ERIE, PA. Has Everything!

The finest harbor on the Great Lakes
Diversified Industries
Complete land - air - rail facilities

Served and sold

It's one of the nation's great test markets

Erie, Pennsylvania is served and sold by the Perfect Threesome—WICU-TV, Channel 12, WIKK-AM, and the Erie Dispatch. And there's no question that community life revolves around these three media in this, the Third Largest City in the State of Pennsylvania—where everything from Appliances to Zippers are manufactured. Let our representatives tell you about Erie—The Great Test Market.

WTOD—Toledo, Ohio

WHOO—Orlando, Florida Avery-Kindel
WMAC-TV—Massillon, Ohio Edward Petry & Co., Inc.
The Erie Dispatch—Erie, Pa. Reynolds-Fitzgerald
AMERICA'S 36TH MARKET

36 Lansing

414,600 HOMES in the WJIM-TV market coverage area!

Coverage that counts!

WJIM-TV
Lancaster, Harrisburg, York, Reading and Lebanon, as well as hundreds of smaller cities and towns in prosperous Pennsylvania, are included in the WGAL-TV large, rich industrial and farm area. WGAL-TV delivers an enthusiastic buying audience which spends each year $1,723,599,000 for retail merchandise.

This large, loyal viewing audience has been established 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.*

---

*Represented by MEEKER TV, Inc.*

New York - Chicago - Los Angeles - San Francisco
REAPPOINTMENT of Rosel H. Hyde as chairman of FCC by President Eisenhower could come any day now. White House, it's understood, has been surfeted with endorsements from important individuals in all walks of communications, and members of Senate Interstate & Foreign Commerce Committee expect prompt action. (See editorial, B&T, March 1.)

NETWORK executives in sweat over action of Massachusetts legislature extending daylight saving time limits one month past traditional last-Sunday-in-September closing date, plus reports—which late Friday appeared unfounded—that New York City might make similar extension. New York State law permits cities to fix own DST periods within outer limits of last Sunday in March to last Sunday in October, but it's been nation-wide practice, where DST is observed at all, to keep it between last Sunday in April and last in September. Indications Friday were that New York cities would stick with precedent. In Massachusetts, stations reportedly are set to push for veto by governor, especially if new law extending limit is mandatory rather than permissive.

TO SETTLE finally issue of qualification of Edward Lamb as radio and television station licensee, FCC is moving toward full dress hearing. Commission is now considering issues for proceeding which would be held before an examiner. Lamb station licenses hereofore have been renewed consistently but there have been charges of whitewash from Capitol Hill. Liberal Democrat and an attorney, Mr. Lamb himself has volunteered to answer any FCC queries, but formal proceeding now has been decided upon. Hearing presumably would be on license renewals as well as pending applications.

IT'S NOW reported Sen. Harley M. Kilgore's "crusade" against so-called trend to "monopoly," with radio interests allegedly acquiring control over tv, is about to be dumped into Justice Dept.'s lap. Tentative plan is to request Justice to study anti-trust laws to see if present provisions are "adequate" to cover situation. In works is letter from Sen. Kilgore slated for delivery to Justice this week.

FCC, RECOGNIZING lag in disposition of docket cases in television following hearing, is transferring this week half-dozen or more of its most experienced attorneys to Opinions and Review section to serve under Acting Chief Sol Schildhause. Dozen or so cases are awaiting final decision but buttressed staff will be given assignments as soon as decisions are reached.

FCC GOT favorable reception from Senate Communications Subcommittee in executive session last Tuesday to appraise legis-la'tus of matters involving communi-cations. Under guiding hand of Chairman Potter (R-Mich.) Commission reviewed state of affairs in communications. Plight of uhf stations, primarily in mixed markets, occupied most of 2½-hour session, but FCC had no pat answer. Although not on subcommittee, Sen. Edwin C. Johnson (D-Colo.) carried ball, and reportedly proposed 2-for-1 swap of uhf stations for vhf (see story page 46).

WITH Congressional support evidenced for probe into ills of uhf and their cure, FCC may take bolder attitude toward problem. One Commissioner already has expressed view U. S. will have competitive tv even if it means doing it in vhf band alone "by breaking-down the big vhf operations" and assigning more, smaller stations. Of one Midwest uhf station said to be floundering in pre-freeze vhf market, Commissioner remarked: "His story is really sad, but are we supposed to guarantee a profit with every license? We didn't force the permit on him."

THERE'S undercurrent of anger among Iowa NARTB members over admission of WOI-TV Ames, state-financed commercial vhf station, to membership at January board meeting. They resent competition of college station which they help support through taxes. While no Iowa cancellations are known to have reached NARTB, some members threaten to call on President Hal Fellows for action when he addresses Iowa Assn. meeting April 8. NARTB by-laws reportedly offer no grounds for denial of membership to WOI-TV.

WILL THERE be lawsuit for repossession of NBC-TV time currently occupied by U. S. Tobacco Co.'s Martin Kane (Thurs., 10:30-10:45 P.M.), which network is dropping to accommodate part of hour-long Lux Video Theatre when it switches from CBS-TV this fall? Notified by network several weeks ago that contract for that period would not be renewed when it expires, officials of U. S. Tobacco and its agency, Kuerner, who make no bones about being unhappy, notified NBC they were turning matter over to their attorneys.

CHRIS J. WITTING, who assumed presidency of Westminster Broadcasting Co. Jan. 1, is making circuit of Westinghouse properties, intending to spend month at each station city. He's in Philadelphia during March (KYW and WPHT [TV]). Other points to be covered: Pittsburgh (KDKA); Boston (WJBZ-AM-TV); Fort Wayne (WOWW); Portland (KEX) and ultimately San Francisco, where KPIX (TV) is being purchased (see lead story page 27).

HAROLD KAYE, head of Harold Kaye AdV., New York, has sold firm to E. Louis Figenwald, vice president, and Alex Courtney, television director, who will head company under name of Allen Christopher Co., former affiliated company to Kaye Advertising agency. Meanwhile, Mr. Kaye, along with undisclosed Boston executive, is negotiating to buy one or more radio stations.

LEAD STORY
Station sales totaling nearly $15 million are in final stages. Page 27.

ADVERTISERS & AGENCIES
Colgate-Palmolive International credits radio-tv for major help in $150 million sales. Page 29.


FILM
CBS-TV Film Sales reports 300% increase in gross in 1953 and announces expansion plans. Page 31.

Film's value to new tv stations cited in NBC-TV film report. Page 32.

Hal Roach explains new film series to be sold in magazine format. Page 34.

FACTS & FIGURES
How 100 leading national advertisers spent their money in 1953. Page 38.

TRADE ASSOCIATIONS
Uhf promotion conference agrees programs are key to station success. Page 42.

William S. Paley will be given Keynote Award at forthcoming NARTB convention. Page 44.

Agenda announced for ANA annual meeting. Page 45.

GOVERNMENT
Senate subcommittee on communications meets with FCC; explores ways of bolstering uhf. Page 46.

Strike It Rich is exonerated by New York legislative committee but put under fire in U. S. Congress. Page 50.

STATIONS
How radio and tv stations covered the shooting in the Capitol. Page 56.

Weekly summary of new tv station starts and those expected in next 30 days. Page 58.

FEATURES
A film center is growing in Washington, D. C. Page 62.

Filming for color tv has its problems, but this expert thinks they'll be licked. Page 66.

PROGRAM SERVICES
ASCAP negotiations end, and now it's up to stations to decide whether they want blanket or per-program licenses. Page 75.

NETWORKS
Opposition to NBC minute insertion plan erupts among affiliates and representatives. Page 76.

PERSONNEL RELATIONS
Dispute between WOR-AM-TV New York and musicians union leads to station suit for injunction and $1 million damages. Page 80.

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 grants. Page 105.
Things have changed in ARKANSAS, too!

THERE's nothing blue sky about comparing 'Arkansas' economic growth with that of the aluminum industry. Aluminum is made from bauxite—and Arkansas is the world's leading bauxite producer. This is only one of many new economic facts. And Arkansas Retail Sales are now running 261.7% ahead of ten years ago*!

There's a tremendous new radio value to deliver the new Arkansas, too. It's KTHS in Little Rock, 50,000 watts, and the State's only Class 1-B Clear Channel radio station. KTHS gives interference-free daytime coverage of more than 3 1/4 million people—primary daytime coverage of more than a million people!

Ask your Branham man for the whole KTHS story.

* Sale Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Roberston, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS
KRTV (TV)'s Physical Assets Purchased by KATV (TV)

SALE of physical assets of uhf station KRTV (TV) Little Rock to ownership of vhf station KATV (TV) Pine Bluff, Ark., for about $400,000, with ultimate delimit of former, agreed to in principle Friday as outgrowth of competition in Greater Little Rock market.

Kenyon Brown, president and part owner of KRTV, said understanding followed negotiations with principal stockholders of KATV, John Griffin and James C. Leake. Griffin interests own KTUL Tulsa and KOMA Oklahoma City and are part owners of KWTV (TV) Oklahoma City (ch. 9). Formalizing of transaction will take place later.

KRTV, on ch. 17, is CBS affiliate, but because of Little Rock coverage afforded by the ch. 7 Pine Bluff station, it is understood CBS contemplates a switch. KATV would utilize KRTV facilities in Little Rock as auxiliary offices and studios, continuing to maintain headquarters in Pine Bluff. Markets are about 40 miles apart but vhf transmitter is equidistant.

Under the procedure, uhf station will turn in permit. Transfer of license, therefore, is not involved since only physical facilities are being sold. The $400,000 figure agreed to, it was reported, reimburses Mr. Brown and his associate, C. J. Godfrey Tv Inc., and KRTV owners two-thirds. Mr. Brown's primary operation is KWFT-AM-TV Wichita Falls, Tex.

Signing of AFM-Network Five-Year Contract Announced

SIGNING of five-year contract between CBS, NBC and ABC and American Federation of Musicians announced Friday by James C. Petrillo, AFM president. Parties had entered into verbal agreement on pact on Feb. 19 (B+T, Feb. 22).

Contract, retroactive to Feb. 1, 1954, calls for 1½% increase for six months. CBS star musicians for first three years and another 10% for next two years. It specifies that single engagement rate remain as in old pact, except in Los Angeles and New York. In former city rate for local one-half hour program is increased from $10.60 to $13.25 and for one-hour program from $15.85 to $19.81. In New York, local agreement specifies that if recorded audition for radio is used on air, musician shall be paid difference between audition rate and live rate.

Contract was signed by Mr. Petrillo and Robert H. O'Brien, executive vice president, ABC; William C. Fitts Jr., director of labor relations, CBS, and J. M. Clifford, vice president in charge of personnel, NBC.

CAB Grounds Goodfrey

RADIO-TV entertainer Arthur Godfrey Friday said he would "respectfully accept" Civil Aeronautics examiner's ruling suspending his pilot's license. Former star had been charged with buzzing tower at Teterboro, N. J., airport. Suspension becomes effective March 16.

RADIO'S BASEBALL WIN

VIRTUAL victory for radio allowing sponsored re-creations of major league baseball broadcasts is seen in decision by FCC Friday which denied protests of Yankees, Dodgers and Cardinals against Gordon McLendon's Trinity Broadcast Co. and granted license renewal to Trinity's KLIP El Paso. Clubs have recourse to courts. Decision hinged on whether Trinity stations misappropriated private rights of clubs. FCC said "no," citing court cases including Loeb v. Turner 257 S.W. (2nd) 600 (1953) in which Texas court ruled for Trinity's KLIP Dallas in re-creations of another station's auto race broadcasts.

Sterling Says Stations May Modulate to 15,000 Cycles

AM STATIONS may modulate to 15,000 cycles or more to attain high-fidelity provided they do not interfere with other stations, FCC Comr. George E. Sterling told Washington Hi-Fi Fair Saturday. He said growing interest in good reproduction is "challenge to the broadcaster." Conway, Sterling said many am stations broadcasting hi-fi programs "have a consistent and intensely loyal group of listeners." Citing am interference problems in summer, especially in areas of low-signal intensity, he lambed fm as "adventure in good listening." More attention should have been paid to noise level years ago, he said, noting improvements in hi-fi designs.

High cost of 15,000-cycle inter-city lines is major obstacle to hi-fi programming, Comr. Sterling said, adding he hoped listener pressure will force increased use of better lines and terminal equipment. Next step in development of binaural sound will be transmission of both audio channels from one fm station, he predicted, recalling experiments along this line. He suggested Institute of Radio Engineers give an award to engineer who makes outstanding contribution to high-fidelity reproduction.

Hi-fi is no longer associated with "long-hair" musicians or music, he said. He lauded steps by Radio-Electronics-Tv Mfrs. Assn. to develop uniform standards and prevent abuse of term hi-fi in describing equipment. Industry estimates on hi-fi sales in 1954 reach $250 million and may go higher, he added, with tribute to better quality of recordings and recorded programs.

Half WHYN-AM-FM-TV Sold

SALE of 50% interest in WHYN-AM-FM-TV Holyoke-Springfield, Mass., to Republican Television Inc. for $250,000 was announced Friday. Republican TV Inc. is owned by employee pension funds of Springfield News and Union. It is paying $300,000 cash as down payment, with balance to be paid at rate of $10,000 per month. Stock sale is subject to FCC approval. Present WHYN principals own Holyoke Transcript and North Adams (Mass.) Transcript.

• BUSINESS BRIEFLY

SPOTS IN 100 MARKETS • General Foods (Minute tapioca), N. Y., through Young & Rubicam placing spot radio campaign in well over 100 markets for 13-weeks with possible 52-week extension.

RED HEART CAMPAIGN • Morell Inc. (Red Heart dog food), Ottumwa, Iowa, preparing television spot announcement campaign on 156 television stations, starting April 18 for two or three weeks, then resuming July 6 for one or two weeks. Spots directed at children 6 to 14 years of age. N. W. Ayer, N. Y., is agency.

ANNOUNCEMENT TEST • General Foods (Wigwam Syrup), N. Y., through Benton & Bowles, N. Y., coordinating two-week announcement campaign in about 50 markets to start immediately, using couple of tv, rest radio stations. Agency was awaiting client approval late Friday.

NATIONAL BISCUIT USES RADIO • National Biscuit Co. (NBC bread), N. Y., launching radio announcement campaign. Some schedules started March 1, others start March 29. Contract runs until Dec. 10, placed by McCann-Erickson, N. Y.

FILM SPONSORSHIP • J. Brotier Corp., L. L., expanding sponsorship of quarter-hour film, featuring its Roto Broil product, to about 50 markets during March. Contract for 13 weeks being placed in markets with more than 100,000 sets. Products Service Inc., N. Y., is agency.

OLIAN & BRONNER NAMED • Princess Pat Ltd. (cosmetics), Chicago, appoints Olian & Bronner Inc. to handle its radio-TV advertising.

NARTB To Oppose FCC Fees On Broadcast Licensing

NARTB will oppose government effort to levy fees on licensing of broadcast facilities, President Harold E. Fellows said Friday after polling board of directors. First step will be appearance March 16 by Vice President Ralph W. Hardy at Senate Interstate & Foreign Commerce Committee hearing on Johnson Bill (S-2926) proposing amendment of Communications Act to permit nominal FCC fees. Association will contend fees for privilege of engaging in means of free communication are inadvisable and contrary to historic government policy of encouraging communication ventures. Johnson bill will be voted on March 16 and NARTB will argue proposed FCC fees to constitute virtual amendment of Communications Act. New law needed to deny Commission right to levy fees on radio and tv, according to NARTB.

WSAZ-TV Starts Color

FIRST color broadcast carried Friday by WSAZ-TV Huntington, W. Va., according to Lawrence H. Rogers II, vice president and general manager. Station's color debut carried in connection with NBC-TV Brass & Groom at 12:15-12:35 p.m. sponsored by Jergens Co. WSAZ-TV month ahead of its color timetable, Mr. Rogers said.

March 8, 1954 • Page 7
Lee Knight, as hostess of Homemaker's Institute, has been serving the interests and needs of Toledo area housewives since 1940. Her program is a nicely balanced combination of sprightly music, household hints, tips on fashions and stories of women in the news.

Lee's years of experience give clients the benefit of top talent for top sales. Minute participation may be either transcribed or live, and commercials are cleverly worked right in as part of the script.

If you need a top participation show in a top market, better investigate this proven morning sales medium.

Homemaker's Institute will sell your product in the billion dollar Toledo market. Call your nearest Katz representative or ADams 3175 in Toledo.
Three More UHF's Deleted; Other Actions of FCC

THREE more uhf permits deleted by FCC Friday: uhf ch. 42 WHFB-TV Benton Harbor, Mich.; ch. 46 WCIG-TV Durban, N. C., and ch. 38 WMRF-TV Lewistown, Pa. Fourth permit surrendered for deleting: uhf ch. 21 WEOK-TV Poughkeepsie, N. Y. None were on air. WCIG-TV was surrendered because of "no assurance of network affiliation."

Station Transfers Filed With FCC

TWO tv station transfers reported filed with FCC Friday: uhf ch. 21 WUTF-TV Youngstown, Ohio, and uhf ch. 46 WKNY-TV Kingston, N. Y. Polan Industries sells WUTF for $26,600 to uhf ch. 72 WFMM-TV Erie, now on air. WKNY-TV is transferred to WKNY-TV Corp., new firm under same ownership as present permittee, Kingston Bost Corp., also licensee of WKNY.

FCC Sustains Examiner in Hartford Case

BY OPINION and order Friday FCC sustained action by Examiner Penney N. Litvin in Hartford vhf ch. 3 contest denying request by Hartford Telecasting Co. for permission to take deposits of officers and directors of Travelers Insurance Co., parent firm of competitor WTIC (VHF, March 31).

Louis Wasmier Cleared for Initial Decision

LOUIS WASMER (KREM) cleared for initial decision on vhf ch. 2 at Spokane, Wash., as FCC Friday cleared all dismissal of competitive bid of Television Spokane Inc. at latter's request.

KVQG Bid Vacated

BID of KVQG Ogden, Utah, for vhf ch. 9 dismissed at request of winning bidder and initial decision to deny application for default was reversed. KVQG did not appear at hearing (B-T, Feb. 8).

Stay Carriage Grant

ON PROTEST of interference by KWRT Booneville, Ark., for carriage, FCC dismissed its effective date of new station grant to Carriage Bost. Co. for 500-watt vhf ch. 17 in Searcy, Ark., ordered hearing April 6. KWRT made party.

New Columbia Records Division Announced

FORMATION by Columbia Records Inc. of Cryo-Precision Products, new division for manufacturing general line of precision molded plastic products, was announced Friday by James B. Conkling, president of Columbia Records. Designated vice president and general manager of division was James Hunter, chemical and development engineer in plastic phonograph record field.

Mr. Conkling said the CPR, which has pioneered in development of mass production of long-playing records made of plastic, intends, through new division, to divert some of its facilities to products other than discs. He said company recently completed million-dollar expansion program involving installation of injection molding equipment that is used for plastics molding.

SAG Strike Call Issued

STRIKE called for today (Mon.) by Screen Actors Guild against six tv film production companies refusing to sign guild's collective bargaining contracts. Affected are Alexander Film Co., Colorado Springs; United Film Service, Kansas City; All-Scope Pictures, Cate & McCoy, Frederick K. Rockett Co. and Rocket Pictures, Hollywood.

RECORD FUND

PAYMENTS to musicians out of Music Performance Trust Fund contributions from recording industry fees will total $900,000 in first half of 1954, plus $236,350 previously allocated, according to semi-annual report by Samuel R. Rosenbaum, trustee. Total contributions to fund by record manufacturers in first half of 1953 amounted to $915,150.

Bartley, Richards Speak At Oklahoma Meeting

TWELFTH annual radio and television conference at U. of Oklahoma, Norman, held during weekend, featured talks by FCC Comr. Robert T. Bartley and NARTB's Robert K. Richards. Mr. Bartley, addressing first day lucheon meeting, referred to Politz study of radio listening in tv areas, said radio audience is constantly changing, called for broadcasters to adjust rate cards upwards. He said greatest need of broadcasters is for trained selling personnel. Among other sessions, panel of WKY-TV Oklahoma City officials—Paul O. Brawner, Gene Dodson, Robert Olson—spoke on selling by announcers; Bill Hoover, KADA Ada, on selling; Roy Bucis, WBAP Fort Worth, Tex., on advertising basics; Robert C. Currie Jr., KEDD (TV) Wichita, Kan., on public service and educational tv; S. R. Wortham, KBTV (TV) Denver, on career opportunities in tv. Group of small station operators discussed need for versatility among employees of small radio and tv stations.

KATL Switches To KYOK

KATL Houston begins operating under new call letters, KYOK, today (Mon.). Station, purchased recently by Jules J. Faglin and Stanley W. Ray Jr., becomes fourth to carry their "OK" call.

KLIK Names Young

KLIK Jefferson City, Mo., names Adam J. Young Jr. Inc., as its national sales representative. Station is on 950 kc with 5 kw, daytime.

UPCOMING

| Program Clinics |
|-----------------|-----------------|
| March 8: Albuquerque, N. M.; Austin, Tex. |
| March 9: Phoenix, Ariz. |
| March 10: Los Angeles; New Orleans. |
| March 12: San Francisco; Jackson, Miss. |
| March 11: Hearing on SJ Res. 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company. Senate Anti-Monopoly Subcommittee, Senate Office Bldg., Room 424, 9:30 a.m. Open. For other Upcoming see page 113. |

PEOPLE

McDONALD GILLESPIE, account executive for printed media; WHITMAN HOBBS, copy group head, and CLIFFORD SUTTER, account supervisor, promoted to vice presidents of BBDO, N. Y.

EMERSON KIMBLE promoted to station manager for WSPD Toledo, responsible for all radio operations. WILLIAM ASHWORTH named WSPD-TV national sales manager, continuing duties as merchandising director.

RUSSELL MAYBERRY, account executive with WBBM-TV Chicago and previously with WMOT Memphis and WNBQ (TV) and WGBK Chicago, to sales staff of Detroit office of The Katz Agency, national advertising representatives.


Ad Council To Open Drive To Stimulate Public Buying

AMERICAN industry must do more advertising, and do it better, to revive public confidence and stimulate purchase of durable goods, Paul G. Hoffman, Studebaker Corp., chairman of Ad Council's Public Relations Committee, said Friday in announcing plans for drive to acquaint public with basic soundness of nation's economy (B-T, Jan. 18).

Radio-tv fact sheets for Council's campaign will be sent out this week, with allocations to start in April. They will show how nation is growing and emphasize opportunities for future. "This is not a campaign to smile ourselves out of trouble," Mr. Hoffman said. Instead it will seek to bolster confidence in business and industry, with ultimate goal described as slight stimulation of public purchasing. Nation's savings are at all-time peak, he said, with no justification existing for present trend of putting off major purchases of heavy goods. He said Studebaker plans expenditure of $5 million in merchandising activity.

Woodward & Byron Agency

WOODWARD & BYRON, new advertising agency, formed by Van Lear Woodward Jr., former president of William Esty Co., and Mark Byron, former vice president of William Esty Co. Some clients have used radio and expect to continue; use of tv also contemplated. Agency is at 30 West St., Westport, Conn. Telephone: Capitol 7-9554.

British Tv Bill

BRITISH Government Friday published commercial television bill setting up independent television authority as rival to government-owned BBC. Bill contains provision limiting advertising and products. If approved by Parliament before summer recess, London, Birmingham and Lanthire area may have commercial tv in about year.

Young America Subsidiary

KATCHINA Productions, N. Y., has been established as tv film production subsidiary of Young America Films Inc., N. Y., with offices at 18 E. 42nd St., N. Y. 17. Telephone: Lexington 2-4111. First tv series will be Silver Cloud, dramatizations of old Indian legends, which will be produced in color.
IN NEWS, Bruce Palmer is the choice of Oklahoma City. A graduate of Missouri University and a veteran newsmen who was formerly press attaché to the American Embassy in Colombo, Ceylon, Bruce has built a vast, loyal audience during 24 years as a newspaper reporter, radio newscaster and TV news director in Oklahoma. Yes, Bruce Palmer is one of the winners who have made KWTV-9 the choice of Oklahoma City!

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts ERP with a 1572-foot tower in late summer 1954!
SAVE on initial investment! It is actually possible to economize on equipment cost by as much as $15,000! A high gain helical antenna installation may turn this neat trick perfectly in your market area. Why not line up your requirements and let one of General Electric's many high power plans try to solve them the economical way!

SAVE on yearly operating costs! With interest, power and operating tube costs to consider you save a second time by installing this new G-E high power equipment. Based on an average 5,000 hours use each year these savings can hit the $10,000 mark. You may not need a higher power transmitter...then why pay added operational expense?

General Electric's 20 KW Amplifier
Left, Visual Cubicle...Right, Aural Cubicle
Attention broadcasters on channels 7 through 13! Here's the economical, General Electric answer to your demands for full power equipment. The helical antenna design, which is a trademark of success in UHF telecasting today, has been perfected for very high frequency use. Power gains of 19.5 are predicted!

Simpler construction...lower wind loading...and high gain make the helical design far more practical than other antenna types. It is only this approach to obtaining full power which can save you initial and continuing expense. Consider this outstanding equipment combination for your market area...be it a new TV outlet or one currently operating with a 5 KW transmitter. When you add the economy factor to General Electric's well-earned performance reputation you have every reason to call our local district office now!

Place Your Order Today at our local office or write: Section X233-8, General Electric Company, Electronics Park, Syracuse, N.Y.
AN EVENT which bears repeating was the Feb. 28 television adaptation of the stage hit of 1934, "Anything Goes," which turned out to be as handsome, lively and exuberant a TV production as can be summoned to memory. It was replete with talent before the camera and behind it. The performance of Ethel Merman in an extremely demanding role was equal to the theatrical standards she set as the star of the Broadway hit of several years ago, "Annie, Get Your Gun." She delivered the great tunes of Cole Porter with, as the occasion required, zest, humor and sentiment. Though her own restrained singing style was at something of a disadvantage when matched against the exuberance of Miss Merman, Frank Sinatra carried off his role with commendable craftsmanship. The bumbling Public Enemy No. 13, Bert Lahr added to his reputation as a durable and dependable comedian. His dual presentation with Miss Merman of the ancient tune, "Friendship," which was not in the original "Anything Goes," was one of the principal delights in a generally delightful hour of entertainment.

The whole production was stylishly mounted and impossibly paced, a tribute to the production staff headed by Hal Hayward and Jules Styne. By some heredity, Mears. Hayward, Styne and company managed to give the television show the liveliness and size of a hit musical produced on the stage.

Only one note of unhappy criticism: Most of the commercials seemed an intrusion. The same commercials, or at least ones very much like them, have been used on other presentations of the Colgate Comedy Hour without conflicting with the shows. Perhaps they were irritating on "Anything Goes" because of their severe disruption of the production's continuity.

The first commercial featured some dressing-piece in costumes of the twenties, the period of the show, and doing a Charleston-type version of the Hallo shampoo jingle. It seemed to fit into the main production and was wonderful. The others, however, were routine spots and as such were at obvious odds with the presentation they interrupted.

HOME

Network: NBC-TV
Time: Mon.-through-Fri., 11 a.m. to 12 noon EST
Cast: Arlene Francis, editor-in-chief; Poppy Cannon, food editor; Asta Parsloe, special projects editor; Eve Hunter, fashion and beauty editor; Miss Sydney Smith, home decoration editor; Dr. Rose Franzblau, family affairs and child care editor; Elinor Ames, etiquette editor; Will Peigelbeck, gardening and "how-to-do-it" editor, and others.
Executive Producer: Richard A. H. Pinkham
Producer: Jack Rayel
Associate Producer: Richard Linkroom
Director: Garth Dietrich

AN IMAGINATIVE, sensible and constructive program has hit morning TV. This happy departure came last Monday when NBC-TV introduced its much publicized new daily hour-long venture titled Home. The show, designed to enlighten and entertain the lady of the house, is quickly developing into a home-maker's delight.

The first three "editions" of NBC-TV's "electronic magazine" were packed full of cooking tips, suggestions on household decoration, fashion previews for every age group, advice from a family expert on how to make a house a home, ideas for more attractive gardens—even a demonstration on how to patch a broken finger-nail.

But Home is not dedicated completely to practicality. To insure the sentimental impact of the series, not to mention sizeable ratings, film clips of baby pictures taken by the famed photographer, Connie Bannister, are shown several times on each program.

The Home department is head by each hand-picked editor who is a qualified authority in her own field. Arlene Francis was a wise selection as chief editor on the new series. Miss Francis, despite the challenge that a production of this size and scope imposes, is completely at ease on her new show. On the first three telecasts she did a commendable job in knitting Home's many features together.

The editors chosen to assist her make good TV performers, for the most part. Poppy Cannon, food editor, still seems a bit uncomfortable in her TV kitchen, but then hers is perhaps the most difficult assignment of the show. The only objectionable segment arises in the family affairs department. Dr. Rose Franzblau, on Home to discuss family problems and possible solutions, might better confine herself to that rather than soliciting letters from viewers on their own little ups-and-downs.

In commercial content, Home sounds just as a feature magazine reads. As the visual pages turn, ads are inserted. Items for the home ranging from carpeting to ice buckets turn up in conversational commercials between Home's many features. Most of the commercials are well integrated with program content and hence are immensely effective.

