.4;
Radio Theatre 25.7, Amos 'n Andy 25.7, Ford
Theatre (Canadian) 18.7, The Tytlers (Canadian)
11.8, Great Gildersleeve 15.9, Shoefly (Can-
dian) 16.2, Wayne & Shuster (Canadian) 16.2,
Supernait 15.7, and The Fugitives (Canadian) 14.7.
Five leading daytime shows were of U. S. origi-
nation, being Dr Perkins 18.3, Pepper Young's
Family 14.8, Right to Happiness 14.4, Life Can
Be Beautiful 13.6, and Road of Life 13.8.

In French-language evening shows most popu-
lar continues to be Un Homme et Son Pcheur
with rating 42.6, followed by La Famille Pouc
e 31.0, Le Survivant 31.5, Metropole 29.5, and
Temps futent 24.5. The first five French-lang-
age daytime shows in popularity were Madame
Doree 25.0, Rue Principale 23.5, Je Vous ai Tente
Aime 32.0, Les Joueurs Troubadours 30.5, and
Vie de Femmes 30.4.

FOREIGN visitors at RCA Victor Engineering Products Division's 19th tv technical train-
ing program last week at Camden watch a demonstration of RCA's Type TK-11 mono-
ochrome tv camera by E. T. Griffith (on platform). RCA broadcast promotion manager.
Others (l to r): William Botista, Rio de Janeiro, Brazil; Narendra K. Jain, New Delhi,
India; Felipe Urbaneja Sucre, Caracas, Venezuela; Jorge Edo, Sao Paulo, Brazil; Y.
Katsuse, Shizukko, Japan. The program ran Monday through Friday.

Canada Radio Homes Up

LATEST SURVEY of the Canadian govern-
ment's Dominion Bureau of Statistics, Ottawa,
shows that at the end of September 1953 there
were 3,511,000 homes in Canada
with one or more radio sets, up
from 3,144,000 in June 1951, when
the decennial census was taken. This leaves
only 130,000 homes in Canada without radio
receivers.

Canadian Tv Sets—590,221

LATEST COUNT of television sets in Canada
to the end of 1953 totals 590,221. This figure
is based on data of the Radio & Television
Mfrs. Assn. of Canada. It shows
Canada greatest concentration continuing in
the Toronto-Hamilton-Niagara Falls
area with almost 265,000 sets, with the rest of
Ontario accounting for another 132,000 sets,
motly near the U. S. border.

SOUTHWEST VIRGINIA'S
Pioneer Radio Station

MOST People in Western Virginia listen to
WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department moni-
tors, telephone "beep" system, etc.
- Full reportorial services of both morning and
evening Roanoke newspapers (including some 50
string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced
newscasts weekly
- 11 complete farm shows weekly
AND, we've been steadily serving, steadily im-
proving, steadily promoting these services for
almost 30 years.
Oklahoma U. Sets Radio-Tv Conference

SOME 150 to 200 commercial and edu-
cational broadcasters and students are expected to attend the 12th annual Radio & Television Conference March 4-6 at the U. of Oklahoma at Norman, according to an announcement last week by Harry M. Lyle of the university's speech department and director of the conference.

The radio leaders, educators and students will attend from Oklahoma, Texas, Kansas, Missouri, Arkansas and Louisiana, Mr. Lyle said. Awards will be made for announcing, commercial copywriting and dramatic and non-dramatic productions, with Edgar T. Bell, KWTV (TV) Oklahoma City tentatively schedule
d as speaker at an awards dinner March 5 at Oklahoma Memorial Union.

Broadcasting demonstrations will be made by schools and sessions will be held by radio-
tv news directors, tv station managers, radio executives, tv art directors, broadcasting sales managers, commercial managers, production managers and students.

Speakers List

Speakers will include: D. C. Sperry, advertising director, Oklahoma Tire & Supply, Tulsa, on "The Missing Link in Today's Radio and Tv Advertising"; Leon Scott, radio director, Arkansas State Teachers College, "How to Make Best Use of a Small Station With a Limited Budget"; Cedric L. Crink, Southwestern State College, Weatherford, Okla.; M. H. Bonebrake, president, KOCY Oklahoma City; Cy Casper, president, WBBZ Ponca City, Okla.; Elaine Tucker, Oklahoma City Schools; Bill Morgan, general manager, KNOR Norman; S. R. Worsham, program director, KBTI (TV) Denver; Roy Bacus, commercial manager, WBAP Ft. Worth; Robert C. Currie Jr., program director, KEED Wichita; George Gowe, KANS Wichita; Bill Hoover, general manager, KAFA Ada and KWSH Wewoka.

Larsen’s the name and WEMP is the station. Milwaukeeans know THAT combination means the best in radio.

And so do these national advertisers: Robert Hall, Oxodol, Bayer Aspirin, Borden’s, Omar, Household Financ, Squir, North American Airlines, Blutone Oil and a dozen more.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.*

CALL HEADLEY-REED!

* Based on latest available Pulse ratings and SR & DS rates.

Drops D. C. Educ. Bid

CTING lack of federal assistance, the board of education of the District of Columbia voted last Wednesday to drop its application before FCC for reserved noncommercial educational uhf ch. 26 at Washington. Action clears the way for the forthcoming bid of the Greater Washington Educational Tv Assn., non-profit group representing various educa
tional and cultural interests in the nation’s capital.

Chicago Educational Tv Considers Manager

RICHARD B. HULL, director WOI and WOI-
TV, Ames, Iowa, and Kenneth Bartlett, head of Syracuse U. radio-tv center, are being con
dered for the general managership of the Chicago educational tv outlet, it was reported last week.

This was confirmed by the Chicago Educa
tional Television Assn., licensee of WTTW (TV), which plans to begin operation by year's end. Other prospects also are under consideration, it was explained, and a staff will be selected shortly.

Edward Ryerson, CETA president, an
nounced Thursday that a change in studio plans is under study. He said the association is giving favor able consideration to the Museum of Science and Industry as a site instead of Man
nays Vocational School. If the move is confirmed, CETA's goal of $1,100,000 for construction and first two years of operation will be scaled down at least $100,000, a spokesman said.

WAAM (TV) Holds Regional Tv Seminar for Students

THE Fourth Annual Regional Television Semi
nar, sponsored by WAAM (TV) Baltimore and five universities, will be held in Baltimore Feb. 26-27, it has been announced by Ken Carter, WAAM general manager.

Subject for the seminar will be "The Local Television Station." Speakers, active in television, will speak to college students from the East and Southeast on career opportunities in local television and the various phases of operating a station.

Clair R. McCollough, Steinman radio and tv stations, is chairman of the Orientation Meeting Friday morning. Carl Haverlin, BMI president, will address the annual dinner Friday, and James O. Luce, chief timebuyer, J. Walter Thompson Co., will speak on the "Evolution of a Commercial" at the Saturday afternoon session.

Sponsoring colleges are American U., Johns Hopkins U., U. of Maryland, U. of North Caro
lina and Temple U. Fee charged students is $5, covering meetings, copy of the proceedings and four meals.

Stone to Manage KUOW-TV, U. of Washington Outlet

LOREN B. STONE, general manager of KBRO Bremerton, Wash., active in Pacific north
west commercial broadcasting since 1931, has been named manager of noncommercial educa
tional KUOW-TV Seattle (ch. 9), it was an
nounced last week by H. P. Everesti, vice presi
dent of the U. of Washington and chairman of the proposed station’s advisory board. Target date for actual telecasting is next fall.

Mr. Stone said Bruce Bartley, owner of KBBRO, has assumed management of that sta
tion also.

Prior to his KBRO assignment, Mr. Stone had been with KIRO Seattle 16 years, the last seven as general manager. He started in 1931 with KOMO Seattle.

Broadcasting • Telecasting
Advertisers

Philip S. Barber, manager, Columbia Records Div., H. R. Basford Co., S. F., named vice president and sales and advertising. Patrick Butler replaces Mr. Barber and Paul McKimmie becomes sales supervisor, record dept.

Roy Westley, Los Angeles city sales manager, Pabst Brewing Co., to Lucky Lager Brewing Co., same city, as assistant sales manager in charge of promotion in area.

R. Douglas Ross, formerly account executive, Martin & Tuttle Adv., Seattle, appointed advertising and public relations director, Van de Kamp's Holland-Dutch Bakeries Inc., same city.

Kenneth D. Myers, advertising manager, Robert Gair Co., American coating mills, Chicago div., appointed sales promotion director. He will continue to handle advertising.

Jerry Lubowski and Earl M. Weitz, both assistants to vice president, public relations and advertising, Union Oil Co. of Calif., I. A., named manager of public relations and advertising, and manager of press relations, respectively.

Robert E. Massa, purchasing dept., General Foods Corp., named manager of newly-created merchandising aids dept. in General Foods’ corporate marketing office. Other appointments in new department: Ray Dubrowski, as manager of display material, and Edward G. Sawyer, as manager of premium section.

Agencies

Arthur P. Livingston, director of merchandising, McKee & Albright Inc., Phila., appointed vice president of that agency.

Paul Brickman, account executive, Fuller & Smith & Ross, Chicago, elected a vice president.

Irwin Solomon, copy director, Al Paul Lefton Adv., Phila., appointed vice president of that agency.


A. Joel Robinson, creative art director, David D. Polon Adv., N. Y., appointed executive vice president. He will direct an expanded department for new client services for product design, packaging, promotion and direct mail.

John H. Riordan, account executive, Roy S. Durstine Inc., L. A., transfers to N. Y.


Kenneth Metivier, formerly assistant to vice president of sales, U. S. Steel Supply, Chicago, named general manager in charge of office production and advertising production, Warner, Schubert, Tod & Assoc., St. Louis.

George Wolf, director of radio and tv, Geyer Inc., N. Y., elected a vice president of the agency.

Samuel H. Northcross, vice president and manager of tv production dept., William Esty Co., N. Y., appointed director of tv for that agency.

Ralph Nelson, vice president, Abbott Kimball Co., N. Y., appointed assistant to Abbott Kimball, chairman of agency. William L. Brown has been promoted to post of art coordinator and Joseph J. Kiehrick to production coordinator, same agency.


Herbert Daniels, former retail sales manager, Montgomery Ward & Co., appointed merchandising manager of Tatham-Laird Inc., Chicago.

Gordon Hearne, sales and advertising manager, Selectic Products Co., Lynwood, Calif., to W. H. Hunt & Assoc., L. A., as assistant account executive.

Jack D. Gifford, formerly writer-producer, WLW Cincinnati, named assistant account executive and senior copywriter, Peck-Hoeck Adv., that city; Miner Raymond III named creative director, same agency.

Albert Goldman, formerly with Ad Composition, Cleveland, to BT Adv. Agency, same city, as account executive; Jerry Carr, formerly manager, WPFA Fort Payne, Ala., to head radiotv and publicity, BT Agency.

Robert Erwin, American Viscose Corp., to John Falkner Arndt & Co., Phila., as assistant account manager.


Robert G. Lurie, account executive; Morton B. Elliott, merchandising, copy and contact man; Marianne Haer, radio-tv copy and presentation, and Gertrude C. Fitze, production and traffic manager, to Lawrence C. Gumbinner Adv., N. Y.


Kathryn C. Brandon, account manager, Dan
Lawrence Co., San Diego, Calif., adds duties of publicity director.


Richard B. Burton, Meredith Publishing Co., to N. W. Ayer & Son's Philadelphia office unit of the Plymouth cooperative advertising program, and Anne Roberts, film director, WLWD (TV) Dayton, to traffic section, Ayer's radio-tv dept. in New York.

Merelle Bignasco named assistant treasurer, Guild, Bascom & Bonfigli Inc., S. F.

Nancy Cordeal, KOA Denver, to Diamond & Sherwood Inc., S. F., in media and production department.

Mildred Bergman, assistant traffic manager, The Westex Co., N. Y., promoted to traffic manager.

Samuel Sidlofsky named radio and tv director, Grosberg, Pollock and Gwartzman Ltd., Toronto.

Llewellyn F. Lewis, editorial dept. Toronto Telegram, to John McKenney Bingham Ltd., Toronto, as radio director.

Ray Young, McCann-Erickson, N. Y., to Len- nen & Newell, N. Y., as a copywriter.

William H. Nacey, formerly in charge of radio-tv for American Red Cross in 16-state midwestern area, to Ktruppnic & Assoc., St. Louis.

Edward Barnes, vice president and account supervisor of plans board, Young & Rubicam, N. Y., to retire Feb. 26.

Robert M. Marks, former senior account executive and member of plans board, Silberstein & Goldsmith, opens own agency, Robert M. Marks & Co., at 32 E. 57th St., N. Y.

Douglas Calverley, Safeway Stores Inc., S. F., forms own advertising agency, Douglas Calverley Co., with offices at 785 Market St. same city. Telephone is Sutter 1-8644.

Frances Johnson, secretary to Al Kaye, vice president in charge of West Coast operations, Benton & Bowles Inc., Hollywood, and Vernon Fellouchoud were married Feb. 29.

Reggie Jones, radio-tv dept., Doherty, Clifford, Steers & Shenfield, N. Y., is to be married Feb. 28 to James McDonnell of Richmond Hill, N. Y.

Stations

Cliff Bennett, sales account executive, KSWI Council Bluffs, Iowa, to KMTV (TV) Omaha, in same capacity; Frank Peddie promoted to regional sales manager, KMTV (TV).

Harry Dieter, formerly with Music Corp. of America, to KPIX (TV) San Francisco, as account executive; Tony Bomba promoted to technical director, same station.

William S. Clear, sales and promotion manager, WRTA Altoona, Pa., promoted to manager, according to announcement from Roy F. Thompson, general manager and 30-year pioneer in radio.

Harold E. Kane, formerly in charge of receiver and monitoring stations, Radio Free Europe, to WRNY Rochester, N. Y. as technical director.

Alice O'Hare, formerly assistant chief program coordinator, DuMont TV Network, N. Y., appointed program manager, WGLV-TV Easton, Pa. Pete Gallagher, WCAU-TV Philadelphia, to WGLV-TV, as production manager, and Ira Harsell, WSTC Stamford, Conn., named musical director, WGLV-TV.

Lacy S. Sellers named program director, WBTW (TV) Charlotte, N. C., succeeding J. William Quinn, promoting to managing director, WPDV (TV) Florence, S. C. Both stations are owned by Jefferson Standard Broadcasting Co.,

Varner Paulson, assistant program director, WIP Philadelphia, named program director, succeeding Murray Arnold who has resigned.

Gene Roth, program director, KXLY Spokane, promoted to program director, KXLY-TV, with Martin Kochsheim, chief announcer, KXLY, succeeding Mr. Roth.

Howard C. (Pat) Clark, formerly assistant to advertising and promotion director, WOR New York, appointed continuity and sales promotion director, WSOK Nashville, Tenn.

Si Palmer, KGNC Amarillo, to KOA-TV Den- ver, as director.

Bill Melson, assistant program director, WBT Charlotte, N. C., appointed program director.

Charles E. Jackson, KFMB-TV San Diego sales staff, promoted to local sales manager.

Ralph Wallace, formerly manager, WABI Bangor, Me., to WHAM-AM-TV Rochester, N. Y., as director of promotion and publicity.

Harry E. Travis, formerly general manager, WGBK-TV Battle Creek, Mich., to WNEM-TV
Lawrence, Mass.; John D. O’Connell promoted to sports and news director, WCCM; Hal Bishop to same station as staff announcer.

Charles Edwards, program director, WPDS Jacksonville, Fla., to WIS-TV Columbia, S. C., as announcer.

Bob Bohrer, WGVA Geneva, N. Y., and Bill Edwards, WSAY Rochester, N. Y., to WRNY Rochester. George Li Butti named chief announcer and Harry Langton assigned to announcing staff, same station.

J. Gordon French and Phil Landman, both WJPS Evansville, Ind., to KTHS Little Rock, Ark., as news editor and staff announcer, respectively.

Hud Stevens, disc jockey, WTRY Troy, N. Y., and Dave Sauter, staff announcer, WPRO Providence, to staff, WTRI (TV) Schenectady.

Ken Thomas, formerly of General Electric’s Electronic Park, Syracuse, to WTRI (TV) as studio engineer.

Walter Ross named administrative assistant, KXOK St. Louis; Gilbert Legler and Charles Scott join that station’s engineering staff.

Henry J. Veenera, former commercial manager, WBKB Muskegon, Mich., returns to that station after five year absence.

F. E. Lackey, president, WHOP Hopkinsville, Ky., commissioned a colonel on Kentucky Governor Wetherby’s staff.

Michael Wolfson, president, WTJY (TV) Miami, received a plaque from President’s Committee on the Physically Handicapped for his work toward helping find jobs for the handicapped.

Lawrence H. Rogers, vice president-general manager, WSAZ Inc., presented National Guard Meritorious Service Plaque of West Virginia National Guard for assistance given by WSAZ-TV Huntington to Guard activities.

Lester W. Ludow, general manager, WDFD Flint, Mich., presented Meritorious Service Plaque by National Guard Bureau, in recognition of station’s support of National Guard from 1948-1953.

Charles Hye, manager, WGBK Charleston, W. Va., presented U. S. Air Force Award of Merit, in recognition of station’s support of U.S.A.F. reserve activities during the past 15 months.

Freeman W. Cardall, business manager, WBAL Baltimore, received meritorious service plaque Feb. 10 in recognition of station’s “outstanding service in the defense effort of the Army and Air National Guard.”

Jim Murray, promotion manager, Atlanta Newspapers Inc., licensee of WSB-TV same city, was selected as one of five outstanding young men in Georgia by State Junior Chamber of Commerce Feb. 14.

Jack Ellsworth, program director and disc jockey, WALK Patchogue, N. Y., father of boy, Gary Frederick, Feb. 11.


Networks

F. Willard Butler, WJW Cleveland, to radio spot sales office, NBC Central Division. Robert H. Anderson, formerly with Moloney, Regan

NORMAN A. GITTLESON (l), manager of WJAR-TV Providence, R. I., greets Jo Anne Noll, formerly of WKY-AM Tulsa, to WBBM Chicago, to sales staff, WBBM same city. Nathan Shapiro, formerly with WENR Chicago, to news staff, WBBM.

Howard P. Mendel, announcer-salesman, WELL Battle Creek, Mich., to sales staff, KHMO Hannibal, Mo.


Norman Cisna, sales manager, WTTV (TV) Bloomington, Ind., named assistant station manager.

Steve Briggs, formerly producer, WTTV (TV) Bloomington, Ind. to WISH-TV Indianapolis, as TV production manager.

Wes Quinn, sales staff, WTRY Troy, N. Y., to sales staff, WTRI (TV) Schenectady. Other additions: William Carpenter, to sales staff; Florence Clow, bookkeeper, and Helen Marie Loeller, traffic manager.

Dorothy Klock, tv supervisor, WNYE New York, board of education station, appointed production supervisor.

James H. Butts, studio supervisor, KBTV (TV) Denver, to KOA-TV same city, as tf operations supervisor.

Jo Anne Noll, formerly of WKY-TW Oklahoma City, to KLZ-TV Denver, as public service director.

Del Leeson, audience promotion manager, KDYL-AM-TV Salt Lake City, named director of newly-created planning and development dept. for that station.

Alan Bickley, KTUL Tulsa, to WKY-AM-TV Oklahoma City, as television announcer.

Cy Kassel, WXKL Concord, N. H., to WCCM
& Schmitt, to tv spot sales office of NBC Central Division.

John J. Dunn, chief producer, CBOT (TV) Ottawa, to assistant to program organizer, Canadian Broadcasting Corp., Toronto. Mayor Moore, chief producer, Canadian Broadcasting Corp., resigns to take part in Canadian Shakespeare Festival at Stratford, Ont., this summer. Jack Simonsen, Canadian Broadcasting Corp., engineering div., appointed technical director, CBHT (TV) Halifax, which is to be on the air by late autumn.

Gilbert Thomas, Hollywood freelance radio writer, to ABC Radio, that city, as staff director.

Virgil Pinkley, Don Lee Broadcasting System newscaster, and editor-producer, Los Angeles Mirror, scheduled as principal speaker at annual awards dinner, Oregon Advertising Club, Portland, tomorrow (Tuesday).

G. E. (Buck) Hurst, manager, CBS Radio Spot Sales, L. A., and Harline Ward were married Feb. 11.


Film

Dale Sheets, account executive, United Television Programs Inc., Hollywood, promoted to assistant national sales manager. Glen Truly, WCBS New York, joins UTP office, that city, and Karl Von Schelleran, formerly with Esquire magazine, to UTP Chicago office as account executives.

William E. Huston, sales manager, air music div. of Musak Corp., and B. P. Fineman, former producer for MGM, Paramount and KKO Pictures, join commercial dept., Screen Gems TV, as account executives in New York.

Robert Joseph, publicity director, Greene-Rouse Productions, to Klink Studios Inc., Hollywood, as publicity-promotion director.

Joe David, Consolidated, Precision and Mecca Film Labs., to Circle Film Labs., N. Y., as director of production and quality control.

John Basil, 43, motion picture-radio-tv writer, died after a heart attack, Feb. 13.

Manufacturers

Charles H. Coombe, eastern sales manager and national retail merchandising head, Motorola Inc., named manager of Florida operations for tv receiver div., Allen B. DuMont Labs.

Cliff Knoble, formerly advertising and sales promotion director, Eureka Williams Corp.'s vacuum cleaner div., appointed advertising manager, Raytheon Mfg. Co.'s tv-radio division.

R. V. Jenson, salesman, Minneapolis branch, Graybar Electric Co., promoted to manager of newly opened branch of the company at Sioux Falls, S. D. Branch office at Aberdeen, S. D., has been closed.

John E. Gillin appointed manager, General Electric radio and tv dept., Cincinnati.

Joseph M. Coleman, J. Walter Thompson Co., N. Y., to Sylvania Electric Products Inc., radio and tv picture tube divisions, as merchandising assistant.

Jay M. Allen, works manager, Westinghouse tv-radio plant, Sunbury, Pa., named assistant manager of operations for Westinghouse tv-radio div. at Metuchen, N. J. He will supervise manufacturing operations at both plants.

Robert Finch, manager of sales financing, Avco Mfg. Corp., N. Y., appointed manager of distributor and dealer financing, Capehart-Parnsworth and Coolerator divisions of IT&T.

Richard D. Lewin, formerly with Carl Byor & Assoc., to press relations staff of the long lines dept., AT&T, N. Y.

Bill Irvin, formerly radio-television editor, Chicago Sun-Times, to public relations dept., Admiral Corp.

Carmine Masucci, formerly of engineering dept., Sylvania Electric Products Inc., to CBS-Columbia as a senior project engineer in advanced development dept.

Raymond L. Johnson, formerly an engineer with Public Service Electric & Gas Co., Newark, to Allen B. DuMont Labs. Inc., Clifton, N. J., as technical sales engineer in instrument division.

William B. Shantz, in charge of market analysis, Paco Products Inc., S. F., to sales div. of Ampex Corp., Redwood City, Calif., (magnetic recording equipment), in executive capacity.


Trade Associations

John Mather Lupton, president, John Mather Lupton Co., advertising agency, N. Y., elected to board of trustees Theodore Roosevelt Island, which is dedicated to the preservation of the ideals and memory of Theodore Roosevelt and development and maintenance of his home.

John A. E. McClave, executive vice president and treasurer, Lewis & Gilman Inc. Phila., elected to board of directors, Philadelphia Society for Crippled Children and Adults.

W. J. Singleton, president, Association Screen News Ltd., Montreal, elected president of Astn. of Motion Picture Producers and Laboratories of Canada. Pierre Harwood, Omega Productions, Montreal, elected vice president.

James T. Aubrey, Jr., general manager of Columbia Television Pacific Network; Barbara Britton, co-star of CBS-AM-TV Mr. and Mrs. North; Danny Thomas, star of ABC-TV Make Room for Daddy; Harry Kolpak, m.c.-packager with Christ-Koplan productions, and writer Betty Mears were elected new directors-at-large for Academy of Television Arts & Sciences.

Stanley Adams and George Hoffman, president and comptroller, respectively, ASCAP, will be principal speakers at the society's semi-annual West Coast meeting in Los Angeles' Ambassador Hotel tomorrow (Tuesday). L. Wolfe Gilbert, board member and chairman of the West Coast committee will preside.

Joseph R. Matthews, western sales manager, A. C. Nielsen Co., S. F., elected a vice president. He will transfer to Chicago to direct sales activities of Nielsen station index.


Representatives

Lionel Colton, who operated own radio station representative company in New York, to New York office, Walker Representation Co., station representatives, as vice president and account executive.

Michael Sweeney, national sales director, WPAT Paterson, N. J., to Headley-Reed TV, television station representatives, as account executive.


Milton Seropan, sales manager, Channel Films Inc., Pacific Grove, Calif., to Paul H. Raymer Co., S. F., as radio manager.
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 $3.31 Net.
2400 feet on metal or fiberglass reel $7.71 Net.

One day you will surely use Irish... so write today for free sample reel.

At all leading radio parts distributors

O R R A D I O  I N D U S T R I E S, I N C.
O P E L I K A  9, A L A B A M A

World's Largest Exclusive Magnetic Tape Manufacturer

EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N.Y.
Everybody agrees that if a deal is profitable to both buyer and seller, the relationship will be a long and happy one.

At Pleasantville, N. J., Station WOND proposed a package of 4 daily newscasts to the Atlantic Cadillac & Pontiac Company, for used car specials. Price of the cars was reduced slightly each day until sold. So effective has been the program that the sponsor repeatedly has renewed the schedule and, in addition, has bought a one-hour Sunday show plugging new Pontiacs.

Says John G. Struckell, general and sales manager for WOND:

"Program ideas come and go, but with AP news in our station, we feel we always have a salable feature. And, too, the cost per program of AP news is so low, in comparison with other program material, that the station can realize a profit from newscasts with little effort."

and from still another station—

Station KOCA in Kilgore, Tex., reports the following experience with AP news—

1. In 1953, AP news consumed only 11% of station's broadcast time.
2. In same year, AP news accounted for 28% of total station revenue.
3. All of the station's special AP features have been sponsored since February, 1953.

Says Station Manager H. A. Degner: "Our advice to any sister station having revenue trouble is to just dig into their goldmine—AP."

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

Those who know famous brands . . .

know the most famous brand in news is AP
Extra Spice in Ivar's Chowder

A NEW brand of clam chowder priced four cents higher than its nearest competitor has been turned into big business in Seattle thanks to radio and a new merchandising gimmick that sent sales soaring immediately after the product was introduced.

The new food item—Ivar's Clam Chowder—was given its promotional initiation by KOL Seattle. It sold so fast at a test store especially selected for the introduction that it is now available in most of the grocery markets in the Greater Seattle area. The continual ring of the cash register has prompted the Ivar firm to extend its original test schedule on KOL from 13 to 52 weeks.

When Ivar's Clam Chowder was attractively packaged and ready for sale radio was selected as the medium that would move it from the store shelf to the consumer's dinner table. The firm signed a 13-week contract calling for 10 spots a week on KOL's John Forrest Show, a daily morning program. The spots were originally run as teaser messages, saying that Ivar's Clam Chowder was soon to make its appearance in city markets.

During the teaser campaign Mahlon Taft and Paul Ellis of KOL's merchandising staff worked on the point-of-sale displays. Incorporated in their plans to make Ivar's soup a domestic hit was a relatively new merchandising aid to be used in the store along with the display—a message repeater. A correct decision on the length of the message was important. The merchandising men agreed to run the repeater for only 10 seconds. Its brevity reduced the chance of the shopper missing part of the message and eliminated the possibility of the store's personnel tiring of the message and shutting off the repeater.

A large super market in the Tradewell chain was chosen as the test store where a 15-case display of Ivar's Clam Chowder complete with the hidden message repeater was set up. Mr. Forrest returned to the picture by broadcasting the name of the store and its location over KOL. One day after sales began, 10 of the 15 cases brought into the test market had been sold.

The Tradewell management was so impressed with the demand for the new product that KOL got the go-ahead sign and set up the same sort of display using Ivar's soup in all 32 Tradewell markets.

Reports on the sales progress of the new product continued on The John Forrest Show. The shopper's response gave strong testimony to the power of radio. In one store, the 15-case display sold eight out of 15 cases during weekend shopping. In another market, seven cases were sold. One market reported that five out of 10 cases were sold in two and one half days.

The new product unknown two months ago has been firmly established as a repeat sales item in grocery stores throughout Seattle. Ivar's Clam Chowder has shown a sales increase of over 100% in some instances.

The firm attributes the immediate acceptance of its product—traditionally the slowest mover in the soup line—to KOL and its merchandising staff which kept reminding shoppers through the message repeater that their grocery lists wouldn't be complete without picking up a supply of Ivar's Clam Chowder.
An Editor's Defense of Freedom of the Air

No more eloquent argument for private operation of radio and television has recently been made than that appearing below. It was presented by Malcolm Muggeridge, editor of the celebrated British humor magazine, "Punch," in a debate with Lady Violet Bonham-Carter, an advocate of government control. Though Mr. Muggeridge's remarks dealt with the effort of private interests to break the British government monopoly of telecasting, they apply equally well, in principle, to the constant effort of private broadcasters and telecasters in America to keep the U. S. government from assuming more power over these influential communications media. Here is the text of Mr. Muggeridge's part of the debate, which was broadcast by the BBC Home Service.

I SHOULD like to begin by pointing out to you that it is only because we are still a free society that this controversy about commercial television arises at all. In Nazi Germany and Fascist Italy, in Soviet Russia and its satellites, in Franco Spain and Tito Yugoslavia, the matter was settled from the word go. The exigencies of dictatorship made it seem self-evident that a government agency must control radio, as all other communication media, whether written or spoken.

Are we to make the same assumption here as far as television is concerned? Or are we to take the admitted risks involved in ending the BBC monopoly, which Lady Bonham-Carter and her friends want to maintain in perpetuity. That, as I see it, is the basic issue. I am in favor of taking the risks. I want non-governmental—which means non-BBC—television, and the more varied and the more diverse, in purpose and control, it is, the better I want it, because I am convinced that only so can the formidable invention—the most formidable in the field of communications since printing—be used to nourish freedom rather than to promote conformity.

No one who has had anything to do with the BBC, particularly at its lower levels, can doubt that it is susceptible to official pressure. For instance, Sir Winston Churchill's voice was kept off the air at the time of Munich. Why? Lady Violet Bonham-Carter will tell you because the Conservative Party so decided. But the Conservative Party was in power at the time. It was, in effect, the Government. And there is no reason, so long as the existing arrangement is maintained, why other governments on other occasions should not likewise stifle the voice of reality, and impose their disastrous fantasies through the medium of a BBC vastly more potent, because of the invention of television, than it was in 1938.

Penalty of Government Control

I do not believe that, in the long run, a democracy can function when the most powerful single instrument for influencing public opinion is thus subject to decisive control by the government of the day. Such an arrangement must lead ultimately to servitude.

But, you will ask, will commercial television prove any readier than the BBC to allow the expression of views critical of official policy? I think it is reasonable to hope so. In any case, the mere existence of an alternative television system, not dependent on government funds, is, from my point of view, an immense gain.

Let me refer you, in this connection, to the press. What keeps newspapers truthful (insofar as they are truthful) is one another—the fact that their exaggerations, their special pleading, their distortions, will necessarily be exposed, explicitly or by implication, in the columns of their rivals. Commercial television provides, it seems to me, the only present prospect of the BBC being subjected to a like salutary check.

The strongest criticism of commercial television has derived from its dependence on advertising revenue. Let me say at once that I have no liking for advertisements as such. If The Times or the Manchester Guardian could be brought out without all those columns of advertising matter cunningly arranged to catch the reader's eye, I might well prefer it. But, of course, I know this isn't possible. They, and every newspaper and periodical in the country (including Punch) would fold up tomorrow if deprived of advertising revenue. Highmindedness wouldn't carry the Manchester Guardian along unless fortified by the cotton trade, and even the Observer would wither on the branch if advertisers so took to heart its fulminations against advertising on the air that they applied them to the written word.

Advertising, in fact, is the price we pay for the freedom of the press, and I am quite prepared to pay a like price for freedom of the air. If there were some other way of procuring freedom of the air, so much the better. It's the freedom I want, not the advertising, which is only a means (and a very imperfect, and sometimes distasteful, means) to an end.

Mission and Megalomania

Opponents of commercial television say that the BBC has done a wonderful job and become the "admiration of the world." Why interfere with so admirable an arrangement? they ask. My own feelings in regard to the BBC are well this side of idolatry. I heartily endorse some very sensible observations made on the occasion of his resignation by the second Director General, Mr. Ogilvie—incidentally one of the few among the corporation's big brass to escape the occupational disease of megalomania.

Mr. Ogilvie drew attention to the grave dangers, actual and potential, attendant upon the BBC's monopoly, with particular reference to its officials, who too often, he said, combined undue authority with a sense of mission. The same dangerous combination is even more apparent today.

Be that as it may, the introduction of commercial television will not involve any interference whatsoever with the BBC as it now exists. Mr. Dimbleby will continue to provide his fruity accounts of royal and other occasions; Mr. Gilbert Harding will continue to disport himself on the television screen; and those syrupy voices will continue at their allotted times to present each day's happenings. For those who so desire it, there will still be the BBC, the whole BBC, and nothing but the BBC. No one is going to drag Lord Halifax or Lady Violet Bonham-Carter or the Archbishop of Canterbury, or even Lord Reith (former director-general of BBC), kicking and screaming to look at commercial television—tempting as the prospect might be.

As for American television whose hideous example has so frequently and so ignominiously been cited, speaking as one who has listened and viewed often and long in different parts of the United States, I can only tell you that a very great deal of nonsense has been talked about it over here. In any case, it would be as unreasonable to expect commercial television in this country to be identical with American television as to expect the films produced by, say, Ealing Studios to be identical with those produced by Hollywood. Adverse comparisons of American with (Continued on Page 92)
Kool cigarettes in a sense prepared the way for the Viceroy pattern of spot advertising in television by its own previous success with spots in radio. Kool, moreover, has added a network television show to its budget this past year, My Friend Irma (on 100 CBS-TV stations, Friday, 10-10:30 p.m.) Kool continues to run its radio spot announcement campaign. A heavy schedule of 10-second announcements is also used for this brand, varying in intensity from 6 to 18 spots per week, running over 200 stations. Contracts are again for 52 weeks.

The entire advertising media budget is under the supervision of John W. Burgard, advertising manager for Brown & Williamson. Ted Bates & Co., New York, is the agency for both cigarettes. Concurrent with the success of the cigarettes has come the expansion of the radio-tv department of the agency. Three years ago, for example, one timebuyer administered the entire B & W budget; today, that timebuyer, William Kennedy, has been supplemented by two more full timebuyers, two estimators, and an assistant timebuyer, a total of a half-dozen persons who devote their entire time to purchasing and clearing radio and television availabilities for the one account.

More than a small share of the success of the two brands has been attributed to the excellent use the agency has made of its availabilities.

Needless to say, these Ted Bates timebuyers are smoking Viceroys, and a pack of Kools lies handy on the desk. (L-r) Michael James, timebuyer for Kools; Frank McCann, timebuyer for Viceroy; William Kennedy, chief timebuyer for both cigarettes, and Bill Warner, assistant timebuyer.
**Editor's Defense of Freedom**  
(Continued from Page 90)

BBC television is, I may add, the more ludicrous in that, almost without exception, the most successful BBC television programs have been lifted straight from America.