Given an equal amount of advance publicity with Home as a program was a $200,000 set, where the new show would be staged, equipped with mechanical gadgets that lift bulky objects and turn them around for viewer inspection, padding in carpets that rise and revolve to show off small pieces of merchandise, rain and snow making equipment and a revolving stage in the center of the set. It is indeed an impressive craftsmanship. What is more important is that it is a usable set and Home's editors are putting it to good purpose, taking the wonder of it all pretty much in stride.

Perhaps the feature of any other show on the air, Home is inclined to make the viewer color conscious. The show is tailor-made for colorcasting. Not much work will be accomplished around the house from 11 a.m. till noon when that day arrives.

BOOKS

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE (VOLUME 9) compiled by the National Electronics Conference Inc., 84 E. Randolph St., Chicago 1, Ill. 992 pp. $5.

THIS book contains 98 technical papers and luncheon addresses presented at the 1953 conference in Chicago and is the latest in a continuing series of volumes. The papers cover electronic research, development, and application in audio, circuits, communication computers, electron tubes, engineering management, filters, instrumentation, magnetic amplifiers, materials and components, microphones, microwaves, network synthesis, nucleons, television, transistors and ultrasonic. Volume also contains charts, diagrams and tables.
In Washington......it's the sight to see!

These days, most sightseeing in Washington is done at home... on WTOP-TV. In one year, the Lincoln Memorial is looked over by 1,793,000 visitors, the Washington Monument by 965,000, the Smithsonian by 3,365,000. In one week, WTOP-TV is seen by 1,652,280 Washington area viewers. (Day in and out, in fact, WTOP-TV is the most-watched station in town.)

In Washington, the sight to see—the place where a smart advertiser should be—is...

WTOP-TV
Channel 9

The Washington Post-
CBS Television Station...
represented nationally by
CBS Television Spot Sales
for the real lowdown ..
Mister Plus, our foot-loose mascot, has often scaled high places to explore the towering advantages of network radio. Especially Mutual’s. He now plunges into the question of cost-per-thousand performance and takes some deep-sea soundings which sound just fine. Very especially Mutual’s.

On the over-all record for ’53 (as logged by Nielsen, Jan.-Nov., that is), the average cost-per-thousand of all evening commercials on all radio networks is low... deep-down proof of the economy which no other medium can match.

And which network hits bottom in this year-round, low-man tourney? Well, the diver on the right is Mister Plus, with a score for Mutual that is 19% lower than the average for the other three networks, and 12% to 24% lower than any one of them!

You will observe that Mister Plus works with a different sort of gear—just as the Mutual Network itself differs from the others. We differ in coverage patterns, for instance, with nearly twice as many stations as anybody else. We also differ in program ideas for listeners, and in profit ideas for sponsors.

These facts explain why more clients than ever are now enjoying lower costs than ever in Mutual waters—actual audience-delivery costs as low as $1.24* per thousand homes! (And that $1.24 includes time and talent, of course.) True, we are virtually sold out from 7:30 to 9:15 pm, but there’s prime time available for your nets, day or night.

Why not set your course plusward?

it's MUTUAL!

*Nielsen Rating Basis
WBNS-TV, Columbus, Ohio

"the best liked TV station of them all"

according to Billboard's second annual TV film service poll

Our thanks to Billboard, distributors, producers, sponsors and agencies for their show of confidence... an honor we accept as a responsibility.

*Billboard, January 30, 1954.

OPEN MIKE

Indispensable
EDITOR:

...May, I thank you for so skilfully editing and presenting the radio television story in your indispensable magazine. WBNS-TV is a bubbling spring of knowledge and inspiration. The information, implicit and explicit, I find therein each week has helped our agency out-advertise competitive products with much higher budgets. Keep the faith.

S. A. Tannenbaum
Weightman Inc.
Philadelphia

Newspaper Logs
EDITOR:

Would it be possible to secure about 20 reprints of the article entitled "ANPA Head Believes Logs Help to Hold Subscribers" as contained in the Feb. 15 issue of WBNS-TV. We are in the 13% who pay for log publication and I would like to use these 20 reprints to circularize to officials and owners of our two local papers.

Glenn Marshall Jr., President WMBR-AM-TV
Jacksonville, Fla.

Defense of P. I.
EDITOR:

Broadcasting • Telecasting’s recent article, "More P. I. Offers Flood Stations" [Feb. 8]... by innuendo and misquotation attempted to give an impression that P. I. advertising was per se undesirable.

The association of my client (Thermae Products Inc.) in the same sarcastic article with other questionable products (even though they are not alike, nor do they originate from the same source) was done for the obvious purpose to discredit one and all alike. While I can’t speak for the others, at least I know Rocky Mountain Home Mineral Baths is an excellent product...

Stations are not bound to accept P. I., but when they do, they are helping to build additional business for themselves, as well as the advertiser. In time the P. I. advertiser (becoming financially stronger as a result of the cooperative advertising) finds it possible to do national advertising on a rate card basis...

We have already received acceptances from approximately 100 stations. They’re all types too—250 watters to 30,000 watters.

Ad Fred
Ad Fred Adv. Agency
Oakland, Calif.

[EDITOR’S NOTE: No comment was made in the B-T story on the quality of Mr. Fred’s product. The misquotation he alleges is not supported by fact. B-T has always opposed P.I., for no matter what product.]

Ladies’ Day
EDITOR:

Just a few lines to let you know how much I enjoy your publication. For those of us who want to keep in touch with our industry, it is indispensable.

Hats off to Mr. Richard E. Jones for his contribution on page 16 of the February 15 edition. Might I suggest that you put aside a small space in each copy of B-T for pictures submitted by various radio and television stations of attractive young ladies who work on the staff....

Perry Andrews, Announcer
KYW Philadelphia

Page 18 • March 8, 1954
first
choice
again!

Robert W. Rounsaville picks
GPL equipment for three new
TV stations

WQXI-TV  WQXL-TV  WQXN-TV
Atlanta  Louisville  Cincinnati

• With three new TV stations in highly competitive
  markets, Robert W. Rounsaville picked GPL equip-
  ment because "I just had to have both quality and
  economy ... the quality to match existing stations;
  the economy to withstand the financial competition.

  My engineers studied the field ... looked at all
  lines. GPL was the final choice: for engineering qual-
  ity and operating economy. With three stations, the
  savings from this equipment are mighty important.
  In fact, they mean profit or loss."

  Whether you have one, three or five stations,
  General Precision products can do two major things
  for you: give you the best pictures on the air today,
  and save you operating costs. If this sounds too
  good ... ask for proof. GPL engineers will bring
  equipment to your studios, work with your cost fig-
  ures, to prove the double benefits.

  Write, wire or call for complete information.

General Precision Laboratory
Pleasantville, New York

Export Department:
13 East 40th St., New York City
Cable address: Prelab

Subsidiary of General Precision Equipment Corporation
Camera Chains • Film Chains • GPL-Watson Varifocal Lenses • Theatre TV Equipment • GPL-Continental Transmitters

March 8, 1954 • Page 19
The Importance of Good Connections...
In radio, any microphone will do. The difference is where it’s plugged in. For the important thing with a microphone is who’s standing behind it. And on the other side, who’s listening.

Final reports for 1953 show that for the fifth consecutive year the most popular performers continued to gather at CBS Radio. And the biggest audiences were again out front.

CBS Radio has three times as many of America’s favorite programs as all other networks combined. And 22 per cent more listeners than anywhere else.

Which is why CBS Radio has the lowest cost-per-thousand in all radio. Why it attracts more of America’s Top Hundred advertisers than any other network.

In fact, advertisers bought more time on CBS Radio in 1953 than the year before... giving the network a billings lead over its nearest competitor that’s never been equalled: 38 per cent.

In a medium that reaches 98 per cent of the U.S.—and last year added 12.5 million new outlets—the leader in every connection is... THE CBS RADIO NETWORK
our respects

to CHARLES LLOYD BURLINGHAM

A STATION executive who doubles behind the microphone is relatively rare these days, but Lloyd Burlingham fills that description. At the same time, he also is one of the best illustrations of the theory that a good farm broadcaster must have a basic interest in agriculture.

Mr. Burlingham has been active in radio since 1938—a member of the tried and true fraternity of WLS Chicago, the Prairie Farmer station—and presently is president and a co-owner of WBEL Beloit, Wis.-Rockford, Ill.

He is a partner, in equal interest along with L.O. Fitzgibbons of Beloit and Russ Salter, himself co-owner of WTAQ LaGrange, Ill., of Beloit Broadcasters Inc., which put WBEL on the air in 1948.

There was everything in Mr. Burlingham's early life to indicate he would become an agricultural specialist with programs or segments on three of Chicago's top stations.

Charles Lloyd Burlingham was born on an Iowa farm in Lind County, near Des Moines, on March 3, 1892. He graduated from Iowa State College and the U. of Missouri, after specializing in agriculture, which provided the background for his job associations.

After a stint with the U.S. Dept. of Agriculture, where he handled dairy promotion work in 12 midwestern states, he became associate editor of Howard's Dairyman in 1916, serving for five years. From 1921 to 1925 he was secretary of the Ayrshire Breeders' Assn. in Brandon, Vt., then returned to Chicago.

Other farm chores followed, beginning with the Breeder's Gazette, of which he was publisher. He spent seven years as manager of the National Dairy Show, an exposition that traveled the country from Harrisburg, Pa., on the east, through Memphis and Dallas, to Treasure Island in the San Francisco Bay area.

Mr. Burlingham's active broadcasting began 16 years ago (in 1938) with farm shows over WLS (long after the days of the famed Agricultural Radio Foundation, which figured in WLS' early history). To this day, he still maintains programs on that outlet as well as others, preparing his own scripts from personal contacts and experience in agriculture.

Mr. Burlingham recalls, was his first account and others soon took him on. These include the Pure Milk Assn., representing 16,000 dairy farmers in the Chicago area, for seven years; the DeKalb Agricultural Assn., DeKalb, Ill., 10 years; Murphy Products Co., Burlington, Wis., seven years; and, starting in 1943, Skelly Oil Co. He also handles work for International Harvester.

Mr. Burlingham has his own five-minute show for Murphy Feeds and a cut-in on School Time, both WLS presentations; a six-day-per-week farm series on WBBM Chicago; a commentary on International Harvester's Man on the Go on NBC with Alex Dreier on Friday evenings; and a cut-in for Skelly Oil Co. Saturday mornings over a western network hookup.

Mr. Burlingham had his own farm in Wisconsin for several years but he wanted to operate in Chicago, bought a place in from his own funds. So in 1950 he bought a 220-acre farm in Woodstock, IIl. (known as "Green Pastures on the Kishwaukee").

For four years he has operated the farm, with some 175 head of cattle and activity in pork production. But it wasn't until early this year that he actually began broadcasts there.

WBBM, the CBS o&o outlet, installed special lines and made the necessary engineering arrangements, and Mr. Burlingham's dream was a reality. Today, he airs The Country Hour from there Monday through Friday and from WBBM's Wrigley Bldg. studios on Saturdays. His sponsors: Murphy Products Co. (feeds) and Curtis Circulation Co. on alternating days.

On the side, the veteran farm broadcaster edits and publishes Pure Milk magazine for the Pure Milk Assn. But his broadcast activities keep him the busiest, particularly the WBBM show, claimed to be the only one of its kind originated regularly on a farm in the Chicago area (west of the city limits).

Practices Punctuality

Mr. Burlingham follows his schedule with meticulous devotion to promptness and, as he puts it, "a minimum of working time lost." He gets up at 4:30 a.m., puts on his broadcast and drives to Chicago 60 miles distant. He "shuttles" around the city, either putting on broadcasts or preparing material for scripts. Then he returns to Woodstock for a tour of the farm with his collie, Snooks, and cat, Snoope. Then he prepares the next morning's script and retires.

Mr. Burlingham maintains his own office at 608 S. Dearborn St. in Chicago, and makes periodic trips to Beloit and Rockford. He is not greatly active in the station's management, duties of which have been handled largely by Warren Anderson as assistant manager.

Mr. Burlingham is not a joiner in Chicago radio. He is a broadcast circle in the usual sense of the meaning. He is married to the former Mary Vaughn. They have two children—a son, Vaughn, 34, who lives in the Sacramento Valley, and a daughter, Elizabeth, who has been active in broadcast pursuits (We, the People, other shows).
**WCAN-TV Snarls Phone Lines**

**TV Hopefuls' Calls Jam Phone Service**

Thousands of 'Winners' Swamp Broadway Exchange for an Hour

A deluge of thousands of telephone calls by potential winners of a radio-television "bingo" program late Saturday night and early Sunday hampered police telephone emergency service at the safety building for an hour.

Capt. Herbert Schmidt, in charge of the first precinct station late shift, stated it was impossible for police to make outgoing or receive incoming calls at the station between midnight and 1 a.m. Sunday because of the number of calls being made to WCAN-TV station.

Besides the police complaint, hundreds of persons who played the game on TV and radio from 10:30 p.m. to 12:30 a.m. Saturday night. The program started four weeks ago.

Kal Ross, WCAN-TV director of operations, claimed that between 100,000 and 150,000 people play the game on TV and radio from 10:30 p.m. to 12:30 a.m. Saturday night.

The program was found guilty of having 60% conversions in less than six months on the air. It is this phenomenal conversion rate that made Milwaukee the fastest growing UHF Market in America today!

1. WCAN is guilty of having more than 300,000 PLAY REGAL forms on file in about one month. A good indication of the size and type of audience WCAN-TV can deliver for your promotional dollar.

2. WCAN-TV is guilty of operating at FULL POWER of 212,000 watts bringing top flight WCAN-TV and CBS programming to greater Wisconsin.

3. WCAN-TV is guilty of having more than 212,000 PLAY REGAL forms on file in about one month.

4. WCAN-TV is guilty of giving the Best TV BUY in America TODAY.

*Game Goes On; Phone Lines Open*

Police and Wisconsin telephone company officials reported that WCAN-TV PLAY REGAL did not interfere with normal phone operations as happened last Saturday night.

*Reprinted from Milwaukee Sentinel, February 15, 1954*
RALPH ALEXANDER HART, owner of the Ralph Hart Advertising Agency in Philadelphia, got in on the ground floor of radio. He wrote radio copy back in 1932 for the Harry Feigenbaum Agency, which was then a pioneer in local radio advertising in Philadelphia. As a combination office boy, copy writer and all around advertising assistant, Mr. Hart learned the advertising business from the ground up.

Ralph Hart originally planned to be a doctor, but before he was through college he realized he had chosen the wrong field. A natural aptitude for writing led him to seek a position with an advertising agency. After graduation from Temple U. in 1932 he started with the Feigenbaum agency, stayed there for 15 years, and left as radio director and copy chief.

In February of 1947 Mr. Hart and Leon Greenfield, an art director with the Feigenbaum agency, became partners and established their own agency. At the end of their first day in business they had three accounts. Those three original accounts are still with the agency. They are Charles Stoumen, M. L. Bayard and Barrett's Roachsalt. The agency now has 21 active accounts, of which 12 have been with the agency for more than four years. Mr. Greenfield remained a partner until 1952.

Some of the radio and tv accounts of the agency are Fidelity Interstate Casualty Co., Bon-Ton Wall Paper Co., Marclay Hosiery, Quaker Sew-Vac Sewing Machine, Bartels Home Appliance Co., Magic Milk Shake and Adams Clothes. Adams Clothes has used radio and television advertising continuously since the store opened 20 years ago. It started with one store and now has eleven.

Mr. Hart believes that radio has not lost any of its power. "Not only is radio extremely effective as an advertising medium during the morning and daytime hours," says Mr. Hart, "but also in the evening. Television for the average local advertiser has too great a cost to support a continuous campaign. On the other hand, radio can be a consistently strong advertising medium that will pay off in terms of volume of business on a limited budget."

Ralph Alexander Hart was born in Philadelphia on October 31, 1910. He is married to the former Sylvia Perskie, daughter of Jacob Perskie, official photographer for Franklin Delano Roosevelt. They have two sons, Jacob, 11, and Alexander, 4. The family makes its home in Germantown. Mr. Hart's major hobby is reading, and he is a member of the Masons and the Mid City Club.
It's Not Too Late
To Enter KMTV's Slogan Contest

If you haven't put pen to paper yet, don't despair—a free week for 2 at Sun Valley can still be yours!

Omaha's most looked-at—most listened-to television station—KMTV—wants to trade a vacation at Sun Valley for a 4-word slogan that points up the selling leadership it has achieved in the rich Nebraska-Iowa market.

Forget about coupons and box tops... you don't need them! Just lean back, close your eyes, and think about Sun Valley's velvety smooth golf course... its exciting ski slopes... the heated outdoor swimming pools! Then—with that inspiration—get busy and "noodle" a bit.

This contest is limited to the trade only—the people in television, radio, agencies, the time buyers and advertising personnel who know a good slogan when they see one.

KMTV sells merchandise—lots of it—for hundreds of companies with famous trademarks. But no wrappers, jingles, testimonials or labels are wanted. Just good slogans!

Time is running out... deadline is March 15th... so enter now!

Here are the incentives:

**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.

**TELEVISION CENTER**
**KMTV**
**CHANNEL 3**
**MAY BROADCASTING CO.**

**GRAND PRIZE**
A Week for Two at
**Sun Valley, Idaho**

INCLUDES:
- First class rail transportation for 2, to and from Sun Valley.
- First class accommodations for a full week for 2 at Sun Valley.
- $200 cash for meals and the use of the Sun Valley facilities.

**ENJOY THESE ACTIVITIES**
* Swimming  * Fishing
* Golf  * Skiing
* Horseback riding  * Skating
* Dancing and evening entertainment

WINNER MAY SCHEDULE TRIP ANYTIME IN '54. 2nd, 3rd, 4th prizes will be sent immediately after judging. Cash equivalent for non-drinkers or winners in states prohibiting shipment of liquor.

**TO HELP YOU WIN**, two booklets have been prepared by KMTV—a special fact presentation, "The Story of TV in Omaha", and a colorful "KMTV Tour" booklet. See your Petry man, or write KMTV for your copies, today!

- CBS-TV
- ABC-TV
- DUMONT

**OMAHA**

* Represented by

Edward Petry & Co., Inc.
Another Reason Why WPTF is North Carolina's Number One Salesman

Noted Newsman .................. Ed Kirk

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

When you sponsor a news program on WPTF you automatically get the services of North Carolina's top radio newsmen, Ed Kirk. He's been WPTF's News Director for the past eight years, during which time he has scored many notable beats. Confidante of North Carolina's men who make the news, Kirk keeps WPTF on the inside track, newswise. Ed Kirk and the WPTF Newsroom Staff make the more than 20 daily newscasts heard on the station the finest news buys in the Carolinas. If you want more news on WPTF News, contact Free and Peters or WPTF.
SIX STATIONS BEING SOLD FOR NEARLY $15 MILLION

Westinghouse deals for KPIX (TV) at $6 million; Time Inc. gets its third with acquisition of KLZ-AM-TV for nearly $4 million; WNEW sold for $2.1 million with Dick Buckley buying in; O'Neil's WHBQ-AM-TV bid is $1.9 million long-term lease, plus $600,000 cash.

FOUR SEPARATE sales totaling nearly $15 million were in final stages last weekend and were destined to make this March the biggest month of all time in station transfers.

Here are the transactions, each subject to usual FCC approval, following formal application for transfer of control:

(1) KPIX (TV) San Francisco (ch. 5—CBS) to be sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for $6 million.

(2) KLZ-AM-TV Denver (ch. 7—CBS) to Time Inc. for approximately $3,600,000 plus certain equipment commitments.

(3) WNEW New York (independent) control being sold by William S. Cherry (Cherry & Webb, Providence) to new corporation for $2,100,000. New president and general manager will be Richard D. Buckley (21%), with Horace L. Lohnes, Washington attorney, assuming 25% and Harry R. Playford, St. Petersburg banker and present stockholder, and two associates to divide equally remaining 50%.

(4) WHBQ-AM-TV Memphis (ch. 13) to be sold by Harding College, Searcy, Ark., to General Teleradio (Thomas F. O'Neil) for gross of $2,500,000, of which $1,900,000 would be in long-term leaseholds and $600,000 in cash.

In addition, several other transactions reportedly were in negotiation and in most instances involved television. These, however, had not reached the contract drafting stage.

The Westinghouse transaction, in the making for several months, originally involved acquisition of a 49% minority in the San Francisco outlet for $2,450,000 [Closed Circuit, Nov. 15, 1953]. Subsequently it was decided to deal on a 100% basis. KSFO (independent), also owned by Mr. Dumm's company, is not involved in this transaction.

Westinghouse thus is acquiring its third vhf television outlet. It is now the licensees of WBZ-TV Boston, procured by original grant, and of WPTZ (TV) Philadelphia, purchased last May from Philco Corp. for $8.5 million. Westinghouse is an applicant for vhf stations in Pittsburgh and Portland, Ore., where the company operates the pioneer KDKA and KEX, respectively.

In addition to Mr. Dumm, who holds control, other stockholders in KPIX (TV) include Philip G. Lasky, general manager, and R. C. D. Bell, assistant to the president. Negotiations have been carried on by Mr. Dumm and his counsel, James Lawrence Fly, with E. V. Huggins, vice president of Westinghouse Electric Co., Chris J. Witting, WBC president, and Joseph E. Baudino, WBC executive vice president.

Time's Third Deal

Time Inc. acquires its third broadcast property with the acquisition of KLZ-AM-TV, which was to be consummated over the last weekend. Roy Larsen, president of Time Inc., was to be in Denver on Saturday with his attorneys to complete the transaction. Whereas Time Inc. has associates in its ownership of KOB-AM-TV Albuquerque and KDYL-AM-TV Salt Lake City, it will acquire 100% of the Denver property for the under-$4 million figure.

Hugh B. Terry, president-general manager and 16% owner of the KLZ properties, suffered a slight heart seizure early this year and has been ordered by his physicians to take a month's rest. Similarly, the health of Harry E. Huffman, chairman of the board and 13%-plus stockholder, has not been robust. The two largest stockholders, J. Elroy McCaw of Seattle, and Theodore R. Gamble of Portland, Ore., both of whom are vice presidents and directors, desired to sell because of multiple ownership limitations of the FCC, since each holds substantial interests in other radio and television properties. Mr. McCaw recently acquired controlling interest of WINS, New York independent, from Crosley and is under FCC mandate to sell certain properties to bring him within limitations. Each owns approximately 20%-1% of the KLZ properties. Other stockholders are Frank E. Ricketson Jr., Denver motion picture exhibitor, approximately 13 1/4%, and Herbert J. Gould of Denver, secretary, who holds less than 1%.

KLZ was acquired by Aladdin Radio & Television Inc. from Oklahoma Publishing Co. (WKY-AM-TV) in early 1949 for approximately $1,000,000. Aladdin won a hard-fought battle for ch. 7 last year—the first of the post freeze competitive cases to be settled by the FCC.

It is expected that Mr. Terry will be asked to continue as president of the company but the extent of his participation in management will depend upon his health. After his planned California vacation, his doctors will determine whether he can resume management duties.

The KLZ transaction was negotiated largely by Wayne Coy, former FCC chairman, and Time Inc. broadcasting consultant. Mr. Coy owns 50% of KOB-AM-TV (NBC) with Time holding the balance. This property was purchased in 1952 for approximately $600,000. Time Inc. acquired KDYL-AM-TV (NBC) last June for $2,100,000. It owns 80% with G. Bennett Larson, president and general manager, holding the remaining 20%.

Participating with Mr. Coy in the negotiations for KLZ was Weston C. Pullen, Time Inc. business executive. W. Theodore Pierson, of Pierson & Ball, Washington attorneys, represent both Time Inc. and Aladdin, licensee of the KLZ stations.

The long rumored WNEW sale [Closed Circuit, March 1] was consummated last Thursday after weeks of negotiations. Bernice
JUDITH Herbert executive vice president, who is credited with achieving for WNEW its success as the country's outstanding independent, and her husband, Ira M. Herbert, vice president in charge of sales, are disposing of their minority interests. They will remain in charge pending approval by the FCC. Moreover, it is anticipated that they will be associated with the new licensee company in executive capacities.

WNEW Sale

The transaction involves sale of WNEW Inc. to a new company—WNEW Broadcasting Co. Inc. The basic consideration is $2,100,000, arrived at by a purchase price of $275 a share for 7,000 shares, with the purchasing company assuming certain tax liabilities, commissions and attorneys' fees. The net quick assets are understood to be in excess of $500,000.

Mr. Cherry, owner of WPRO Providence, disposed of his 49.5% interest, with minority holdings of certain of his associates, constitutes control. Mr. Cherry plans to devote his energies to the Cherry & Webb Co. and WPRO, the latter in pursuit of finalization of an FCC decision authorizing WPRO-TV on ch. 12.

Mr. Buckley, who resigned last November as president of John Blair & Co., is well known in broadcasting circles as a quarter-century veteran. Mr. Lohnes, partner in the Washington law firm of Dow, Lohnes & Alberson, in addition to becoming 25% stockholder, will serve as secretary, treasurer and director. Mr. Playford, who has been identified with WNEW ownership since the Cherry group acquired control from Arde Bulova in late 1949 for a gross in excess of $2 million, will increase his holdings to 35% with identical amounts are H. W. Holland, St. Petersburg attorney, and Ed C. Wright, banker and broker of St. Petersburg. Mr. Playford becomes a vice president of the new company and he, along with St. Petersburg colleagues, will serve on the board.

Other officers are Paul A. O'Bryan, partner in the Lohnes firm, assistant secretary and director, and Melvin Stack, WNEW controller, assistant treasurer.

Mr. and Mrs. Herbert transferred their 225 shares of 6,075 shares outstanding in the transaction. Also involved was an option they held to acquire an additional 925 shares.

WHBQ in Closing Stages

The transaction involving WHBQ-AM-TV has also been in negotiation for sometime but last week reportedly was in the hands of General Teleradio Washington attorneys for final draft. Harding College announced several months ago that the properties could be bought. WHBQ, am regional, is a Mutual outlet and was acquired from Hoyt B. Wooten several years ago under the duopoly regulations for approximately $450,000. WHBQ-TV, which received the ch. 13 grant without opposition in January 1953, is affiliated on an interim basis with CBS. A remaining commercial vhf channel in Memphis—ch. 3—is in contest between WRBC (Wooten), CBS am affiliate, and WMPS (Plough Inc.) ABC affiliate. Hearings in this proceeding now are in progress. WMC-WMCT (TV)—ch. 5 are NBC affiliated.

The WHBQ acquisition would give General Teleradio its fourth wholly-owned tv property and its eighth am station. General's tv stations are WOR-TV New York, WNAC-TV Boston and KJH-TV Los Angeles. It holds a construction permit granted last October for uhf ch. 18 at Hartford as General Times TV Corp., with Hartford Times holding option for 45%. The Times has deleted WTHT Hartford [B&T, March 1]. Am stations in the General-Yankee-Don Lee fold are, in addition to WOR, WNAC and KJH: WEAN Providence, KFRC San Francisco and KGB San Diego. General Teleradio also owns WSGT Hartford.

Presumably, the acquisition of WHBQ-AM would necessitate the sale by General Teleradio of one of its am outlets since the FCC limitation on both am and fm is seven outlets as against five in tv. [B&T, Nov. 30, 1953].

General Teleradio reportedly is following the same lease formula in its proposed acquisition of the Memphis properties that was used in its acquisition of Don Lee several years ago. General Tire's employee's pension fund figure in that transaction.

KCOK-KVVG (TV) Sale

Effect for $700,000

SALE of KCOK and KVVG (TV) Tulare, Calif., by Sheldon Anderson, for "approximately $700,000" to Los Angeles Municipal Judge Byron J. Walters and religious film producer Cordell Fray, representing a group identified as Christian Business Men, was announced last Monday, subject to FCC approval.

A new corporation is being formed and application for transfer is expected to be filed with the FCC this week. Mr. Anderson will continue as general manager of both stations under the new ownership, it was said.

Although details were not revealed, the sale transaction covers fixed assets and liabilities. Besides real estate, it includes the am tv transmitter buildings and equipment, separate structures housing the two stations' studios and executive offices and "all real and personal property."

Mr. Anderson and his mother Mrs. Genevra Anderson last October sold 52% interest in KAFY-AM-TV Bakersfield (now KBKAM-AM-TV) to the Chronicle Publishing Co., San Francisco, operators of KRON-TV that city, and two executives of the latter station [B&T, Nov. 2, 1953].

Why Are Commercials Pleasing or Annoying?

It's the taste rather than the length of the announcement, according to experts discussing that question on ABC-TV.

The taste with which a commercial is presented is more important than its length in pleasing or annoying viewers or listeners.

That was the consensus of the regular panel of experts on ABC-TV's "Answer For Americans" program of Feb. 24—Gen. Frank L. Howley, vice chancellor of New York U.; Devin Garrity, book publisher; Prof. John K. Norton of Columbia U. Teachers College—and their guest, Frederic R. Gamble, president, American Assn. of Advertising Agencies.

Answering a question on whether the commercial on the average radio or tv program takes up too much time, Mr. Gamble replied that the length of commercials is specified in the NARTB Code "and the code is pretty well lived up to, except perhaps by some of the new stations." Some new stations with large investments but small audiences and few advertisers "are inclined to relax a little bit—relax more than a little bit in some cases," he said. "But in time the older media show us that these things get weeded out. They are not profitable in the long run. People buy good products from good advertising."

Gen. Howley commented on the two distinct programs.
points of view involved, that of the seller who "never gets enough time to talk about his product," and that of the listener "who is getting a good entertaining program for nothing; any talk other than the good program bothers him."

To Prof. Norton, "the nature of the pitch, which gives it and how, is much more important than the time. I can take some advertising because it's really interesting and gives you some information; you feel it's honest. But some of the people, even 30 seconds of that is too much on an hour program for me."

Mr. Garrity suggested that advertisers "synchronize their pitch with the actual program ... bear in mind the nature of the program, who is listening to it ... not have this great difference between one studio presenting the program and another studio at the far end of the building suddenly interjecting this awful commercial."

Just Don't Buy

Gen. Howley remarked that the best way to combat offensive or bad advertising is not to buy the product. "And if you're energetic enough to write a note to the manufacturer and say I don't trust your product because I don't trust your advertising, that's the way to cure excessive and false statements."

Mr. Gamble also urged the public to avoid buying badly or offensively advertised products and buy the products whose advertising is good and truthful and attractive," noting that "there are plenty of such products." Only a small percentage of all advertising is distasteful, he said. "Less than 5% perhaps, maybe less than 2%. The great bulk of advertising is attractive and persuasive and sound. There are plenty of good products which people can buy and that's one of the ways that people—the public generally—can help improve advertising."

C-P International Credits Advertising's Sales Role

The Colgate-Palmolive division hit $150 million in sales last year. Radio and tv carried much of the workload.

ADVERTISING, with particular emphasis on radio and television, last week was credited with a string of in helping Colgate-Palmolive International Inc. sell more than $150 million worth of products in international markets in 1953 at profits exceeding $10 million.

This estimate was offered by William B. B. Ferguson, vice president in charge of advertising for CPI in New York, at a Tuesday luncheon meeting of the International Advertising Assn. He noted that 1953 records were in dramatic contrast to CPI sales in 1930 of $21 million and profits of $2.5 million.

Mr. Ferguson declared that CPI is very advertising-conscious because the company has learned that "we have to advertise to sell ... all of our products." In this connection, he quoted the head of an advertising agency as saying:

"We agency people do not have to sell CPI on the basis of advertising. You always try to increase your advertising and number of products. That surely encourages us to give the very best advertising possible."

Mr. Ferguson reported that the total advertising "expenditure for the 29 subsidiaries and branches currently exceeds total sales of $21 million in 1930 by "some millions of dollars." In Latin American countries where illiteracy is high, Mr. Ferguson added, the bulk of media..."
The Coming Second Age of Radio
By Lawrence Valenstein, President and Founder of Grey Adv., New York

I DON'T know whether magazines were ever presumably destined to deliver a haymaker to the newspaper as a medium of mass communications. But I do recall that radio's destiny, or so it was freely predicted at one time, was to just about take over mass communications. Then television was to win practically an exclusive in the realm of mass communications—or at least it was heralded as the successor to radio.

It has been my observation, however, that all businesses have an amazing vitality, a fabulous life span in existence. And time after time, industries that apparently were heading for the museums because of technological developments of new competition, have astonished everyone by their ability to battle it out with their new rivals.

This has been particularly true of new technological developments that directly or indirectly impinge on traditional techniques of communicating with the masses. In one instance after another, the public has shown a truly remarkable elasticity in its ability to absorb more and more messages, through more and more mass communications techniques.

It's my contention that, as a technique of mass communication, is about to prove this same astounding recuperative and staying power. Indeed, radio's second era is not really a prediction; it already has arrived.

Set Buying Quickens
The total number of radio receivers in use hit an all-time high peak at the end of 1955. Today—this very day—someone will buy a radio every 33 1/3 seconds, and over 20 million homes have extra radio receivers.

Radio is developing a new dimension that will ultimately give radio a fascinating new advertising setup.

Too few advertisers are more than dimly aware of the change in the radio listener and his listening habits since television. And even fewer are aware this change is still in its nascent stage and that, within a very few years, the radio audience will be totally different from original concepts.

We can sum up the vast change in these three pregnant sentences:

1. Less than half of the radios sold today end up in the living room! 2. Within two years, perhaps less than one-third of the radios sold will wind up in the living room! 3. Within from three to five years, perhaps less than one-third to one-half of the radio sets sold will wind up in the home!

This last potential development, which is already well on its way toward actuality, involves the coming emergence of radio as a new type of mass advertising medium—with new opportunities for alert advertisers and of course with new problems. This is the coming second era of radio.

When the radio is tuned in, in various non-living rooms at home and away from home—it is less and less apt to receive the undivided attention of the listener.

This trend toward divided attention applies basically to the environment as a whole. The man who is listening to the radio while working in his workshop; the woman who has the radio tuned in while working the electric mixer in the kitchen; the individual who tunes in a radio while driving through traffic—etc., etc.—are able to pay only partial attention to the program. But what applies to the program clearly applies also to the radio.

For some inexplicable reason, some advertisers seem to conclude that this habit of divided attention is peculiar to radio. Actually, the magazine and newspaper reader these days is dividing his or her attention not only with a simultaneously playing radio and even television set—but with all of the multitude of other attention-demanders in the home. Precisely the same holds true while reading a magazine or newspaper away from the home.

Consequently, all mass advertising has always had to fight for its share of a mind, a heart and ear constantly being attracted elsewhere. Radio differs only in the peculiar circumstances involved.

Moreover, it is necessary to understand that the human animal has a fabulous ability to adapt himself to a new environment—and the circumstances under which radio is being increasingly used definitely involves a new environment for millions. There is no question at all that millions of our people today are able to listen attentively to radio against the competition of distractions that, only a few years ago, would have made any pretense of listening a complete impossibility. People who apparently aren't giving one ear to a radio program, display an absolutely amazing ability to recall the name of the sponsor of a program that has had to compete with a ping-pong game, the noise of a home workshop, and traffic hazards. And they recall, too, the pop tune they've just heard, who sang it—him—back when of the commercial. Maybe the twentieth century living has given them a third ear! And this, too, is what we mean when we refer to the coming second era of radio.

Consequently, we do not view with dismay the prospect that new technical developments in radio receivers—plus continuation of the current trend toward putting radio receivers in "distraction locations"—will combine to step up the "distraction factor" with respect to radio. Instead, we consider that this whole trend simply represents a slightly new variation in an old trend that is the perpetual role of the advertiser—and we conclude that it is the problem of agency and advertiser to develop techniques that will effectively cope with what may be actually (not theoretically) new in the evolving situation.

The new technical developments to which we refer include:

1. The development of the "pocket" radio—already well launched.
2. The coming development of the wrist-watch radio—and the whole miniaturization trend.

There is every reason to believe that, in a very few years, millions upon millions of people will be carrying radio reception with them wherever they go and for the major part of their waking hours. Radio is destined to become the constant companion of our masses.

Need for Re-Thinking
In any event, this coming omnipresent factor for radio will necessitate not only a re-evaluation of radio itself as an advertising medium—but it will also compel re-thinking with regard to planning and the commercial.

It seems to us that with radio now attracting its audience at all hours, in all sorts of locations—and with this situation promising to become even more commonplace as the pocket and wrist-watch radio develop into mass sellers—the smart thing to do is to study this remarkable new advertising medium (because that is precisely what radio is becoming) and to develop new techniques for commercials, as well as for programming, that are effectively suitable.

We anticipate a day when there will be even more radio listeners away from home than there are in the home! And we believe that the advertiser must learn how most effectively to plan programs and commercials for this away-from-home radio listener, while simultaneously reaching most effectively the away-from-the-living-room but in-the-home audience.

So we suggest—take a new look at radio, because radio, itself, is rapidly developing a fascinating new look.
'53 CBS-TV FILM SALES DOUBLED '52; EXPANSION PLANS FOR '54 ANNOUNCED

Early plans under newly-appointed Leslie Harris, vice president and unit general manager, include a survey among stations to better determine film needs and implementation of steps to meet them.

A 300% INCREASE in gross sales for CBS-TV Film Sales in the first quarter of 1954 over the corresponding period of 1953 was reported last week as the unit announced plans for expansion of the organization and acquisition of new products.

The stepping-up of activity was said to reflect not only the business upsurge during the first months of this year but also the growth during 1953 when CBS-TV Film Sales billings were reported as twice those of 1952. A significant move in the planned general expansion was the appointment of Leslie Harris to the newly-created post of vice president and general manager of the unit (B&T, March 1).

Under its plans for releasing new productions in 1954, CBS-TV Film Sales has taken over distribution of a series titled Varsity, U. S. A. This is a filmed version of annual varsity shows performed in American colleges and universities, such as the Princeton Triangle Show, the U. of Pennsylvania "Mask & Wig," and Harvard U. "Harvard Glee Club." Recently announced was the availability of Eye on The World, a weekly news program produced by CBS-TV, and of the CBS-TV Newsfilm service, comprising 12 minutes of news coverage which is shipped to stations on Monday-through-Friday basis.

Other Properties


Heading the sales operation is Wilbur S. Edwards, general sales manager, with headquarters in New York. Various offices are headed by Roy Marks, Boston; George U. Lyons, Detroit; Jack Juedmer, St. Louis; Carter Ringlap, Dallas; Tom Moore, Los Angeles; Glenn Ticer, San Francisco; Richard Buch, Atlanta; and William Perkins, Chicago. Unit properties also are distributed in Canada through S. W. Caldwell Ltd. and in Italy through Radio Televisione Italiana in Rome.

CBS-TV Film Sales also has initiated steps to expand activities in publicity, promotion and merchandising with an enlarged sales promotion department under Fred Mahlstedt, director of operations and productions.

CBS-TV Film Sales will hold a three-day clinic in New York, beginning April 5.

TPA, Others Sued By Actor Ireland

ACTOR John Ireland, who was dropped from the title role of the new Ellery Queen tv film series, last Tuesday filed a $1,756,000 suit in Los Angeles Superior Court, charging breach of contract and slander against five individuals and four firms.

Defendants are Television Programs of America, Norvin Productions, two "Doe" corporations, two "John Doe" individuals, TPA President Milton Gordon and Vice President Ickes, and Leon Fromkess, executive producer and stockholder in TPA and Norvin Productions.

Mr. Ireland, who said he was under contract to portray the title role in at least 32 Ellery Queen films for $1,500 each plus residuals, first local contract for WTRI (TV) Sche-nectady, which went on the air Feb. 28, was for sponsorship of the Liberace film series for 39 weeks by the National Sav- ing Bank of Albany. The contract signers are (1 to r) Raymond Brown Jr., WTRI sales manager; Harry W. Albright, bank president, and Dave Fris, Dave Fris Agenc- cy, Albany, who handles the account.

claims that early last month he was discharged "without cause or excuse." He later learned, according to the complaint, that the defendants, in the presence of others, slandered him as "politically unacceptable" to advertising agen- cies and prospective sponsors, with Young & Rubicam mentioned specifically.

Claiming such allegations are "false and de- fematory in the extreme," Mr. Ireland said he is "not now and never has been a member of the Communist Party or any such organiza- tion," and that Y&R furthermore never had said Mr. Ireland was "unacceptable" to the agency.

Mr. Ireland asked $256,000 for breach of contract and $1,500,000 on the slander com- plaint, which specifies $1 million punitive and $500,000 actual damages.

Mr. Fromkess, in a statement Wednesday for Norvin Productions, declared negotiations for Mr. Ireland to star in Ellery Queen had not been concluded and that no derogatory remarks about the actor were made to or about him.

"We hadascertained that Ireland, contrary to his representations to us, recently entered into an agreement with a nationally-known to- bacco company, endorsing its product," Mr. Fromkess continued, "thereby making it impos- sible to sell any tv program on which he might appear to competitive tobacco concerns."

Vitapix Appoints Boynton, Names Holtz in Northwest

STANLEY G. BOYNTON & Assc., Detroit, has been appointed sales representative for the Vitapix Corp. on Detroit regional ac- counts and on a number of national accounts, it was announced last week by Frank E. Mullen, president of Vitapix.

Under the new affiliation with Vitapix, the Boynton organization will devolve itself ex- clusively to sales representation for the film sales and distribution corporation. The Boy- nton offices will be maintained at 159 Piece St., Birmingham, Mich.

Vitapix also announced that Merriam H. Holtz had been named sales representa- tive for the Northwest and Alaska. Mr. Holtz previous- ly was general sales manager of Films Inc. and also has been Northwest representative for M-G-M, Columbia Pictures and Walt Disney.

In his new capacity, he will maintain headquar- ters at 611 North Tillamook St., Portland, Ore.

Cinema-Vue Formed To Distribute TV Film

ESTABLISHMENT of Cinema-Vue Corp. as a tv film distribution company was announced last week by Joseph Smith, president. Head- quarters will be at 1 East 54th St., New York 22, N. Y.

Among the programs Cinema-Vue will han- dle, Mr. Smith said, will be properties origi- nated and produced by TransAmerican Broad- casting & Television Corp., package of radio and television shows since 1936. Among the shows produced are The Greatest Story Ever Told, "Life Can Be Beautiful," and The Plain- clothes Man. Mr. Smith revealed that these shows, as well as more than 20 other TransAmerican properties, currently are being con- sidered for conversion to films.

Mr. Smith said he had formed a partnership with John L. Clark, president of TransAmerican, and C. Peter Jaeger, formerly vice presi- dent in charge of sales for ABC, for the produc- tion of additional series titles. Mr. Smith is nego- tiating with interests in Denmark for the production of a half-hour symphony series featuring the Royal Danish Philharmonic or- chestra.

Until recently, Mr. Smith was vice president and general manager of Tele-Pictures Inc., dis- tributor of feature films to television.

Frank Smith is vice president of Cinema-Vue. He formerly was eastern division manager of Tele-Pictures. Also with Cinema-Vue is Harry M. Pimstein, attorney and formerly vice presi- dent of RKO Radio Pictures.

ABC Film Syndication Adds 'Playhouse,' 'Kaleidoscope'

NUMBER of properties available for syndica- tion through ABC Film Syndication was raised to three last week with announcement of ac- quisition of 26 more half-hour shows from the current Schlitt Playhouse of Stars series and of 104 quarter-hours of the Kaleidoscope pro- gram, featuring John Kieran. The company also distributes 98 half-hours of Rocket Squad.

In announcing the new properties, George T. Shupert, vice president of ABC Film Syndication, noted that the decision to purchase the rights was made because each offered longevity of programming with which advertising continuity can be established. He said that because of the large number of programs available in each series, the syndicator will know in advance that they will be able to conduct a sustained advertising campaign.

Mr. Shupert said that Kaleidoscope, which embraces nature and science, will be offered to stations and advertisers on a library basis for unlimited use during specified periods of time.

The new Schlitt Playhouse of Stars shows will be added to the 26 which already have been syndicated by ABC under the title of The Playhouse. Mr. Shupert added, raising total number of episodes to 52.
FILM'S VALUE TO NEW STARTERS CITED IN REPORT ON NBC FILM DIV. FIRST YEAR

Vice President Carl Stanton recounts the sales growth in 1953 as he points to value of syndicated film to advertisers on all levels.

NBC Film Division marked its first anniversary last Wednesday, with the first year of operation described by Carl M. Stanton, NBC vice president in charge of the division, as one of "rapid, though carefully controlled, growth."

"This growth is measured in terms of new personnel, added film properties and vastly increased sales," Mr. Stanton said. "This year, however, will be even more important for the syndicated film business than was 1953. From the pattern established last year, it can be predicted that new television stations, as they come on the air, will look to the syndicators for much of their local programming. Many more local advertisers will avail themselves of the syndicated film as a stream-lined, high quality, inexpensive selling vehicle."

Syndicated film, Mr. Stanton continued, will be used by regional and multiple-market advertisers to "concentrate their advertising dollars where their sales are made," and by national advertisers to "supplement their basic network television coverage."

During the past year, he said, more than 1,100 sales of division properties were made in markets ranging in size from Panama City, Fla. (2,000 tv homes) to New York (3,175,000 tv homes). Mr. Stanton noted that advertisers range from major oil companies and large department stores to local furniture and appliance dealers, banks, jewelers, dairies, and many other business enterprises.

Sales to 100 Markets

Four division properties, according to Mr. Stanton, have been sold in more than 100 markets. They are Dangerous Assignment, 154; hour-long Hapalong Cassidy films, 143; Badge 714, 140, and Paragon Playhouse, 125. Five other programs, Mr. Stanton said, are approaching the 100-city mark. Other properties offered by the division include Victory at Sea, The Visitor, The Life of Riley (in markets not covered by the network sponsor), Inner Sanctum, The Life of Palmer Shank, Watch the World, 26 feature films, and a daily and weekly news-program.

Mr. Stanton maintained that the Division's campaign on behalf of re-running "good" tv film series has benefited the entire industry, pointing out that the re-run makes possible "the local showing at a local cost of programs of high quality." He cited research data which, he said, showed that a re-run reaches a larger audience than the original showing, and can boost a station's rating for a given time period from 10 to 25 points.

Another area of expansion within the division during the past year, Mr. Stanton noted, was the shipping and library services. The New York and Hollywood film exchanges originally serviced 76 stations with syndicated programs, network film shows and kinescopes, Mr. Stanton added, but now service 285 stations with 2,000 prints, covering 4,000 actual play dates. The film library was described by Mr. Stanton as having the "largest collection of stock footage photographed especially for television." He said the library stores more than 20 million feet of cross-indexed film augmented monthly by a quarter million feet.

Movie Film Backers Want TV Rights Clear

ON THE basis that tv rights are added protection in the event loans aren't paid off through theatrical exhibition, investment companies are showing a reluctance to finance the making of motion pictures unless the independent producer can clear eventual video exhibition rights.

Although the Screen Actors Guild contract with producers calls for added payment to actors when the film is released to tv, that agreement, he said, is not binding as far as the motion picture financial backers are concerned if a foreclosure is made on the chattel mortgage and on take-over, it is sold to video.

Newest controversy over tv rights was revealed last Monday when Hecht-Lauder features (independent movie producers), announced that because of inability to agree with Universal-International on that particular clause in a loanout agreement, Denise Darcel will replace Mari Blanchard (under contract to U-I) as feminine star with Gary Cooper and Burt Lancaster in "Vera Cruz," a United Artists feature release.

"I refused to grant us tv rights which it has in its contract with the artist," Harold Hecht said in a brief statement. "We think this is particularly unfortunate in the case of Miss Blanchard, who, we felt, had every opportunity to reach larger screens in "Vera Cruz." While we have no intention of selling tv rights to this picture or any of our films in the foreseeable future, still the lack of these rights makes re-casting our only alternative."

RKO-Pathe to Expand Production for Television

PLANS for a stepped-up program of production for television at RKO-Pathe, New York, were announced last week by Jay Bonafield, executive vice president and producer, with initial activity scheduled in commercials and industrial films.

Mr. Bonafield added that future plans encompass production of other television programs but it has not been decided whether they will be feature-length films, serials or dramatic shows.

As part of the expansion plans, Sid Kramer, general manager of short subjects, RKO-Radio Pictures Corp., has taken on the additional duties of general sales manager for RKO-Pathe, and Alan Hartman has joined the organization as assistant general sales manager. Mr. Hartman formerly was an account executive for United Television Programs, Ziv Radio, and the Headley-Reed representation company.

In the past RKO-Pathe has produced tv filmed commercials and other programs on request, but under present plans, the company will launch its own production.

NBC Signs With Thomas For Film of World Tour

NBC announced last week it had signed a contract with Lowell Thomas Jr. for tv use of color film being shot by Mr. Thomas during his current trip around the world. Mr. Thomas started his flying journey, accompanied by his wife, on Feb. 20.

Film footage of his trip will be airmailed back to the network's headquarters in New York and will be shown on such shows as Today (Mon.-Fri., 7-9 a.m. EST and CST); Camel News Caravan (Mon.-Fri., 7:45 p.m. EST); Esso Reporter (WNET [TV] New York, Mon.- Fri., 6:45-7 p.m. EST) and Home (Mon.-Fri., 11 a.m.-12 noon EST).

The journey, which is expected to exceed 29,000 miles, will include stops in Jerusalem, Iran, Afghanistan, Pakistan, India, Nepal, Burma, Thailand and Cambodia.

Airline Tyw Props

AMERICAN AIRLINES has available to television producers a new $10,000 mock-up of the interior and exterior of modern airliners. The interior mock-up is said to be seven and one-half feet high and may be used in a 36-by-16-foot space, while the exterior has a boarding ramp of eight steps with a platform at the top. A spokesman said the mock-up completes American's line of stock programs, which includes a ticket office, airport equipment, rear projection slides of airplane interiors, a file of film clips of aircraft on the ground and in flight. The mock-up, which is available for appropriate credit, may be obtained at present in the New York area only through American's Public Relations, Radio and Television Dept., 100 Park Ave., New York 17, N.Y.
The American Farm Bureau Federation award is given annually to the radio Farm Director who has done the most outstanding work in interpreting agriculture to the American public. It is the "Pulitzer Prize" of its field — is the greatest honor that can come to a radio farm director.

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

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

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

Herb Plambeck’s Farm Department is one of the many reasons why Station WHO is listened-to-most in Iowa, by people on farms, in towns and in cities alike. Ask Free & Peters, Inc. for all the facts.
FILM

FILM PRODUCTION

Bing Crosby Enterprises, Culver City, has taken over filming Where Were You?, 59-half-hour television reunions of the classic film in which Ken Murray is producer and m.c. With 12 films completed, BCE has started production on the remaining 27. Format combines comedy vignettes, news, quiz, guest interviews and historical material with a news-doctor type of program. Ralph Staub, formerly associated with Columbia Pictures is director.

Animated Productions Inc., N. Y., has been retained by Gray & Rogers Adv., Phila., to produce 10 filmed commercials for Tasty Baking Co., Phila. (Tastytakye).

Colonel Productions, N. Y., will produce half-hour live television series this spring titled Chez Denise, starring actress Denise Darcel. Programming consists of Wilbur Stark, Jerry Layton and George Serimashov.

Kling Studios Inc., Chicago, reports production of tv commercials for the following companies: Standard Oil Co. of Indiana, six spots, through McCann-Erickson, Chicago; Wrigley Chewing Gum Co., through Arthur Mayerhoff Co.; Red-Starch, one spot, Kastor Agency; Speedy Wall Cleaner (Dover Products), two spots, direct; Meister Brau beer, two spots, direct; Enterprise Paint Co., eight spots, direct; Stewart-Hall Corp., three spots, direct; National Society for Crippled Children, one spot, direct.

APB Corp., Hollywood, has been formed to produce Deadline tv film series, starring actor John Payne and based on stories by W. R. Burnett, author of "Little Caesar" and many successful films. Pilot film goes before the cameras March 15 at General Service Studios, with Al Simon supervising production for McCadden Corp., which will handle the filming. Associated with Messrs. Payne and Burnett in APB is motion picture producer Stephen Ames, who will serve as executive producer. Phil Karbon is director.

CM Television Inc., Hollywood, has been newly formed by producer Jack Chertok to produce and film an additional 52 programs for General Mills' ABC-TV Lone Ranger series. Production is scheduled to start next month at General Service Studios. Agency: Dancer-Fitzgerald-Sample Inc.

RANDOM SHOTS

Clark H. Gets Inc., N. Y., program production firm, has completed arrangements with U. S. Customs Service for use of its files in preparation of a tv film series, International Agent, to be offered this summer.

Ralph McCutcheon, Van Nuts, Calif., trainer of horses for motion pictures and tv, has acquired tv and film rights to "Justin Morgan Had a Horse," book based on the history of the Morgan horse, from author Marguerite Henry. A tv film series, geared to appeal to all ages, is planned by Mr. McCutcheon, Russell Wade and Harry Reid, who have been given full production of the Morgan Horse Farm, Waybridge, Vt.

Atlas Film Corp., Oak Park, Ill., names Roland Barrett consultant in Washington office of that film production firm. Mr. Barrett was formerly a colonel in U. S. Signal Corps., and deputy chief of Army Signal Service Div. He will be located at 913 Warner Building. Telephone is Republic 7-2203.

Stuart Reynolds Productions, Hollywood, tv film production company, has established new executive offices and sound stages in the Klang Studios at Sunset and La Brea.

Sarra Inc. announces opening of a new sound stage in Basic Radio Theatre. Production of tv films and sound motion pictures. New stage supplements other production facilities and is housed in Sarra's three-story building at 16 E. Ontario St. Stage comprises floor area of about 3,000 square feet and provides ample room for every type of set, company claims.

ROACH EXPLAINS 'MAGAZINE' TV FORMAT

NEW format for sale of tv film programs, similar to magazine space sales, was presented by Hal Reider, former motion picture and tv producer, to the Los Angeles Advertising Club last Tuesday.

"The new format should appeal to seasonal, regional and intermittent advertisers. It affords a good a tv show and are not interested in a poor one," he said. They would be able to use "an inch" of a Roach tv presentation rather than a "full page." Roach's productions, one-hour programs divided into four or five segments unrelated in story line, but containing the same actors or m.c.s, are not available to single sponsors, Mr. Roach said. They are sold individually at a cost-per-thousand not more than magazine or newspaper circulation, he added. "If anything, the tv 'page' will be a little cheaper and the impact more potent as a selling aid."

Over $750 million annually is waiting to get on the tv medium, Mr. Roach said, quoting a survey by an undisclosed publishing firm. This compares with $65 million weekly tv magazine advertisers, excluding liquor clients, plus over $10 million spent weekly by local advertisers, not currently on tv. In addition, if the present ratio of 24% of business income continues to go to advertising, as Dept. of Commerce figures indicate, another billion dollars should be available to tv shortly.

Turning to production, he said, "By making short shows using good writers and top performers, you can still compete with a motion picture, although the motion picture costs many times more." However, he added, "I believe the larger motion picture studios must eventually see the light (about tv production) or they will become less than legitimate theatre producers are today."

"If the costs of stars can be divided between pictures and television, both will benefit," Mr. Roach concluded, observing there have never been enough genuine stars in any branch of the amusement business.

He flatly predicted a 50% increase in tv film production in Hollywood.

Mr. Roach took a swipe at tv commercialists, especially overlong ones: "Television would improve greatly if the commercialists were shorter and better."

IN PUBLIC SERVICE

LEWIS SEES RECORD ACS RADIO-TV DRIVE

More than 500 radio and 250 tv kits are ready for the drive starting April 1 on behalf of the cancer fight, KBE's William Lewis, radio-tv committee chairman for ACS, says.

The outstanding support the broadcasting industry has given American Cancer Society in past years gives every promise of being surpassed during the April 1954 campaign, William B. Lewis, president of Kenyon & Eckhardt and chairman of the radio and television steering committee for the ACS.

With nearly a month to go before the campaign gets underway April 1, regional ACS organizations in charge of operations in their areas, by whom material will be distributed to radio and tv stations, have ordered more than 500 complete radio and more than 250 complete tv kits containing a variety of programs and announcements for use in the fight against cancer.

"We confidently expect that during April there will not be a day that everyone in the nation will not see or hear at least one 'fight cancer' message on his tv or radio set," Mr. Lewis said.

Included in Kit

The radio kit includes a massive script book, containing 95 scripts divided into 18 kinds of programs, ranging from announcements for disc jockeys and home economists to full-length scripts for doctors and health organizations.

Material for radio station use includes announcements of 20 seconds and one minute by personalities of entertainment, sports and business, all-star musical and variety shows and a sports show starring Jackie Wall, whose fight against cancer was as dramatic and as triumphant as any contest of her long career in sports.

Zaharias and other stars also are available to 20-second and 20-second film. Slides, flip cards, posters and other visual material also are available to tv stations. Information about cancer and the three-fold ACS program of research, treatment and education, is included in many network shows as possible. The committee is hopeful of being last year's record of more than 750 network cancer messages, divided just about equally between radio and tv.

On the network level, the committee is working with producers, sponsors and agency executives to get the cancer theme included in as many network shows as possible. The committee is hopeful of being last year's record of more than 750 network cancer messages, divided just about equally between radio and tv.

The Advertising Council is this year including the ACS campaign in its Radio-TV Drive Support

TO STIMULATE blood donations for civilian use, the Advertising Council has launched a national radio and television advertising campaign on behalf of the National Blood Program. Volunteer agency in charge of preparing radio-television and magazine advertising is Cunningham & Walsh, New York. Materials, which soon will be released, include radio announcements and program material for local stations and two television kits containing films, art, spot announcements and fact sheets.
RCA OFFERS TO MODIFY EXISTING RCA TV TRANSMITTERS FOR COLOR AT NO EXTRA COST TO STATIONS

Every RCA Television Transmitter and Transmitter Antenna in use today was designed with color requirements in mind! However, some of the standards (as finally adopted) require closer tolerances than originally contemplated.

RCA has carefully tested every one of its Transmitter models for color performance and has determined exactly what transmitter modifications are necessary for each model. Information on these changes will be made available to every RCA transmitter owner.

RCA will furnish, at the time color terminal equipment is installed, a kit of transmitter modification parts, and will also provide an engineer to supervise installation of these modification parts—at no extra charge to the Broadcaster!*

This will assure you of optimum color operation of your RCA Transmitter and Antenna. Moreover, once adjustments for color operation are completed—your transmitter will be in particularly good adjustment for monochrome.

*Details of the plan, for owners of RCA Television Transmitters, may be obtained from RCA Sales Offices or from the Broadcast Marketing Department, Camden, N. J.
Kindly pencil these "Today" ratings in your Nielsen pocket piece
You see, in the Nielsen pocket piece (Jan. 10-23) TODAY's first hour is rated 7.5 and 10.1. But the second hour's ratings were left out.* So here they are: 10.3 for the 8:00-8:30 segment, and 10.8 for the 8:30-9:00 portion.