Again, it is often contended that advertisers will, in fact, if not in theory, control the organization responsible, under the Government's scheme, for putting programs on the air. Their interest will lie, it is argued, in getting the largest audiences, and they will therefore insist on low-grade entertainment, thereby "lowering the standards" of all television. Apart from the highly priggish assumptions behind this argument, it is just not true that advertisers only take account of quantitative, as distinct from the qualitative, considerations. If it were so, all newspaper advertising would tend to go to the largest circulation newspapers like the Daily Mirror and the Daily Express. But, of course, that doesn't happen. Nor would it happen on the air. The sort of viewers who like Glyndbourne Opera would be interesting to advertisers of some commodities, just as the sort who like variety would be of interest to advertisers of others.

It would be quite dishonest of me to pretend that I know just how the controlling body of commercial television, as envisaged in the White Paper, will work out. Perhaps it will prove as obsequious and sycophantic towards authority, and as monolithic in structure, as the BBC—though that is difficult to credit.

Because I believe in competitive television, I am not required to defend, as such, the Government's proposals. They seem to me, like so many governmentally devised resolutions of conflicting views, to err on the side of timidity and imprecision. At the same time, their intention—to break the BBC monopoly—is sound, and, in the light of that intention, they deserve to be given a trial. May I conclude by quoting some words of G. K. Chesterton written in 1928, long before this present controversy became actual:

"Suppose," he writes, "you had told some of the old Whigs, let alone Liberals, that there was an entirely new type of printing press, eclipsing all others; and that, as this was to be given to the King, all printing would henceforth be Government printing. They would be roaring like rebels, or even regicides. Yet that is exactly what we have done with the new invention of wireless."  

Chesterton goes on to speak of "a swift, sweeping and intolerant state monopoly." How eagerly would he have supported the present effort to break this monopoly. How surprised, and I think distressed, he would have been to find among his opponents, not only expected figures like Lord Reith and Lord Halifax, the editor of The Times, with their train of vice-chairmen, prelates, moderators and other camp followers of conformity, but, as well, the accomplished daughter of a great Liberal prime minister.*

* Lady Violet Bonham-Carter is the late Lord Asquith and Oxford and one-time prime minister of Britain.

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**How Schedules Can Be Plugged Without Daily Newspaper Logs**

NEWSPAPER radio-tv-logs are fine, but they're a long way from being indispensable, judging by the comments of 14% of radio-tv station managers who say that logs are not printed in daily newspapers.

Stations have found many other ways—including their own facilities—of keeping the public informed about daily program schedules. A lot of these techniques are strikingly successful, judging by results of a survey conducted by NARTB [B&T, Feb. 17].

Preliminary scanning of NARTB's survey, conducted by Research Manager Richard M. Allerton, indicates that on-the-air promotion is the most popular and most effective way of informing listeners in a number of areas where newspaper attempts to charge advertising rates for daily logs are being resisted by broadcasters.

**Most Don't Pay**

NARTB's survey showed that only 13% of stations are paying for publication of logs, either at newspaper rates or through timespace exchange deals. Eighty-seven percent of stations make no payment to newspapers for publication of logs.

The methods used to inform the public about program schedules include mailed logs, shoppers guides and merchants' wrappers or inserts.

A happy result has appeared in large cities where logs do not appear in newspapers. In these areas broadcasters have discovered that listener-viewer habits become more regular without newspaper logs. In other words, they form listener habits and stick to them. At the same time, stations are likely to make fewer changes in their schedules.

Three main methods of paying for log space were listed—local rate, general or national rate and special rate, plus exchange of time for space.

Forms of on-the-air promotion include station breaks, periodic news programs, non-news programs, specified times, reading of logs on the air and air spots promoting special events shows.

In addition to on-the-air promotion announcement, some stations mail schedules to listeners who request them via postcards or letters. Some stations use mimeographed stuffers in wrapping merchandise. Other stations include station logs in their paid newspaper advertising, or distribute them by other means.

Still other techniques are monthly community magazines, weekly shopping newspapers, out-of-town dailies circulating in the station's area and country weeklies.

Here are some typical comments received by NARTB from stations not paying newspapers in any way for their listings:

"We issue news and publicity releases on various special programs. We plug on the air. We have used billboards, letters, and have urged local organizations using our facilities to notify their membership and friends. Once, we urged listeners to phone their friends."  

"There is a monthly community magazine published here and they print free of charge a full page for the entire weekly schedule. We think it would be very bad to pay the local paper (a competitive ad medium) to publish the radio schedule as their ad department would certainly use this as 'proof' of the necessity of the newspaper even to the radio station."  

"It is our personal experience, that program listings in the paper are never cut out or used. Have yet to see one near a radio or used to find a program. (In 20 years of radio we have used paper for programs.)"  

Also feel that in radio and especially on the networks we are very foolish to continue to plug the papers by saying consult your local newspaper for time and station. Have we ever heard of a paper saying 'consult your, or listen to your local radio for headlines in the news'? Our own medium is the best form of publicity for programs."  

"Our listeners just don't get daily program changes, but they seem to keep our general programming structure pretty well in mind, as witness the number of calls we have whenever there are considerable program changes. The fact that we're the only station—or principal station—serving this area, also helps. Incidentally, when a newspaper man tries to point out what a favor he's doing the radio by publishing listings, he should be reminded it can be a disservice! I tell the E & P men that without their listings, my public keeps tuned in for fear of missing something, but if they had listings, they would turn their radios on only for specific programs."

"Each month we distribute about 1,500 mimeographed Program Schedules by getting our better accounts to wrap them up in packages that leave their stores . . . by placing these schedules on counters of restaurants, etc. . . . and occasionally telling our listeners to drop a card if they'd like one. Each month, we find our mailing list growing from these 'request' cards. And, occasionally, we put out 'flyers'—distributing them helterskelter—to promote a special program or a new program. Of course, we use air plugs continuously."
NEW PRODUCTION SCHEDULES NOW PERMIT
IMMEDIATE DELIVERIES OF MITCHELL
35mm BNC...35mm NC...16mm PROFESSIONAL CAMERAS

It is impossible to compare a Mitchell with any 35mm or 16mm camera now in existence—for the history-making Mitchell is the only truly professional motion picture camera. Exclusive professional operating features plus the smooth trouble-free Mitchell movement, with its .0001 inch tolerances, can insure the success of your film making as can no other single element of production.

Now—on the huge six and one-half acre site of the Mitchell Camera Corporation plant—the increasing numbers of 35mm and 16mm cameras are being created to meet the extensive use of professional motion picture equipment in such fields as television, entertainment, business, education, religion and government. Each of these superbly designed cameras possess the supreme quality craftsmanship rightly due the world’s most used, most flexible professional motion picture cameras.

Write today for information and prices of the currently available 35mm BNC, NC and 16mm Professional Mitchell Cameras and accessories.

MITCHELL Camera CORPORATION
666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell.
STORER CHECK PROMOTION
STORER Broadcasting Co., for its WJBK-TV Detroit, is sending agencies and advertisers a promotion piece made out like a bank check. Called its "Maximum Power Bonus Check," it is made out to the recipient for "305,800 additional tv sets and 1,070,300 more viewers." The check is drawn on the "Bank of Progress."

WIBW-TV KITCHEN TIPS
A NEW kitchen program, What's Cookin'? has begun on WIBW-TV Topeka, Kan., according to an announcement by General Manager Ben Ludy. The weekday program features Bea Smith who discusses the creative aspects of cooking and also answers readers' questions about kitchen problems.

TV IS WITNESS
FILMS of the apprehension and confession of two suspected criminals were aired on WPTZ (TV) Philadelphia recently, and according to that station, police officials have said that the films will be introduced as evidence in court. The station believes that this will be the first time in the city's police history that films made by a tv station will have been used for such purpose. A WPTZ news team accompanied police on a series of night raids and made sound-on-film recordings of the arrests and confessions.

MUSIC HATH CHARMS
WGMS Washington has sent a colorful Valentine greeting, bound by a red ribbon and featuring cherubs playing on various musical instruments, to agencies and clients. The verse on the four page card reads:

If music be the food of love, play on.
But not Le Jazz Hot
And stop that Be-Bop.
Let's have something gentle
A little sentimental
To put you in the mood.
To be woo'd.

BE MY VALENTINE
Your friend at WGMS, the Good Music Station.

CONTEST TO BEST EXPRESS'
HALLMARK Cards Inc., sponsoring Hallmark Hall of Fame (NBC-TV, Sun., 5-5:30 p.m., CBS Radio, 9-9:30 p.m.), is offering 116 prizes on the program for junior and senior high school students for the best 100-word essays starting, "I nominate for the Hallmark Hall of Fame. ..." The contest is designed to boost interest in the programs, which dramatize lives of prominent figures in history and contemporary life. Winning nominations will provide material for future programs. Those nominated must have "contributed, in some way, to making this a better world." Entries close March 29. They will be submitted to Hallmark Hall of Fame Contest, Box 1672, Grand Central Station, New York. Sixteen awards will be presented to winning schools. Cash prizes total $3,500.

MAINE POLITICAL COVERAGE
THE NEWS conference of Gov. Burton M. Cross of Maine was telecast live over WPMT (TV) Portland and WLAM-TV Lewiston-Augusta, which according to those stations, was a Maine television "first." The station reports that the half-hour conference attracted a larger than usual press turnout. The telecast, which was carried simultaneously over both stations, originated from the studio of WPMT.

RADIO HELP POLICE
WHIZ Zanesville, Ohio, recently aided local police in the capture of an armed criminal who had broken out of jail, according to that station. Police asked WHIZ's cooperation in broadcasting a description of the fugitive, who had escaped the day before, and within an hour he was captured after being recognized by an auto passer-by who had heard the escapee's description broadcast on WHIZ.

LIVESTOCK MANAGEMENT SHOW
A FIFTEEN-minute livestock management show is being broadcast daily by KOMO Seattle for Larro Feeds, a General Mills subsidiary. The reporting is handled by Barney Molohon, who broadcasts information on the feeding, care and breeding of livestock in addition to daily market reports.

'MRS. WASHINGTON' CONTEST
FIVE food chains representing 41 stores join WMAL-AM-TV Washington and the Washington Gas Light Co. in conducting the 1954 Mrs. Washington contest. Food Town, Food Fair, Saratoga, Shirley and Food Barn stores have built displays around Better Living magazine which publishes official entry blanks. Entry blanks must be picked up and deposited at displays in each store. On-the-air announcements

COLORCASTING
Advance Schedule of Network Color Shows

CBS-TV
The New Review Every Friday, 5:30-6 p.m. (sustaining).
March 2: Paul Tripp Show, 5:30-6 p.m., Tuesday (sustaining).

NBC-TV
Feb. 23: Circle Theatre, 9:30-10 p.m., Tuesday (Armstrong Cork through BBDD).
Feb. 26: Excursion, 4-4:30 p.m., Sunday (sustaining).
March 8: Ding Dong School, 10-10:30 a.m., Monday (sustaining).
March 13: NBC Opera ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).
March 15: Name That Tune, 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Preshrey alternating with Spool-del through Sullivan, Stauffer, Colwell & Bayles).
March 31: Eddie Fisher, 7:30-8:45 p.m, Wednesday (Coca-Cola through D'Arcy Adv.).
April 28 (Easter): Frontiers of Faith, 1-2:30 a.m., Sunday (sustaining).

Page 94 • February 22, 1954
INDIANA BASKETBALL FANS have been defined as Hoosiers who see, hear and count by twos. They are among the first to double-cheer Tom Carnegie, WFBM's ubiquitous sportscaster who is seen and heard by double-counting Hoosiers every night of the week. His is an intense, though demanding, audience. When Tom recently broadcast five high school basketball games in a single day, his tour de force was greeted with a roar of silence. Not that his listeners were struck dumb: they simply didn't want to miss his late sports broadcast.

People have been hanging on Tom Carnegie's words ever since he placed 4th in his high school oratorical contest. By the time of his graduation from William Jewell College (where he was silenced momentarily when elected President of the Student Body) our Tom had talked his way into the Collegiate Oratorical Championship of Missouri. Never at a loss for wind, his lung power propelled him through 74 inter-collegiate debates in 18 states.

In rapid-fire sports announcing, Carnegie's leather lungs are vital, especially when he finds time to breathe. Breathless example: Indianapolis Speedway Classic. Chief Announcer of the 500-mile Memorial Day race since 1946, Carnegie has yet to be lapped. Nor does he expend his wind talking in circles. Leather Lungs Carnegie has play-by-played more than 100 Big Ten and Notre Dame football contests, has lost count of the basketball games.

Mass-producing words may be Tom's specialty, but his word quality is what sells listeners. Carnegie's oratorical experience is an unbeatable asset behind the mike. Journalistically speaking, the man can write: a member of Sigma Delta Chi, he held down a sports column on the Indianapolis Star for four years.

Tom was born in Connecticut and attended school and college in Missouri. Hoosiers have adopted him, however, and his voice has been heard on Indiana radios since 1942. Almost a native son by now, Carnegie has been entrusted—for the past five years—with the sacrosanct ritual of narrating Indiana's official high school track and basketball films.

As one of the most popular after-dinner speakers in Indiana, Tom personally meets hundreds of his listeners every year. He speaks to thousands more on radio and tv, as loyal a group of sportsmen and women as ever heard a commercial. Tennis, anyone?
Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

and newspaper ads name the stores as official entry headquarters in an effort to create store traffic during February. This year's Mrs. Washington will receive nearly $5,000 in prizes.

KEEN 'ATOMIC AGE' SERIES

IMPACT of atomic science on civil defense, military preparedness and industrial development is dramatized on weekly KEEN San Jose, Calif., This Atomic Age program. The program is presented by Stanford U. Air Force ROTC under general supervision of Dr. Stanley Donner, Stanford radio department head.

WTTR (TV) POP-UP BROCHURE

A BROCHURE with a double pop-up insert has been sent to advertisers by WTTV (TV) Bloomington, Ind. When the brochure is opened, a circular platform, denoting old and new larger coverage area, pops up through which replicas of the old 650-foot and new 1,000-foot antennas stick up. Promoting new 1,000-foot antennas, new 100 kw power and new ch. 4, the booklet claims an audience of 569,015 families with 54% billion spendable annual income. A table lists comparisons of the "old" and the "new" in terms of coverage and lists numerical and percentage increases.

WTTR (TV) PROMOTION

WTRV (TV) Asbury Park, N. J., reported last week it has distributed about 28,500 promotional pieces in the last six months to help some 30 tv set manufacturers and about 400 dealers in conversion of tv sets to receive the newly-opened ch. 58 station. Promotional material included some 15,000 brochures, 1,500 circular window streamers, 1,000 reprints of newspaper ads, 5,000 showroom cards and 2,000 WTRV test pattern pictures.

'PASS THE AMMUNITION'

THE FAMOUS "Nine O'Clock Gun" of Vancouver, B. C., which booms out each evening at that time, was nearly silenced recently by economy-minded Ottawa. It was estimated that savings in gunpowder would be about $1,000. Citizens insisted that the well-known time signal stay. Bill Rea, owner-manager, CKNW New Westminster, B. C., wired Vancouver's Mayor Fred Hume and offered to buy the gunpowder to keep the gun booming for tourists and citizens during 1954.

WORD PUBLIC SERVICE

WORD Spartanburg provides the S. C. Junior Chamber of Commerce with 30 minutes free radio time as a public service Thursday nights for the Jaycee Forum, a discussion program designed to better acquaint the people of the Spartanburg area with problems and current issues. The entire responsibility for the program rests with the Jaycees and the only station requirement is that topics be of general public interest and not just subjects which the Jaycees or any other single group may want discussed.

'ANSWER MAN' SERIES

THE Arkansas Dept. of Publicity and Information is producing a series of 15-minute tape-recorded programs titled The Arkansas Answer

Promotion Plus

AS A PROMOTION for the fifth anniversary of KAAA Red Wing, Minn., H. D. Cory, the station's promotion manager, sold and laid out advertising and wrote ad copy for a 12-page newspaper section on the event which he then turned over to the competing Daily Republican Eagle of that city. Besides cementing relations with the newspaper, the promotion resulted in some long term contracts for the station, according to Mr. Cory.

MATCH GUESSING CONTEST

ENTRIES totaling 26,257 were received by WSAZ-TV Huntington, W. Va., in a six-week contest conducted for the children's audience on that station's Old Timer program (Mon.-Fri., 5-5:30 p.m.). A Huffy bicycle, donated by the Cran's Supply Co., was given each week to the child who came closest to guessing the correct number of matches in a jar. More than one-third of the entries came from Ohio, Kentucky and Virginia.

KWKW SPANISH PROGRAMS

SPANISH-speaking market of Los Angeles area is second only to Mexico City, KWKW-AM-FM Pasadena, Calif., reminds advertisers and agencies in a promotional brochure. The station, which daily features 9½ hours of Spanish language broadcasts, points to 500,000 Latin American residents in the region and cites a letter from the Pabst Brewing Co., L. A. (Eastside Beer), expressing pleasure over results of KWKW programming.

COLLEGE PROGRAM EXTENDED

WEEKLY five-minute segment, Salute to Women's Colleges, is being incorporated into a 15-minute public service series, Neighborhood Hour, on WOPA Oak Park, Ill. Individual member colleges have prepared tape recordings to explain their inducements for prospective students and parents. Program highlights west suburban organizations and their activities, Mon. through Fri. at 10:05 a.m. Among the colleges scheduled thus far are Vassar, Barnard, Wells, Wheaton and Wilson.

KTTV (TV) REVIEWS PAST

NOSTALGIA reigns on new weekly KTTV (TV) Hollywood Flashback program, on which host Paul Coates shows newscast clips of a significant events of the past and comments on fashions, movies, news highlights, sports and thinking of a period in the past. The program also features an interview by Mr. Coates of a participant in some important event. In the first program viewers saw the world of 1929, with inauguration of President Hoover, that year's Indianapolis Auto Race, the world-circling trip of the Graf Zeppelin and George E. C. Fryer, former mayor of Los Angeles, told about Southern California's problems of 25 years ago.
NEW GABRIEL COSECANT UHF TRANSMITTING ANTENNA

NO DE-ICING NECESSARY

FEATUREING NULL FILL-IN

ADJUSTABLE BEAM TILT

TWO MODELS AVAILABLE FOR EACH CHANNEL

*ACTUAL INSTALLATIONS PROVE OUTSTANDING PERFORMANCE*


For Complete Information, Write For Bulletin TV-100

GABRIEL ELECTRONICS DIVISION
(Formerly Workshop Assoc. Div.)
Endicott Street, Norwood, Mass.
Ad Council Channels
$5 Million for Schools

AMERICAN business, through the Advertising Council, will contribute about $5 million worth of advertising time and space to the Better Schools project conducted by the Council in behalf of the National Citizens Commission for the Public Schools, it was reported last week by Felix W. Coste, volunteer coordinator of the Council's Better Schools campaign.

Mr. Coste, vice president of the Coca-Cola Co., made this estimate last Tuesday in Atlantic City when accepting for the Council an award from 11 educational groups. He added that since 1947, U. S. business and advertising already have donated some $14 million in time and space to the schools project. Mr. Coste paid special tribute to the volunteer advertising agency, Benton & Bowles, which has created the advertising materials for the campaign since its inception.

Radio, TV Networks Assisting
In Brotherhood Week

RADIO and television networks are cooperating with the National Conference of Christians and Jews in observance of Brotherhood Week Feb. 21-28 by scheduling special radio and tv programs and spot announcements.

On radio, ABC, CBS and NBC have scheduled special half-hour dramatic programs pointing up the importance of brotherhood and Mutual will present two such shows during the week. Stations also have pledged use of spot announcements by entertainment personalities and others. Television cooperation by networks will be by "integration" of messages on many network television shows, in addition to use of numerous filmed spot announcements.

YMCA Lauds Radio-Tv
For 'Week' Promotion

ADVERTISERS, network, station personnel and performers in both radio and television combined to give the National Council of Young Men's Christian Assns. the "most effective campaign in its history" during the recently-celebrated national YMCA week, it has been reported by Henriette K. Harrison, radio and tv consultant to the National Council of Young Men's Christian Assns.

Sponsors who cooperated in the campaign were said to include U. S. Steel, Quaker Oats, Assn. of American Railroads, Auto-Lite, Firestone Tire & Rubber Co., duPont, Hallmark, Continental Baking Co., Armstrong Cork Co., etc.

Record Donation

FREE air time donated by WCBS-TV New York during 1953 to charitable, governmental and other non-profit organizations was worth nearly $1.7 million in terms of the station's 1953 rate card, according to Clarence Worden, the station's director of public service and educational programs. In his annual report on the station's public service activities, Mr. Worden told the listeners of his program, "Operation Honesty," that one program "set a new record high for WCBS-TV. He said programs and announcements presented in behalf of charitable organizations amounted to $949,656; governmental organizations, $590,284, and miscellaneous organizations, $143,434.


KABC Fosters Harmony

PROMOTION of harmony and cooperation among various Los Angeles racial and religious groups is aim of weekly half hour Brotherhood at Work on KABC Hollywood, produced with cooperation of National Council of Christians and Jews, under direction of Los Angeles Community Service Organizations' Radio Committee.

First half of program each week features different radio, motion picture or tv star relating true incident in field of human relations. Second half is devoted to round table discussion on topic.

‘Operation Honesty’ on KLMS

KLMS Lincoln, Neb., has joined forces with many Nebraska business and women's organizations to promote Gov. Robert Croby's "Operation Honesty" campaign. KLMS' Carolyn Callig will carry the project, designed to help tax-troubled citizens alleviate their problems by recording honest evaluations.

Covers Benefit Tourney

KFBM-TV San Diego, Calif., combined public service with news coverage in televising the $15,000 San Diego Open Golf Tournament. As special guests, two youngsters from the local Children's Hospital acted as princes and princess of the event and all proceeds of the tourney were turned over to the hospital.

L. A. Juvenile Plan

PROPOSALS to fight juvenile delinquency were presented to a recent meeting of city, county and private agency officials on youth problems by Mayor Norris Poulson of Los Angeles. The proposals followed a three-month series of in-the-field interviews by George Putnam, KTTV (TV) news commentator, with gang members, their parents, various government and private youth groups, and others.

*WPEN Donates Equipment

EQUIPMENT for televised teaching of surgical and medical procedures at the Philadelphia College of Osteopathy, Philadelphia, was dedicated at the annual Founders Day celebration. It was donated by William Sylk, president of WPEN Philadelphia, and Harry S. Sylk, chairman of a hospital committee. The new installation employs a small closed circuit television system in combination with a built-in multiple-outlet signal distribution network. It was completed by RCA.
As a trained newsman, CAN YOU TELL THE CHIEF DIFFERENCE AMONG THESE?

Each of the four subjects pictured has to do with the flow of traffic—in four different, competitive forms of transportation.

Actually, the chief difference among these—aside from their physical form—is that only one is paid for and maintained completely by the carrier that uses it.

The others are built and maintained largely out of public funds—out of taxes collected at federal, state and local levels—as well as from disproportionate charges levied on the individual motorist.

In other words, only the railroad yard—like all railroad installations—doesn't cost the taxpayer money; isn't "donated" out of public funds for the benefit of companies being operated for private profit.

The taxpayer obviously would get a better break if all forms of transportation paid adequate user-charges for their use of publicly provided facilities—and the public would be better served if all forms of transportation provided only those services which their customers (not the taxpayers) paid for.

This would not only ease the burden on the taxpayer but, by putting all carriers on an equal competitive basis, could be expected to result in the kind of service improvements which free and equal competition has traditionally brought about...Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, New York.
Station Authorizations, Applications
(As Compiled by B & T)
Feb. 11 through Feb. 17
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations
As of Jan. 31, 1954 *

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,508</td>
<td>527</td>
</tr>
<tr>
<td>CPs on air</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>CPS not on air</td>
<td>159</td>
<td>19</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,587</td>
<td>545</td>
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<tr>
<td>Total authorized</td>
<td>2,644</td>
<td>574</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>132</td>
<td></td>
</tr>
<tr>
<td>New station requests</td>
<td>165</td>
<td>4</td>
</tr>
<tr>
<td>Facilities change request</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>769</td>
<td>134</td>
</tr>
<tr>
<td>Licenses deleted on Jan.</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>CPS deleted in Jan.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Does not include noncommercial educational fm and tv stations.**

*Authorized to operate commercially.

Am and Fm Summary through Feb. 17

<table>
<thead>
<tr>
<th>On Air Licensed CPs</th>
<th>Ing</th>
<th>Ing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appls. In Pend. Hearing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am</td>
<td>2,531</td>
<td>2,516</td>
</tr>
<tr>
<td>FM</td>
<td>566</td>
<td>523</td>
</tr>
</tbody>
</table>

| Am License CPs | 143 | 165 |
| FM | 47 | 43 |

Television Station Grants and Applications Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>vhf</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.:</td>
</tr>
<tr>
<td>Commercial on air</td>
</tr>
<tr>
<td>Non-commercial on air</td>
</tr>
<tr>
<td>Applications filed since April 14, 1952:</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Amend. vhf</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Note:** Amended processing procedures and revised criteria for allotment of only those cities with contested applications are now in effect (B&T, Oct. 26).

**APPLICATIONS OF FCC NEW TV STATIONS**

**GRANTS**

Modesto, Calif.—KTRB Bestg. Co. (KTRB) granted vhf ch. 14 (370-476 mc); ERP 24.6 kw visual and 11 kw sural; antenna height above average terrain 348 ft., above ground 348 ft. Estimated construction cost $480,000, first year operating cost $250,000, revenue $410,000. Post office address Bix 350. Studio and transmitter atop rice mill building, 68.5 ft. Estimated construction cost $175,826, first year operating cost $149,460, revenue unknown. Post office address Box 343. Studio and transmitter atop riverfront office building, 68.5 ft. Estimated construction cost $114,524, first year operating cost $93,000, revenue $137,000. Post office address Box 284. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $340,000, first year operating cost $215,000, revenue $290,000. Post office address Box 350.

Stockton, Calif.—Radio Diablo Inc., granted vhf ch. 12 (210-216 mc); ERP 156 kw visual, 7 kw sural; antenna height above average terrain 318 ft., above ground 318 ft. Estimated construction cost $150,000, first year operating cost $110,000, revenue $140,000. Post office address Box 3. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $84,524, first year operating cost $55,000, revenue $70,000. Post office address Box 1. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $95,000, first year operating cost $65,000, revenue $85,000. Post office address Box 2.

Clarksburg, W. Va.—Ohio Valley Bestg. Corp. (WVBLK), granted vhf ch. 12 (216-211 mc); ERP 2.4 kw visual, 1 kw sural; antenna height above average terrain 476 ft., above ground 476 ft. Estimated construction cost $150,000, first year operating cost $125,000, revenue $160,000. Post office address Box 100. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $95,000, first year operating cost $65,000, revenue $85,000. Post office address Box 2.

**APPLICATIONS**

Oakland, Calif.—San Francisco-Oakland TV Inc. vhf ch. 2 (54-56 mc); ERP 100 kw visual, 7 kw sural; antenna height above average terrain 774 ft., above ground 774 ft. Estimated construction cost $1,000,000, first year operating cost $750,000, revenue $1,000,000. Post office address Box 500. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $450,000, first year operating cost $375,000, revenue $500,000. Post office address Box 100. Studio and transmitter atop downtown office building, 68.5 ft. Estimated construction cost $1,000,000, first year operating cost $750,000, revenue $1,000,000. Post office address Box 2.

Memphis, Tenn.—Memphis Community TV Foundation, noncommercial educational vhf ch. 10. Estimated kw visual 4.5 kw video; antenna height above average terrain 390 ft., above ground 390 ft. Estimated construction cost $277,000, first year operating cost $203,000, revenue $250,000. Post office address Box 700.

401 Georgia Savings Bank Bldg. • Atlanta, Ga., L12036
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted

Help Wanted

Combo announcer, 1st engineers or salesmen. Immediately. Indiana. Box 458C, B-T.

Managerial

Manager wanted for 1000 watt daytime station. All replies send to Box 462C, B-T.

Unusual opportunity for station manager in small midwest location with progressive-expanding network. Will consider a young man with sales experience and will train station from a national policies. Please send full resume of experience, personal background and photo. Box 458C, B-T.

Salaemen


Commercial manager. Unusual opportunity for aggressive reliable energetic sales manager for California network station in one of the larger markets. Good potential in California. Earning limited by your ability only. Send complete information first letter including background, experience, salary expected, availability, phone and record of past billing. Write Box 468C, B-T.

Salesman-announcer. Average to good wages for 30 hour announcing work week. Draw against 100% your sales commission. Good good future as salesman and good sales limited market. Excellent potential on protected accounts. Prefer homeowners. Box 456C, B-T.

Announcers

Top morning combo with five years experience and 1st ticket. $90.00 for 4 hour week for good producer. WRKJ New York. Give full details of experience. Dependable. Send tape and background. Box 358C, B-T.

A good opportunity for young man good on music shows and news, preferably with small town, small station experience. Must be ready to move up and start assuming responsibility. Good future as growing independent in southeastern Michigan. Box 460C, B-T.


Combo man for one thousand watt network full time and a good one. Age 20-25. Dependable. Send tape and photo to KXIO, Bay City, Texas.

Unusual opportunity for top announcers at two of America's largest stations, KVSN and KGB, and WTXX, New Orleans. KGB has largest independent outlet of any of size independent. WTXX has largest audience of any independent in New Orleans. Minimum $5,000 to five years of commercial broadcasting experience required. Must have a good background in news, disc shows and commercials. Good voice necessary. Send complete resume and photo. Address all inquiries to Tod Storz, KGB, New Orleans, LA 70113.

Help Wanted—(Cont'd)

Majority DJ with combo experience. Largest market. Over $400.00 month guaranteed. Write full details, KSPK, Spokane, Wash.


Announcer with first phone, for concert music station. Send details and audition tape, WCRB, Waltham, Mass.

Experienced announcer, strong on news and commercials. For general staff work on long established network affiliate. Excellent opportunities starting with good salary. Send full bio including pictures and references. Box 311C, B-T.

1 kw independent with topflight staff has immediate opening for good announcer. Modern station, good working conditions, competent crew. Station growing. Opportunity, will consider solid young announcer ready to move up. Send complete film and audio audition. WMNL, Mt. Vernon, III.

Good announcer for southern fulltime station. Station to be on air at March 1st. Monroe, Ga.

Technical

Good experienced combination man. Must have first license. Potential on any job in any medium. Good future in broadcast. Transmitter operator, 60 hrs. Contact Chief Engineer, WGSN, Huntington, Long Island.

Combination wanted. First class license and technical experience required, announcing secondary. Contact Ed Bannoron, WSB, Sumter, S. C.

Combination-announcer-chief engineer, new daytime operation. Good opportunity. Submit details to P. O. Box 1526 or phone 4-5526, Clarksburg, West Virginia.

Production-Programming, Others

Alert producer-director who can handle all phases of hard hitting successful smaller market station. Imagination, experience, willing to work, primary qualifications. Box 464C, B-T.

Television

Help Wanted

Applicant for vhf station in North Carolina is seeking tv trained personnel: Station operations manager, production director, program director, video technicians, camcorder, film cameraman, film production, salesmen, women's director and continuity director. Applications for jobs should be in writing on station letterhead. Send complete brochures including pictures which can be used in credit references, education and marital status. Men and women will be considered for these jobs. Write Box 438C, B-T, immediately.

Announcers

Tv announcer. Only channel in sizeable midwest market. Known network. Experience unnecessary if background good. Send reel tape and photo, resume. Program Director, KVTV, Sioux City, Iowa.

Technical

Several tv engineers will be needed soon for new station, location KFRL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room, WKZ0-TV, Kalamazoo, Michigan.

If you are ready for tv with good radio experience, WOTC-TV, Savannah, Georgia. Excellent opportunity creates new opportunities in television. Write to Kyle E. Goodman, Chief Engineer, WOTC-TV, Savannah, Georgia.

Situations Wanted

Managerial

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, national, regional, personal. Experienced as assistant manager—program director. Some sales experience. Ready on special events and announcing. Interested in station where I can prove my skills. Age 38... Family man. Contact Box 446C, B-T.

Personable engineer in broadcasting since 1928 wants opportunity to manage station and build audience, billings, program network. Proposals invited from all stations, new and old. Box 453C, B-T.

Is your station in the red or is it making the profit it should? Experienced radio-tee manager and advertising man seeing such a challenge either in a tv or radio station or all right. Reply in confidence. P. O. Box 657, Chicago 30, Ill.

Salesmen


Salesman with good record in competitive market wants position in town over 20,000. Box 436C, B-T.


Announcer


Baseball announcer, 7 years experience. Fine voice, best of references. Box 341C, B-T.

Take me out to the ball game! Sportscaster with 4 years experience. Very good baseball, softball and hockey desires baseball play-by-play. Make a hit with this opportunity, give good energetic voice that'll sell product, sport and self. College graduate preferred. Pay negotiable. Send offer. Box 380C, B-T.

Experienced play-by-play and staff man. At present sports director at 5 kw station. Desire good opportunity with reliable organization. College grad, married. Tape and resume on request. Box 311C, B-T.

Play-by-play, 3/4 years experience. Minor league baseball, and or college football, basketball. Excellent sports background. Can deliver. Box 461C. B-T.

Personality announcer; program director, news, sports specialist fourteen years. Available. Box 522C, B-T.


Beginner. Conscientious, all phases control board, third class ticket. Tape, resume. Box 414C, B-T.

Young man, personable, excellent voice, no experience, anxious to become announcer, will relocate. Box 445C, B-T.


Sports announcer—all sports and sales. 29, college, five years experience. Box 448C, B-T.

Sportscaster desires sports berth with progressing network. Seven years of diversified experience. Did live and recreated baseball in Class AA league. Radio-anouncer. References, tapes available. Box 446C, B-T.

Announcer, nine years major market am-tv experience. Versatile, dependable. Box 454C, B-T.

Newman, ten years experience gathering, editing, delivering radio and television news. Excellent on camera delivery. Box 444C, B-T.

Announcer, 29, single, draft exempt, 8 years experience. Metropolitan area news director, program director. Specialty news, DJ shows. Telephone 5-8911, Mason, Georgia. Write Box 458C, B-T.
Self praise stinks! Box 486C, B-T.

Experienced staff announcer, board work, third class ticket, midwest background. Box 486C, B-T.

Competent ... ambitious ... definite asset to your station. Experience in television, promotion, newman wants progressive operation New York, Conn., New Jersey area. Box 486C, B-T.

Announcer, 8 years experience, last 5 present place. Strong on news, music of all types. Deep voice. Available for remote. Will relocate. Box 470C, B-T.

Announcer, 8 years experience, last 5 present place. Strong on news, music of all types. Deep voice. Available for remote. Will relocate. Box 470C, B-T.

Announcer, 8 years experience, last 5 present place. Strong on news, music of all types. Deep voice. Available for remote. Will relocate. Box 470C, B-T.


Announcer, desires to specialize in news, some sports broadcast experience. Married. Veteran. Tape, resume. Box 486C, B-T.

News, sports, special events plus competent staff work by versatile and flexible announcer. Ten years broad experience. Sober family man, 38, seeks permanent opportunity with progressive station. Will relocate. Box 483C, B-T.

Female personaly, warm friendly voice, slight British accent, experienced in news, commercials, control board, office experience, specialize in regional news shows. Great experience in studio, field work. More available. Box 483C, B-T.