The point is that the average rating—9.7—is the highest to date on TODAY. It is, in fact, 15% more than any previous two-hour rating average. It means that the average number of homes reached by TODAY now is 2,152,000 and that the cost per thousand is only $1.97†... the lowest cost per thousand homes in daytime television.

TODAY, a sensible television buy from the day it started, is now a bigger bargain than ever. And it's priced within reach of virtually every national advertiser. And remember TODAY merchandises your product to the hilt. Reserve a place on TODAY for your product. Just call your NBC representative.

* With customary efficiency Nielsen rushed out a supplement containing the missing ratings.
† NBC computation.
IN PUBLIC SERVICE

Bulletin, proposing that advertisers give time to this cause over and above their regular allocations.

The ACS radio and tv steering committee includes, in addition to Chairman Lewis S. M. Adler, William Morris Agency; Louis G. Cowan, Louis Cowan Inc.; Richard Young & Rubicam; Bruce Robertson, B&T; Charles Vanda, WCAU-TV Philadelphia.

Humanitarian Honor Accorced Sarnoff by Philadelphia Group

GENERAL DAVID SARNOFF, chairman of the board of RCA and NBC, accepted the 1954 humanitarian award of the Golden Slipper Square Club in Philadelphia last week and made a plea for unity and brotherhood among all people.

He praised the activities of the Golden Slipper Square Club as contributing to America’s concepts of freedom, good citizenship, neighborliness, tolerance and fair play. At the same time, Gen. Sarlooff continued, the world recently has acquired “immense new knowledge and developed new means that can destroy civilization... unless we learn how to harness these new powers for useful and benificent purposes.” He declared:

“The electron and the atom can be made wonder-working allies, rather than death-dealing enemies of man. They hold incalculable treasures of peace and civilization which we shall squander unless we succeed, in due time, to make them instruments of God rather than the devil.”

Networks, Stations Pledge Girl Scout Week Support

RADIO and television networks and stations have pledged all-out support to Girl Scouts Week, which started yesterday (Sunday), with the major appeal centered on the need for adult volunteers to fill the demands of the organization.

Network support includes the traditional Girl Scouts birthday broadcast on NBC Radio last Sunday from 1.30 to 2 PT; Easte, Marge and Jeff Life With Elizabeth programs on DuMont that will put Girl Scouts into the scripts, and Lighted Windows, a story of girl scouting, presented last Friday over ABC-TV, and a half-hour Musical America that will carry spot announcements for the Girl Scouts are Betty Crocker, Amos ‘n’ Andy, Voice of Firestone, Fibber McGee and Molly, Super Circus, Mr. Peepers, Toast of the Town, Godfrey Talent Scouts, Howdy Doody and Kate Smith.

A new one-minute spot-on-film and a variety of slides and telephotos have been made available to network and local stations throughout the country.

WCCO-Telehons for CP

ATTRACTIONS of Minnesota’s first celebrity parade for cerebral palsy over WCCO-TV Minneapolis March 6-7 were singing star Ginny Simms and Warren Hull of Strike It Rich. Funds raised from the 15% hour telephone will be used by the United Cerebral Palsy of Minnesota for assisting the afflicted.

WKBJ Finds Nurses

CALL for off-duty nurses was broadcast by WKBJ Muskegon, Mich., after a truck had backed into and broken a chlorine line flowing into a paper plant, overcoming more than 40 workers with gas. Within a half-hour 50 nurses had offered their services.

Network tv has the largest gain with a $46.3 million increase over the preceding year, according to ‘National Advertising Investments’ tabulations. Network radio showed a drop of $3 million for year.

ADVERTISERS TOP $1 BILLION IN 1953 FOR NETWORKS, MAGAZINES, SUPPLEMENTS

A ranking of 100 companies by total advertising expenditures in Magazines, Newspapers, Sections, Radio & Television for 1953.

All statistics are from 1953 PIB Reports

Network tv had the largest gain with a $46.3 million increase over the preceding year, according to ‘National Advertising Investments’ tabulations. Network radio showed a drop of $3 million for year.

The following table shows the total expenditures for each medium, broken down by quarter: Network tv had the largest gain with a $46.3 million increase over the preceding year, according to ‘National Advertising Investments’ tabulations. Network radio showed a drop of $3 million for year.

ACADEMY AWARD WINNERS:

The following table shows the total expenditures for each medium, broken down by quarter: Network tv had the largest gain with a $46.3 million increase over the preceding year, according to ‘National Advertising Investments’ tabulations. Network radio showed a drop of $3 million for year.

Page 38 • March 8, 1954
WSLS-TV
VHF
CHANNEL 10
ROANOKE, VA.

63 COUNTIES
BONUS 0.1 MV/M
GRADE "B" AREA
GRADE "A" AREA

Total Television Sets
233,374

As of Dec. 31, 1953

Population 2,312,240
Families Grade "A" 184,320
Families Grade "B" 320,760
Families Bonus 0.1 MV/M 538,480

Consumer Spendable Income 1953
$1,877,221,000

SOURCE — SRDS Consumer Markets (1954)

ANTENNA HEIGHT
1,976 feet above average terrain
3,050 feet above Roanoke
4,007 feet above sea level

Total Retail Sales '53 $1,087,084,000
SOURCE — SRDS Consumer Markets (1954)

REPRESENTED NATIONALLY—AVERY-KNODEL, Inc.
NEW YORK — ATLANTA — DALLAS — SAN FRANCISCO — LOS ANGELES — CHICAGO

March 8, 1954 • Page 39
Network January Sales
Up 22% Over 1953

GROSS time sales of the nationwide broadcast networks, both radio and tv, totaled $38,280,841 in January of this year, a gain of 22.9% over the January 1953 total of $31,134,402, according to data on gross time sales time compared to 1,101,115 Information Bureau. TV network gross was up 41.6% this January over last; radio network gross was off 4.8%.

In the following network-by-network PIB tables it is noteworthy that all four networks showed appreciable gains in billings in the opening month of 1954 over the same month of 1953. NBC and CBS are neck-and-neck for first place among tv networks as they were a year ago, but this January CBS is ahead of NBC by just about the same amount that it lagged behind NBC in billings during January of last year.

In radio, ABC and CBS and MBS all showed slightly larger gross time sales in January of this year than that month of 1953, while NBC's radio billings declined enough to pull its month's total radio network figure below that of January 1953.

Radio-Television Production
Hats Seasonal Slump

RADIO and tv set production dropped seasonally from January from the December level and also fell under the same month a year ago, according to Radio-Electronics-Tv Mfr. Assn. Output of radios totaled 871,981 in January compared to 1,093,142 in January 1953. TV production totaled 420,571 sets in January compared to 449,787 in December and 719,234 in January 1952.

January output of radios included 271,036 home sets, 159,932 clock radios, 46,571 portables and 394,442 auto sets. Radios with fm circuits totaled 24,341 in January plus 3,335 tv sets with fm tuning circuits. Of the 420,571 tv sets turned out for the month, 120,229 were equipped with uhf tuners.

Fortune' Article Predicts Gain in Radio-Tv Set Market

SALES of radio and tv receivers "may be expected to advance from about $2.3 billion to some $2.8 billion," with "virtually the entire gain derived from color tv," during the 1955-59 era, Daniel Seligman and Sanford S. Parker predict in an article, "Upheaval in Home Goods," in the March issue of Fortune.

In the immediate future, however, color is going to hurt instead of help tv set sales, the article says. Sales estimate made by Alfred Oxenfeldt of the economic consulting firm of Boni, Watkins, Mounter & Co. that 600,000 monochrome sets will probably "not be sold this year precisely because some customers will already have color around for ground. This loss will substantially outweigh 1954 gains from the sale of color sets," Fortune adds, with BWM estimating 1954 color production at 200,000 units, probably half of which will be taken by dealers for display purposes.

In the next five years, however, the estimate calls for the sale of color sets to rise from one million in 1955, with an average price of $700 (in 1953 dollars), to five million in 1959, with an average price of $530. Although black-and-white set sales will decline during that time, the total from monochrome and color combined will average substantially higher than black-and-white sales were running, Fortune anticipates.

"By 1959," the article predicts, "90% of all American homes should have tv sets, either color or black-and-white. About 53 million sets will be in use, a third of them color sets. And this staggering figure does not assume any very wide development of the much-touted two-set market; fewer than six million households are expected to own both kinds of sets."

Nielsen Finds Radio, Tv Have Educated Audience

For a number of radio and tv network shows, the average listener or viewer has more than a high school education, Nielsen analysts find.

All the programs on the air last September and October—which got many summer replacements in as well as the regular fall-winter-spring shows—were analyzed according to the schooling of their audience. That, each program was ranked in accordance with the years beyond grammar school its listeners, on the average, spent in securing formal education.

The radio list started out like this:

Amos 'n' Andy Head
Jan. 17-23 Nielsen Am

CBS programs took eight of the top spots in the A. C. Nielsen Co. listing for evening, once-weekly network shows for the week of Jan. 17-23, with the perennial Amos 'n' Andy at the top of the list. Complete listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Avg. Years Beyond G. E.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York Philharmonic</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Tony Martin Time</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Johnny Mercer</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>World Music Festival</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Red Rose Hour</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Bell Telephone Hour</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Zilko and Waring Show</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Jack Benny</td>
<td>7.0</td>
</tr>
<tr>
<td>1</td>
<td>Junior Jury</td>
<td>7.0</td>
</tr>
</tbody>
</table>

At the lower end of the lists, ranging down to 2.5 years beyond grade school, were sports, mysteries, news and popular music programs in radio, quiz, sports and variety shows in tv. For both media, the largest number of programs fell into the 3.2-3.9 years bracket.
When the President Died...

Dallas heard it before Washington

Within a minute of the wire that told of President Harding's death, Dallas heard the news. A WFAA newscast was on the air—and WFAA was first in the nation to announce the president's passing.

It's a long way back to Harding's death in 1923. The cumbersome TRF set and the parlor it graced have disappeared. But radio has since become part to most every phase of human existence, with the news broadcast an important means of immediate, mass dissemination of the news.

WFAA earns its welcome into listeners' homes. In times of emergency or distress Southwesterners turn first to their "neighbor of the air" for help. In December a lost boy was found within the hour by a man who heard the youngster's description on WFAA's 7:00 AM news. A week later the wreckage of a missing plane was located when a farmer who heard the crash associated it with a WFAA report. And just before Christmas WFAA arranged for a mother's appeal to reach across the seas to her son—one of the 22 Korean Veterans who chose Communism.

There are six veteran newsmen who report, re-write and edit the 26¼ hours of news broadcast on WFAA every week. The people of the Southwest depend on WFAA for the complete story of newsworthy events of local or world-wide significance.

One of a series: WFAA's established leadership in the Southwest

Alex Keese, Station Manager
Edward Petry & Co., National Representative

Radio Services of The Dallas Morning News

[Image of Mr. and Mrs. Warren G. Harding, photographed shortly after his nomination for the Presidency.]
UHF PROMOTION MEET AGREES PROGRAMS ARE KEY TO OUTLET'S SUCCESS OR FAILURE

NCET and J CET sponsor Washington conference for industry and the FCC, with all groups agreeing in general that a uhf station must offer good programs to operate successfully—either alone or with vhf competition. Other factors: Power, set sensitivity, consumer promotion. FCC’s Hyde, other Commissioners speak.

PROGRAMS are the key to the success or failure of a uhf television station—whether going alone or in competition with vhf—but the fate of the outlet also hangs in part upon transmission and receiver sensitivity and installation as well as consumer promotion.

That is the consensus of the uhf promotion conference in Washington last Monday, sponsored by industry and FCC by the National Citizens Committee for Educational Television and the Joint Committee on Educational Television.

Evolution of the all-channel vhf-uhf receiver as the standard tv set was depicted by manufacturers’ spokesmen “sometime in the future” as set makers seek production economy by reducing diversification. The present over-inventory of sets which can receive uhf was pointed out that manufacturers could not be blamed for low uhf set circulation.

Potential Lush Market

Depicting a “lush market” in uhf for transmitter and set makers “if it could develop,” the manufacturing representatives noted there are twice as many uhf channel assignments as vhf.

Monday’s meeting, held at the Statler Hotel and including a luncheon session with members of FCC was attended by representatives of commercial tv stations and networks as well as of education and manufacturing.

NCET and J CET stressed they are interested in a cooperative approach to solving uhf’s headaches. They explained that two-thirds of the reserved educational channels are in the uhf band.

FCC is interested in seeing the difference between uhf and vhf eliminated,” Chairman Rosel H. Hyde told the group. “There should be no class distinction in television. All the channels are 6 mc wide and a workable television service is possible on all of them.”

Chairman Hyde acknowledged that uhf’s “growing pains cannot be overcome by ignoring them” and pointed out that the Commission already has told set makers the public is entitled to a “complete set” capable of receiving both bands.

Expressing confidence in the growth of uhf, Chairman Hyde indicated there should not be undue alarm over the fate of some 40 permittees who have dropped out of uhf, a proportion less than the 18 permittees who dropped out of vhf before the freeze.

Comr. George E. Sterling urged review of his detailed analysis of the uhf situation in his Board speech several weeks ago [B T, Feb. 1]. In that talk he pointed to the significance of programming, cited the great need for higher transmitter powers and better sets and noted that FCC might ease the broadcaster’s burdens. These included: Granting of construction extensions where high power equipment is not immediately available; suspension of 1 kw interim grants; allowing beam liting and directional antennas to greater extent, and authorizing satellite or booster stations to increase uhf coverage.

Comrs. Robert E. Lee, Robert T. Bartley and E. M. Webster supported Chairman Hyde’s views and expressed confidence in the ability of the industry to solve its problems.

Comr. Webster related his “pet theory” that uhf’s difficulties stem from the “grand rush after the freeze was lifted.” He felt that if “things had gone at a slower tempo, there would be less trouble today.”

He indicated some applicants’ great eagerness not to be left out of tv because a premature rush into some areas without adequate study or preparation.

Comr. Doerfer said that “if I’m not optimistic about uhf, I am certainly not pessimistic.” He sees in the expansion of the U.S. “a terrific backlog of demand.” Comr. Doerfer felt the Commission will be “cooperative,” but does not believe its regulatory powers “should be used as a subsidy.

There should be “some solution short of a mandate, This shall succeed!” Comr. Doerfer stated.

Hyman H. Goldin, FCC assistant chief accountant, told the morning session the Commission is following a policy of “watchful waiting” with respect to uhf. He recalled “early horrendous stories” about the progress of uhf but noted the Aug. 1 study of last year contradicted the fears. FCC’s new survey as of Nov. 1 will be issued about May or June, he predicted.

Reporting he has visited Pittsburgh and Norfolk, Mr. Goldin said he found some new uhf stations with extensive coverage and new sets are uhf-uhf.

He said the biggest problem is getting old uhf set owners to convert, some waiting for larger screens or color, while others shy from converters on their existing sets because they fear the one their neighbor put in isn’t working good. Stories also get around that the actual cost of conversion isn’t as low as the advertised price, he indicated, alluding to the “fast buck” promoters who have broken the law.

Mr. Goldin estimated a two-year market building for uhf and asked if the uhf stations have the resources “to stand the gaff of time.”

M. Robert Rogers, president of W GMS-AMFM Washington, competitor with WEAM Arlington, Va., for uhf ch. 20, acknowledged uhf’s present technical problems but said there remains only one way to promote uhf: “You’ve got to have a program service so desirable that enough people will make the necessary and sizable investment to get the uhf receiver or converter.”

He also saw advantage in having a radio station to promote uhf, citing the success of his fulltime fm promotion through the daytime am outlet.

Mr. Rogers recalled that novelty seekers bought vhf sets at first, but it took good programs to induce enough people to buy sets to create the vhf “market.”

Make What People Want

Agreeing with a manufacturing spokesman that “uhf is what people want to buy,” Mr. Rogers put full responsibility for uhf success upon the station and its programs.

Richard Eaton, president-general manager of newly granted uhf ch. 50 W OOK-TV Wash-

ington, felt manufacturers should give uhf a boost by providing vhf-uhf sets at the same price as vhf-only sets. He said the slow progress of fm could be blamed upon lack of “a really cheap” fm set or converter.

James D. Secrest, executive vice president of RETMA, said the manufacturing industry, both receivers and transmitters, is “vitally interested in the rapid and widespread growth of uhf since it is an essential part of a national tv system and represents a great potential market.”

Mr. Secrest reviewed the industry’s anticipation of uhf in 1953 with production increasing from 15% in the first quarter to 35% in the fourth quarter, a 20% average for the year.

“However,” he said, “consumer purchases of

Adv. Industry Must Seek Talent—Ludgin

EARLE LUDGIN, president of Earle Ludgin & Co., Chicago, and board chairman of the

American Assn. of Advertising Agencies, warns that advertising is losing some of its ablest men and must cultivate young people who want to make advertising a career.

He spoke at a Feb. 24 meeting of the Phila-
dlphia chapter of the AAAA held at the Barclay Hotel in Philadelphia.

Because some advertising isn’t believable, there’s danger that the consumer will become “advertising deaf.” If this happens, Mr. Ludgin said, and advertising fails to sell goods, there’s danger that American mass production will overproduce the nation into economic difficulties. Advertising, Ludgin said, makes possible mass distribution without which there can’t be mass production. While advertising has sold goods, Mr. Ludgin said, it has failed to sell itself, pointing out that’s one big reason for much of the criticism of the business today.

Other speakers were Sherman Dodge, vice president of Foote, Cone & Belding, New York; Louis N. Brockway, executive vice president of Young & Rubicam Inc., New York; and Frederic R. Gamble, New York, national president of the AAAA.

They were introduced by Wesley Ecco of Eeco & James Inc., president of the local chapter.
YOUR TV OPPORTUNITY IN THE LAND OF OPPORTUNITY
Watch for...

Even on its interim operation, KARK-TV will deliver to the rich Central Arkansas Market the state's LOWEST TV Band and HIGHEST POWER. PLUS the know-how and NBC affiliation that has made Radio Station KARK first in ratings, first in sponsors, first in results.

KARK TV Channel 4
LITTLE ROCK, ARKANSAS

Represented by
Edward Petry & Co., Inc.
Paley Named for NARTB Keynote Award

CBS board chairman will receive the honor at the association's May convention.

Second annual NARTB Keynote Award will be presented to William S. Paley; CBS board chairman, May 25, during the NARTB Chicago convention. Among other honors, Mr. Paley received the first Keynote Award.

Selection of Mr. Paley for the award was based on the following qualities:

1. His many years of leadership in the radio-television industry.
2. His contributions to the development of the industry.
3. His commitment to the public interest.
4. His dedication to the betterment of the community.
5. His ability to inspire and motivate others.

Mr. Paley will be presented with a plaque at the convention.

NCCCP Programs Set Record for 1953

Some 32,000 radio broadcasts and 5,500 telecasts were made of religious programs.

More than 37,000 broadcasts and telecasts of religious programs produced by major church bodies cooperating through the Broadcast and Film Commission of the National Council of Churches of Christ in the U.S. A. were carried on UHF in 1953.

This statement highlighted the commission's annual report at its annual meeting in New York last Tuesday and Wednesday. It was reported that radio broadcasts and telecasts of religious programs exceeded 32,000 and that telecasts exceeded 5,500, respectively.

In issuing the report, Dr. S. Franklin Mack, BFC executive director, remarked that "nearly one million listeners and viewers" wrote for materials offered on the program.

Television program series singled out for special comment were "This Is the Life," produced by the Lutheran Church, Madison, Wis., and presented on 179 stations; and "The Pastor," produced in cooperation with the Methodist Church, and carried on 84 stations.

Radio programs cited were "There Be Lights," "Radio Pulpit," and "National Vegetables.

At the annual dinner Tuesday, Dr. R. Collough, of the Steinman stations, stressed the importance of religious broadcasters making their programs attract." He urged a degree of "showmanship." It is worthless to put good religious shows on the air if nobody will look at them, he said.

Three newly-elected commission executives were introduced: Alexander Fergu- son, who succeeded Dr. Mack as film director; Ben F. Wilbur, radio director and formerly manager of WOL, Washington, and George

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Announced plans of the Council

Heimrich, director of the

CMQ

from the door

by

your

of

move represents an expansion of the scope

President

ELECTION of

CMQ

of directors.

FRANK

BROADCASTING

CMHQ, CMJL, CMJK and CMKU. With the addition of CMQ, BAB has 831 members.

BBDO V. P. TO DISCUSS TV COMMERCIALS

Upcoming Assn. of National

Advertisers Spring Meeting,

March 17-19, will feature talks

by leaders in advertiser and

agency fields.

ROBERT L. FOREMAN, BBDO vice president in

charge of television, will discuss "Tv

Commercialss Which Sell and Also Appeal to the

Viewers Intelligence," during the Friday morn-

ing session of the 45th Spring Meeting of the

Assn. of National Advertisers, March 17-19

at the Homestead, Hot Springs, Va.

Mr. Foreman's talk, which will be illustrated

with slides and films of tv commercials which

combine strong selling and good-will building,

is to be part of a session devoted to the theme:

"Public Confidence in Advertising—The Vital

Ingredient for Efficient Use of Our Most Suc-

cessful Means." This session will be chaired by

R. R. Donaldson, director of advertising and sales pro-

motion, Ford Motor Co., and ANA board chair-

man, will preside at this session.

Friday Speakers

Other Friday morning speakers and their topics

include: David Ogilvy, president, Hewitt, Ogilvy,

Benson & Mather, "Getting and Keep-

ing the Consumer on Your Side"; a presenta-

tion of "The Future of Americas Commercial

Program to create an appreciation of the nation's

economic future, launched by the joint ANA

AAA committee and the Advertising Council;

Gordon Kinney, Advertising Council radio tv-

director, "Stop Wasting Your Time—A New

Approach to Your Public Service Copy"; Wil-

liam G. Power, advertising manager, Chevorlet

Div., General Motors Corp., "Pulling All the

Stops in Advertising, Merchandising and Sales.

Dr. Gabriel Hauge, administrative assistant to

President Eisenhoweber, will give an off-the-record talk at the Friday luncheon. CBS will provide the entertainment for the an-
nual dinner on Thursday.

Wednesday morning session on the need for

better advertising management and planning

will have George B. Park, advertising and sales

promotion manager, General Motors Div.;

General Electric, Co., as chairman and key-

noter. Other speakers at this session will be:

Walter C. Ayers, executive vice president,

Brooke, Smith, French & Dorrance, who will
discuss the planning to advertising of the great

shift of an economy; based primarily on fulfill-

ment of needs to one based on fulfillment of

wants; Frank W. Mansfield, director of sales

research, Sylvania Electric Products, speaking on

"Budget Your TV Year for Profit"; S. J. Caraher,
advertising controls manager, E. I. du Pont de Nemours & Co., on a method of forecasting and controlling advertising costs; Alfred Politiz, president, Alfred Politiz Research, on some practical ways of increasing advertising's sales power. E. G. Gerbic, vice president, Johnson & Johnson; Robert E. Healy, vice pres-

ident, McCann-Erickson, and Ralph Winslow,

vice president, The Shamrock Co., on changing market conditions and how to keep abreast of the latest developments in the field.

Wednesday afternoon session on the need for

better sales promotion offered by the National Advertisers Association will have director, "A Timeless Promotional Experience," will discuss the company's sales promotion activities, clicking the consumer in the relationship of promotion to sales. Other speakers will include: Mr. Foreman, "Sales Promotion the Fifth Element"; Mr. Donaldson, "Sales Promotion as a Public Relations Tool"; and Mr. Hauge, "Sales Promotion in the Service of Marketing."}

NELSON NEW BAB PROMOTION DIR.

He succeeds R. David Kimble, now director of local promotion. Mr. Nelson was named assistant director on the national level.

NORMAN NELSON, national sales director of KFWB Los Angeles and for two years managing director of the Southern California Broadcasters Assn., has been named national promotion director of BAB and will assume his new duties March 15.

BAB PRESIDENT Kevin Sweeney announced last week.

Mr. Sweeney also disclosed that Har-

don, Cranton, a present-

ation writer in BAB's national promotion department, had been named to the new post of assistant director of national promotion.

In his new position Mr. Nelson will succeed R. David Kimble, recently appointed director of local promotion. The new national promotion director headed the sales and promotional activities of the 37-station SCBA in 1952-53, resigning Jan. 1 of this year to join KFWB.

BAB Names Fogarty, Searle

FRANK P. FOGARTY, general manager of WOW Omaha, and Don Searle, executive vice president, KOA Denver, last week were ap-

pointed to the BAB Planning Committee. Named by Donald W. Thornburgh, general manager of WCAU Philadelphia. Messrs. Fogarty and Searle succeed George Higgins, KMBC Kansas City, and Howard Lane, KDIN Portland, Ore., who recently were elevated to the BAB board of directors.

CMQ Havana Joins BAB

ELECTION of CMQ Havana, with its six

transmitting affiliates, as the first foreign mem-

ber of BAB was announced last week by BAB

President Kevin B. Sweeney, who said the move represents an expansion of the scope of BAB activities and services in line with increased U. S. advertiser interest in the Cuban market. Goar Mestre, president, Circuito CMQ, said he had been "terribly impressed" with everything told him during his visit to your [BAB] office, and I sincerely believe that we can take advantage of the work being done by BAB in the States to keep the wolf away from the door of Cuban commercial broadcasting. CMQ affiliated stations are COCO, CMQ, CMHQ, CMJL, CMJK and CMKU. With the addition of CMQ, BAB has 831 members.

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KDKA Rejoins NARTB

After 8½ Years Away

THE long resentment of Westinghouse Broad-

casting Co. against an NARTB affront of the mid-40s appeared to have subsided last week as KDKA Pittsburgh rejoined the association after an absence of 8½ years [CLOSED CIRCUIT, Dec. 7, 1953].

NARTB President Harold E. Fellows announced also that WCCO Minneapolis, former CBS affiliate and now controlled by Ridder publications, had joined the association.

Westinghouse radio stations have been out-

side the association fold since publication in

1945 by NARTB of a 25-year anniversary chronology which listed WWJ Detroit as the first commercial station, having started in August 1920. Westinghouse contends KDKA's debut Nov. 2, 1920, marked the beginning of regular scheduled and commercial broadcasting. Actually Westinghouse has been partly with-

in NARTB ranks since it inherited a tv mem-

bership when it bought KFPT (TV) Philadel-

phia from Philco Corp. last summer. When Chris J. Wittem, former DuMont Network head, joined Westinghouse Jan. 1 as WBC president it was believed he would heal the NARTB breach, being a tv board member at that time as Philadelphia DuMont affiliate.

KDKA becomes the Westinghouse radio member station in NARTB under a bylaw pro-

vision requiring that the largest in a com-

monly owned station group must be enrolled. With KTVT, a new station, Westinghouse will become a subscriber to the NARTB Tele-

vision Code.

CBS relations with NARTB have been strained at times, especially since an associa-
tion spokesmen was quoted in the late 40s as saying color tv was five or ten years away. The network is not now a radio member but has tv board representation.

The following stations were enrolled by NARTB in February:

- KFAD, Fairfield, Iowa; KDKA-AM-FM Pittsburgh; KYLV, Liberal, Kan.; KEED (TV), Ripon, Wis.; WEDG-TV Chattanooga, Tenn.; WLAC-TV Nashville; KBUR, Corona, Calif.; KWIN-TV, Mo.; KPRC, Houston, Mo.; KTVQ (TV), Oklahoma City; WTCO-TV Savannah, Ga.; WCRR-AM Superior, Wis.; WPMG-TV Allen- town, Pa.; KFXY-TV Grand Junction, Colo.; KXBO-TV Eau Claire, Wis.; WFOR Hattiesburg, Miss.; WSRF FM (FM) Hattiesburg, Miss.; KBUR1, Burlington, Iowa; WQV-TV Amory, Miss.; KXTV (TV) Gilroy, Calif.; WAPM Montgomery, Ala.; WBBO Waynesboro, Ga.; WCCO Minneapolis; WDNR Delray Beach, Fla.; WFNL, Free port, Ill.; WHMA AM-FM Anisston, Ala.; WHIL Jackson; WNYC, La.; WIO, Laurel, Miss.; WMCA, Montgomery, Ala.; WPBB Jackson, Ala.; KCHA Champaign, Ill.; KECU, Garden City, Kan.; KJBC Midland, Tex.; WJFIE TV Evansville, Ind.; WKNM Corpus Christi, Tex.; KMBR-TV Fresno, Calif.; KMDI-MV, Midland, Texas.

Tower Named Acting Chief Of NARTB Labor Department

CHARLES H. TOWER, now in his sixth year at NARTB as assistant to Richard P. Doherty, who resigned last month as vice president in charge of employment, has assumed the new post of acting manager of the association's Employee Relations Board. Mr. Doherty has been with the association three years as a personnel administration consultant.

A member of the Massachusetts Bar, Mr. Tower has served as labor relations and personnel administration at Boston U. while enrolled as a law student. Previously he had served three years as a field examiner for the National Labor Relations Board. He is a graduate of Harvard Business School and Williams College.

Informal, closed meeting with FCC members brings forth assurances from Senate Communications subcommittee that public hearings will be held, regardless of legislative proposals, to seek a cure for uhf's ills. A Senator's proposal would allow one-for-two swap of vhf for uhf—up to 10 uhf stations.

SENATORS felt the broadcast industry's pulse last week and the verdict was unanimous that uhf needs a peppy and near-perfect prescription for its ills. This decided swing toward a uhf study by legislators was evidenced after an informal, closed-door session Tuesday with FCC. The meeting was the newly-formed Potter Communications Subcommittee's first chance to view at close range the problems FCC faces in radio-tv.

- Subcommittee Chairman Charles E. Potter (R-Mich.) said before the session was over three-for-one "hearings" by the subcommittee to study ways of bolstering and developing uhf as an integral part of the nation's tv system.

It was apparent the hearings will come whether or not any legislation is introduced on the subject.

- A proposal was uncorcked during the subcommittee's session for a one-for-two swap, one uhf station (owned by an existing permittee or licensee) for two uhf stations as a means of stimulating uhf's development.

This suggestion, made by a Senator as the session was well underway, swept his colleagues into a discussion with the general feeling ensuing that the proposal possibly could be reduced to bill form as a basis for an exploration of the entire subject.

The proposal for a station swap same as a

the present limitation is five vhf stations for a single owner, this would give the effect of a "two-for-one" conversion. In addition, the multiple tv station owner could be authorized to convert his holdings so that he would be limited to three vhf and four uhf stations. Still other combinations were possible, it was suggested by the Senators.

Senators present were Potter, Andrew F. Schueman (R-Kan.), Dwight Griswold (R-Nebr.), Lester C. Hunt (D-Wyo.), all subcommittee members, and Ed C. Johnson (D-Colo.), ranking Democratic member of the parent Senate Interstate & Foreign Commerce Committee. Sen. John G. Pastore (D-R.I.), a subcommittee member, was not present.

All FCC Commissioners were at the meeting except Frieda B. Henncock, who was vacationing out of the city.

Emphasis also was given to the problem of network affiliation for uhf stations. This problem—of networks affiliating with vhf rather than uhf stations in a mixed market—was described as "basic."

A Senator said that it certainly can be assumed that the demand will be made on Congress to look in on the "monopoly" field. Reference here was to the existence of only

12 vhf channels as compared to 70 uhf channels in the available tv spectrum. Thus, it was reasoned, if vhf prospered but uhf suffers, competition will be restricted.

FCC members said the Commission was aware of difficulties where uhf must compete with vhf. But the Commissioners pointed out they had no authority to require a network to make its programs available to a station even if it is found that such a practice would be sound.

The Commissioners, pointing to the develop-
The only important way to cover Maryland is to use WBAL

50,000 WATTS • NBC AFFILIATE • RADIO BALTIMORE

Nationally Represented by Henry I. Christal Company
FCC DENIES PROTEST ON WORD-TV SITE

Commission says protesting WAIM-TV Anderson is not a party in interest. WORD-TV, a Spartanburg station, has temporary authority to operate from Paris Mt.

FCC last week denied two more protests against its grant to WORD-TV Spartanburg, S. C., to operate a station at Paris Mt., six miles from Greenville, S. C. [B&T, Feb. 1].

On the ground they were not parties in interest, the Commission turned down the requests of WAIM-TV Anderson and WGVL (TV) Greenville, to build their stations near Paris Mt. Operations are also sought by WVSC (TV) Spartanburg, S. C. [B&T, Feb. 22].

All are uhf stations. Vhf ch. 7 WORD-TV holds a grant for Hogback Mt., near Spartanburg. It asked the Commission to permit it to start operations on Paris Mt., outside of Greenville, (built its existing tower of the former WFBF-FM Greenville. The Commission granted this late in January [B&T, Feb. 1].

Protestants questioned the principle of allowing WORD-TV to operate in the Greenville area, claiming economic injury, loss of network affiliations, etc. This was predicated on their allegations that WORD-TV would not construct its station on Hogback Mt., and that in order to secure a CBS-TV affiliation, it was required to become a "regional" station. The FCC, in turning down the three protests, declared that the authority is for interim operation only, and that WORD-TV would still meet all the requirements of separate, signal strength over principal city, etc.

Comm. Robert T. Bartley disented in the WAIM-TV grant. He found the result but not the opinion in the WGVL denial. Comm. Henneck was not present.

Similar Pennsylvania Case

Meanwhile, a similar situation seemed to be building up in southeastern Pennsylvania.

Five uhf stations in Harrisburg and York, Pa., petitioned the FCC last week for reharing in its grant to WGAL-TV Lancaster to move permanently to vhf ch. 8, increase power to 316 kw and move its transmitter site from Lancaster to a location on Pa. tv, with away, with a 1,000-ft. antenna. This grant was made late in January after WLAN Lancaster withdrew its opposing application for the same facility [B&T, Feb. 1].

Stations protesting what they called WGAL-TV's attempt to become a "regional" station were WTPA (TV), ch. 31; WCMB-TV, ch. 27; WHP-TV, ch. 25, all in Harrisburg, and WSBA-TV, ch. 49, and WNCN, ch. 40, both in York. All except WCMB-TV are on the air.

Protest alleged that at its new location and with new powers, WGAL-TV will put a Grade A signal into Harrisburg and York which might lose for the uhf stations their network affiliations, national and spot advertising, and might force them out of business. They claimed the new station is being built closer to York and 14 miles closer to Harrisburg and 161/2 miles farther from Lancaster than the present WGAL-TV site.

Asking for a hearing, the five uhf stations asserted that large area coverage on the part of the prospective WGAL-TV would diminish that station's local origination for Lancaster viewers and, conversely if any of the uhf stations were forced to discontinue, reduce local service for Harrisburg and York viewers. They also claimed that full power WGAL-TV at the Hellam location would react against full power for WDEL-TV Wilmington, Del., and WTVL-B TV Bethlehem, Pa. In order to avoid overlap among the three commonly-owned stations, all owned by J. F. and J. H. Steinman.

New Witnesses Set On FCC Fee Hearing

PREPARATIONS are underway for the Senate Communications Subcommittee hearing next Tuesday (March 16) on the FCC's proposed schedule of license fees.

It is expected FCC will testify. Also slated to appear are spokesmen for the Interstate Commerce Commission and the Maritime Commission. The latter's "watch" witness thus far scheduled is Carl Shipley, Washington attorneys who will represent WHAR Clarkesburg and WKYR Keyser, both W. Va.

NARTB had not yet informed the subcommittee whether it would appear but it was understood the association was ballotting board members on the subject (CLOSED CIRCUIT, March 1). The hearing is to be held on Sen. Ed C. Johnson's (D-Colo.) measure (S 2926) which would permit FCC to set "nominal" fees or charges for station applications, permits and licenses [B&T, Feb. 15].

FCC had set an April 1 deadline for comments on its proposed schedule of fees.

FCC Fees Should Subsidize Stations in Red, Says Brown

PROPOSAL that the FCC use any fees collected to subsidize "red" stations was made last week by Gordon P. Brown, president, WSIY Rochester, N. Y. Mr. Brown's suggestions were contained in comments submitted to the FCC regarding per application charge in line with instructions from the Budget Bureau [B&T, Feb. 1, et seq.].

Recommending that any fee be based on a fixed percentage of net earnings, before taxes (which would absorb amateurs, educators and other non-profit broadcasters from the charge), Mr. Brown, an inveterate and longtime foe of networks, went on:

"Too many important areas in the U. S. have lost the services of a local radio station. ... It is almost essential if the FCC is to prevent many of the existing stations from closing down, or being sold to monopolistic groups, some subsidization must be used."

At the outset, Mr. Brown opposed the charge of a fee as a discrimination against radio stations.

Among other comments filed last week, R. P. Jordan, manager, WDJB Roanoke, Va., declared he had no broad objections. He asked, however, whether there should not be a single fee covering both main and auxiliary transmitters, Mr. Jordan said that he had interposed no objection to the proposed fee schedule. Others, submitting comments last week, pointed out what they called "inequalities" and generally favored a schedule of proportionate charges based on ability to pay.
They're all top drawer with every TV advertiser in America. And they're all top drawer with us because our experience, enthusiasm and effort are concentrated towards "quality representation." Our stations are more direct. They call it good business.

Harrington, Righter and Parsons, Inc.

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington

television — the only medium we serve
A New York State investigating unit gives the show a clean bill of health, while a New York Congresswoman introduces a bill to make stations investigate charities.

THE RADIO and television program, Strike It Rich, made news in two cities last week.

In Washington, Rep. Katherine St. George (R-N.Y.) introduced a bill in the House as a result of the furor aroused about the program in her home state a month ago (Closed Circuit, March 1).

In Albany, N. Y., the giveaway program cleared one of its current hurdles when the state's Joint Legislative Committee Investigating Fraudulent Charities gave it a clean bill of health.

Rep. George dropped her bill in the hopper Wednesday. The proposed legislation would require station licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and tv programs.

The bill (S.2240) was referred to the House Interstate & Foreign Commerce Committee.

Would Amend Act

Wording of the measure which would amend Sec. 303 of the Communications Act:

(a) [Make rules and regulations requiring any broadcasting licensee who permits any program to be broadcast over his station which solicits contributions (including money, services and all other things of value) on behalf of or for the benefit of any person or organization, to make an investigation of such person or organization which is sufficiently complete to enable the licensee to answer any inquiries which are reasonably to be expected from prospective contributors. In making its rules and regulations under this subsection, the Commission may make such reasonable exceptions as it finds will serve the public interest.

Mrs. St. George has said the legislation was drawn up so as not to be "too restrictive," for example, in interfering with program content.

The Congresswoman, however, has made it clear the bill was introduced as a residuum of the later controversy over the Strike It Rich program (BWT, Feb. 22).

State Sen. Bernard Tomkins, chairman of the New York investigating committee, reported that his group's investigators had checked the program's books [BWT, Feb. 15] and found that Strike It Rich accepted voluntary contributions from viewers and listeners and passed the money on to the beneficiaries at an administrative cost of 2% which the committee did not regard as excessive.

Sen. Tomkins and Assemblyman Samuel Rabin, committee vice chairman who joined the chairman in making the announcement, said the committee "feels that it is not within its province properly to pass on the good taste of a radio or television program. The committee is interested solely in proposing remedial legislation where it is found to be necessary."

Spokesmen for Walt Framer Productions, which produces the program, said they were pleased with the committee decision, and also noted that since it came under fire the show's ratings had increased. Additionally, they said, Colgate-Palmolive Co. has since renewed the show on both radio and tv for 13 weeks. Colgate's sponsorship on CBS-TV Mon.-Fri., 11:30 a.m. to noon, and Wed., 9-9:30 p.m., and on NBC Radio (using a tape from the video version) Mon.-Fri., 11:15 a.m. William Esty Co. is the agency.

The flurry over the program started a month ago when New York City Welfare Commissioner Henry L. McCarthy branded it a "national disgrace" and held that it made a public solicitation of funds and accordingly needed a license from his office in order to continue to operate [BWT, Feb. 8]. He claimed people had been attracted to New York in hopes of getting "easy money" on the show and had wound up on relief.

But the legislative committee's clearance of the program there were indications that Mr. McCarthy might resume his attacks, which he had stopped when the Tomkins committee took over the investigation for the program's sponsor. The committee said they had heard reports that Mr. McCarthy's office would seek a license, but that no such demands had been made. They reiterated that the program had never made public solicitation of funds and that licenses law did not apply to the show.

Kilgore 'Monopoly' Charge Received

BOTH the Senate Interstate & Foreign Commerce and the Judiciary Committees have received Sen. Harley M. Kilgore's letter requesting a study of what he has called a "threat of monopoly in the development of communications" (BWT, March 1). (See editorial, page 114.)

But there is no indication that either committee is making plans to take up the West Virginia Democrat's suggestion that Congress do something about his allegation that radio interests are taking over tv.

No new moves were reported last week. The communications subcommittee of the Senate Commerce group was busy boning up on the latest in the broadcast field (see story, page 46) while the Senate Judiciary Committee had its hands full with a host of other legislative matters.

Sen. Kilgore's office said it was assuming that the Senator's letter would be referred to Sen. Potter's communications subcommittee.

FCC Orders KSTM-TV Into Ch. 11 Hearing

THE FCC last week ordered Broadcast House Inc., licensee of uhf ch. 36 KSTM-TV St. Louis, Mo., into the vhf ch. 11 hearing in that city.

The order also added an additional issue to the St. Louis hearing: Whether KSTM-TV has the right to apply for a frequency while it holds a grant for another channel. KSTM-TV began operating last October.

Last week's order is in line with a U. S. Court of Appeals ruling that the Commission must give KSTM-TV a hearing before refusing to accept its application for vhf ch. 11 (BWT, Jan. 26). The FCC refused to accept the uhf station's application for ch. 11 on the ground that it could not apply for a facility in the same market for which it holds a cp. KSTM-TV has offered to give up its uhf frequency if it wins the ch. 11 grant.

The FCC's order is on the U. S. Court of Appeals vacating its stay against the holding of the St. Louis ch. 11 hearing. It was understood that the Commission staff was drawing up a motion to vacate the stay which would satisfy other parties in the court case: CBS and Colgate-Palmolive Co. and St. Louis Amusement Co. and St. Louis Television Inc. (60% owned by WEW) are competing in the ch. 11 case.

Two weeks ago, KSTM-TV, which is officially applying for East St. Louis, Ill., filed an amended application for the ch. 11 assignment, following receipt of a McFarland letter from the FCC (BWT, March 1). The station is mainly owned by principals associated in KSTL St. Louis, Mo., and the East St. Louis Journal.

Formal Bid for WGR Sale At $1.45 Million Filed

FORMAL applications for the $1.45 million sale of WGR Buffalo by Leo J. Fitzpatrick and I. R. Lounsbury to Niagara Frontier Amusement Corp., holder of an initial grant ch. 2 there last week, were filed with FCC last week. The transfers are contingent upon final grant of ch. 2 to Niagara Frontier, representing a merger of certain original contestants.

Mr. Fitzpatrick is the survivor applicant, with Victory Television Corp. and Niagara Falls Gazette Pub. Co. acquiring part interests. Gazette Pub. Co. would dispose of WEHL Niagara Falls. Part of the merger proposal also involved purchase of the fourth contestant, WGR. Hearing on Niagara Frontier was ordered by the Commission to determine the good faith of another applicant, Enterprise Transmission Inc., now dismissed.

The WGR transfer bid included balance sheet for Dec. 31, 1953, which showed current assets of $424,551, other assets $545,627, fixed assets $142,765 and total assets $1,116,731. Tv development costs were listed at $68,844. Current liabilities were $69,228, capital stock $500,000. Earnings "retained for use in business" were listed as $492,239 as of Jan. 1, 1953, with net profit as of Dec. 31, 1953, given as $55,234.

Johnston Baseball Proposal Before Subcommittee Thursday

A SENATE Judiciary Subcommittee Thursday will hear Sen. Ed C. Johnson's (D-Colo.) proposed legislation that would bring under antitrust laws any professional baseball club owned by a beer or liquor company.

The Anti-Trust & Monopoly Subcommittee is headed by Sen. William Langer (R-N.D.) who also is chairman of the full Senate Judiciary Committee.

The hearing was announced last week. It will be held in Room 424 in the Senate Office Bldg., starting at 9:30 a.m.

The group Friday invited as witnesses August A. Busch Jr., owner of the St. Louis Cardinals and president of the Anheuser-Busch Inc. brewery in St. Louis (Budweiser beer), and Baseball Commissioner Ford Frick, Attorney General Herbert Brownell Jr. and Federal Trade Commission Chairman Edward F. Howery.

It is assumed that Sen. Johnson also will appear as the sponsor of the measure (S J Res 13).

Sen. Johnson had attacked Mr. Busch as building up an alleged beer monopoly using a Cardinals' regional radio network as the instrument. This, the Senator had asserted, was being done at the expense of minor leagues.

Mr. Busch answered the Senator's charges by

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NEW POWER BOOST

316,000 WATTS

WTCN-TV 11 WMIN-TV
MPLS.-ST. PAUL MPLS.-ST. PAUL

CHANNEL

ONE OF THE MOST POWERFUL TELEVISION STATIONS IN THE COUNTRY

ABC - DUMONT NATIONAL REPRESENTATIVES BLAIR-TV
asserting that legislation "aimed at an individual or single person" was not "proper" and by defending brewery sponsorship of baseball broadcasts.

Also on the subcommittee are Sens. Robert Hendrickson (R-N.J.), Everett M. Dirksen (R-III), Harley M. Kilgore (D-W.Va.) and Estes Kefauver (D-Tenn.).

Carthage, Great Bend

Granted Vhf Tv Outlets

CARTHAGE, N. Y. (4,420 pop.), and Great Bend, Kan. (12,665 pop.), each won a new vhf tv station last week as FCC granted ch. 7 at Carthage to Brockway Co. and ch. 2 at Great Bend to Central Kansas Television Co.

The grant to Brockway is conditioned upon the firm surrendering its permit for uhf ch. 48 WWNY-TV Watertown, N. Y. Construction upon WWNY-TV was halted when FCC proposed to allocate ch. 7 to the area, a move supported by Brockway and subsequently made final by the Commission. Both Carthage and Watertown are in upstate Jefferson County, which has a total population of 85,000-plus.

The Carthage ch. 7 station will have effective radiated power of 191 kw visual and 102 kw aural with antenna height above average terrain of 720 ft.

Louis Saff Jr., WWNY-TV manager, said the ch. 7 station should be on the air by August with GE equipment and is hopeful of CBS and ABC affiliations. Weed Television will be representative, he said.

The Great Bend ch. 2 grant specifies 100 kw ERP visual with antenna height above average terrain of 970 ft.

Central Kansas Television is headed by E. C. Wedell, electrical supplier, and other local businessmen.

House Unit Approves

Excise Tax Reduction Bill

HOUSE WAYS & MEANS Committee last week approved a bill that would reduce Federal excise taxes on a selective list of items.

The items are of interest to broadcasters: Admissions taxes from 20% to 10%; domestic telegraph, cable and radio messages from 15% to 10%; leased wire service teleprinter or talking circuit special service from 15% to 10%; "electric tubes" from 20% to 10%; photographic apparatus and equipment from 20% to 10%. Radio and tv sets are not affected as the excise tax at the manufacturing level for both is 10%.

Accord Reached on Forming Tall Tower Study Committee

ORGANIZATION of an ad hoc committee to look into the question of marking and lighting tall structures—particularly tall, guyed tv towers—was approved last week by member agencies of the Airdomes, Air Routes and Ground Aids subcommittee of the Air Co-ordinating Committee [BT, Jan. 11 et seq.].

Purpose of the working group is to see whether present provision for marking and lighting air "hazards" are adequate in the light of mushrooming tall tv towers. Terms of reference for the group call for a report to the AAC on this as well as high power lines and other structures, and on the adequacy of present marking and lighting standards for guy wires themselves. Composition of the ad hoc committee will comprise government agency representatives (FCC, CAA, military services) as voting members. Other interested associations (NARTB, AFCCE, FCBA) as well as aviation groups will be given associate membership on the group, but with no voting rights. Names of committee members may be known next week.

Should the ad hoc committee find that present marking and lighting standards are not adequate, it is also empowered to investigate various means by which deficiencies may be overcome. All meetings during the investigation of both phases will be open, it was said.

Southern Broadcasting Wins

Charleston Initial Decision

INITIAL decision proposing to grant a new tv station on vhf ch. 2 at Charleston, S. C., to Southern Broadcasting Co., licensee of WUSN there, was issued a fortnight ago by FCC Examiner Charles J. Frederick.

Ruling was made possible by the withdrawal of a competing bid by Charleston Broadcasting Co., operator of WHAN Charleston [BT, Feb. 22]. WHAN told FCC it had counted on a merger, hence was not ready for hearing.

J. Drayton Hault, general manager and part owner of WUSN, said the proposed new outlet should be completed by September using RCA equipment. Network affiliation will be NBC, he said.

Ike Reappoints Miller

JUDGE JUSTIN MILLER, retiring board chairman of NARTB, last Tuesday was reappointed by President Eisenhower as a member of the U. S. Advisory Commission on Information. The term expires in January 1956.

Sigurd S. Larmorn, president of Young & Rubicam, New York, was named a new member of the Commission, his term expiring in January 1957.

Mark A. May, director of the Institute of Human Relations at Yale U., was reappointed to the Commission for two years. All nominations are subject to Senate confirmation.

Dorfer Names McElroy

APPOINTMENT of James B. McElroy, Ven- tura, Calif., as engineering assistant was announced last week by FCC Comr. John C. Doerfer. Since 1950 an electronics engineer with the Navy, Mr. McElroy assumed his new post last Monday. An electrical engineering graduate of Ohio State U., he was employed from 1937-1945 as chief engineer of government-owned commercial radio stations in Guatemala. From 1945-1949, Mr. McElroy operated his own commercial station in that country.

WNER (TV) Grants Protested

WPRO-TV Providence last week protested FCC's grants to uhf ch. 16 WNET (TV) there for additional time to complete construction and of a special temporary authorization for interim operation. WPRO-TV claimed that the FCC grants should be set aside on ground that WNET was not diligent in construction and because of economic injury.

FCC earlier denied a WPRO-TV request that the STA given WNET be stayed because of economic injury [BT, March 1, Feb. 22].

At Bangor, the hearing record was closed last Tuesday in FCC's Bangor ch. 2 VHF/TV economic protest by WNET against WPRO-TV, instituted last fall. Case pend initial decision.

Ask Tv Ban on Liquor

TV COMMERCIALS showing people drinking alcoholic beverages would be banned under terms of a bill introduced last week in the Michigan Legislature. Liquor license of any liquor store or the manufacturer or retailer permitting such ads would be revoked. The bill was reported favorably by the House Liquor Committee after legislators received swarms of letters and telegrams advocating the legislation.
More reach ... better pickings

When you're using spot radio to cover a national market, you want all the reach you can get. You want stations like WJR, which gives you the best possible radio coverage of a broad market of 15 million people, some 10% of the nation's buying power. This is the kind of mass advertising that means real efficiency for every dollar you spend. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers
CONFIRMATION by FCC of the Class I-B status of WQXR New York and KPMC Bakersfield, Calif., on 1560 kc under the 1950 North American Regional Broadcasting Agreement was set forth by the FCC last week in a memorandum opinion and order which (1) approved a 5 kw boost to 50 kw directional for WQXR from its present 10 kw, operating full time; and (2) granted KPMC a change from 1 kw to 10 kw, directional, also full time on 1560 kc.

California Democrats filed complaint with FCC on issue of “unbalanced” programming, claiming their party’s lack of funds should not have prevented an equal opportunity to discuss issues raised in the program. Broadcasters denied “unbalanced” programming charge, citing Drew Pearson and other “liberal” spokesmen on KABC-TV.

New Muskogee TV Station Proposed by Commission

INITIAL decision, proposing to grant vhf ch. 8 at Muskogee, Okla., to Tulsa Broadcasting Co. was issued last week by FCC Hearing Examiner Millard F. French. Headed by John T. Griffin, Tulsa Broadcasting is licensee of KTUL Tulsa and KFPM Fort Smith, Ark. Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received $6,000 for expenses incurred in prosecuting his bid.

With a prompt final decision expected, the ch. 8 outlet proposes an August commencement date with Avery-Knodel Inc. as station representative. Revenue will be sought from CBS, since KFPM, KTUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network, it was reported. Mr. Griffin also is a principal stockholder in ch. 7's KATV (TV) Fine Bluff, Ark., an ABC outlet.

FCC Cuts Field Operations

FCC announced last week it will cut down its field operations by eliminating its Houston, Tex., Regional office and reorganizing the San Francisco Regional and Denver District offices. Under the amendment of Part O of the Commission's rules, districts in Colorado, New Mexico will be included within the San Francisco Regional office. District office 15 at Denver will now include Texas, Oklahoma and Louisiana. Mississippi will come under the Atlanta Regional office.

Section 0.40 is amended as follows: The offices of the Regional Managers of the Field Engineering and Monitoring Bureau are located:

Region #1—554 Federal Building, 441 Washington Street, New York 14, N. Y.—To Include: Districts 1 to 15.
Region #2—411 Federal Annex, Atlanta, Ga.—To Include: Districts 26, 7, 8, 9, 10, and 11.
Region #3—335-A Customhouse, San Francisco 26, Calif.—To Include: Districts 11, 12, and 13.
Region #4—282 Federal Office Bldg, Seattle

Freedom of Speech At Stake in Maryland

FREEDOM of speech in Maryland is at stake in a misdemeanor indictment handed down against Fulton Lewis Jr., MBS commentator, by St. Mary's County grand jury [B&T, March 1]. The indictments are based on an antique common law of England which was designed to protect the King and Queen as well as other public officials from criticism.

The Washington Post called the indictment “a naked piece of political reprise” instigated by local politicians who had been castigated in MBS broadcasts by Mr. Lewis. The Washington Post, which commenting in its columns and newspaper editorials, along with every citizen, could be subject to similar criminal action for any criticism of law enforcement.

Calif. Dems. Charge KABC-TV With ‘Unbalanced’ Programs

FORMAL complaint against KABC-TV Hollywood was mailed to FCC Thursday by California Democratic National Committeeman Paul Ziffren in dispute over presentation of Red publican-sponsored Washington Calling [B&T, Feb. 22] despite fact program is no longer on the air.

However, Station Manager Frank King denied program was cancelled because of Democratic Party pressure. He pointed out station's 8-week contract with Republican Associates, sponsors of Washington Calling, had expired and was not renewed by the group.

Other station spokesmen said KABC-TV position was unexpected in light of Democratic demand for free time to answer issues raised in previous Republican programs. "If they want to pay, we'll give them equal time," was consensus of opinion.

Still Less Paperwork

IN AN ORDER designed to further reduce unnecessary paper work and administrative burdens for both itself and the broadcaster, FCC last week amended Sec. 1.343 of its rules so that multiple licenses of radio and tv stations need only file one Application for Form 153 for such stations in any three-year license period. Effective immediately, the change does away with the present requirement that each station have one am, fm or tv station must file a full ownership report with each renewal bid.

Velde Discloses Ruling On Telecast Coverage

THE HOUSE Un-American Activities Committee has a rule governing telecasts of its hearings, Chairman Harold H. Velde (R.-Ill.) has disclosed.

During House debate Feb. 25 on a request for funds to continue the committee, Rep. Velde filed rules adopted last summer by the investigating group. Among them is a section on televised hearings. The rules state that not more than two tv cameras can be used; telecasts shall be available to all under a pooled basis, on the basis of public service only with no commercial permitted from the hearing room “and no advertisement or financial support of the hearings shall be permitted...” Also, the rules state the chairman “shall direct that television cameras refrain from photographing the witness during the taking of his testimony if the witness so requests.”

Chairman Velde stressed the rules on tv when Rep. Roy W. Diner (D-Minn.) asked him who on the committee “sets the policy on the use of television and radio” at hearings held in cities other than Washington. Rep. Wier asserted that tv “has been a very good instrument politically” for the committee.

Ch. 3 Contest in Phoenix Receives More Pleadings

COUNTER pleadings, each charging the competitor's tv application is defective because of improper verification and signature, are pending before FCC in the ch. 3 contest at Phoenix, Ariz., involving KTKA there and Arizona Television Co.

KTKA filed its protest Feb. 16 against Arizona Television, partly owned by Edward Cooper, tv director of Motion Picture Assn. of America and former communications expert of the Senate Interstate and Foreign Commerce Committee. FCC's Broadcast Bureau has recommended this petition be denied since an applicant "should not be disqualified on such a technicality.” Arizona Television filed against KTKA March 1 on similar grounds.

KTLG (TV) Transfer Sought

H. L. HUNT, multi-millionaire Texas oilman, filed application with FCC last week for assignment of his permit for uhf ch. 43 KTLG Dallas-Church Christian to Trinity Broadcasting Corp. at $5,600 cost. He cited pressure of other interests as the reason. Trinity is licensee of KLIF Dallas and KELP El Paso and is operated by Gordon McLenod, involved in cooper-suits with major league baseball clubs over game rebroadcasts [B&T, Feb. 22]. Mr. Hunt reported net worth of $8 million plus.

Plan Fm Channel Switch

PROPOSED rule-making proceeding has been announced by FCC to switch fm ch. 239 from Novi, Mich. to Effingham, Ill. Comments are due March 26.
ONCE IS WONDERFUL...
TWICE IS TERRIFIC!

In November, 1953, Telepulse reported that KLZ-TV...with less than 30 days on the air...had overwhelming audience leadership among Denver's three channels.

In January, with all FOUR TV channels on the air, Telepulse again rated KLZ-TV Denver's most popular station.

TELEPULSE RATES KLZ-TV
DENVER'S MOST POPULAR
TV CHANNEL

this time with FOUR channels on the air!

KLZ-TV IS FAR OUT FRONT
ANY WAY YOU LOOK AT IT:
QUARTER-HOUR AUDIENCE RATIO
SHARE OF AUDIENCE
HIGH-RATING PROGRAMS

To Wit...

- Leads in 29 out of 32 daytime weekday quarter-hours.
- Has 8 of the top 10 once-a-week shows (including first place).
- Has 7 of the top 10 multi-weekly shows (including first place)...and of these, 6 are KLZ-TV local originations.

AND OTHER CONVINCING FIRSTS!

On KLZ-TV...
Denver's most popular:
- Local newscast and weather...10 p.m.
- Local western show for kids...Sheriff Scotty
- Local sports show...Larry Varnell's Sports Shop
- Local kitchen show
- Locally sponsored half-hour program...Life of Riley

Since the above survey, KLZ-TV has doubled its power to 110,000 watts, and will soon go to 316,000 watts!
RADIO-TV FLASH HOUSE SHOOTING OVER U.S.

Rep. Bentley, most seriously wounded of the Congressmen, is himself a radio man—vice president-part owner of WKNX Saginaw, Mich.