Personality announcer, sales, deep voice, sing at the bar. Telephone 768-W, Morganton, N. C.

Technical

Chief engineer, 12 years radio, 10 years broadcast, served as chief & 8 yrs. Am. fm, new construction. (All phases) Worked in West. Will relocate in the south. Married. Box 485C, B-T.

Am-tv engineer. 7 years experience all phases including 50,000 and 1,000,000 watt transmitters. Television experience. Available summer 1954. Resume on request. Box 487C, B-T.

Technician, first phone license. Some experience. East preferred. Box 484C, B-T.

Am or fm engineer desires permanent connection with extensive network station, 1kw up. Box 485C, B-T.

Chief engineer, 1kw 25/4, 8 years broadcast experience. Built two stations ... fair announcer ... wants to relocate Gulf states. Box 485C, B-T.

Engineer, three years experience studio and control work, full station, within 100 miles of New York City. Box 485C, B-T.

Experienced engineer with degree and considerable electronics experience is interested in job with promising future. Knowledge of Spanish and will travel. Box 485C, B-T.

Engineer, Three years broadcast experience. Two years, electronic experience in Army. Desires permanent position with future. Box 487C, B-T.

Engineer: Eighteen years experience construction, maintenance and operation. Prefer chief engineer position with good organization. Will work anywhere. Box 487C, B-T.


Desire studio or transmitter position with radio or tv station. Have first class license. Graduate of D.T.I.'s Chicago lab. Box 485C, B-T.

Situations Wanted—(Cont'd)

Combo-first ticket, two years radio school, one for 200 watt am, DJ, staff, available immediately. Tape, photo, resume. Like classics. Box 485C, B-T.

Will trade first phone, 2 years engineering for producing, or other good opportunity. 3 1/2 years announcing, handled program- ming new station. Box engineer midwest. Col- legiate grad, married. Box 492C, B-T.

First class engineer. Excellent references. Upper Midwest production. Pandell, Route 4, St. James, Minnesota. 8 T 161.


Engineer 1st phone, experienced, am-fm-radio, references, wants answered. Box 71, Passaic, New Jersey.

Production-Programming, Others

Graduate broadcasting school desires opportunity as director-producer, 31, single, ambitious, willing to relocate. Box 485C, B-T.

Photographer. Experienced television newsphotographer. Large time motion pictures, commercial photography for clients, also still for still pictures. Experienced in gathering local newswriters, immediately available. Write Box 456C, B-T.

Program, director-announcer. Age 18 ... family man ... dependable. 3 years experience as program man, farm news ... on street ... radio. Has experience in all phases of programming. Radio & tv. Box 456C, B-T.

Need a right arm? Use mine! Ad agency, publicity, tv production experience. Box 486C, B-T.

Tv or radio—news—sports editor just hung up Marine Corps, correspondent's residence. Wants pistol, with progressive outfit. Before Corps wrote for top northeast. Married, bilingual, journalism, married. Mid-20s, 3 years experience. References. Box 455C, B-T.

Televisery-radioexperienced production, advertising, college graduate. Alice Blinn, WDEC America, Georgia.

Radio-tv: Newcaster-analyst. DJ, 24-11 rating. 11 years southwest and west coast. Three as pd. Two as combat correspondent. Two years net- work. College. Salesmanship, Jim Creed, 1502 South Highland Ave., Los Angeles 19, California.

Webster 0823.

Continuity writer with programming and commercial experience available immediately. Fa- miliar with writing traffic sheets and produc- tion continuity co-ordination. Has 300 hours ex- perience in writing and production. Single, mo- ture, unencumbered, willing to go where oppor- tunity presents itself. Also write copy for various woman's clubs, children's programs for radio or television production and direction, contract. Box 203, BSE Degree, Box 203, BSE Degree, 1st class engineer, 1502 California.

Television

Managerial

Relocation advisable for economy-minded, na- tionally respected manager because of tv merger. New York area preferred. Two years on ground. Not above accepting less capacity with good organization. Assistant manager position with larger operation. Permanency prime requisite. Box 477C, B-T.

Tv-trouble shooter. Present general and com- mercial manager, experienced all phases of uh-fvhf. Present income $850 B-T.

General sales manager, tv or dual tv opera- tion, impressed. Box manager of large am- station and of country's largest tv stations in highly competitive market. Adequate reason for being available. Box 442C, B-T.

Tv commercial or assistant manager. Experi- enced production and sales phases 2 1/2 years vhf. Helped launch successful uhf station as com- mercial manager in market. Presently employed. Box 490C, B-T.

Salesmen

Salesman available. Presently top-billing account executive, large chain of single stations. Covers all phases station operation. Young family man. Box 465C, B-T.

Technical

Tv chief engineer with BSEE Degree, six years' tv experience and fifteen years' radio experience, seeking position as engineer-manager. West. For further information write or wire Chicago.
Help Wanted—(Cont’d)

Production-Programming, Others

NEWS DIRECTOR WANTED

50,000 watt Miami CBS outlet has opening for high caliber news director. Must have authoritative news delivery, news sense and ability to re-write local and wire news. Previous executive ability considered. Send references and auditin and other pertinent information to

W G B S
1605 Biscayne Boulevard
Miami, Florida

Television

For Sale—(Cont’d)

Dumitria, new. E. V. O'Dowd, Riverside Hotel, Reno, Nevada.

Newest space-saving workbench, 48" x 24" x 33" completely equipped, shipped FOB knocked down, minutes assembled, only $9.95; Roltemel, Palatka, Florida.

Call letter: specialties—money getting promotions! Write RA-TEl, Box 710, Huntsville, Ala.

Composite 250 watt transmitter. Ideal for console use. Make offer. Box 736, Santa Maria, California.

Wanted to Buy

Stations

Will trade new remote control system for share in your station. Write Box 438C, BT.

Small or medium market am station, day or full-time. Send particulars first letter. Information held in confidence. Box 497C, BT.

Equipment, etc.

Used 1 to 3 kw fm transmitter with frequency monitor, 4 dounouts. State lowest price in first letter. Box 457C, BT.

Modulation and frequency deviation monitors must be FCC approved and adaptable to 1270 kilocycle operation. Send complete information to Robert J. Sinnett, Radio Station WHSF, Rock Island, Illinois.

Used recording equipment. Will offer highest trade on new equipment. Commercial Electronic Service, 2609 Olive Street, St. Louis 3, Mo.

Miscellaneous


Help Wanted

Salesman

BROADCAST-COMMUNICATIONS SALES ENGINEERS

Major manufacturer of broadcast, communications and electronic equipment has excellent opportunities for two broadcast field sales engineers to work from New York and Dallas offices. Qualifications must include experience in selling broadcast or communications equipment. Send complete personal resume including experience and salary requirements to the nearest regional office below.

COLLINS RADIO CO.

W. A. Retrude
1800 Washington St.
New York 9, N. Y.

T. W. Sharp
1801 Hi-Sike Dr.
Dallas 5, Texas

SALESMAN

Aggressive, top man, who can sell in a tough market. Must be good. Top salary, plus commission. Forward background, references, etc., to Box 475C, BT.

Help Wanted—(Cont’d)

Situation Wanted

Television

25 YEAR VETERAN BROADCASTING BUSINESS

Currently General Manager of TV and AM operation in major market with 3 VHF stations. Put TV in black in 6 weeks. Well known at top level in all phases of broadcasting. Wish to make change for personal reasons. Can take over full responsibility for building TV station from scratch. Excellent references. Available for personal interview, Box 471C, BT.

ATTENTION TV STATION MANAGERS

Do you want a smooth running professional operation? Three engineers with five years experience in every phase of TV operation available at major metropolitan station, available for one week extensive training program for your crew in your new TV station. Will train them in all phases of TV operation. Write Box 474C, BT for information.

Miscellaneous

FOR THE RECORD

(Continued from page 100)

Post office address 258 Jefferson Ave., Memphis. Studio location 30 & Madison, Memphis. Transmitter location 4th & Jefferson, Memphis. Geographic coordinates 35° 09' 41" N. Lat., 90° 00' 00" W. Long. GE Bulletin G561; antenna RCA. Legal counsel Robert W. Pharr, Memphis. Consulting engineer George C. Davis, Washington. Principals include President Jules Beasley Bondurant, armed motor service transportation; Peyton Nalle Rhodes, president Southwestern at Memphis; James E. M. Bondurant, president Memphis State College; Brother H. Richard, president Christian Brothers College; and Frank Lester Roberts, associate dean of Tenn., and Mobil Freeman Price, president of LaMoyne College. Filed Feb. 11.

APPLICATIONS AMENDED

Washington, D. C.—United Broadcast Co. (WOOD) amends bid for new station on uhf ch. 50 to change ERP to 25.5 kw visual and 13 kw aural. Filed Feb. 11.

Daytona Beach, Fla.—Telrad Inc. (WMFJ) amends bid for new station on uhf ch. 2 to change ERP to 1.25 kw visual and 7 kw aural. Filed Feb. 11.

Omaha, Neb.—Herald Corp. amends bid for new tv station on vhf ch. 4 to change ERP to 1.25 kw visual and 72 kw aural. Filed Feb. 11.

Lack Haven, Pa.—Lock Haven Broadcast Co. (WPZB) amends bid for new station on uhf ch. 31 to change name to Lock Haven TV Corp. Filed Feb. 11.
Applications Dismissed


Modesto, Calif. — Ralph M. Brown, FCC dismissed bid for new tv station on ch. 12 at request of attorney. Dismissed Feb. 16.


Miami, Fla. — Mel Foster-Harold Hoersch, FCC dismissed application for permission to operate new tv station on ch. 4 at request of attorney. Dismissed Feb. 16.


Tulsa, Okla. — Fray TV Co. FCC dismissed bid for new tv station on ch. 2 at request of applicant. Dismissed Feb. 18.


Existing Tv Stations

Applications By FCC

KFMB-TV San Diego, Calif. — Warner-Alvarez Broadcasting Inc. granted license to operate UHF station at 119.5 km visual, 152 km audio; antenna height above average terrain 700 ft. Granted Feb. 11; announced Feb. 20.

WRD-TV Augusta, Ga. — Radio Augusta Inc. granted license to operate UHF station for the period ending May 15. Granted Feb. 16; announced Feb. 16.

KFMB-TV San Diego, Calif. — Herald Pub. Co. granted modification of CP for vhf ch. 10 to change transmitter location to intersection of Greenwood Drive & Stewart St., near Albany, N.Y. In lieu of Albany city limits; change ERP to 93.5 kw visual, 45.5 kw audio; antenna height above average terrain 380 ft. Granted Feb. 16; announced Feb. 17.


WZMC-TV Memphis, Tenn. — L. B. Landford, et al d/b/a as Calcasieu Bestg. Co. granted modification of CP for vhf ch. 10 to change transmitter and transmitter-projection line to 382 Division St.; change ERP to 92.5 kw visual, 39.5 kw audio; antenna height above average terrain 460 ft. Granted Feb. 9; announced Feb. 16.

WPXM-FM Jamestown, N. Y. — James Bestg. Co. granted modification of CP for uhf ch. 58 to change transmitter to 2.5 miles north of Jamestown; change ERP from 67 kw visual, 38.3 kw audio; antenna height above average terrain 500 ft. Granted Feb. 12; announced Feb. 16.


WDAM-Tv Superior, Wis. — WDWM TV Co. granted sta to operate commercially on vhf ch. 10 for the period ending June 14. Granted Feb. 16; announced Feb. 16.

Applications By FCC

WPMT (TV) Portland, Me. — Portland Telecast- ing Corp. granted license to operate vhf ch. 53 to change ERP to 17.28 kw visual, 10.65 kw audio; antenna height above average terrain 287 ft. Granted Feb. 9; announced Feb. 16.

KHOL-TV Holden, Neb. — Bi-States Co. seeks modification of CP for vhf ch. 25 to change ERP to 271.8 kw visual and 163.5 kw audio. Filed Feb. 12.

WTSV-TV Zaneville, Ohio — Southeast Ohio Te System seeks modification of CP for uhf ch.

New Am Stations

Applications By FCC

Redding, Calif. — Irving James Schwartz, William Steiner & Stewart R. D. Brown proposed to operate a Capitol Radio Enterprises (KGMS Sacramento), granted license to operate, estimated construction cost $12,001,12, first operating license granted to C. Joseph Christal; in general, partnership are employees of KGMS. Post office address c/o Irving J. Schwartz, KGMS Hotel Senator, Sacramento, Calif. Granted Feb. 17.

Calif. — VALR Inc., granted 1400 kw, unlimited. Estimated construction cost $81,998.86. First year operating revenue $119,000, revenue $65,000. Principals are President Rowland H. White (80%), Vice President Alice C. White (20%) in KCNO Alturas, Calif.; Royd M. Wilson (19%), Alturas attorney, and Joan R. Wilson (11%). Post office address KCNO Alturas, Calif. Granted Feb. 17.

Southbridge, Mass. — James W. Miller, granted 1150 kw, 250 kw day, unlimited. Estimated construction cost $11,000, first year operating revenue $40,000, revenue $56,000. Mr. Miller is owner of J. W. Miller Co., manufacturers and campaings for radio stations, and president-50% owner of Owings House, food and household furnishings. Post office address 49 Broad St., Southbridge, Mass. Granted Feb. 17.


Hobbs, N. M. — Lloyd Hawkins and Ted Law- son granted 1250 kw, 1 kw daytime. Estimated construction cost $15,715, first year operating revenue $60,000, revenue $11,000. Principals in partnership are Mr. and Mrs. Hawkins (50%), department store employer. Granted Feb. 17.

Martinsburg, Pa. — Carl W. Kenstager and Rob- ert E. Crain granted 1250 kw, 55 kw nighttime, unlimited. Estimated construction cost $3,330, first year operating revenue $50,000. Each partner is owner of Crain Sales and service of farm machinery and Meredith is executive officer. Post office address D. R. #1, Roaring Spring, Pa. Granted Feb. 17.

Applications By FCC


Manchester, Conn. — John Deme d/b/a as Man- chester Enterprises granted 55 kw, 50 kw nighttime. Post office address R. D. #1, Box 43, Voluntown, Conn. Estimated construction cost $1,900, first year operating revenue $56,000, revenue $65,000. Mr. Deme is former president-general manager of WJIT Hartford. Granted Feb. 17.


Existing Am Stations

Applications By FCC

WMFY Fl. Myers, Fla. — Robert Heckler granted license to operate 5 kw 1 kw daytime, 1 kw daynight, 1 kw daynight, 1 kw daynight, unlimited. Granted Feb. 16.


KWRC Forest Grove, Ore. — Irving V. Schmidke granted authority to remain silent for period of 90 days from Feb. 1. Granted Feb. 16; announced Feb. 16.

WDAS Philadelphia, Pa. — Max M. Leon Inc. granted license to change from 1600 kw, 250 kw unlimited to 1400 kw, 1400 kw unlimited. Granted Feb. 16.

WALY Blackstone, Va. — Blackstone Bestg. Corp. granted authority to have regular sign-off day 7:30 p.m. During the month of May. Granted Feb. 9; announced Feb. 16.

Applications By FCC

WLBN Lebanon, Ky. — Lebanon-Springfield Bestg. Co. seeks CP to increase power from 500 kw to 1000 kw. Granted Feb. 20.

KGSM Ste. Genevieve, Mo. — Boone Enterprises granted license to change from 500 kw, unlimited to 500 kw, unlimited. Granted Feb. 22.

AFCN Baltimore, Md. — Charles E. Royer granted license to change from 250 kw, unlimited to 30 kw, unlimited. Granted Feb. 16.

Applications By FCC

KXQFM-FM Anchorage, Alaska — Keith Capper, former president general manager of KQX Anchorage granted to cancel license and delete station on ch. 27. Denied Feb. 12.

KDFM (FM) Ft. Dodge, Iowa — Northwest最好ng Co. granted request to cancel license and delete station on ch. 27. Denied Feb. 12.

Ownership Changes

Applications By FCC

KWYR Anchorage, Alaska — Keith Capper, former president, general manager of KQX Anchorage granted to cancel license by court order to Jack H. White, Receiver. Denied Feb. 12.

WENM-TV Bay City, Mich. — North Eastern Multistations Corp. granted license to operate the WENM Bestg. Co. (WABG) through purchase of 66% interest from James Gerity Jr., for $320,000. Mr. Gerity is sole owner WABG. Granted Feb. 10.

February 22, 1954 — Page 105
APPLICATIONS
KDDK Clinton, KOKO Warrensburg, Mo.—(Ch. 8) K BITX, Co. granted voluntary relinquishment of control by David M. Segal through reassignment of 2% interest to Lee E. and Jeanne F. Baker. No consideration involved. Mr. Baker will now own 50%. B. and J. F. Baker will own 50%. Granted Feb. 12.

KQXW Santa Fe de New Mexico Radio, Co. seeks involuntary assignment of license to Meta C. Mattley, successor of the estate of James L. Mattley (99.5%), deceased; Guy Marchetti, Fred Marchetti, Reno Marchetti, Umbrt Cantelmi, Julian Cantelmi and Harold Brown d/b/a as MarMat Radio Co. Filed Feb. 5.


WDAX Columbus, Ga.—Radio Columbus Inc. seeks voluntary assignment of license from Alabama corporation to Georgia corporation of the same name. Filed Feb. 11.

KAUM Agana, Guam—Guam seeks voluntary relinquishment of control by Harry M. Engel Jr. through sale of additional stock. Principals will now include Harry M. Engel Jr. (45.5%); Treasurer Phil Berg (45.5%); Secretary William R. Burke (4%), attorney, and John P. Hearne (5%), secretary-stub stockholder KAPY-AM-TV Bakersfield and KBCE-FM (61% stockholder) KVEN Ventura, Calif. Filed Feb. 4.