MAJOR ROLE of radio and television networks and stations in alerting the nation to momentous events was underlined last Monday, when, within minutes, they flashed the news of the shooting of five Congressmen in the House chamber.

A little publicized sidelight to the shooting was the radio-tv holdings of the Congressman who was shot up the most. Rep. Alvin M. Bentley (R-Mich.) who suffered a bullet wound of the lung and the liver is vice president and part-owner of WKNX-AM-TV Saginaw, Mich. His condition, critical at first, was improving last week.

Rep. Bentley who was visited at the hospital last week by part-owner and president of the station, William Edwards, acquired an interest in the stations in 1952 about the time he was elected to Congress.

Another Congressman, Rep. Kenneth A. Roberts (D-Mass.) who was hit by an assailant's bullet in the left leg is a member of the Interstate & Foreign Commerce Committee. He was recuperating from his wound.

Among stations reporting to B&T:

WHEC Rochester, N. Y., gave listeners on the spot coverage with Warren Doremus, news director, recording a telephone interview with Rep. Kenneth B. Keating (R-N.Y.). Rep. Keating was located at WTOP Washington where he was broadcasting his personal description of the house. In his telephone talk with Mr. Doremus, the Congressman told how he was five feet away from Rep. Bentley when the latter was felled by bullets.

WTAG Interviews Phiblin

WTAG Worcester, Mass., used a similar process. Newsmam Bill Porter talked with Rep. Phiblin (D-Mass.) who was at the Radisson Hotel. WTAG reports the Congressman had to be called from the bathtub. Rep. Phiblin, who was in the line of fire, provided Mr. Porter with a three-minute interview.

WBAL-TV Baltimore reports Keith McBee, the station's Eye-witness reporter, scored three exclusives on one program by obtaining a tape interview with Rep. James P. S. Devereaux (R-Md.), and two other Maryland Congressmen who were rushed to WBAL-TV studio by police escort to give personal accounts of the shooting and the subsequent events.

Minutes after news wires reported the shooting, WFIL Findlay, Ohio, said News Director Clair Meekins and Manager Harold Heminger both were killed by bullets, while a telephone recording with Rep. J. E. Betts (R-Ohio) for an eye-witness account. The interview was aired within an hour after the shooting.

Networks and stations continued to provide coverage throughout the day, with special programs presented later that night and the next day. The attack by the three Puerto Ricans began at 2:32 p.m. EST, and within three minutes, bulletins were broadcast on the networks and many stations. A key eye-witness interviewed by all networks was Rep. James E. Van Zandt (R-Pa.), who helped disarm the assailants.

Mutual reported that its Washington correspondent Joe McCaffery, was in a particularly advantageous position because he was in the

House chamber with an open microphone. Mr. McCaffery quickly assembled key Congressmen and several eye-witnesses and presented on an on-the-scene interview from 3:30 p.m. EST. Mutual broadcast more complete interviews and comment on Afternoon News (4-4:15 p.m. EST) and Mutual Newsbeat (9:15-9:25 p.m. EST). Mr. McCaffery's tapes also were presented on WWDC-Mutual Washington.

NBC credited two staff members, Ted Yates, news reporter, and John D. Connolly, news editor for WRC and WNBW (TV) Washington, with helping to apprehend the assailants. They were interviewed for programs on NBC-TV at 3:50 p.m. EST, and 4 p.m. EST, along with Congressmen on the Capitol steps.

Within an hour after the shooting, CBS Radio reported it presented a special broadcast directly from the House Gallery. George Herman, CBS Radio White House correspondent, and Lewis Schollenberger, Washington director of special events, conducted interviews with eye-witnesses. CBS-TV originated its Douglas Edwards With the New program (Mon.-Fri., 6:30-6:45 p.m. EST) from Washington instead of New York on Monday night, and presented an over-all account of the incident, as related by eyewitnesses, and films of developments.

From the Gallery

ABC Radio’s Gunnar Back started broadcasting from the Radio Gallery in the House at 3:18 p.m. EST, interviewing spectators at the scene. Fuller reports were carried on the radio network on Headline Editions (10-10:15 p.m. EST). ABC-TV began telecasting a full hour of on-the-spot interviews via WMAL-TV Washington at 4 p.m. with Bryson Rash questioning Congressmen and other witnesses. At 9 p.m. ABC-TV carried a special half-hour historic film story of the episode.

DuMont provided continuous bulletins on Monday afternoon and, at 6:30 p.m., presented a special interview with Dr. A. Ferns Isern, Puerto Rican Resident Commissioner. On Tuesday DuMont carried a special filmed interview, starting at 4:30 p.m., with George Luis Munoz-Marin of Puerto Rico, which was said to be prepared especially for the network by WAPA-TV San Juan, DuMont affiliate.

Dennis to Head WJNO-TV;
Brown Named Chief Engineer

WALTER L. DENNIS, manager of WILS-TV Lansing, has been appointed general manager of WJNO-TV West Palm Beach, Fla., and Walter Brown, veteran RCA-NBC engineer, has been named chief engineer of the Florida ch. 5 station, William H. Cook, executive vice president of Palm Beach Television Inc., announced last week.

Mr. Dennis is known both in the retail and broadcast industries. He presently is a member of the radio-tv advisory committee of National Retail Dry Goods Assn.

WJNO-TV's on the air target date is set for June 1.

STEVENS APPOINTED WNBC SALES HEAD

PROMOTION of George C. Stevens, account executive with NBC's WNBC New York, to sales managership of the station was announced last week by Hamilton Shea, general manager of WNBC-WNBW New York. Mr. Stevens succeeds Robert Leder, who resigned to become vice president and general manager of WINS New York [B&T, March 1].

Mr. Stevens, who reports to Station Manager Ernest de la Ossa in his new position, joined NBC in 1945 as business manager of the radio-recording division. He was named controller of WNBC-WNBTV (TV) in 1949 and an account executive for WNBC in 1950.

Williamson Named WBZ-WBZA Sales Mgr.

WILLIAM J. WILLIAMSON, for four years sales manager of WLWD (TV) Dayton, Ohio, last week was appointed sales manager of WBZ-WBZA Boston-Springfield. He succeeds C. M. (Tom) Meehan, sales manager of WBZ-WBZA for three and a half years, who has been transferred to Westinghouse Broadcasting Co. headquarters in Washington for special public relations assignments.

A veteran of 20 years in advertising, Mr.

Mr. Meehan

Mr. Williamson

Williamson is a former account executive of Ralph H. Jones Co., Cincinnati agency, and before that sales manager of WKRC Cincinnati. He assumes the Boston post March 15, according to Paul E. Mills, WBZ-WBZA manager.

Mr. Meehan, who reports to Washington headquarters March 22, has been in radio, publicity and newspaper work three decades and is a 10-year Westinghouse executive.

With separation of WBZ's am and tv sales activities in 1950 Mr. Meehan was named sales manager of the Boston-Springfield radio outlet.

Management of 3 Poole Stations Consolidated

OPERATIONAL and sales offices of three John Poole Broadcasting Co. California stations, KBIG Avalon and KBIF and KBID-TV, both Fresno, have been consolidated with headquarters at 6540 Sunset Blvd., Hollywood.

Cliff Gill and Robert J. McAndrews, KBIG operations manager and commercial manager, respectively, assume same position for the station group while Wallace Hutchinson, tv promotion manager, becomes group sales manager. George Nickson, KBIF station and commercial manager, is promoted to station general manager while Robert Wesson remains KBID-TV general manager.
it ain't June, but
WE'VE
GRADUATED!

Fast promotion did it.
Six months is a tender age—but we've graduated to the big leagues in our first six months of existence . . . graduated with honors, we might add.

We doff our mortarboard to the Billboard for capping our first half-year with first place in the 16th Annual Audience Promotion Contest. Other achievements include the Zenith Television Award for Public Service, to Miriam Murphy for her Harrisburg Hostess program, and the selection of Joe Gerdes, the Harrisburg entry, as one of the four national winners in the "Voice of Democracy."

Incidentally, we don't specialize in plaque-grabbing promotion and public service are extra-curricular with us . . . Our "major" is in sales achievement, for local, regional and network television advertisers.

WTPA
HARRISBURG
PENNSYLVANIA
represented nationally
by HEADLEY-REED TV
NINETY-SIX advertisers and agency representatives were guests of WHAS Louisville at a two-day meeting convened to consider the Alfred Politz study of attitudes toward radio [Btv, Dec. 14, 1959]. Henry I. Christal, president of the representative firm of that name, here addresses the group at a luncheon. On his left is Mrs. Baker, Jr., vice president of the Courier Journal and Louisville Times; Victor A. Sholis, vice president-director of WHAS; P. A. Wassenmansdorff, General Electric Co. advertising manager, and James Topmiller, WHAS salesman.

KRGV-TV WESLACO DUE ON AIR TODAY

WSJV (TV) Elkhart was to begin test patterns over weekend. KFBC-TV Cheyenne reports good test reception.

WESLACO, Tex., is to receive its first local TV station with KRGV-TV (ch. 5) scheduled to start operations today (Monday). The station was originally slated to commence in late January, when its new antenna dropped 660 feet during hoisting, causing postponement until equipment could be replaced. KRGV-TV is affiliated with NBC-TV and DuMont, and represented by Paul H. Raymer Co.

KFBC-TV Cheyenne, Wyo. (ch. 5), began regular test patterns last week and reports of good reception have been received from 150 miles away, according to William C. Grove, manager. The CBS-TV affiliate expects to start commercial programming March 15.

Test patterns of WSJV (TV) Elkhart, Ind. (ch. 52), were due to begin this past weekend, Lester A. Zellmer, chief engineer, said. Regular programming is set for March 15.

Cites Equipment Delay

KSAN-TV San Francisco (ch. 32) has postponed its starting date because of delay in delivery of vital equipment. The station will begin regular programming April 9 when the San Francisco Seals open baseball season at home. KSAN-TV will carry all Seals games for the coming season.

Opening program of WTRI (TV) Schemec- tady, N. Y. (ch. 35), was held Feb. 28. The CBS-TV affiliate is owned by the Van Culer Broadcasting Co., with Col. Harry C. Wilder, president.

The following stations have reported they plan to begin regular operations by March 31: WINK-TV Fort Myers, Fla. (ch. 11); WLIK-TV Pocatello, Idaho (ch. 10); WSJV (TV) Elkhart, Ind. (ch. 52); KDAL-TV Duluth, Minn. (ch. 3); WSLI-TV Jackson, Miss. (ch. 12); KFBB-TV Great Falls, Mont. (ch. 5); WMUR-TV Manchester, N. H. (ch. 9); KCEB (TV) Tulsa, Okla. (ch. 23); WQED (TV) Pittsburgh (ch. 13), educational; WNET (TV) Providence, R. I. (ch. 16); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); WIFB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2), San Juan, P. R.

(WATL Resumes March 15 Under New Call, WAOK

WAOK Atlanta resumes broadcasting about March 15 with a new call, WAOK, and will direct its programming to the 250,000 Negroes in the area, it was announced last week.

Twenty-three-year-old WATL, 5 kw on 1380 kc, has been silent since Feb. 26 pending reorganization of the license and reconstitution of its program schedule, according to Zenas Sears, formerly of WGST Atlanta and scheduled to be program director and promotion manager of WAOK. Pending before the FCC is an application to assign the license of WATL from Atlanta Broadcasting Co. to WAOK Inc. Both are 100% owned by J. W. Woodruff Sr. Nationally, WAOK will be represented by Fox-Joe Inc. In the southeast, the station will be represented by Dora-Clayton.

L. M. George, manager of WQPC Albany, Ga., will be general manager of WAOK. Station executives will be Dorothy Lester, remaining as station manager; Mr. Sears; Stan Raymond, formerly Dora-Clayton, commercial manager, and Eaziel Holley, remaining as chief engineer. The board of directors of WAOK Inc. will comprise these executives and Mr. Woodruff and his son J. Barnett Woodruff.

In addition to the Atlanta station, Mr. Woodruff also owns WQPC Albany and WRBL Columbus, Ga.

WPIX (TV) Rate Changes

WPIX (TV) New York last week announced a change in its volume sales plan discount from 50% to 40%, effective March 1, pending issuance of a supplement to its rate card No. 5. Six months' protection is guaranteed advertisers on record as of March 1 and who continue without lapse.

The station also announced new prices for its weekly "run-of-the-station" ID announcements. Advertisers may buy 20 ID announcements weekly for $500 and 50 for $1,000.

Weed Challenges Claims TV 'Overcommercialized'

READINESS of the television industry to accept criticisms for "overcommercialization" of TV was challenged last week by Joseph J. Weed, president of Weed Television Inc., station representatives.

Mr. Weed acknowledged that even "a single complaint about 'overcommercialization' warrants self-appraisal, but he urged that the industry consider 'the quality of the commercials along with the quantity.' He asserted that commercials are "necessary ingredients to the American system of television and can be made agreeable to all." pointing out that they must be designed to interest the viewer as well as sell the sponsors' products.

Bramstedt, Fletcher Named To Midnight Sun Positions

APPOINTMENT of Alvin O. Bramstedt, manager of KFAR Fairbanks, Alaska, as general manager of the Midnight Sun Broadcasting Co., was announced by President Austin G. Cooley last week.

Mr. Cooley also announced the appointment of James C. Fletcher, eastern Midnight Sun sales manager and former Alaska radio station manager, as national sales manager for the four-station group.

Midnight Sun, which early this year bought out the assets of Aurora Broadcasters Inc. through a stock transaction [Btv, Feb. 1], owns KFAR Fairbanks (10 kw on 660 kc), KENI Anchorage (5 kw on 550 kc), KJNO Juneau (1 kw day, 500 w night on 630 kc) and KABI

MR. FLETCHER  MR. BRAMSTEDT

Ketchikan (1 kw day, 500 w night on 580 kc). The last two stations formerly were owned by Aurora, which contained as stockholders some Midnight Sun principals. Midnight Sun is controlled by the estate of the late Capt. A. E. Lathrop.

KATV (TV) to 172.6 Kw

KATV (TV) Pine Bluff, Ark., put its new 20 kw transmitter into use Feb. 24 to increase its effective radiated power from 43 to 172.6 kw and extend its "snow-free" coverage to a radius of 80 miles from the 1,000-foot KATV tower, James P. Walker, general manager, has announced. He said the ch. 7 station now covers 21 counties with a population of 806,000—42% of the state's population.

KNXT (TV) Increases Power

VISUAL signal of KNXT (TV) Hollywood was increased from 25 kw to 46.8 kw during the CBS-TV Toast of the Town program yesterday (Sunday) when host Ed Sullivan pulled a switch in New York to activate new station equipment on Mt. Wilson, Calif. Equipment, housed in a concrete fireproof building, and a new transmission tower, 466 feet above ground level and 6,200 feet above sea level, also increased aural signal from 12.5 kw to 23.4 kw.

Broadcasting  Telecasting
Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format...

with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in all markets.

For details write, call or wire us immediately.
YOU CAN BE FIRST IN YOUR TV MARKET!

PREMIERE A NEW MOTION PICTURE EVERY WEEK

YOUR VIEWERS SEE THEM EVEN BEFORE THEATRE AUDIENCES!

HERE IS SHOWMANSHIP that proves leadership—builds prestige—affords outstanding opportunity for promotion. In Vitapix Feature Theatre you have the first, the only feature-length motion pictures ever produced for TV. You run them before theatres anywhere.

AVAILABLE FOR APRIL 1st RELEASE—Among leading stars are Jeffrey Lynn, Lee Bowman, Akim Tamiroff... scripts by top writers... produced by Burt Balaban and Princess Pictures, Inc.

MOTION PICTURES MADE FOR TV—Hollywood said it couldn't be done—but Vitapix did it. Reviews proved Vitapix was right. Only Vitapix—a company owned by 40 leading United States television stations—could deliver a series with all the drama, entertainment, promotion and SALES value contained in—

VITAPIX FEATURE THEATRE
Write, wire or phone collect TODAY!
PRIOR to joining Ziv Television Programs Inc. three years ago, Maurice Unger, now Ziv’s vice president in charge of West Coast operations, had absolutely nothing to do with the entertainment field. After a varied professional career, Mr. Unger says he has at last found the field where he will be content to stay.

Born in Cincinnati on August 16, 1913, Mr. Unger, whose nickname of “Babe” goes back beyond his memory, was interested only in athletics until his late teens. His first job at the age of 17 was running a “Tom Thumb” golf course.

Joining the Tom Collins Corp., Cincinnati, he remained with that firm for 14 years, and when he handed in his resignation, he did so as president. During this period and the subsequent three years when he was president of Charles A. Maish, Franklin, Ohio, manufacturer of commercial felt, he invented a launching and landing device for aircraft and designed and built filtering and packaging equipment.

Now firmly entrenched in tv film production, he comments “after you strip away the romance and glamour of pictures, it all boils down to a manufacturing business.”

With 300 tv films to his credit, Mr. Unger recalls arriving in Hollywood in October 1950 with “an inexhaustible supply of experience.” When Ziv decided to enter tv, President John L. Sinn wanted someone he knew and not necessarily someone who knew the business. His close friend for 32 years filled the bill.

One of Mr. Unger’s first steps was to plan a shooting schedule for some 80-old films to be made in 1951. Drawing on his manufacturing experience, he devised a schedule which called for a December 13th deadline at 6 p.m. The last film was completed on that date, but at 4 p.m.

His goal is to turn out the best in tv films. He is a firm believer in specialists. “A picture’s quality is determined before shooting,” he declares, adding “production is merely carrying out a three-fold operational plan of quality, budget and schedule.”

Crediting Ziv’s large sales force with keeping a finger on the pulse of viewers’ tastes, Mr. Unger operates on the theory that there is a great deal of difference between what can’t be done and what hasn’t been tried.

When Ziv acquired I Led Three Lives, he and Mr. Sinn walked the streets with a camera trained on them as they entered and left buildings, etc. After viewing the results, they chose methods and techniques that just hadn’t been tried before.

He personally reads each script. To get a proper standard as to what is a good story, he believes that one which 130,000,000 Americans think is good—is good. On that basis material for Favorite Story is selected.

Completed to date are 60 Boston Blackie, 39 Unexpected, 104 Cisco Kid, 25 I Led Three Lives and 60 Favorite Story, of which approximately 150 of these half-hour programs have been shot in color.

Currently in production are films for inclusion in the last three series, plus Mr. District Attorney and Corliss Archer. Also in the hopper are three additional series, which will bring the 1954 production output over 200 films.

A man who makes rapid decisions, Mr. Unger married his wife, Roslyn, four days after they met. They have just celebrated their 15th wedding anniversary with children, Penny, 13, Elizabeth, 11, Barry, 9, and Randee, 7.

His hobbies are golf in the 70’s and television. When the Alliance of Television Film Producers was formed three years ago, he was elected its first and re-elected its second president.
PRODUCTION of films for television is a growing business in Washington, D.C. Several film companies, not in existence a few years ago, have set their cameras in motion in Washington to capture the timeliness and impact of domestic and international news in the news capital of the world. As these firms have grown, some have extended themselves into the production of straight drama and documentary shows, shot on location in what one producer termed "the most colorful and photogenic city of them all."

The firm that has been packaging Washington for televi

In the early days of commercial television, it was his firm that put post-war Washington on film for NBC-TV. "Public receptions for returning war heroes were the big thing then and we filmed them all," Byron said.

In those days, Byron had a six-man payroll. The firm now employs about 50 people—most of them technical—drawing on freelance talent as the need arises.

In 1947, the production pace and growing staff necessitated a move from a small downtown studio to 1226 Wisconsin Ave., N.W., the company's present location in the Georgetown section of the city. With that move came a more complete and better integrated service to all Byron accounts which now number "well over 1,000 and that excludes work done for the government." The 50-room 2-floor layout in the Byron plant provides "every possible 16mm service under one roof," according to Byron.

Two Floors of Filming

The laboratory, replete with space for splicing, negative prepara

Two recent films, both shot on location, are "A New Breed," a doc-

A young film business, not engaged in production but instrumental in stimulating more of it in Washington, is Capital Film Labs Inc., established four years ago as McGeeary-Smith Labs Inc. The firm, located at 1905 Fairview Ave., N.E., in quarters it already is rapidly outgrowing, provides printing, processing, sound system and editorial services for some 500 regular clients as well as for a healthy number of customers who bring their occasional film work to Capital, according to James A. Barker, president of the corporation.

Mr. Barker, an electrical engineer with a degree in business administration from Harvard, entered the film business in August 1953 at Capital, the firm he now heads "when I found such a fine company in a real growth industry." It was this same observation that drew Jack Safford, vice president-sales manager, into the company in October 1953. Commenting on the film business and the upward trend that has been established since the advent of tv, Mr. Safford said, "My field was aviation. I never intended to switch but the potential was just too great."

Complementing this enthusiasm at the executive level at Capital is the skill of a staff of 34 technicians who, Mr. Barker feels, insure the quality of Capital's work because "every man really knows his business. All of our technical heads have been here since the corporation was formed four years ago and I think that's important," Mr. Barker added.

The lab itself, covering 14,000 sq. ft., is equipped to handle all 16mm film services from dark rooms where film is developed to a miniature theatre where a customer may watch the screening of the finished product. Millions of feet of film are processed at Capital each year, Mr. Barker said.

Until 14 months ago, Capital operated in a plant about half the size of its present one. Increased production on both a local and national level, coupled with more film services being offered, necessitated a move to a larger location.

The lab now occupies two separate, executive buildings, separated by a street but connected by a passageway, to provide a total of 14,000 sq. ft. of office and laboratory space. While the older, original studio is only 8,000 sq. ft., the newer building is 6,000 sq. ft.

In addition, the production department has been moved into a new 2,300 sq. ft. building for sound construction and splicing. The old building, which also housed floors for printing, processing and developing, is now the production center for the Byron studio.

Two recent films, both shot on location, are "A New Breed," a docu-

This year, the Byron firm plans to release "A New Breed," a docu-

Mr. Barker, president of the company, feels strongly that in Washington "a producer cannot overlook the terrific appeal politics and news have for the tv audience."

Following this conviction, in 1952 Byron pioneered a new field when he produced a half-hour film titled "The Case for the Republican Congress. It was the first film ever made by a major political party for use on tv. In this instance, Byron pointed out the need in television for speed as well as quality. "That show was complete and on the air coast-to-coast in one week."

But Byron's interest in Washington as a news center does not exclude production of straight films. Recently completed at Byron is "Town and Country Time," a half-hour series with a cast of 40 actors. It was directed by Connie H. Gay, a hillbilly personality whose "Town and Country Time" radio show is heard on many stations. The series was filmed in color and Byron emphasizes that "it's really a humdinger." Negotiations for sponsorship of the series are now underway.

In production at the studio is a 15-minute series called "Carriage Trade. The show is set in a Georgetown restaurant reproduced in one corner of the Byron sound stage. "This show will play up the human side of people in the news," Byron explained. "If, for example, Toscanini is our guest, we'll talk about how he makes spaghetti sauce rather than how he makes music."

The role of film in tv is just beginning to be explored, Byron believes. To completely round out the Byron operation, a color processing unit being made in Germany has been ordered. When it arrives, it will be installed in a building connected with the plant. "It's the first of its kind," Byron claims. "We made every effort here to keep abreast with developments in the industry."

These Facilities for Hire

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Until 14 months ago, Capital operated in a plant about half the size of its present one. Increased production on both a local
IN NATION'S CAPITAL
others are in development

by Patricia Kiely

and national level prompted the company to finish off the top floor of its building. "Every inch of this new space has been put to maximum use," Mr. Safford said, "and we're still crowded."

Capital's latest project to exploit the possibilities of Washington as a film production center, involved the renovation of the old Carolina Theatre at 105 11th St., S.E. The motion picture house is now a modern and complete sound stage available on a rental basis to independent producers. Mr. Barker considers it "a great asset to producers in this area who are in the market for studio space to film anything from a 20-second spot to a full-length motion picture."

To maintain production flexibility, the stage, with a floor area of 2,200 sq. ft., is equipped with portable light bridges. Lighting is controlled from a portable console board that can be moved to any area of the floor. RCA re-recording equipment at the Capital lab, in addition to a 35mm tape recorder at the stage, are at producers' disposal. Camera equipment for all stage and location shooting also is available.

Although Capital owns the stage, its only connection with it is in a service capacity. It processes film shot at the sound studio, and producers who use the facilities may call on Capital personnel for technical assistance through any phase of production. "We emphasize that the stage is, as Mr. Barker puts it, "a service studio available to all producers with partiality to none," Capital has turned over the management to National Video Productions Inc., which went into the film business in Washington about a year ago. This new production outfit is headed by Harold A. Keats, a Washington public relations executive, and F. William Hart, National's production director, who knows the nation's capital as a newspaper and public relations man. Rounding out the front office operation at National Video is Stanley Allen, who was press secretary to former Gov. Chester Bowles of Connecticut and later administrative assistant to Sen. William Benton.

Five-Minute 'M.D.' Series

Last year, Mr. Hart hit on an idea for a tv film series. To produce it well and economically meant producing it himself. In April 1953, National Video was incorporated for that purpose. The show that gave birth to this new company was a series of 5-minute health advice programs called M.D., produced for NBC and E. R. Squibb & Sons, which ran as a regular feature for 26 weeks on NBC-TV's morning show, Today. It is now being sold direct to stations. "When M. D. turned out to be a success we had no choice but to expand and continue to make films. It was to Capital's advantage and to ours when we accepted their offer to manage the sound stage for them while we kept busy producing more shows for tv," Mr. Hart explained.

With an eye on Washington's government agencies as a definite source of material for tv film, the company has secured the production sub-contract for all film production of the Federal Civil Defense Administration. "That's even more significant than it may at first sound," Mr. Hart said, "since the contract may also be used for production of film for all government agencies." National, he added, has just finished a 10-minute film on income tax for the Dept. of Internal Revenue.

The company is still young enough to retain a completely flexible operation, Mr. Hart points out. The staff, for example, varies with the size of each production. The firm uses top quality people but uses them on a free lance basis when they are needed. "That's the key to doing polished, professional shows at considerably lower prices than the West Coast would demand and appreciably less than New York figures," Mr. Hart stated.

At 31, George Johnston, president of Washington Video Productions, is a film veteran. He's been active in film work since he was 13. Six years ago when tv was in its infancy, Mr. Johnston founded Washington Video to produce straight news and news-documentary films for industry and tv. "Not many people were thinking of Washington in terms of a film production town then. But for a film man whose chief interest was in news and documentary pictures, it was the perfect spot," Mr. Johnston commented. The growth of his own business and of Washington's film industry in general gives considerable backing to this conviction.

At first he confined himself to production of local interest in the tv field. As Washington tv stations went on the air, Mr. Johnston was on the scene with his camera to deliver film packages to catch the eye of Washington tv viewers. Two of his earliest series were Hi Neighbor, a local news feature shown daily on WNW (TV) Washington, NBC-TV affiliate, and Washington Newsreel, a news round-up show, that pulled a sizeable Hooper, telecast twice daily on WNBW. "But Newsreel got a little farther than Washington screens, Mr. Johnston recalls. "NBC-TV often used excerpts on its Camel News Caravan."

As the national demand for television film has increased, Mr.

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Johnston's business has grown with it. About two years ago he moved his production headquarters to a new downtown location at 1536 Connecticut Ave., N.W. His headquarters are complete with studio facilities on one floor and on another, administrative offices and a smaller studio where simple shots of such things as indoor desk scenes can be filmed. When more extensive sets and equipment are required, Mr. Johnston uses his larger studio or Capital's sound stage. Most of his work, however, requires location shooting. All of Washington Video film is processed at Capital "since we are exclusively a film production company," Mr. Johnston points out.

In the documentary field, among clients Washington Video is now doing work for is the National Board of Fire Underwriters. The series, "which sells fire prevention—not insurance," will ultimately be seen on tv. Under separate contract for the same group, Mr. Johnston is filming "the life, birth and destructive forces of a tornado." Referring to the latter production, Mr. Johnston says, "This is the one film I've made that I'm really proud of. It's perfect for tv."

On the news side of the operation, Washington Video is producing The Fulton Lewis Jr. Show, presently syndicated to 36 tv stations. The series is filmed weekly at Capital's stage.

In shooting film for "between 90 and 100 active accounts exclusive of agency commercial work" Mr. Johnston keeps bids down to the number of films he can personally handle. He prefers to do his own work himself convinced that "that's the only way you can guarantee quality to a client."

Sharing offices and studio space with Washington Video is Potomac Productions, a one-and-a-half-year-old documentary film production firm. Discussing the role of documentary film in training and educational programs, George Stoney, partner in the Potomac firm, said, "Documentary film producers must enter tv these days. Business demands it. Almost every bid we receive at Potomac has some reference to television showing."

Mr. Stoney brings much film experience to his video assignments. He has been in the picture business as a writer, producer and director. This year, a training film produced by Mr. Stoney for the State of Georgia called All My Babies, received the much coveted Flaherty Award. His partners at Potomac are Nick Read, former director of the Southern Educational Film Production Service and film officer for U. S. Public Health Service, and Dr. Norman Schener, a physician whose films on medical teaching have won international awards. Mr. Read will leave for Mississippi soon to do a location film for tv there. "The Mississippi film is still in the planning stage," Mr. Stoney said, "but it will be a social welfare picture on juvenile delinquency."

Other than these three men who own and manage Potomac, free lance actors and technical personnel are employed for each film job because "that's the only way we can pick them according to their particular talents," Mr. Stoney says.

Production-wise, Potomac works closely with Washington Video. "We exchange talents all the way down the line," Mr. Stoney remarked. George Johnston was quick to agree that the association of Potomac and his Washington Video has turned into a profitable one. "I'm doing a medical film now," Mr. Johnston said. "It's pretty convenient to walk across the hall to get information from a medical doctor that I couldn't possibly know myself."

Major project at Potomac now is the production of a half-hour film called The Invader commissioned by the State of Georgia. It will trace the history of the fight against syphilis. When asked if the subject matter might not make it unsuitable for tv showing, Mr. Stoney explained that, on the contrary, the method of presentation had been so well thought out by the sponsors that "I can envision this film shown to high school boys and girls in a mixed group with a 40-year-old spinster school teacher as the projectionist."

An investor's interest in television film turned one Washington businessman into a film producer when Milton Hammer, who went to Washington during World War II as a press attaché, returned and established Washington Spotlight over two years ago. "A friend of mine in the business in Hollywood got me interested," Mr. Hammer said. "I thought tv film producers were passing up a gold mine in Washington and told him so. My idea was a forum-discussion show. Since I had thought of it he convinced me I ought to give it a try, so I did. Although I've kept up my own professional activities, I find I'm getting more and more into tv."

Mr. Childs' Program

Mr. Hammer's initiative as a television film producer came with Washington Spotlight, a quarter hour forum program moderated by Marquis Childs, author and newspaper columnist, who discusses current issues with guests, usually Senators, Congressmen or people prominent in government circles. Soon after the program was launched it was syndicated in 37 markets. Mr. Hammer commented that when these 37 markets carried the show "it was during the tv freeze era when there were only 62 in the country. The show, filmed weekly at Capital's sound stage, is still on the air under regional or local sponsorship. "We've worked out such a tight production and processing schedule, the program is always fresh when it reaches the stations, three or four days after it's filmed here, " Mr. Hammer said.

Another show drawing on Washington happenings for a good deal of its material is Drew Pearson's Show produced in Washington by Mr. Hammer for Motion Pictures for Television, New York. The show which went on the air early in 1954 is now sold in over 66 markets. Its production and processing is handled in much the same way as Washington Spotlight.

On a completely different bent, Mr. Hammer is also producer-owner of What's Your Problem, a five minute advice telefilm series starring Lorraine Logan, and The Garden Show, a 15-minute color film series now in production.

On all shows, Mr. Hammer uses free lance talent and technicians. All studio
bigger profits three ways!

Here is how you increase your profits with the new combined* Studio Telescription Library

1. BIGGER AUDIENCES are attracted to programs featuring Studio Telescriptions. With the Studio Telescription Library, over 1,100 three minute films produced especially for TV, you have the nation's top musical stars in lavish settings creating unprecedented popularity for your shows.

2. LOWER PRODUCTION COSTS are made possible because, with all talent on film, it takes only minutes to build any number of sparkling, production-type programs. The Library is complete with handy index files, sample scripts, program ideas and background material for your MC, and the monthly charge is unbelievably low!

3. MORE SPONSORS flock to Telescription shows with their high listener ratings. Now, even local advertisers can capitalize on the miracle selling power of top quality television and top name stars, wherever Telescriptions have eliminated high production costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

*consisting of Studio Must-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
Color Film Has Its Problems

by M. Peter Keane

The color television situation is stimulating, provocative and promising—but before we get carried away on a rocket of excitement, let's take a good cold look at a few of the problems still to be solved in the area of color film commercials.

There are three principal headaches which I make haste to point out will probably be solved soon because of the hopeful fact that all the film manufacturers, laboratories and optical effects companies are working together to perfect their techniques.

Headache No. 1: Audiences will be more critical of familiar objects, such as packages, in color than in black and white.

Headache No. 2: The inability of the photographic dyes to reproduce exactly all colors in packages, clothing and cosmetics.

Headache No. 3: The difficulty in the production of color tv commercials incorporating the travelling matte and dupe negative techniques.

Now, before we go any further, it would be wise to explain some of the technical steps and give you some definitions. All the release prints of tv film commercials that are sent out to the various stations for transmission are made from duplicate negative (dupe, for short). This dupe negative is not the film that was in the camera but is made afterwards on an optical effects machine. The purpose of this is to incorporate super-imposed titles, dissolves and other optical effects onto one film.

If two scenes are printed onto one motion picture frame of dupe negative, the result would be a typical amateur's double exposure. In order to prevent this, a mask is made to withhold exposure of those portions of the first scene where the second is subsequently to be exposed. This mask is called a matte.

In the case of a wipe from one scene to the next, the mask progressively moves from one side of the picture to the other, thus giving an end result in which one picture appears to be wiped off the screen as the other picture is revealed. This type of moving mask is called a travelling matte.

The Technicolor Three-Strip camera has three black and white motion picture films being exposed simultaneously. By use of filters and special sensitizing, each film records one of the three primary colors of the scene being photographed. The final color print is obtained (similar to color printing in magazines) by combining the three colors onto one motion picture frame in a process known as dye transfer.

In the case of the Eastman negative-positive-
THE WORLD THROUGH STAMPS

The fascinating stories behind the postage stamps of the world... the Half Billion Dollar Mosquito... the Death of Kings... are presented in this outstanding 1954 produced series of quarter hours. 26 are ready now, with 26 more on the way. Sometimes dramatic, often amusing, always interesting and entertaining, THE WORLD THROUGH STAMPS finds a ready audience in the 20 million stamp collectors of this country, with untold millions more who will find it just plain enjoyable.

A tremendous merchandising program has been readied to back up the selling power of THE WORLD THROUGH STAMPS.

For complete details, screening prints and prices for your market, contact...

STERLING TELEVISION CO., INC.

NEW YORK
205 EAST 43rd STREET
NEW YORK 17, NEW YORK

HOLLYWOOD

... your source for "quality in film entertainment"

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The human eye is more sensitive to the accuracy of a color picture than a black-and-white picture. To explain this, the closer the photographer gets to imitating the actual scene in front of his lens, the more critical the viewer can become. Therefore, if we take pictures in natural color instead of black-and-white, even the average viewer of that picture can readily sense variations from the actual scene photographed if the picture is not a truthful rendition of that scene.

The advertiser who pays for the production of commercials will insist that the reproduction of his package or product be accurate in color. As we pointed out, colors in color film today are produced by various dyes. These dyes and their combinations can produce a very realistic picture but may not give an exact reproduction of every color used in packages, clothes or cosmetics. The advertiser who manufactures many shades of lip rouge will want to be able to make color commercials in which the subtle differences in the tints will be shown.

It has all the features which have made the “Balanced” head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It’s a Cameraman’s dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18" x 12" x 36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—with tripod mounted. Also mounts Baby tripod.

WE SELL, RENT & SERVICE CAMERAS • MOVIOLAS • EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BMC, NC, 16mm. BELL & HOWELL: Standard, Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLYS.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

No More Groping...

NEW MODEL C "BALANCED" TRIPOD HEAD

gives you correct center of gravity

...in a Flash!

The advertiser whose product or package contains certain purples and yellows might be unhappy with any color film reproduction available today. It has been suggested that packages can be redesigned in color to fall within the ability of various color films and television systems to reproduce them. If it is possible to give up the great variety they now enjoy and limit themselves to choices of colors for their packages, there may have to be some redesigning of packages in the direction of improved readability and color harmony.

A second major problem relating to the production of television commercials in color revolves around the nature of television commercials themselves. TV commercials, because of their brief showing period, are designed to contain all the possible information the advertiser can get across in that short period. To do this, the producer uses photographic techniques that make it possible to compress all this information into a short period of time—the optical effects and dissolves that bridge one scene to the next, the overlay titles used to double the impact on the viewer so that important parts of the advertiser's message reach the viewer through sight as well as sound, and the split-screen effect in which two or more separate pictures are combined in one motion picture frame. These devices, which involve the use of the travelling matte process, are in common use in black-and-white film production but are not so easily accomplished in color.

Color Film Stock

The films currently available to a producer are Ansco color, Eastman 35mm negative-positive, 16mm Kodachrome and Technicolor. We, at Screen Gems, have made several tv commercials in color using most of these films. These commercials were printed from dupe negatives which incorporated titles and split-screens, thus involving the travelling matte process. At this time, the Technicolor dye transfer process comes closest to our standards and those of our advertiser clients.

In black-and-white spot production, the art of making dupe negatives has been perfected. The dupe negative is so close in quality to that of the original negative that only an expert can distinguish between them. In color film production, we are still a long way from that state of perfection.

In the Technicolor Three-Strip process, the interim steps (original negative, master, and dupe negative) involve the use of black-and-white materials. On the other hand, the Eastman negative-positive process has a dye color film for an original and color film for a dupe negative. The perfect control of handling the black-and-white films to produce an accurate dupe negative is readily done with the Technicolor process, whereas the processes involving color negatives and dupe negatives do not have this advantage.

The laboratories that develop the Eastman negative-positive films are daily learning how to improve their results. We are sure that they will soon be able to process satisfactory tv commercials involving the travelling matte techniques and dupe negatives.
98% of all U.S. TV stations use Houston-Fearless equipment

Smoother BETTER SHOWS

are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort... and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.
Get IDECO planning and design too ... make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don’t just SPEND them!

Your contract for an Ideco tower is a wise investment ... an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment ... make a thorough final inspection ... and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year... even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered triangular design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances ... with predetermined stresses ... for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

If a 300' to 620' tower will serve you ... The new VIDECO* tower “package” can save you time and money ... get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks ... and Videco can accommodate any UHF antenna or any VHIF 3 to 5 bay low band or 3 to 6 bay high band antenna.

Get ALL the facts about your Ideco Tower Investment ... ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

Get ALL the facts about your Ideco Tower Investment ... ask your Equipment Supplier, or call on Ideco.

STATION IDENTIFICATION

VARIETY of functions are performed by I.D.s at KTTV (TV) Hollywood as these photographs show. From top to bottom: (1) This I.D. points up the many facets of a TV station’s operation. (2) KTTV has several I.D.s such as this one to promote its shows. (3) When technical difficulties occur, slides such as these are flashed on the screen. (4) Supplemented by audio announcements, this cartoon slide invites viewers to tune to a children’s presentation. Stations are invited to submit their I.D.s for publication in this series. The editors reserve the right to use only those they believe to have merit.
BY A MARGIN OF

TV stations throughout the nation are promoting feature films! The results of the TV Film Service Awards show:

1ST...Best Sales Assistance!

1ST...Best Merchandising and Promotion!

1ST...Best Labeling and Film Leads!

1ST...Film in Best Condition!

1ST...Fred Yardley (MPTV) Salesman of the Year!

Best Service!

And 178 "new stations" already have bought films as their first choice for attracting audiences and advertisers.

We wish to thank all the TV stations who have contributed to these honors...and at the same time pledge to continue the same high degree of service in the coming years!
### To Mail Which World

*Work on the first these words over the day*<br>
*Today Mitchell IT out the work in ev*<br>
*In Television, M. superior techniques years-ahead profes mercials, shorts, at sharps, cleaner, an cause of the internation and perfect cc to each film.*

*The Mitchell 16 Mitchell 35mm film standard equipment.*

Be sure of profe
KE CAMERAS WILL TAKE THE 5 FINEST FILMS"

The Mitchell Camera was dedicated with dirty years ago. 35mm and 35mm cameras are used through every field of motion picture photography. Mitchell Cameras have pioneered new and stand standards. Mitchell, alone, brings you professional motion picture equipment. Com- and feature films with this camera are steadier on home television screens be- nationally famous smooth, positive opera- which the Mitchell Camera brings 35mm Professional has the same proven pictures which have made this camera the of major studios in every part of the world. professional results—use the Mitchell Camera.

TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS TV FILMS.

JAKLY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

MITCHELL... World Famous 16mm and 35mm Cameras!

AMONG THE USERS OF MITCHELL CAMERAS

DEPARTMENT OF COMMERCE NATIONAL FILM BOARD OF CANADA FITZPATRICK PICTURES SEVERAL ELECTRIC CARAVEL FILMS PARAMOUNT PICTURES CORP. REID H. RAY FILMS WILDING PICTURES TELESHO OF CALIFORNIA HARTLEY PRODUCTIONS UNIVERSAL, INTERNATIONAL PICTURES NATIONAL MARITIME UNION ALEXANDER FILMS SPORTSREEL PRODUCTIONS SOCIETE BELGE INDUSTRIELLE R.K.O. RADIO PICTURES, INC. UNIVERSITY OF WASHINGTON DIRECTOR NATIONAL INSTITUTE OF HEALTH NATIONAL ADVISORY COMMITTEE U. S. ARMY GEORGE COLBURN LABORATORIES JERRY FAIRBANKS, INC. AUDIO PRODUCTIONS WARD BROTHERS, INC. GILLETTE PRODUCTIONS ARTHUR KRIENKE U. S. NAVY ROBERT RICHIE WALTER S. CRAIG U. S. AIR CORPS METRO-GOLDWYN-MAYER STUDIOS CAMERA EQUIPMENT MARK ARMISTEAD A. B. THERMAENUS FILMS JAN HANDE ORGANIZATION GULF COAST FILMS, INC. AMERICAN FILM PRODUCERS REPUBLIC PRODUCTIONS, INC. ROCKET PICTURES, INC. TOM KELLEY STUDIOS DESI-LU PRODUCTIONS CATHEDRAL FILMS SNADER TELESCOPIC CORP. ROLAND RED PRODUCTIONS MONOGRAM PICTURES, INC. FRANK WISBAR PRODUCTIONS, INC. COLLINS RADIO CORP. DALLAS JONES PRODUCTIONS CALVIN COMPANON COFFMAN FILMS BOB JONES UNIVERSITY MOODY BIBLE INSTITUTE FILM GRAPHICS CORONET FILMS

Mitchell Camera CORPORATION

666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

FANTIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

The professional motion pictures shown throughout the world are filmed with a Mitchell
ASCAP PER PROGRAM FORMS MAILED TO TV STATIONS, ENDING NEGOTIATIONS

Individual operators now must choose between blanket or per-program license with the former choice indicated in questionnaire replies last December. Agreement ends nearly five years of negotiations.

PER PROGRAM licenses for the use of ASCAP music by tv stations were to go into the mail over the weekend, completing the distribution of licenses — the blanket license forms were mailed last year and the year-previous week [B*T, March 1] — concluding negotiations stretching over nearly five years.

Now it's up to the individual station operators to accept one form or the other, with the vast majority presumably choosing the blanket license, unless they have had the decisions made last December when they responded to the questionnaires circulated by the All-Industry Local Ty Music License Committee [B*T, Dec. 28]. At that time the committee chairman, Dwight W. Martin, vice-president of General Teleradio, notified the nation's tv stations of terms drafted by the committee for the two kinds of licenses and asked the stations to approve or reject them, also indicating which type of license each station would prefer. Practically all stations approved the committee proposals; a substantial majority expressed preference for the blanket license.

Martin Reports

In a report to stations dated March 1, Mr. Martin, on behalf of the committee, reported that following the stations' approval, the terms had been submitted to, and accepted by ASCAP. Final agreements had been reached, he wrote, and licenses were being sent out by ASCAP in accordance with the choice expressed by each station.

"Thus, the negotiations which began approximately 4½ years ago are finally at an end," Mr. Martin wrote. "I want to take this opportunity to thank each member of the committee for his untiring labor in achieving this result.

"All of us on the committee have been impressed with the ability exhibited by our counsel: Stuart Sprague, Judge Simon Rifkind and Mr. Jay Topkis (an associate of Judge Rifkind). We all appreciate the opportunity we have had to be associated with them.

Mr. Martin also reported that the committee is now engaged on its final task, the preparation of a financial report, which will be sent to all contributing stations as soon as it is completed.

Terms of the new ASCAP licenses represent an appreciable reduction from the previous blanket license scale, which ASCAP was reportedly willing to accept because of the steady increase in tv stations and in station rates. The new network blanket licenses, in fact, contain a guarantee that should the ASCAP revenue from the tv networks in any year of the contract term — Jan. 1, 1954-Dec. 31, 1959 — fall below that of 1953, the networks will raise their rate of payment from the new scale of 2.5% to whatever rate is needed to make the payments for that year equal to those for 1953. There is a stipulation, however, that in no case are the network payments to exceed 3.025% of their income, rate called for by their previous licenses. The new network rate — 2.5% — was incorrectly reported last week [B*T, March 1] at 2.475%.

The new network sustaining license payments have been changed from a rate card basis, which was complicated to figure because of changing station line-ups, to a flat annual fee for each network of $150 per affiliate.

Members of the All-Industry Local Ty Music License Committee, in addition to Chairman Martin, are: Paul Adanti, WTVI (TV) Syracuse; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clift, WFTL-TV Philadelphia; John H. Cohen, KOBE-TV Albuquerque; Walter J. Demm, WFMJ-TV Milwaukee; Jack Harrin, KIFIC-TV Houston; Gaines Kelley, WFMV-TV Greensboro; Philip G. Lancaster, KGO (TV) San Francisco; Nathan Lord, WAVS-TV Louisville; Don McClannan, DuMont; W. D. Rogers, KNX-TV-Los Angeles; Irving Rosten, WABC-TV New York; Robert D. Swezy, WDSU-TV New Orleans; Hugh B. Terry, KLTV Dallas; and Lyman H. Woods, WBEN-TV Buffalo; Thad H. Brown (non-voting mem- ber), NARRT.

LIFE MUSIC OFFERS RIGHTS TO STATIONS

New York music publisher, formerly affiliated with BMI, is now attempting to license stations directly at highest half-hour rate.

OFFER of Life Music Inc., New York music publisher, to issue its own performing rights licenses to stations for an annual fee of the highest half-hour rate, evoked large numbers of inquiries from licensees of BMI, with which Life was affiliated until Feb. 28, 1954.

Responding to this, Carl Haverlin, BMI president, wrote last week that "there were a number of serious differences between Life Music and BMI." Queried by B*T about the nature of these differences, a BMI official tersely replied: "Money." He likened the situation to that of a performer who wants $10,000 a week while the producer is willing to pay him only $500. "If he doesn't want to take that sum, he goes to another producer, and that's just the way it is with Life Music and BMI. We won't pay what they want so they're going to try to get it from the stations directly.

Deletion Not Unusual

Mr. Haverlin's letter pointed out that "the deletion of catalogs from the BMI repertory is not unusual. Each year BMI deletes cata- logs and compositions from its repertory and adds other catalogs and compositions thereto, and each year we add many more compositions than we delete.

Mr. Haverlin's letter did not say that what was unusual was Life Music's decision to license the broadcast rights to its music itself. It did not mention the attempt of Barney Young, Life Music's president, to wrest control of BMI from Mr. Haverlin and the other officers of the company by overriding the organization's annual membership meeting last fall.

Nor did Mr. Haverlin express any opinion as to the value of the Life Music catalog. "Although some stations have asked for advice as to whether they should take out a license from Life Music," he wrote, "that is a point on which we cannot properly give advice. The enclosed list will, however, aid you in evaluating the importance of the Life Music catalog to your station at the present time." About 200 compositions were listed as comprising the Life Music catalog.

In his letter to stations, written Feb. 24, Mr. Young stated that "we are one of the most active music publishing organizations in the country and have received millions of uses in the past two years." Offering two-year licenses —March 1, 1954-Feb. 29, 1956—at the half-hour rate per year, Mr. Young pointed out that these are blanket licenses "and no additional reports or loggings will be requested from you." Acceptance of the license, he pointed out, would free the station of "any and all infringement actions for the performance of Life Music compositions.

Replies Received

License attached to Mr. Young's letter refers to "broadcaster" and "broadcasters' station" but makes no mention of either radio or tv.

Mr. Young told B*T Thursday that he had received "hundreds" of replies from stations seeking additional information. Letters, he said, were arriving at a rate of about 100 daily. He did not estimate the number of signed license agreements received, except to say they were "dribbling in," but emphasized that his current letter was the first mailing he had made. He said negotiations also were in progress with ABC, CBS, Mutual and NBC, but not with DuMont since Life Music was confining its efforts to radio.

Keystone Adds Six

KBS has brought its affiliates list to 70 with the addition of six stations, the network announced Feb. 26. New affiliates, according to Blanche Stein, station relations director, are: WMBC Maco and WACR Columbus, Miss.; KDUZ Hutchinson, Minn.; WOAO Owosso, Mich.; KSLV Monte Vista, Colo., and WORX Madison, Ind.

PROGRAM SERVICES SHORTS

Muzak Corp., N. Y., moves to 221 Fourth Ave., New York 3.

Gerald Mohr Productions, Hollywood, has been formed to produce radio-tv packages with Al Gannaway, president of Bill Broidy Co., set to handle sales of the firm's first transmitted radio series, There Is a Time.. Gerald Mohr, staff of ABC Radio Mike Malloy, is serving as package-producer of the new five times weekly quarter-hour series with Joseph T. Ainely, producer-director of NBC Radio First Nighter, as writer-director.

Phil Davis Musical Enterprises Inc. has expanded its quarters, adding new offices, a recording studio, music library, stockroom and corridor to its existing space at 1650 Broadway, New York.

Fremantle Overseas Radio Inc., distributors and packagers of radio and tv programs for international markets, has sold 64 feature films and 600 film shorts to Television Caracas (ch. 7) and the Television Vanglo courtesy of Fremantle to the Hopalong Cassidy tv film series to latter station. Transactions were completed in Caracas last week by Paul Talbot, president of Fremantle.

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OPPOSITION ERUPTS AGAINST
NBC'S MINUTE SPOTS PLAN

Several affiliates (and SRA) criticize NBC Radio's plan to sell one-minute participations in up to four programs, one calling it a 'short-range expediency.' NBC Radio Affiliates Committee Chairman Swezey chides objectors and offers to step down for somebody with a better solution to the network's financial and competitive problems.

OPPOSITION to NBC's plan to sell one-minute spot announcements in network radio programs [B&T, March 1] was breaking out in many directions last week, with some affiliates calling for a re-evaluation and if A believes network radio is essential to a stronger radio industry. Nevertheless, further reduction in rates by radio networks can undermine individual station operations, the very foundation on which successful radio networks are based. For this reason 1 am opposed to this or any similar plan designed to further reduce the cost of network radio to advertisers or revenue to network affiliates.

Jack Harris, vice president and director of KPRC Houston, said he had not had a chance to study the proposal in detail but that his first reaction was "negative."

"Something Drastic" A prominent western broadcaster, who asked that his name be withheld, said: "Something drastic must be done to solve the problem. The situation is getting really serious—it's reaching a point where the stations must decide 'do we want a network or not.' The whole network situation must be re-evaluated. Is the network really important? Is it essential to the stations? What is it? It is just a variation of what has happened before.

Station Representatives Assn. meanwhile branded the NBC plan "the most serious threat to national spot business so far presented," asked whether NBC "and the other networks" had "lost all their creative sales and circulation genius that pioneered radio's fabulous success," and declared that "the allegedly prohibitive cost of network show talent is insignificant compared with the cost of network management when all those top executives can think of to cure network radio is to give it away.

The plan that set off the flurry was NBC's proposal, a formalization of plans announced last fall, to sell one-minute participations in certain programs—not more than four in addition to the "Three Plan," which consists of three quarter-hour strips: Weekend (Sun., 4-6 p.m.), Road Show (Sat., 2-6 p.m.), and Big Preview (Sat., 7:30-9:30 p.m.). The additional shows which would be offered on a participation basis apparently have not been designated. But NBC agreed that none of the new shows would exceed three hours in length and that the number would not be increased above four nor the length of any beyond three hours without prior discussion with the Radio Affiliates Committee. In segments of such programs (Road Show excepted) where the network sold one but not all available one-minute participations, affiliates would be permitted to sell current announcements locally, with NBC waiving of any fees until Dec. 1, prior to which time "NBC will meet with the Radio Affiliates Committee to review the situation."

Advertisements buying network participations would be required to use all affiliates carrying that program—not pick certain stations.

NBC authorities confirmed that they had sent out letters outlining the plan to affiliates, but declined to discuss it otherwise. The network...
MEMO TO EDITORS:

State Department Official Explains Facts on Coffee

The following letter from Assistant Secretary of State Thrusiton B. Morton, reprinted from the Congressional Record, was sent in reply to a letter from Mrs. John B. Sullivan, Member of Congress from the Third District of Missouri.

1954

The Honorable Leonor (Mrs. John B.) Sullivan, House of Representatives.

DEAR MRS. SULLIVAN: The receipt is acknowledged of your letter of January 18, 1954, regarding the recent increase in the retail price of coffee. The latest information received from the United States Embassy in Rio de Janeiro corroborates your information that a major factor in the price rise is the limited supply of coffee which will be available from Brazil as a result of a short crop last year and frost damage to this year's crop. The Embassy has reduced its estimate of the supply available for export from the 1953 crop from 15.5 to 14.1 million bags, a reduction of almost 10 percent. This estimate applies to the crop produced in Brazil prior to the frost damage which occurred last July and August. The crop now on the trees cannot be estimated with any accuracy until later in the season, but the Embassy anticipates a smaller output than last year, even with favorable growing conditions.

The reduction in the Brazilian crop estimate has had an unusually pronounced effect upon prices because it comes on top of an already tight supply position. The world has been consuming more coffee than it has produced for a number of years. The excess of demand has been met by drawing down reserve stocks, which are now very low. World consumption of coffee is estimated to have exceeded 33 million bags last year. Supplies available for export during the current crop year, which began July 1, 1953, are now estimated at less than 31 million bags, or about 2 million bags below the anticipated requirements. If exports from Brazil should be maintained at last year's levels the United States Embassy in Rio de Janeiro foresees a reduction in the Brazilian carry-over from 5.2 million bags, at the end of the last season, to 2.3 million bags this year, a record low figure.

Adjustment of supply to demand is very slow in the case of coffee because the tree does not bear until the fifth to seventh year after planting. Low coffee prices during the 1930's and early 1940's made it unprofitable to plant new trees, and it is estimated that Brazil suffered a net loss of some 390 million trees during the decade of 1940-50. Planting has been increasing rapidly during the post-war period, but only about one-half of the new trees have yet come into bearing. Much of Brazil's new planting was concentrated in the State of Paraná, and this was, unfortunately, the area most affected by the recent frost. The Brazilian Government has raised funds to assist coffee producers to replant, but it will be several years before these trees can contribute to the supply. Planting is increasing in other countries as well as in Brazil, however, and the long-run supply picture is better than it has been for some years.

The Department has learned of no speculation or hoarding, either in the United States or in the producing countries. A December 16 report, the latest from the United States Embassy in Rio de Janeiro on this subject, states that exports from Brazil during the first 5 months of the current season (July-November 1953) amounted to 7.4 million bags compared with 6.9 million bags during the same period last year, which would indicate that coffee was moving normally and not being withheld from market, at least during that period.

You ask whether the Department of State has made any effort to reach agreement with the coffee-producing nations to assure that adequate supplies of coffee will be made available at reasonable prices to meet the requirements of consumers in the United States. The Department of State takes a great interest in keeping coffee prices within reach of the American consumer, since coffee is one of the principal items of trade between the United States and Latin America, and an expanding trade is in the interest of both. It is my understanding that coffee prices have receded somewhat from the recent peak, and it is my belief that the government of Brazil and the producing countries will make every effort to bring prices back to normal. I am informed that exports from Colombia are moving at record levels and that prospects for the 1954 Colombian crop are very good. This will offset, to some extent, the anticipated short crop in Brazil.

As to steps which might be taken to relieve the situation immediately, there does not appear to be any practicable basis upon which the Government of the United States might approach the governments of producing countries with a request that they allocate supplies or impose ceiling prices. Coffee, like most agricultural crops grown in the United States, is produced by thousands of small farmers who customarily sell through private trade channels. The large surplus stocks once held by the Brazilian Government were liquidated several years ago. The United States Government did impose ceiling prices on coffee during the specified time period, but this would not be feasible now.

If the United States Government were to undertake to negotiate an agreement with the coffee producing countries which would obligate them to supply a specified quantity of coffee at a specified price it would, necessarily, assume an obligation to purchase the coffee at that price. No agency of the United States Government has authority to assume such an obligation.

The United States Government, through the Department of State, has been represented over a number of years on the Sub-committee on Coffee of the Inter-American Economic and Social Council of the Organization of American States. This committee, on which most producing countries of the Western Hemisphere are represented, considers coffee problems of mutual interest, and the United States representative has repeatedly urged that better statistical information be collected in the producing countries, especially with respect to new plantings of coffee trees, so that an accurate determination could be made of the prospective supply over a period of years, and crises of shortage or surplus avoided. This committee is purely an advisory body, but it has developed an awareness on the part of the member governments of the need for expanding production, and plantings of coffee trees have increased. The Department will continue to urge producing countries to expand production until consumers' requirements can be met at a price which they can afford to pay.

Sincerely yours,

Thrusiton B. Morton, Assistant Secretary.

(Emphasis added by Pan-American Coffee Bureau)

This advertisement, published so that the American people can know the facts about coffee, is inserted by the PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. • BRAZIL • COLOMBIA • COSTA RICA • CUBA • DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA

Broadcasting • Telecasting

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hopes to have enough acceptances—amendment of individual station affiliation contracts is required—to put the plan into effect during the week of April 4.

Affiliates Committee Chairman Swezy, informed of opposition being expressed among stations, re-emphasized that the majority of those expressing views were on the plan and noted that the network and in the circumstances it is essential, but that no attempt is being made to force it on affiliates. He said:

"I'm not going to flame. I've done my job. Our problem concerns only the elements of the plan. Nothing good is ever done in this business without half of the broadcasters believing it bad or horrible. I'm in no mood to accept much criticism. The letter tells what we did. We have no better idea.