WLS Chicago, Ill.—Agricultural Bstg., Co., American Bstg.—Paramount Theatres Inc. seeks assignment of interest in newly formed merger corporation WLS Inc. Each will have 50% interest. Principals include President Louis B. Keeler, Vice President James S. Howard; 2nd Vice President Arthur M. Harre, and Treasurer Harry S. Gerfeld (See B-T, Feb. 9). Filed Feb. 12.

WGzy Ind., Ind.—WGZY Inc. seeks voluntary transfer of control to George M. Whitney & Carole Whitney as Joint Managing Bstg.; 2nd Vice President Arthur M. Harre, and Treasurer Harry S. Gerfeld (See B-T, Feb. 9). Filed Feb. 12.

WRUW Atlanta, Ga.—WFBA d/b/a as The Bible Broadcasting Station for fun time only. Established Feb. 14, 1953. Filed Feb. 5.

KDLH Faribault, Minn.—Herbert H. Lee, Palm City, Fla., and Mrs. J. Lee, d/b/a as KDLH FARIBAULT. Co. seek voluntary assignment to Palmer Dragsten and John E. Hyde Jr. through purchase of remaining ½ partnership interest from Herbert H. Lee for $54,000. Messrs. Hyde and Dragsten will now each own 50% interest. Filed Feb. 12.

KTRK Rolla, KSMM Salem, Mo.—Luther W. Martin, Sr., and Martin M. Mitchell d/b/a as "Show-Me" Bstg. Co. seek voluntary relinquishment of interest to Luther W. Martin and Martin M. Mitchell d/b/a as "Show-Me" Bstg. Co. Filed Feb. 12. Remaining ½ interest from Wilson E. Burkhead for $30,000. Applicants will now each own 50% interest. Filed Feb. 8.


WXEL (TV) Cleveland, Ohio; KPTV (TV) Portland, Ore.—Commission grants transfer of control to Stronger Bstg. Co. for $8.5 million. Bstg. Co. has option to purchase WSPD-AM-FM-TV Toledo, KGMA-AM-FM-TV Atlanta, WHBC-AM-TV Birmingham, KGBC-AM-TV Miami and WVV-A-AM-FM Wheeling, W. Va. Stronger proposes operation of new outlets and has petitioned FCC to permit temporary operation on ch. 27 (KPTV) until settlement of multiple ownership rule (see B-T, Feb. 15). Filed Feb. 11.

Hearing Cases...

INITIAL DECISIONS

Mobile, Ala.—New tv ch. 5. FCC hearing examiner's recommendation that initial decision looking toward grant of applications of Mobile Bstg. Co. & Eastern, for a construction permit for new tv station on ch. 5 in Mobile, Ala., and denial of the competing application of WKBV-TV Inc., for competitors permit for new tv station on ch. 5 in Mobile, Ala. Filed Feb. 12.

Buffalo, N.Y.—New tv ch. 2. FCC hearing examiner's recommendation that initial decision looking toward grant of applications of Niagara Falls Bstg. Corp., for a construction permit for new tv station in Buffalo, N.Y., and grant on ch. 2, engineering condition and sub- ject to the condition that the grant is without prejudice and the Commission will take with respect to any future application which is subsequently made from Nov. 2, 1953, between Niagara Falls Gazette Publishing Co., Inc., and Lee J. Fitzpatrick and I. H. Loukens (sole stockholders of WKBV Broadcasting Corp.). Action Feb. 15.

OTHER ACTIONS

KIFY Phoenix, Ariz.—Western Bstg., Co. FCC granted a hearing for application to change operation on 860 kc, 1 kw, from day only to unlim. time, DA-2, Action Feb. 17.

KXNO Saint Bernardino, Calif.—Western Em-pire Bstg., Inc., granted request to change call letters from KXNO to KEKA (formerly used in Los Angeles). The Commission feels that conclusion to people living within the service area of San Bernardino and Angeles counties may result if such a change is made. Action Feb. 17.

Chicago, Ill.—In view of the decision by the U. S. Court of Appeals for the 7th Circuit, in an order, (1) vacated that portion of its memorandum opinion and order of Feb. 3, 1954, which finalized a show cause order reopening of tv station WKBH (now WBMB-TV) to provide for opera- tion on ch. 5, in Chicago, Ill., and which also dismissed the application of station WKBH for a construction permit on ch. 5 in Chicago, and, accordingly, (2) reinstated Zenith's application and proceeding the show cause proceeding with respect to ch. 2 in Chicago from December 1953 and assigned it a new docket number. Also, the Commission is advis- ing Zenith that its application for new tv sta- tion, and is advising Columbia Bstg. System that it is asserting the right to file a letter of protest within the 30 day period of filing the application by WKBH, both for ch. 2, indicate necessity of a hearing. Action Feb. 11.

Relative Beloit, Wis.—FCC granted an application for extension of authority for one year beginning Mar. 15, 1954, for an station to program to CKLW Windsor, Ontario, and stations of the Canadian Broadcasting Corporation and Canadian Minister of Transport. Action Feb. 17.


KSPI Stillwater, Okla.—Stillwater Pub. Co. FCC designated for hearing application to change properties of station KSPI to 5 kw, 1000, 20 kw, unlimited, and made KHDK Muskogee, Okla., a party to this proceeding. Action Feb. 17.

Bakke, Va.—Vhf ch. 7 proceeding. By order, the Commission designated World-Wide Corp. for review and reversal of a hear- ing examiner's ruling and order and its request for oral argument thereon, and (2) a motion to enlarge the issue in the hearing on applications by Times-World and Radio Tampa Inc., for new tv station to Co. City, Fla., and WMAN, Va. Commissioner Hartley issued a concurring memorandum opinion on Feb. 13.

Lawton, Okla.—Phil Bird, FCC designated for hearing application to change properties of station KLLO to 1000 kw, 1 kw, unlimited. Action Feb. 17.

Milwaukee, Wis.—VHF ch. 12 proceeding. By order, the Commission designated WITI Channel 28 by Milwaukee Area Telecasting Corp., for new tv station in Mil- waukee, Wisconsin, for a construction permit by Milwaukee Telecasting System Inc. Milwaukee Bstg. Corp., Milwaukee Telecasting Corp., and Roeper Telecasting Corp., are competing applicants. By order, the Commission granted request of Wisconsin Broadcasting System to delete from issue No. 1 above-mentioned proceeding all references to that company, subject to engineering condition. Action Feb. 12.


MANZANILLO, Col.—Colombia, Ltd. (sole stockholders of WGBS Broadcasting Corp.) Action Feb. 15.

NARBA NOTIFICATIONS

FCC has issued the following changes, proposed channel changes and dispositions in the assignments of foreign broadcast stations following notification by the respective foreign governments of the North American Regional Broadcast Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

WXXZ Change List No. 16—Dec. 15, 1953

WBKZ Springfield, I l a. 250,000 w unlimited.

XCEF Chicago, Ill. 300,000 w unlimited.

WCEZ Chicago, Ill. 250,000 w unlimited.

XEGZ Los Angeles, Calif. Unlimited.

XEGZ Chicago, Ill. Unlimited.

XEGZ Santa Fe de New Mexico Unlimited.

XEGZ Portland, Ore. Unlimited.

XEGZ New York, N.Y. Unlimited.

VILLAROBOSA, Tabaco, 1 kw, unlimited.

XCMTK Arecibo, P.R. Unlimited.

XCMTK San Juan, P.R. Unlimited.

XCEMG San Juan, P.R. Unlimited.

XCEMG Mayaguez, P.R. Unlimited.

Cocula, Panama Unlimited.

CORAL, Panama Unlimited.

KMMO Guayaquil Unlimited.

KMMO Guayaquil Unlimited.

KMMO Guayaquil Unlimited.

KMMO Guayaquil Unlimited.

KMMO Guayaquil Unlimited.

KMMO Guayaquil Unlimited.

FOR THE RECORD

ARE YOU LOOKING FOR A SWEETHEART

RECORDED

KITTY KALLEN Decca

MCGUIRE SISTERS Coral

THE CRICKETS Jay-Dee

PUBLISHED BY

CALVERT PUBLISHING CO.
February 12 Applications  
ACCEPTED FOR FILING

By Hearing Examiner Fannie N. Litvin

Granted petition of Arkansaw Telecasters Inc., applicant for ch. 11 in North Little Rock, Ark., for continued case and denial of unlimited.

February 12 Applications


Modification of CP

KAMD Camden, Ark., Camden Radio Inc. — Modification of construction permit (BP-9043) which authorized changes for extension of the antenna system (increase in height for extension of construction and completion date (BRM-6428).

KRMI Henderson, Nev., Maritz Zeno — Modification of construction permit (BP-8678) as modified, which authorized new standard broadcast station for extension of completion date (BRM-6430).

WPBC Greenville, S. C., Carolina Television Inc. — Modification of license to change name of applicant to WMRE Inc. (BML-3577).

Kylv Cleveland, Tex., Harvard Baily — License to construct permit (BP-8296) which authorized a new standard broadcast station for extension of completion date (BRM-615).

WHEC Martinsville, Va., Mecklenburg Bcstg. Corp. — Modification of construction permit (BP-8966) which authorized a new standard broadcast station for approval of antenna, transmitter and studio location (BRM-6429).

February 13 Applications

ACCEPTED FOR FILING

By WPTF Radio Co., Capitol Bcstg. Co., Raleigh, N. C.—On motion by the examiner, continued ch. 12 from Feb. 11 to March 5, the hearing in ch. 5 (Docket 10681-62).

By Hearing Examiner Elizabeth C. Smith

Loyola University, The Time-Playone Pub. Co., James A. Nee and Co., New Orleans, La.—Granted petitions of applicants for ch. 4, for leave to amend their respective applications in order to incorporate a proposal for color television (Docket 8306 et al.).

By Hearing Examiner H. Gibson Irion

Gulf Coast Bcstg. Co., Baptist General Convention of Tex., Corpus Christi, Tex.—Urging motions of all parties, continued from Feb. 9 to Feb. 15, the hearing in re applications for ch. 6 (Dockets 10595-60).

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Badger TV Co. Madison, Wis.—Denied, order to file, from Feb. 10 to March 15 the time for filing proposed findings in the proceeding re applications for ch. 3 (Docket 8992 and 10641).

By Hearing Examiner Harold L. Schiltz

Granted petition of Niagara Frontier Amuse- ment Corp., applicant for ch. 2 for extension of time to and including Feb. 12, in which to file its proposed findings, notice of corrections to the record and brief in support thereof (Docket 10604); and further order to file on or before Mar. 15 the time for filing proposed findings in the proceeding re applications for ch. 4 (Docket 10659-60).

By Hearing Examiner T. Schiller

Granted petition of Nebraska Frontier Amuse- ment Corp., applicant for ch. 2 for extension of time to and including Feb. 12, in which to file its proposed findings, notice of corrections to the record and brief in support thereof (Docket 10604); and further order to file on or before Mar. 15 the time for filing proposed findings in the proceeding re applications for ch. 4 (Docket 10659-60).

By Hearing Examiner B. L. Smith

Granted petition of Nebraska Frontier Amuse- ment Corp., applicant for ch. 2 for extension of time to and including Feb. 12, in which to file its proposed findings, notice of corrections to the record and brief in support thereof (Docket 10604); and further order to file on or before Mar. 15 the time for filing proposed findings in the proceeding re applications for ch. 4 (Docket 10659-60).

By Hearing Examiner M. L. Smith

Granted petition of Nebraska Frontier Amuse- ment Corp., applicant for ch. 2 for extension of time to and including Feb. 12, in which to file its proposed findings, notice of corrections to the record and brief in support thereof (Docket 10604); and further order to file on or before Mar. 15 the time for filing proposed findings in the proceeding re applications for ch. 4 (Docket 10659-60).
February 16 Decisions

**BROADCAST ACTIONS**

**Actions of Feb. 12**

The following stations were granted mod. CPs for extension of completion dates as shown:

- **KTAC** Tacoma, Wash., Tacoma Bestco Inc. — (BRH-1186).
- **WTMB-FM** Bangor, Me., Murray Carpenter — (BRH-130).
- **WXWN** Burbank, Mass., Middlesex Bestco Corp. — (BRH-660).

**Remote Control**

**WBNR** Newark, N. J., The Board of Education of Newark in the County of Essex — (BRD-22).


**Modification of CP**

**WTAC-TV** Flint, Mich., Trendie-Campbell Bestco. — Mod. of CP (BPCT-990) as mod. which authorized new tv station for extension of completion date to 8-8-54 (BPCT-1849).

**WTYC-TV** Minneapolis, Minn., Minnesota Television Public Service Corp. — Mod. of CP (BPCT-844) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

**WMIN-TV** St. Paul, Minn., WMIN Bestco. — Mod. of CP (BPCT-243) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

**WLOK-TV** Lima, Ohio, WLOK Inc. — Mod. of CP (BPCT-1390) as mod. which authorized new tv station for extension of completion date to 5-14-55 (BMPCT-1851).

**WBHT-TV** Scranton, Pa., Scranton Bestco Inc. — Mod. of CP (BPCT-290) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1851).

**APPLICATION RETURNED**

Myron Jones, Salem, Ohio — Construction permit for new standard broadcast station on 1350 kHz, 1 kw, daytime hours only. Site not specified.

**February 16 Applications**

**ACCEPTED FOR FILING**

**Renewal of License**

**KTAC** Tacoma, Wash., Tacoma Bestco Inc. — (BRH-1186).

**WBTY-FM** Bangor, Me., Murray Carpenter — (BRH-130).

**WXWN** Burbank, Mass., Middlesex Bestco Corp. — (BRH-660).

**Remote Control**

**WBNR** Newark, N. J., The Board of Education of Newark in the County of Essex — (BRD-22).


**Modification of CP**

**WTAC-TV** Flint, Mich., Trendie-Campbell Bestco. — Mod. of CP (BPCT-990) as mod. which authorized new tv station for extension of completion date to 8-8-54 (BPCT-1849).

**WTYC-TV** Minneapolis, Minn., Minnesota Television Public Service Corp. — Mod. of CP (BPCT-844) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

**WMIN-TV** St. Paul, Minn., WMIN Bestco. — Mod. of CP (BPCT-243) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

**WLOK-TV** Lima, Ohio, WLOK Inc. — Mod. of CP (BPCT-1390) as mod. which authorized new tv station for extension of completion date to 5-14-55 (BMPCT-1851).

**APPLICATION RETURNED**

Myron Jones, Salem, Ohio — Construction permit for new standard broadcast station on 1350 kHz, 1 kw, daytime hours only. Site not specified.
By Hearing Examiner Harold L. Schull

Niagara Frontier Amusement Corp., Buffalo, N.Y.—Granted motion for corrections in various respects to the transcript of record in proceeding re application for application for ch. 2 (Docket 10580; BCTC-1766) with three exceptions.

**February 17 Applications**

**ACCEPTED FOR FILING**

**Renewal of License**

KTXT-FM Minneapolis, Minn., Northwestern Theological Seminary & Bible Training School (BRX-486)—Applications of Les Paul University, Inc. (BRX-425); WBFR-FM Danville, Va., Piedmont Bstg. Corp. (BRX-123).

**Modification of CP**

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Mod. CP (BCTC-719) as mod., which authorized new tv station for extension of completion date to Apr. 18, 1956.

**FEDERAL COMMUNICATIONS COMMISSION**

Washington, D. C.

Public Notice July 18, 1954

TV APPLICATIONS AND GRANTS

**February 17 Applications**

**Disposition of Pending Applications for New TV Stations**

<table>
<thead>
<tr>
<th>Applications Filed</th>
<th>Total Applications Disposed of</th>
<th>Applications Disposed of by Dismissals, Denials, and/or Stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,040</td>
<td>527</td>
<td>356</td>
</tr>
</tbody>
</table>

**Number of Post-Freeze TV Stations Requested and Granted**

- **Commercial Noncommercial Total**
  - Total applications: 1,189
  - Total number of stations represented: 595
  - Total grants (exclusive of 45 grants subsequently surrendered): 453
  - Per cent of total stations requested which have been granted: 76.1%
  - 65.9% 75.4%

**Total TV Grants, Pre-Freeze and Post-Freeze, Present and Potential**

<table>
<thead>
<tr>
<th>Number of pre-freeze stations</th>
<th>Number of post-freeze stations</th>
<th>Number of potential grants, represented by pending applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>108</td>
<td>48</td>
<td>157</td>
</tr>
</tbody>
</table>

**Number of TV Stations—February 18, 1954**

- Based on

<table>
<thead>
<tr>
<th>Status</th>
<th>On Air</th>
<th>Authorized Plus Pending Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Authorized Stations</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Pending Applications</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total Stations</td>
<td>4</td>
<td>15</td>
</tr>
</tbody>
</table>

**Number of Commercial TV Stations in TV Communities**

- As of February 1, 1954

<table>
<thead>
<tr>
<th>Stations</th>
<th>50</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Authorized Plus Pending</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total Communities</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

**February 17 Applications**

**By Hearing Examiner Herbert Shairman**

Orderd further hearing conference in the proceeding re applications of Wisconsin Bstg. Corp., Docket 10795; and others filed at 12 at Milwaukee, Wis., on Feb. 17 at 10:00 a.m.

**Broadcasting**

**Telecasting**

Fulltime Network in Growth Market $125,000.00

This attractive property is located in one of the southeast's greatest growth markets. It is profitable, clean and fixed assets are above average. Good financing available.

**Appraisals**

**Negotiations**

**Financing**

**Blackburn - Hamilton Company**

**Radio-TV Newpaper Brokers**

**Washington, D. C.**

James W. Blackburn

1000 Pennsylvania Ave. N. W.

**Chicago**

Ray V. Hamilton

1801 W. Jackson Blvd.

**San Francisco**

Lester M. Smith

501 Montgomery St.

**Exhibits at Trade Shows**

- **Broadcasting**
- **Telecasting**

**E. D. Black, President**

**February 22, 1954**
Moves more goods off dealers' shelves than does any other Atlanta TV outlet because WSB-TV is

The Southeast's truly great AREA station

When a time buyer selects WSB-TV he picks up a highly profitable bonus audience for his advertiser. Programming on low channel 2 with 100,000 watts from a 1062 ft. tower, WSB-TV delivers far more than the immediate Atlanta area alone. This station's impact throughout Georgia and its remarkable strength in Georgia's important secondary markets is a plus value of outstanding worth to sponsors. This total WSB-TV audience cannot be equalled by any other Georgia station. Ask Petry for availabilities.

Channel 2 with 100,000 watts from 1062 ft. tower. Georgia's only full NBC service.

Affiliated with The Atlanta Journal and Constitution
TELESTATUS
Tv Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (•) indicates stations now on air with commercial status, which is listed in the city where it is located. Stations, uhf or vhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. 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--
WAPI (13) CBS, ABC, DuM; CBS Spot Sl.; 225,000
WRBC-TV (6) NBC; Rayner; 102,300
WJLB-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/13/52—Unknown
Decatur--
WMLL-TV (25) 12/28/52-5/54
Mobile--
WKOK-TV (10) ABC, CBS, NBC; Headley-Reed; 52,800
WKAB-TV (46) CBS, DuM; Forjoe; 41,000
The Mobile TV Corp. (5) Initial Decision 9/12/54
Montgomery--
WCCU-TV (30) ABC, CBS, NBC, DuM; Rayner; 41,000
Montgomery Bcastg. Co. (12), Initial Decision 10/17/53

ARIZONA

Mesa (Phoenix)--
KTVL-TV (12) NBC, DuM; Avery-Knodel; 60,289
KCLA-TV (18) ABC; Hollingerly; 80,289
KOY-TV (10) ABC; Blair; 68,289
KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289
Tucson--
KVOA-TV (4) NBC; Raymer; 19,325
Yuma--
KIVA (11) DuM; Forjoe; 7,002

ARKANSAS

Fort Smith--
KFSA-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; 6/18/53-6/11/54
(Known as: KARK-TV, 6/26/53-8/17/53)
KETV (23), 10/30/53—Unknown
KRTV (17) CBS, DuM; 51,000
Pine Bluff--
KATV (7) ABC; Avery-Knodel; 56,102

CALIFORNIA

Bakersfield--
KGTV (19) ABC, CBS, NBC; 60,400
Corona--
KCOA (52), 9/16/53—Unknown
El Centro--
Valley Empire Telecasters (15) 2/10/54—Unknown
Eureka--
KEMI-TV (3) ABC, CBS, NBC, DuM; Blair
Fresno--
KBEK-TV (33) ABC; 89,852
KERO-TV (53) Meeker
KERO-TV (47) ABC; Branham; 89,652
KMJ-TV (24) CBS, NBC; Raymer; 69,641
Los Angeles--
KABC-TV (2) 12/15/53-Spring '54
KABC-TV (7) ABC; Petry; 1,758,985
KCOO (13) Katz; 1,758,985
KHJ (9) H-H; 1,758,985
KMBH Spot Sl.; 1,758,985
KNXT (3) CBS; CBS Spot Sl.; 1,758,985
KTLA (5) Raymer; 1,758,985
KTTV (11) DuM; Blair; 1,758,985
KTHE (28)
Merced--
KMER (34), 9/16/53—Unknown
Modesto--
KTRB Bcastg. Co. (14) 2/17/54—Unknown

FOR THE RECORD

Newest Starters:
Listed below are the newest stations that have started commercial operation:

KBID-TV Fresno, Calif. (ch. 33), Feb. 13
WRFW-TV Augusta, Ga. (ch. 12), Feb. 15
WTOC-TV Savannah, Ga. (ch. 11), Feb. 14
WNEM-TV Bay City, Mich. (ch. 5), Feb. 16

Monterey--
KMBY-TV (8) CBS; Hollingerly; 190,212
Sacramento--
KBIE-TV (46) 6/26/53-Spring '54
KCCU-TV (6) 6/26/53
McClatchy Bcastg. Co. (18), Initial Decision 11/8/53
Salt Lake City--
KSBW-TV (8) ABC, CBS, NBC; Hollingerly; 380,990
San Bernardino--
KFOR-TV (4), 11/6/52—Unknown
Orange Belt Telecasters (30), Initial Decision 6/18/53
San Diego--
KFMJ-TV (8) ABC, CBS, DuM; Petry; 206,382
KPSD-TV (10) NBC; Katz; 206,382
Elliott Cushman (21), 12/23/52—Unknown
San Francisco--
KBAY-TV (20), 2/11/53—Unknown (granted
Initial Decision 5/15/53)
KGO (7) ABC; Petry; 829,400
KFAX (5) CBS, DuM; Katz; 829,400
KRQN-TV (4) NBC; Free & Peters; 829,400
KXAN-TV (22) McGillvra; 4/29/53-4/1/54
San Jose--
KVIE (48), 6/11/53—October '54
Standard Radio & TV Co. (11), Initial Decision 11/18/53
San Luis Obispo--
KEVC-TV (6) DuM; Grant; 64,579
Santa Barbara--
KEVT (5) ABC, CBS, NBC, DuM; Hollingerly; 413,927
Stockton--
KTVU (28) Hollingerly
Radio Diablo Inc. (12) 4/11/54-4/1/54
Tulare--
KFVG (23) DuM; Forjoe; 107,000
Yuba City--
KAGR-TV (52), 3/11/53—Unknown

COLOADO

Colorado Springs--
KXTV (11) ABC, CBS, DuM; Hollingerly; 60,217
KRDO-TV (13) NBC; McGillvra; 35,800
Denver--
KBTY (9) ABC, CBS; Free & Peters; 197,516
KFLF-TV (3) NBC; Blair; 197,516
KLTV (7) CBS; Katz; 197,516
KOAA-TV (4) NBC; Petry; 197,516
KRMJ-TV (50), 7/11/53-1954
Grand Junction--
KJXJ-TV (5) Holman; 2/28/53-May '54
Pueblo--
KCMJ-TV (5) ABC; Avery-Knodel; 38,000
KDZA-TV (3) McGillvra; 40,200

CONNECTICUT

Bridgewater--
WCTB (71), 1/9/53—Unknown
WICC-TV (45) ABC, DuM; Young; 54,019
WSJL (40), 8/14/52—Unknown
Hartford--
WEDH (74), 1/29/53—Unknown

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.

February 22, 1954 • Page 111
KANSAS KOVERAGE

240,000 WATTS

Windy, the bright spirit of TV in Central Kansas, is demonstrating what KTVH can do for you! Besides covering the big Wichita and Hutchinson markets, KTVH brings your product into the homes of fourteen other important communities. Get your share of this complete coverage by contacting the KTVH sales office in Wichita or Hutchinson. Studios in Hutchinson: Howard O. Peterson, Gen. Mgr.

CHANNEL 12

VHF 240,000 watts

CBS BASIC—DU MONT—ABC
COVERED BY H-R TELEVISION, INC.
FOR THE RECORD

WTCN-TV (11) ABC; Blair; 413,400

For Goldboro—

WTVY (54); 9/20/53-Unknown

For Greenboro—

WCGT-TV (57) ABC; Bolling; 11/20/53-Unknown

For Wemyf-TV (2) ABC, CBS, NBC, DuM; Arlington, Righter & Parsons; 214,158

For Greenwil—

WCT (9) CB, DuM; Pearl

For Raleigh—

WNAO-TV (20) ABC, CBS, NBC, DuM; Avery-Knel; 48,620

For Winston-Salem—

WMPD-TV (6); NBC; Weid; 7/20/53-Unknown

For Westfleet Corp. (5) 2/17/54-12/5/54

For Wilmington—

WKOI-TV (11) NBC; Headley-Reed; 173,340

For WTBV (26) ABC, DuM; H-R; 45,000

For NEW YORK

Albany (Schenectady, Troy)—

WPTR (23), 1/15/53-Unknown

WROW-TV (44) ABC; Bolling; 57,000

WTVY (71), 7/24/53-Unknown

Binghamton—

WUNY-TV (15), ABC, CBS, NBC, DuM; Boling; 208,257

WQTV (46), 8/14/53-Unknown

Blowing Rock (Lake Placid) Great Northern Touring Corp. (2) 1/15/55

Elmira—

WECT (3) NBC; Everett-McKinney; 25,515

WSTV (24) ABC, CBS, NBC; DuM; Forjeo; 24,283

Thousand—

WHICU-TV (10) CBS; 1/8/53-November '54

WICT (14), 1/15/53-Unknown

WJTN-TV (58), 1/23/53-Unknown

Kingston—

WFLY (68) CBS, ABC, NBC, DuM; Meeker; 1/32/34-1/15/44

For New York—

WABC (7) ABC; Petry; 4,150,000

WASS (3D; Avery-Knel; 4,150,000

WATF (13) See Newark, N. J.

WCBS (2) CBS; CBS Spot Sla.; 4,150,000

WBNJ (4) NBC; NBC Spot Sla.; 4,150,000

WOR (9) WOR; WOR Spot Sla.; 4,150,000

WPXI (11) ABC, DuM; 450,000

WTVG (25), 8/14/52-Unknown

Poquoshas—

WOKO-TV (21) 11/28/53-Unknown

For Rochester—

WCFS (15), 6/10/53-Unknown

WHAM-TV (4) ABC; CBS, NBC, DuM; Boling;

208,250

WHBC (10) ABC; CBS; Everett-McKinney;

205,000

WRHY (77), 4/2/53-Unknown

WREG (21), 7/24/53-Unknown

For WVET (10) ABC; CBS; Bolling; 205,000

Schenectady (Albany, Troy)—

WRBC (6) ABC, CBS, NBC, DuM; Spot Sla. 351,500

WTVI (35) CBS; Headley-Reed; 6/11/53-1/31/54

Syracuse—

WHK (8) ABC, CBS, DuM; Katz; 395,000

WTVY (46), 9/16/53-Unknown

Chapel Hill—

WUNC-TV (4*), 9/30/53-September '54

Charlotte—

WAYS-TV (36) ABC; Bolling;

216,150

Durham—

WCUG-TV (46) ABC; NBC, DuM; Headley-Reed; 296,962

For NEW HAMPSHIRE

WKenet—

WKNE-TV (46), 4/32/53-Unknown

Manchester—

WMUR-TV (9) Weed; 8/39/33-1/15/44

Mt. Washington—

WMTH (8), 7/15/43-1/15/44

NEW JERSEY

Asbury Park—

WRV (58)
OREGON

Eugene—
KAVAL-TV (12) NBC; Hollingsbery; 7/14/53-4/1/54
Medford—
KRES-TV (5) ABC, CBS, NBC, DuMont; Blair
Portland—
KQMU-TV (6) CBS; Avery-Knodel; 138,876
KPTV (21) NBC; NBC Spot Sl.; 149,156
Oregon TV Inc. (12), Initial Decision 11/10/53
Salem—
KPI (74) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/15/53-Unknown

PENNSYLVANIA

Allentown—
WFMZ-TV (97) Avery-Knodel; 7/10/53-Unknown
WQCT (36), 8/12/53-Unknown
Altoona—
WBRE-TV (50) ABC, NBC, DuMont; H-R: 418,788
Bethlehem—
WLEV-TV (51) NBC; Meeker; 64,627
Chambersburg—
WGNA-TV (40) Forjeo; 15,500
Easton—
WGLO (5) ABC, DuMont; Headley-Reed; 95,008
Erie—
WCTY (112) ABC, CBS, NBC, DuMont; Petry; 108,996
WSEE (25) Avery-Knodel; 10/14/53-4/25/54
WLEO-TV (88) 12/31/53-Unknown
Hazleton—
WCBY-TV (27) Cooke; 7/26/53-5/1/54
WISP-TV (55) CBS; Hollinger; 85,750
WTPA (71) NBC; Headley-Reed; 85,750
Harrisburg—
WQMB (72) CBS; 7/24/53-5/1/54
Huntingdon—
WQVA (52) ABC; DuMont; Kats; 74,267
Johnstown—
WARD-TV (58) Weed
WJAC-TV (4) ABC, CBS, NBC, DuMont; Meeker; 196,539
WLAL (21) Venard; 5/7/53-Fall '54
Lebanon—
WLBR-TV (15) Pearson; 138,300
Lewisport—
WMUP-TV (38), 4/2/53-Unknown
New Castle—
WJST-TV (45) DuMont; Everett-McKinney; 85,802
Philadelphia—
WCAL-TV (10) CBS; CBS Spot Sl.; 1,592,000
WYLY (6) ABC, DuMont; Kats; 1,766,641
WIBG-TV (32), 10/31/53-Unknown
WIP-TV (28), 11/23/53-Unknown
WPTZ (11) NBC; Free & Peters; 1,724,329
Pittsburgh—
WDTV (2) ABC, CBS, NBC, DuMont; DuMont Spot Sl.; 808,760
WENS (46) ABC, CBS; Petry; 154,299
WGKH-TV (33) Weed; 174,300
WOED (12), 5/14/53-February '54 (granted 1/22/54)
WTWO (47) Headley-Reed; 12/23/53-Unknown
Reading—
WEED-TV (33) ABC, NBC; Headley-Reed; 45,929
WJHU (61) CBS; H-R; 127,350
Scranton—
WARM-TV (10) Hollingerby; 135,000
WGBI-TV (22) CBS, Blair; 130,000
WTVU (73) Everett-McKinney; 150,434
Sheboygan—
Leonard J. Shocknits (28) 1/27/53-Unknown
Wilkes-Barre—
WBKB-TV (20) NBC; Headley-Reed; 130,000
WISP-TV (14) ABC, DuMont; Avery-Knodel; 152,500
Williamsport—
WRAK-TV (39) Everett-McKinney; 11/13/52-Spring '54
York—
WNGW-TV (45) DuMont; Hollingerby; 72,000
WSBA-TV (43) ABC; Radio-Tv Representatives; 98,000

RHODE ISLAND

Providence—
WJAR-TV (10) ABC, CBS, NBC, DuMont; Weed; 1,098,189
WPTV (64) ABC, DuMont; Raymer; 4/8/53-3/1/54
(granted STA Feb. 22)
WPFO-TV (12) Blair; 9/1/53-Unknown (granted STA Sept. 22)

SOUTH CAROLINA

Aiken—
WAKN-TV (54), 10/21/53-Unknown

Broadcasting • Telecasting

ANDERSON—
WAIM-TV (40) CBS; Burn-Smith; 42,000
CAMDEN—
WACN-TV (15) 4/3/53-Unknown
CHARLESTON—
WCSY-TV (5) ABC, CBS, NBC, DuMont; Free & Peters; 51,043
COLUMBIA—
WCCU-TV (25) ABC, NBC, DuMont; Headley-Reed; 36,980
WISN-TV (19) NBC; Free & Peters; 62,074
WGNK-TV (67) CBS, DuMont; Raymer; 35,000
FLORENCE—
WFPD (8), CBS; 11/23/53-Sept. '54
GREENVILLE—
WPTV (4) NBC; Weede; 297,206
WQVL (23) ABC, NBC, DuMont; H-R; 40,883
GREENWOOD—
WORD-TV (31), 4/8/53-Unknown
SPARTANBURG—
WORD-TV (7) CBS; 11/25/53-Unknown

WSCV (17) 7/9/53-Unknown

Meet Western Party’s JIM LYNA

Every afternoon from 4:30 to 5:45 PM, Mondays thru Fridays, Jim Lyena emcees WSIX-TV’s Western Party on Nashville’s Channel 8 airing a full length cowboy movie and a short-short funny paper skit.

Talented and personable, youthful Jim Lyena was immediately accepted by the small-fry throughout this region. Kids love the show and prove it with mail often exceeding 500 letters daily. And lots of Dads and Moms are in his regular listener group.

Success stories? Sure, we’ve got ‘em! Call your Hollingerby man or the station and see how you can perk up sales in Middle Tennessee-Southern Kentucky with WSIX-TV’s Western Party at regular participating card rates.

Meet Western | Party’s JIM LYNA

NASHVILLE, TENNESSEE

February 22, 1954 • Page 115
Here, Virginians earn more, live more and love greater numbers than in any other metropolitan area of the Old Dominion State.

Here, too, are four TV stations, but only One is NBC serving 600,000 earn-more, spend-more Virginians.

FOR THE RECORD

> WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 141,501
> Old Hickory (Nashville)— WJAC-TV (5), Kates; 8/2/53-March '54
> Texas

Ablenet—
> KRBC-TV (9) Pearson; 20,502
> Amarillo—
> KFDA-TV (10) ABC, CBS, Brahmam; 44,261
> KGNC-TV (4) NBC, DuM; Katz; 64,261
> KTLL-TV (7), 1/11/53-Unknown
> Austin—
> KKTU-TV (7) ABC, CBS, NBC, DuM; Raymer; 50,540
> Beaumont—
> KBMT (21), 12/4/53-Unknown
> KTRM-TV (4), Initial Decision 7/22/53
> Corpus Christi—
> Coastal Bend To Co. (21), 1/6/53-Unknown
> H. L. Hunt (43), 12/9/53-Unknown
> Dallas—
> KDFX (22), 1/13/53-Unknown
> KLIF-TV (59) 3/10/53/5-1/4
> KLRL-TV (4) CBS; Brahmam; 218,000
> WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000
> El Paso—
> KROD-TV (4) ABC, CBS, DuM; Brahmam; 36,500
> KTSM-TV (9) NBC; Hollingsby; 24,360
> Ft. Worth—
> KTCO (20), 3/11/53-Unknown
> WBAP-TV (5) ABC; NBC; Free & Peters; 203,411
> Galveston—
> KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Slia; 278,000
> Harlingen—
> KGBS-TV (4) ABC, CBS, DuM; Pearson; 31,300
> Houston—
> KNUZ-TV (30) DuM; Forjoe; 59,068
> KBRC-TV (3) ABC, CBS, NBC, DuM; Petry; 300,000
> KUFP (2) 1/5/53-Unknown
> KUHT (1) 281,500
> KXYZ-TV (59) 6/18/53-Unknown
> Houston To Co. (12), Initial Decision 1/14/53
> KXPY-TV (13) 2/11/53-Unknown
> KHTV (3) 102,281
> KOPA-TV (5) Kats; 5/7/53-Unknown
> Laket—
> KTRK-TV (9) Venard; 3/11/53-Fall '54
> Marshall—
> KMLS (9), 6/5/53-Unknown
> Midland—
> KMID-TV (2) NBC; Venard; 26,000
> San Angelo—
> KEDC-TV (8) CBS; Venard; 20,063
> San Antonio—
> KALW (25), 2/8/53-Unknown
> KGNS-TV (5) ABC; CBS, DuM; Katz; 181,670
> WOAI-TV (4) NBC; Petry; 181,670
> Sweetwater—
> KPFR-TV (18) CBS; Avery-Knodl; 8/28/53-Unknown
> Temple—
> KCEN-TV (8) ABC; NBC, DuM; Venard; 65,107
> Tyler—
> KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 16,252
> Lucille Ross Lason (7) 1/27/54-Unknown
> Victoria—
> KNVL (18) Best; 2/8/53-Unknown
> Waco—
> KAMO-TV (36) ABC; Pearson; 30,948
> Waco—
> KVOO-TV (3) NBC; DuM; Raymond; 17/6/53-3/1/54 (granted STA Jan. 18)
> Wichita Falls—
> KXDS (3) ABC, NBC; Raymer; 44,000
> KWFT-TV (6) CBS, DuM; Blair; 44,000

Utah

Provo—
> KVOO-TV (11), 2/12/53-Unknown
> Salt Lake City—
> KDYL-TV (4) NBC; Blair; 153,100
> KSL-TV (5) ABC, CBS, DuM; CBS Spot Slia; 153,100
> KUTV (2) ABC; Hollingsby; 3/8/53-3/15/54

Vermont

Montpelier—
> WCAX Bost. Corp. (3), Initial Decision 10/2/53

Virginia

Danville—
> WHSN-TV (26) Hollingsby; 12/18/52-2/7/54 (granted STA Jan. 7)

Hampton (Norfolk)—
> WVEC-TV (10) NBC; Rambeau; 70,260
> Harrisonburg—
> WSVF-TV (2) NBC; Deveny; 48,708
> Lynchburg—
> WTVY-TV (29) 12/13/53-Unknown
> Newport News—
> WACH (33) Avery-Knodl

NORFOLK

VIRGINIA

Afton—
> WTAS-TV (2) ABC, CBS, DuM; Forjoe; 82,100
> WVEC-TV (18) See Hampton
> Richmond—
> WCBC (29), 12/5/52-Unknown
> WTVN (5) ABC, CBS, NBC, DuM; Blair; 114,134
> Roanoke—
> WSLV-TV (10) NBC; Avery-Knodl; 255,374

Washington

Bellingham—
> KYES-TV (12) Forjoe; 33,361
> Seattle—
> KING-TV (5) ABC; Blair; 332,400
> KOMO-TV (4) NBC; Hollingsby; 324,400
> KYW-TV (4), 10/25/52-September '54
> Spokane—
> KQST (6) ABC, NBC; Katz; 52,796
> KXLY-TV (4) CBS, DuM; Walker; 60,076
> Tacoma—
> KOMO-TV (13) Brahmam; 332,400
> KTNT-TV (11) CBS, NBC, DuM; Weed; 322,400
> Vancouver—
> KYUN (27) 9/25/52-Unknown
> Yakima—
> KIMA-TV (27) CBS; Weed; 14,733

West Virginia

Beckley—
> WBSY (21), 6/25/53-Unknown
> Charleston—
> WVGTV (49) ABC, DuM; Weed 30,000
> The Terney Co. (4) Brahmam; 7/11/54-May '54
> Charleston—
> WBOC Corp. (23), 11/11/54-1/1/55
> Fairmont—
> WWSA-TX (3) ABC, CBS, NBC, DuM; Katz; 215,000
> Parkersburg—
> WTAP (15) ABC, DuM; Forjoe; 20,000
> Wheeling—
> WHTV (51), 2/11/53-Unknown
> WTRF-TV (7) NBC; Hollingsby; 451,500

Wisconsin

Eau Claire—
> WCBY-TV (13) ABC, NBC, DuM; Hollingsby; 54,520
> Green Bay—
> WGBY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,353
> La Crosse—
> WKBT (3) CBS, NBC; Raymond; 10/23/51-7/1/54
> La Crosse To Corp. (36), 11/15/52-3/15/54
> Madison—
> WJWI-TV (11), 10/15/53-Unknown
> Milwaukee—
> WACY (25) CBS; Rosenman; 256,440
> WOYV-TV (9) ABC, DuM; H-B; 228,440
> WTMJ-TV (4) ABC, NBC, DuM; Harrington, Higster & Parsons; 444,570
> Neenah—
> WNAM-TV (42) George Clark

Oshkosh—
> WPSI-TV (48) Headley-Reed; 17,668
> Superior—
> WISS-TV (8) CBS; Free & Peters; 10/14/52-3/15/54 (granted STA Feb. 5)
> Wausau—
> WSAU-TV (16) Rambeau; 2/10/54-7/1/54

Wyoming

Cheyenne—
> KFXV (2), 5/14/53-Unknown
> KRCV (3) CBS; Hollingsby; 1/32-3/15/54

Alaska

Anchorage—
> KTVA (11) NBC, DuM; Feltis
> Fairbanks—
> KFI (2) ABC, CBS; 1/15/53-Spring '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.
HAWAI

Honolulu:—
   ► KGMB-TV (9) ABC, CBS; Free & Peters; 44,946
   ► KONA (11) NBC, DuM; NBC Spot Slts; 41,000
   KULA-TV (4) ABC; Headley-Reed; 5/14/53/
   3/15/54 (granted FTA Feb. 11)

PUERTO RICO

San Juan—
   ► WAPA-TV (4) NBC, DuM; Carribean Net-
   works; 9/12-5/27/Feburary '54
   ...WAQ-TV (5) Inter-American; 1/26/52-3/1/54

CANADA

London—
   ► CFPL-TV (30)
   Montreal—
   ► CBFT (3) 145,005
   ► CBMT (7) 145,005
   Ottawa—
   ► CHOT (4) 10,100
   Sudbury—
   ► CKSO-TV (5) 4,000

UPCOMING

FEBRUARY

Feb. 22-24: NCAA TV committee holds hearings
   on controlled football tv plan, New York (hotel
   not yet announced).

Feb. 24: Voice of Democracy awards luncheon,
   Shoreham Hotel, Washington.

MARCH

March 4-6: Radio-TV Conference, U. of Okla-
   homa, Norman.
March 5: Michigan State Radio & Television Confer-
   ence, Michigan State College, East Laine-
   sing.
March 5-7: High Fidelity Fair, Hotel Harrington,
   Washington, D. C.
March 5-7: National Federation of Advertising
   Agencies, Hotel Statler, Los Angeles.
March 17-20: Assn. of National Advertisers, The
   Homestead, Hot Springs, Va.
March 18 (tentative): Composers Guild of Amer-
   ica, simultaneous general meeting in New York
   and Hollywood to ratify constitution and by-
   laws.
March 21: Third rally of RFTA firms making
   military equipment, Roosevelt Hotel, New
   York.
March 22: Tennessee Assn. of Broadcasters.
   Nashville.
March 22-24: Canadian Assn. of Radio-TV Broad-
   casters, Chateau Frontenac, Quebec City.
March 25-25: Institute of Radio Engineers, Wal-
   dorf-Astoria, New York.
March 26: Kentucky Broadcasters Assn., spring
   meeting, Hodgenville, Louisville.
March 27-28: Mississippi Broadcasters Assn.,
   Buena Vista Hotel, Biloxi.

APRIL

April 1: Comments due on FCC proposed license
   fees.
April 4: Kansas Assn. of Radio Broadcasters,
   Baker Hotel, Hutchinson.
April 4-5: American Public Relations Assn.,
   Hotel Biltmore, New York.
April 7-8: Ohio State U. Institute for Education
   by Radio-TV, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Pod-
   der, Beatrice.
April 11: Replies due to comments on FCC pro-
   posed license fees.
April 19: Advertising seminar, Canadian Assn.
   of Radio-TV Broadcasters, Toronto.
April 22-24: American Assn. of Advertising
   Agencies, Greenbrier, White Sulphur Springs,
   W. Va.
April 23: Texas Assn. of Broadcasters, Adolphus
   Hotel, Dallas.
April 23-30: American Women in Radio & Tele-
   vision, annual convention, Kansas City, Mo.
April 24: Spring Technical Conference, sponsored
   by Cincinnati section, Institute of Radio En-
   gineers, Cincinnati.
April 28: Brand Names Day.

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Broadcasting  *  Telecasting

MAY

May 4-6: Government-industry electronic com-
   ponent conference, Dept. of Interior auditorium,
   Washington.
May 5-7: IRE Seventh Region Conference &
   Electronic Exhibit, Multnomah Hotel, Portland,
   Ore.
May 18-21: RTNDA tv news seminar, Orrington
   Hotel, Evanston, Ill.
May 21: NARTB Convention, Palmer House,
   Chicago.
May 24-28: National Telemetering Conference,
   Hotel Morrison, Chicago.

JUNE

June 20-23: Advertising Federation of America,
   Boston.
June 21-July 31: National TV Institute, Pasadena
   (Calif.) Community Playhouse.
June 27-30: Advertising Assn. of the West, Salt
   Lake City.

AUGUST

Aug. 25-27: Western Electronic Show & Conven-
   tion, Ambassador Hotel, Los Angeles.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public
   interest awards, National Safety Council.
Sept. 24-26: Pacific Coast Council, American
   Assn. of Advertising Agencies, Hotel Del Coro-
   nado, Coronado, Calif.
Sept. 26-Oct. 1-2: 1954 High Fidelity Show, Inter-
   national Sight & Sound Exposition, Palmer
   House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Con-
   ference, Hotel Sherman, Chicago.
Oct. 20-21: Kentucky Broadcasters Assn., fall
   meeting, Cumberland Falls Park.

SPECIAL LISTING

BMI Program Cables

March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans
March 12: San Francisco; Jackson, Miss.
March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.
March 22: Birmingham, Ala.; Nashville, Tenn.
March 26: Atlanta, Ga.; Louisville, Ky.
March 28: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
April 2: Jefferson City, Mo.; Jackson, Mich.
April 5: Hutchinson, Kan.; Altoona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C.
(D. C.-N.D.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnipeg, Man.
June 8: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 23: Huron, S. D.
June 25: (city unnamed) Indians

TORONTO—
   ► CBLX (9) 222,500
   ► CHTV (3)

VANCOUVER—
   ► CJLY (2) 545,000
   ► CBCT (3)

MEXICO

Matamoros—(Brownsville, Tex.)—
   ► XELD-TV (7) ABC, CBS, NBC, DuM; Young;
   31,200
   ► Tijuana—(San Diego)—
   ► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions:
254; total cities with stations on air: 246. Rush
totals include stations XELD-TV and XETV
Mexico as well as educational outlets that are
operating. Total sets in use 27,785,000.
* Indicates educational stations.
* Cities NOT interconnected with AT&T.
(a) Figure does not include 266,550 sets which
   have NEN-TV Buffalo report it serves In Canada.
(b) Number of sets not currently reported by
   WHAS-TV Louisville, Ky. Last report was 305,-
   544 on July 10, 1952.

LUBBOCK, TEXAS

Lubbock is Texas' fifth largest tv market ...and
and with KDBU-TV you get more viewers per
dollar than any other Texas TV.

NATIONAL REPRESENTATIVES:
AVERY-KNODEL, INC.
Mr. Duffy on Commercials

WHENEVER there is criticism of commercial practices on television, the temptation is to dismiss it as the work of, at worst, sworn enemies of the system or, at best, a hypersensitive minority. The criticism advanced Feb. 14 by Ben Duffy can hardly be classified as coming from either extreme.

As president of BBDO, Mr. Duffy represents television's biggest single customer. His agency spent $35 million in tv in 1953, according to BTV estimates. Thus it must be acknowledged that he speaks as a knowledgeable critic of a system his company does much to support.

Mr. Duffy believes there are too many commercials. The profusion of commercials during and between programs is a disservice to public and advertisers alike. The sponsor of, say, a half-hour show finds the impact of his allotted three minutes of advertising diluted by the several spots for other advertisers that are wedged in before and after his show. The viewer finds the commercials generally disagreeable, not because any of them is in bad taste but because of the sheer number he must endure.

What Mr. Duffy's criticism implies is that too many telecasters are violating the commercial limitations in the television code to which they subscribe. It is not the first time that an important customer of television has observed such violations. Several months ago Sigurd S. Larnon, president of Young & Rubicam, reported that his staff had detected wholesale flouting of the code's commercial provisions, and he called for a clean-up among telecasters. It may be worth noting that Mr. Larnon's agency is the second biggest customer, having spent $34 million in the medium in 1953.

While it cannot be said that in the telecaster-agency relationship the customer is always right, neither can it be said he is always wrong. In this case, particularly, the weight of evidence supports the positions of the two biggest customers of television. Their complaints deserve attention and action.

Traffic Jam

It WOULD be difficult to imagine a more commendable purpose than that of the White House Conference on Highway Safety, which some 3,000 American leaders, including half a hundred broadcasters and telecasters, attended last week. The monstrous toll of highway accidents cries for corrective action.

But however laudable the purpose of the conference, its concept and procedures were open to criticism. To summon 3,000 people to a conference guaranteed the affair would degenerate into a bureaucratic maze of high-minded speeches and endless appointments of subcommittees in charge of drafting resolutions. The nature of the conference was best exemplified by the Wisconsin weekly newspaper publisher who, despite heroic searching, was unable to find his own panel meeting and so sat in with the broadcasters at theirs.

Instead of dragging 3,000 busy executives to Washington for what amounted to a mass meeting, the cause of traffic safety would have been far better served by a much smaller assembly. In the case of radio and television, a committee of three could as well have represented those enterprises and set the pattern for a safety campaign.

Radio and television have been used with conspicuous success in major national education and communications efforts. They can do a job for traffic safety, but only if the campaign is planned in a practical way by practical broadcasters and telecasters, undistracted by the complications of an agenda so diverse and distended as that of the meeting last week.

Seeing the Error of Its Ways

THE CHANGED order at the FCC was never more pointedly demonstrated than in its handling of the Westinghouse multiple-ownership case during the last fortnight. It, in effect, confessed error and undid what it had perpetrated a week earlier.

Westinghouse, licensee of two television stations and an applicant for two others, found that three of the 20 directors of the parent company held minority interests in other broadcasting properties. Not one of the three sat on the board of Westinghouse Broadcasting Co., wholly-owned subsidiary.

To make certain where it stood—in the light of the existing five station ownership limitation in tv—Westinghouse asked the FCC for a ruling. By a surprising split vote, the Commission first held that Westinghouse was in violation. It held the consequentially and indirect interests of the three directors constituted "common control" within the meaning of the rules. Westinghouse promptly petitioned for reconsideration, seeking a waiver until the whole question of multiple ownership could be reviewed, notably in the light of the pending Storer Broadcasting Co. litigation. In the original action, Comr. Doerfer held the FCC's action was unreasonable and, in his judgment, invalid. Comr. Sterling asked that it be deferred pending study as well as the outcome of the litigation.

It is to the credit of the Commission that it saw its error. Under former auspices, it could have happened, but never did.

The proposed rule, if adhered to the letter, probably would mean that no individual holding a share (the rule says 1%) of stock in any company having five tv licenses (NBC, ABC, Storer) could hold an interest in any other company having even a single tv license.

Dick Doherty's NARTB Legacy

HISTORICALLY, trade associations have been regarded as executive training schools. A specialist in a given pursuit customarily serves a tenure and then steps into an executive position in the same field. It has been much the same way in government too—except perhaps for the foreign service.

Ordinarily the resignation of Richard P. Doherty as labor vice president of NARTB would have occasioned little surprise. But it did, because Dick Doherty, in these past eight years, had established an identity that was synonymous with that trade association. Moreover, in the past few years, NARTB itself had acquired a stability that defied the old stepping-stone theory—this under the wise and efficient direction of President Harold E. Fellows.

Dick Doherty leaves March 1 to hang out his shingle as the head of his own management consultant firm, headquartered in Washington. Hence, his talents as a labor relations counsellor and advisor to radio and television ownership and management are not lost to the field.

During his NAB-NARTB service, Dick Doherty gave to trade association activity a new dimension. He joined NARTB when broadcasters were faced with perplexing and horrendous labor problems. That they were able to cope with virtually all of them without undue distress is attributable to the patterns established by Mr. Doherty, buttressed by economic data the unions could not break down. In 1949, a survey disclosed that NARTB members regarded Dick Doherty's employee-employer department activities as the most valuable of the services performed by NARTB.

Mr. Doherty enters private business with the good wishes of all those who had occasion to observe his work—and benefit from it—during eight exciting years. He should do well as a private counsellor.
The Fabulous Central Florida Citrus Belt is covered by WLOF—Orlando 5000 watts—950 kc—MBS
ask Raymer
Yes TIME BUYERS who know their markets and stations select KOTV in Tulsa and KFMB-TV in San Diego. They know that popular local programs... top network shows... audience rating... coverage and cost per thousand add up to the greatest possible sales return for every advertising dollar invested. Behind these facts are sound organizations with experienced personnel... Your "own-sales-force" in Tulsa and San Diego...

KOTV  KFMB-TV
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