"The committee members said they were willing to go along with the plan. We fully realize that acceptance or rejection is a matter for each affiliate. The committee felt in the circumstances the plan was acceptable and essential to network progress. You couldn't disturb me less than by telling me what opposition was being started. Nobody has any better ideas, let's have them. We've done the best we can.

"We've been doing this job at our own expense and have made two trips to New York this year. When this plan came up we felt it should be discussed further and carefully studied. This was done before the second meeting [on Feb. 23]. This isn't a kept or captive committee. The members will be glad to move out and let anybody else try to do a better job."

Mr. Swezy noted that Clair McCollough, of the Steinman stations, resigned from the committee shortly before the Feb. 23 meeting when he reported to NBC on the plan for the NFC TV Affiliates Committee and other industry and business commitments.

No Spot Invasion

Mr. Swezy also contended that the NBC plan, contrary to the arguments of many opponents, does not represent a network invasion of the spot field. It is essentially different from national spot, he asserted, because it requires any advertiser who buys a participation to use every NBC station carrying the program.

Clair McCollough's letter to Sylvestre L. Weaver Jr.'s reference to the plan as an adaptation of the magazine concept of selling, he voiced the view that perhaps radio today would be healthiest if it were run on the basis of this instead of letting agencies control programming.

In the letter sent the preceding week to affiliates, outlining the plan, Mr. Swezy and Harold Essex of WSSS Winston-Salem, secretary-treasurer of the committee, described President Weaver's stand as follows:

"At the beginning of our first meeting Mr. Weaver very frankly outlined to us the situation whichsell the network and affiliates face so far as the general position of the radio industry is concerned and the particular competitive problem of NBC. He told us that in his opinion radio was far from a lost cause and that it could be a very healthy business but that certain adjustments would have to be made in the program and sales technique in order to meet the requirements of the future. He said that he and Mr. Sanoff [executive Vice President] were attempting to construct a five-year plan for the NBC Radio Network which would show a healthy income to both the network and its affiliates.

"He said that in his opinion if this or any other plan was to become effectively operative two things must be done: (1) the advertiser support for network radio must be predicated upon a much broader base and that in lieu of the 25 clients presently using the radio network facilities of NBC, there should be something like the 300 or more advertisers presently using national magazines, (2) not only must network radio continue to hold the listeners to which it now has but must reactivate those which it has lost and also acquire people who have previously not been regular radio listeners."

Messrs. Swezy and Essex told affiliates that "we have been impressed by the various arguments which have been presented by the network officials in its [the participation plan's] support and have been impressed by their conviction that the adoption of the proposal is necessary to encourage the expansion of sponsor support which Mr. Weaver and his associates feel essential to the future prosperity and for that matter the continued existence of network radio."

"We frankly believe that your representatives have considered with the network officials all of the pertinent issues, including the possible deleterious effect of the proposal upon national spot business when the network's.

Success Not Assured

"The network officials in spirit of their confidence in the proposal realize that neither they nor anyone else can at this time be completely assured of its success. They realize that it is experimentation but at a time when experimentation, in their opinion, is clearly indicated. In the circumstances they were willing to agree with us that provided the affiliates go along with the proposal the effect of its application should be thoroughly reviewed prior to the end of the calendar year."

Mr. Hannon, in explaining his dissent from the approval given by other committee members, said in his letter to Chairman Swezy that he was "terrified conscious of the fact that the network is confronted with a critical problem and that it must have the full cooperation of its affiliated stations to solve it. The need for cooperation, however, does not imply that we should give automatic support to every experiment suggested by the network."

He said it was his view that "the new plan is another in a series of short-range expedience measures. The discount plan, the rate reductions, the contiguous rate policies, and the Three Plan were all considered 'necessary' and the affiliates went along on them. But, in the aggregate, they have failed to stabilize the network operation.

"The new plan being submitted to the stations cannot begin to solve the network's financial problem. I doubt seriously that it will produce enough new revenue to materially aid the network. But, whether or not it is successful in producing new revenue for the network, it cannot help but add to and further complicate the problems of the affiliated stations. The end result, therefore, can only be a weakening of the stations and consequently of the network and the radio medium as a whole."

Other members of the committee who met with NBC on the plan at the Feb. 23 session, in addition to Messrs. Swezy, Hanna, and Essex, were E. R. Wadeboncouer, WSYR Syracuse; Milton Greenbaum, WSAM Saginaw; Richard Mason, WPFF Raleigh; and George Norton, WAVE Louisville. Paul W. Morency, WITC Hartford, was absent because of business commitments in Washington.

SRA's statement comparing the plan, issued by Managing Director T. F. Flanagan, stressed the Swezy-Essex letter's reference to the committee members having considered all pertinent issues "including the possible deleterious effect of the proposal upon national spot business." SRA added: "Presumably every station representative is already figuring out what the latest rate-cut proposal might cost the stations in actual spot business now on the books as well as future spot accounts."

SRA said, "Experience has demonstrated that radio rate cuts merely beget more rate cuts. In the face of radio set ownership at an all-time high and radio set sales flourishing in big business figures, the only sales plans the networks have proposed in the last three years or more have been based upon cut rates."

"Where is this rate cutting going to end in network radio, with network television already infected? In any advertising medium, advertisers buy value. Rate is not the deciding factor if the medium produces profitable sales. But with networks expanding their influence over radio and television station rates and time, value can continue to sacrifice for expediency."

HOLLANDER HEADS NEW DuMONT DEPT.

ESTABLISHMENT of an operations department as an autonomous unit of the DuMont Television Network, with A. L. Hollander Jr. as acting director, was announced last week by Ted Bergmann, managing director of the network.

Appointment of Mr. Hollander, currently manager of network operations, takes effect March 15.

Mr. Bergmann said the move was undertaken to give creative groups in the program department areas in which to work. He added that under the new structure, Mr. Caddigan will be relieved of "mechanical detail incident to program production" and will concentrate on "creation and development of a..."
wider range of commercial and public service programs."

In his new position, Mr. Bergmann explained, Mr. Hollander will have charge of all the mechanical functions of the programming operations with the exception of those that are strictly engineering in nature. His department will attend to services involved in staging programs, providing all essential production facilities and operation of the studios and theatres.

Mr. Hollander’s entire television career has been spent with DuMont, which he joined in 1948 as a page.

Meanwhile, the appointment of Marge Kerr as manager of program development of the DuMont Network was announced by Mr. Cadigan, director of programming and production. Miss Kerr will work under the direction of Executive Producer Werner Michel.

Miss Kerr most recently has been a public information consultant for Teleprograms Inc., a non-profit tv grant operated by the Alfred P. Sloan Foundation.

MBS’ Godwin to ABC, Carpenter Promoted

CHARLES W. GODWIN, director of station relations for Mutual, last week was named assistant to ABC Vice President Ernest Lee Jahncke, effective April 1, and Robert W. Carpenter was promoted to succeed Mr. Godwin at MBS.

Mr. Jahncke, who also is assistant to ABC President Robert E. Kintner, announced the appointment of Mr. Godwin while Earl M. Johnson, Mutual vice president in charge of station relations and engineering, announced the naming of Mr. Carpenter to the post being vacated by Mr. Godwin.

In his ABC assignment Mr. Godwin will specialize in station relations planning and projects.

He has been with Mutual-WOR New York since 1937 and is credited with an instrumental role in inaugurating as well as implementing and broadening the MBS policy of serving the small-town and country market.

Mr. Carpenter has been associated with Mutual since 1945 in several station relations capacities including those of eastern sales manager and assistant director of the department.

ABC-TV Appoints Hough To Stations Advisory Unit

HAROLD V. HOUGH, veteran broadcaster, vice president of Carter Publications and director of its WBAP-AM-TV Fort Worth, last week was named to the ABC Television Stations Advisory Committee.

ABC President Robert E. Kintner, announcing the appointment, noted Mr. Hough "has

Your best advertising buy in Ohio’s 3rd market

YOUNGSTOWN

WBBW

Announces the appointment of

WEED & CO.

NATIONAL REPRESENTATIVES

New York
Chicago
Atlanta
Detroit
Boston
San Francisco
Hollywood

Ask Weed for Youngstown Market Data

ABC RADI0 NETWORK

WBBW

YOUNGSTOWN, OHIO

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had great experience in the broadcasting industry and his advice and counsel will be most helpful to the ABC Television Network. I am delighted that he is willing to give his time and energy to ABC in connection with the operation of the ABC-TV network."

Mr. Hough, who served as chairman of the Stations Planning and Advisory Committee for the ABC network, is one of the ABC Radio Network in 1943 and continued on that group until he resigned last December with the suggestion that a younger man be named, said in accepting his new appointment: "The speed at which the ABC Television Network is growing indicates that they do not need an old fogey like myself around. However, I deeply appreciate the honor. If I can contribute anything at any time, anywhere, I will be happy indeed to do so."

Materne Named to New ABC-TV Sales Position

APPOINTMENT of William M. Materne, coordinator of ABC's owned radio and television stations, to the newly created position of assistant national sales manager for ABC-TV, was announced last week by Charles R. Aby, ABC-TV national sales manager.

Mr. Materne joined ABC as an account executive in ABC Radio in 1949 and in March 1952 was promoted to general manager of the New York WABC New York. He successively was in charge of ABC's owned radio stations in December 1952 and coordinator of owned radio and television stations on March 4, 1953.

NBC-TV Names Two

APPOINTMENTS of Matthew J. Culligan as sales supervisor of NBC-TV's Today-Home unit of programs and Roy C. Porteous as sales manager, NBC-TV were announced last week by George H. Frey, NBC vice president in charge of television network sales. Mr. Culligan will concentrate primarily on Home (Mon.-Fri., 11 a.m.-12 noon) and will report to Mr. Frey. Mr. Porteous will devote most of his time to Today (Mon.-Fri., 7-9 a.m., EST) and will report to Mr. Culligan.

Since joining NBC-TV in August 1952, Mr. Culligan has been closely associated with sales activity for Today. Mr. Porteous has been with NBC since 1942 in various promotion and sales positions.

CBS-TV Assigns Abrams

WARREN E. ABRAMS, manager of the Detroit office of CBS Television Spot Sales for the past 19 months, last week was named an account executive in the CBS-TV network sales department and assigned to CBS-TV's forthcoming two-hour Morning Show (Mon.-Fri., 7-9 a.m., EST) beginning March 15, according to network sales vice president, William H. Hylan.

Tony Moe, account executive at CBS-TV's KNXT Hollywood, will succeed Mr. Abrams as CBS-TV Spot Sales' Detroit manager, effective March 15. Jim Cook Diggins, CBS-TV Spot Sales general manager, and James T. Aubrey Jr., general manager of KNXT, said in a joint announcement.

WOR-AM-TV, AFM FIGHT UNSETTLED

Station gets injunction against picket line and asks $1 million in damages.

LABOR dispute between WOR-AM-TV New York and members of the local 802 American Federation of Musicians, entered its ninth day today (Monday) with no settlement in sight following a week of legal fireworks during which the stations remained on the air without musicians.

The controversy started midnight, Feb. 27, when an extended contract expired following a failure to reach an agreement during negotiations in preceding days [B&T, March 1]. Though the union charged "a lockout" had been instituted by the stations, spokesmen for WOR-AM-TV replied that relationship with the union had been "mutually terminated" because of failure to agree on terms for a new pact. Main demand was centred on local 802's insistence on a continuance of a musician's staff, while the stations countered with a proposal for the right to hire musicians on a "per program," or "as needed" basis.

Deep feeling surrounding the dispute was reflected on Tuesday when WOR-AM-TV obtained a temporary restraining order enjoining union members from picketing the stations' radio and television studios. A picket line had been established on Sunday following dismissal of 40 staff musicians. The restraining order originally was returnable last Thursday in New York State Supreme court but was held over until today (Monday).

In addition to seeking injunctive relief, WOR-AM-TV also asked for damages in the sum of $1 million.

Both sides met in New York Tuesday with Louie A. Stone, commissioner of the Federal Mediation and Conciliation Service, but no progress was reported in resolving the dispute. The mediator scheduled another meeting for tomorrow (Tuesday).

Local 802 originally sought to have the quota of 40 musicians assigned to WOR-AM-TV increased, but subsequently reduced its demand to retention of that number of musicians. The stations countered a reduction of economy for their position that they are willing to hire "live" musicians on an "as needed" basis.

Two Hours Per Man

"We have conducted a complete survey," a station spokesman said, "and have found that in areas we were the 40 staff musicians we employed put in a total of 82 man-hours of work. That is an average of only little more than two hours per man. And they got paid $182.50 per man."

In a leaflet distributed to New Yorkers last week, the local said that "this is more than a labor dispute; it is a fight for the survival of live music in America." It said that WOR (Mutual) "has locked out all its musicians," and has informed the local it "will not hire even one musician on a full-time basis."

The leaflet asserted that the purpose of the stations' action was to "speed up WOR (Mutual)'s policy of replacing live music with mechanical subsitutions and eventually to do away with live music altogether."

The dispute flared after the parent AFM had agreed with CBS, NBC and ABC on a new five-year national contract [B&T, Feb. 22]. These negotiations did not cover Mutual and the DuMont Television Network because the Federation does not consider them "networks" in the sense of ABC, CBS and NBC. Negotiations with DuMont and Mutual were assigned to local unions. A spokesman for Local 802 said discussions with DuMont's WARD (TV) were still continuing.

TWA Pitches for 4 Firms

WESTERN Region of Television Writers of America late Monday filed petitions with the National Labor Relations Board asking to be declared collective bargaining agents for writers employed by four Hollywood film production companies presently without representation. They are B & R Enterprises (ABC-TV's Where's Raymond?), Martin Productions (ABC-TV's Make Room for Daddy), Denmac Productions (NBC-TV's Dennis Day Show) and Motion Pictures for Television (produces and syndicates Duffy's Tavern).

The union currently is negotiating a contract covering writers of Joan Davis Enterprises (NBC-TV's I Married Joan).

AFTRA Vote at KEX

ELECTION has been directed at KEX Portland, Ore., to determine if a group of special program and freelance performers desire to be represented by AFTRA. These employees had previously been excluded from the station's AFTRA bargaining unit, according to NLRB.

AFPM President James J. Petillo hailed NLRB's ruling as further establishing the AFM contention that its members need not belong to or pay dues to any other union even though their services sometimes go beyond the playing of instruments.

"Some of the smaller unions in the entertainment business have for years been attempting to levy duplicate membership dues on all kinds of performers," he said. "Our federation has resisted this form of petty chiseling as unfair to the entertainer and to the employer. It may be too much to hope that the NLRB decision will end the practice, but we are happy to have our position supported by the national board."

PROFESSIONAL SERVICES

Heald Named Partner In Welch, Mott & Morgan

ROBERT L. HEALD was made a partner of the Washington law firm of Welch, Mott & Morgan last week. He joined the firm in 1947, after serving as law clerk to Chief Justice D. Lawrence Groner of the U. S. Court of Appeals, now retired. Mr. Heald was graduated from Miami U., Oxford, Ohio, in 1939 cum laude and Phi Beta Kappa. He took a Master's degree in political science at Western Reserve U., Cleveland, in 1940, was a special agent the following year. He received his law degree from Georgetown U., Washington, in 1947, and was editor of the Law Review in his senior year and winner of the Father Lucey medal, given to the graduating student with the highest scholastic standing in the class. In 1952-53, Mr. Heald was chairman of the Junior Bar Section of the D. C. Bar Assn.
EMERSON PLANS COLOR TV RENTAL

Last week also finds Westinghouse putting its color sets on the New York area market.

A NEW WRINKLE was introduced by Emerson Radio & Phonograph Corp. last week with announcement of a plan for leasing color TV sets rather than selling them, while Westinghouse Electric Corp. offered its color sets on a conventional sales basis to New Yorkers and guaranteed immediate delivery.

Westinghouse placed advertisements in the New York Times and New York Herald-Tribune offering immediate deliveries in the New York area, of full-door console model, with 15-inch picture tube, priced at $1,295. A spokesman said the company believed it was the first manufacturer offering and guaranteeing immediate delivery.

For the time being, he added, the campaign will be concentrated in the New York area but will be extended to other sections as conditions dictate. Westinghouse has made arrangements with a service company for free installation in homes with a TV antenna and for a three-month service plan. This, he said, will cost $64 for the three-month period, with each service call costing $6 applied against the initial investment and a refund paid if less than eight calls are made.

To Introduce Color

Emerson's rental plan, announced in a letter to distributors throughout the country was seen as an innovation in introducing color TV receivers nationally. The letter, signed by Benjamin Abrams, president, said the rental plan was adopted because Emerson does not believe that a color television set will give the consumer “maximum satisfaction” for investment during a time when color TV programming is limited. Mr. Abrams said Emerson will not sell its first color TV receivers.

“A program is now being developed,” Mr. Abrams said, “whereby a monthly charge will be made to those wanting a color receiver in its present stage of the art. They will pay this monthly fee as long as they choose to keep possession of such receiver. This fee will include installation and service, and the consumer will be obligated to pay it for only as many months as he may desire to keep the receiver.” Full details on the plan will be made public before March 15.

Western Electric to Drop More Patent Charges—Zenith

WESTERN ELECTRIC plans to follow “the course of RCA” and drop “several more of its patent charges” against Zenith Radio Corp., it was claimed last Thursday.

The claim was made by Zenith officials on the basis of a reported statement and/or announcement by Western Electric attorneys last week in U. S. District Court of Wilmington, Del. The sessions were held March 1-2 before Judge Paul Leahy.

Despite claims to the contrary, a Zenith spokesman said, Judge Leahy indicated he would not pass on RCA's request to set the case for trial until disposition of Zenith's motions. One seeks dismissal of all infringement claims brought by RCA, Western Electric and General Electric "for lack of indispensable parties." Another requests that the defendants be required to produce some 1,600 documents and files "which have been withheld on the ground that they are privileged," the Zenith announcement said.

Judge Leahy is expected to act on Zenith's motions sometime in the next fortnight, it was explained.

According to Zenith, Western Electric previously had abandoned five out of 15 patent charges asserted against Zenith in the Delaware suit. RCA already has dropped 28 of 39 patents it claims were infringed; Zenith continued.

Meanwhile, a counterclaim against the same three companies in a $16 million antitrust suit pending in Chicago Federal District Court. No date has been set for further hearing pending outcome of the Delaware litigation [B&F, Feb. 15].

RCA Issues Catalog On Colorcast Gear

TV STATIONS can equip themselves to broadcast network color programs for $26,610.30 and to originate their own colorcasts for an additional $154,838, according to RCA's first catalog of standard color broadcast equipment, released last week to TV broadcasters and consultants. All the equipment is now in regular production and is offered on standard commercial terms, A. R. Hopkins, manager of RCA's broadcast marketing division, said.

The catalog lists all equipment needed and what each item does, with diagrams showing each step in the process, starting with what is needed to pick up and broadcast network...
programs in color and proceeding to what additional pieces of equipment must be obtained to colorcast slides, films and live programs originating at the station.

Appended price list shows the cost of each item of equipment individually, as well as "package" prices for six groups of equipment:

A—Color network operating equipment $14,380.00
B—Color test equipment 12,230.00
C—Color synchronizing equipment 7,480.00
D—Color slide camera chain 31,218.00
E—Color film chain 68,284.00
F—Color studio camera chain 68,580.00

Prices correspond very closely to those estimated by RCA in its petition to the FCC for approval of the RCA system of compatible color tv filed June 25, 1953.

FIRST RCA compatible color tv cameras off commercial production lines are presented by Thomas J. Barlow (l), manager of RCA's broadcast and communication plant, to A. R. Hopkins, head of RCA's broadcast marketing division. Cameras were shipped Friday to NBC and CBS.

WEC REPORT CITES RADIO RESURGENCE

RADIO "has regained much of the ground it lost following the introduction of television," according to the Westinghouse Electric Corp.'s annual statement. Referring to activities of the wholly-owned radio-tv subsidiary, Westinghouse Broadcasting Co., the report added: "The company considers itself fortunate to be operating both radio and television stations, not only from the standpoint of the profit opportunities which are offered, but also as a means of providing public service and gaining good will in those communities where Westinghouse stations are operated." After licensing the radio-tv properties, the statement mentioned that tv applications are pending in Pittsburgh and Portland, Ore., and added that it expects ultimately to have the maximum of five vhf stations.

New High in '53

Net sales billed in 1953 by the parent company reached a new high of $1,582,047,000, an increase of 9% over 1952. Net income was $74,322,000, or 4.7% of sales billed, with earnings of $4.53 per share on common stock. The total tax bill was $126,094,000, equal to $7.89 per share. Dividends were paid on common stock last year at the rate of $2 per share.

Gwilym A. Price, president, said assignment by Atomic Energy Commission to Westinghouse of the world's first atomic power reactor project for generation of electricity opens an era of industrial application of this new source of energy. He pointed to a 21% increase in sales of consumer products.

Bolin Succeeds Deines


APPOINTMENT of Roger H. Bolin as manager of general advertising for Westinghouse Electric Corp., was announced last week by Vice President J. H. Jewell. Mr. Bolin, who since 1949 has been assistant to J. M. McKibbin, vice president and general manager in charge of the Westinghouse Consumer Products Division, succeeds Harry J. Deines, who resigned to accept a vice presidency with J. Walter Thompson Co., New York.

The new manager of general advertising, with Westinghouse since 1925, is well known in advertising circles. He is credited with pioneering in the adoption of numerous advertising techniques, and also directed Westinghouse's tv sponsorship of national collegiate football in 1951, professional football last fall, and also national political campaign coverage in 1952.

He joined Westinghouse upon graduation with a BS degree in Electrical Engineering from Ross Polytechnic Institute, Terre Haute. Within a few years after he entered the company's advertising department as a graduate student trainee, he was supervising Westinghouse refrigeration and air conditioning advertising. He was appointed advertising manager of the appliance division, Mansfield, Ohio, in 1937, and was named assistant to Mr. McKibbin in 1949.

Re-enters Agency Field

Mr. Deines, in moving to J. Walter Thompson Co., is re-entering the agency field. A 1930 graduate of the U. of Colorado, he served first with General Electric Co., working initially on engineering tests of electrical equipment and then, in 1922, moving into advertising and sales promotion activities in apparatus, electronics and radio.

In 1944 he joined Arthur Kudner Adv. as an account executive, and later in the same year moved to Fuller & Smith & Ross as an account executive and vice president, working closely with advertising campaigns for Westinghouse products. He was named manager of advertising and sales promotion for Westinghouse in November 1948.

RCA Offers Am Stations Economy, Efficiency Aid

AN AM campaign "to help you operate your business more economically and efficiently" has been outlined in an RCA letter to broadcasters. The letter, signed by E. J. Meehan of RCA's Broadcast Marketing Division, offers broadcasters "substantial savings" on some of RCA's "more popular items."

In the next few weeks, RCA said, it plans to offer broadcasters: (1) "RCA am specialists to serve you exclusively"; (2) "new and lower prices on many key broadcast items"; (3) "imaginative new products which offer you opportunities for better programming and increased efficiency"; and (4) "an expandable grow-as-you-go package for am." Promising a complete new price list "soon," RCA cites reductions from its 1953 prices on these items: BTA-5G 5-kw am transmitter, from $25,500 to $21,900; BC-2B audio console, from $1,975 to $1,475; BN-2A remote amplifier, from $530 to $395.

WEC Reports Sales, Earnings

SALES of the Western Electric Co., New York, in 1953 totaled $1,507,953,000 as compared with $1,311,322,000 in 1952. Earnings were $52,604,000 as against $47,081,705 in 1952, according to the company's annual report to stockholders.

Among the products which Western Electric started to manufacture last year, the report said, were equipment needed to modify circuits for transmitting color tv, and automatic switching facilities for TD-2 microwave radio relay telephone and television transmission channels. The latter equipment is designed to switch automatically and instantaneously telephone conversations or television programs to spare channels in the event of transmission failure.

RCA Rail Communications

RCA's Engineering Products Div. has entered the railroad communications field with a complete line of microwave radio relay equipment, Theodore A. Smith, vice president-general manager, said last week.

Mr. Smith said Leo G. Sands, formerly president of the Bogue Railway Equipment Div. of the Bogue Electric Mfg. Co., has been named administrator of railroad communications sales. Mr. Smith added that the division's line includes both 960 mc and 2,000 mc microwave communications systems.

Collins Replaces KRIB Gear

WHEN a near-disastrous fire early Tuesday morning put KRIB Mason City, Iowa, off the air, Station Manager M. T. Obie called Collins Radio Co. in Cedar Rapids, and in a few minutes a Collins truck was on the way to Mason City with a Collins 300J transmitter, 26-w limiting amplifier, modulation monitor, frequency monitor and miscellaneous amplifiers, the manufacturer's rep said it was expected to be back on the air last Thursday.

Crash Kills Borzi, Arnstein

ROBERT S. BORZI, 38, chief pilot of RCA's flying labs, and M. N. Arnstein, staff member of the company's sub-contracting department, were killed Feb. 27 when their RCA plane crashed on a private plane over Horsham Township, just outside Philadelphia. The two were returning to the RCA plant in Camden with a cargo from Wilkes-Barre when the accident occurred.

Transmitting Equipment

**TRANSMITTER SHIPMENTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJAZ Albany, Ga.</td>
<td>1 kw</td>
<td>AM</td>
<td>new station</td>
</tr>
<tr>
<td>KBOS Asheville, N.C.</td>
<td>1 kw</td>
<td>AM</td>
<td>new station</td>
</tr>
<tr>
<td>WBOV Burlington, Vt.</td>
<td>250 w</td>
<td>AM</td>
<td>new station</td>
</tr>
</tbody>
</table>

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**Standard Broadcasting**

WALB-TV Albany, Ga. 10 kw tv (ch. 10) new station

**OTHER SHIPMENTS:** KTN (TV) Adk. Ohio, (ch. 10), reports RCA has shipped it a color-equipped 25 kw amplifier.

**BROADCASTING • TELECASTING**
‘COFFEE FROM KOF'E’
AS ONE of the first promotional gimmicks in exploitation of the “most versatile call letters from a merchandising standpoint in the United States,” KOFE, formerly KBKH Pullman, Wash., recently instituted a “Free Coffee Day, courtesy of KOFE,” in cooperation with the Washington Hotel in Pullman. Specially-printed guest checks were presented by the waitresses to coffee customers, to be filled out with name, address and phone number and given to the cashier in lieu of the regular check. The guest checks were then used in a drawing for the winner of a new electric coffee maker. According to the station, the approval of Ed Metzgar, owner of the hotel, assures continuation of the “Coffee from KOFE” gimmick as an integral part of all local promotional events. The “most versatile” claim for the KOFE call letters is based on natural point-of-sale merchandising and promotional possibilities, according to J. Ronald Bayton, manager of KOFE.

WBAP'S ‘OPERATION HAYSTACK’
FARM editor W. A. (Doc) Ruhmann, WBAP Fort Worth, heard that stockmen farmers and ranchers were ordering hay from as far away as Nevada and Idaho because of Texas drought conditions, according to that station, and he also knew from personal trips, that hay was plentiful in some parts of Texas. On one of his radio shows he asked for letters from farmers who had hay to sell . . . and letters from those who wanted to buy. He read names and addresses over the air and in a few days he had located over 100,000 bales of East Texas hay. WBAP reports that “Operation Haystack” has proved of valuable service and that it has again demonstrated the “tremendous value of radio as an instrument serving the public interest.”

WTAM SCHEDULE REQUESTS
WTAM Cleveland reports that public demand is high for its wallet-sized schedules which list time of public service messages. Schedules have been distributed to listeners who have written to WTAM expressing an interest in the station’s expanded public service programming which includes road bulletins, hay fever service, commuter information, lost and found news and other public service information.

WWTV (TV) ’30 DAY’ BROCHURE
WWTV (TV) Cadillac, Mich., has made up a brochure which describes with the aid of maps and lists, that station’s first 30 days on the air. The booklet labels WWTV’s antenna—2,226 above sea level—“the highest in the middle-west, bringing 13 markets, which is bigger in total homes and retail sales than Memphis, Tenn.” Listed are 27 newspapers which carry the program schedule shows that were carried. Three unsolicited letters from sponsors commending WWTV on its programming and reception are included. Advertisers who used WWTV’s services are listed, as well as a story of WWTV’s “theoretically impossible” pickup and re-broadcast of the Rose Bowl Game in Pasadena. Inside back cover of brochure urges the reader: “Please let your WEED salesman tell you the whole WWTV story.”

CAROLINA STORY
THE Colonel's Son Went to Town is the title of a promotional brochure released by WBT-
WBTV (TV) Charlotte, N. C. The booklet uses photographs, charts, graphs and statistics to emphasize the transition of the South into a “fabulous region of mushrooming industry and mechanized agriculture.” Figures are cited to show how Carolina industry has grown 1000% since 1922. The position of WBT-WBTV (TV) in coverage of “the Carolinas’ most populous” area is outlined.

AMA-NBC HEALTH SERIES
REPORT to the nation on overweight will be presented on NBC-TV Thursday (10-10:30 p.m. EST) on the March of Medicine Series sponsored and produced by Smith, Kline & French Labs, Phila., in cooperation with the American Medical Assn.

The review in obesity, said to be one of the most serious health problems in the country, will be the first in the new spring series. The second program will be a report on arthritis and rheumatism on April 29, and the third will be a telecast from the annual meeting of AMA in San Francisco on June 24.

WAVE ‘WEEKEND’ FOLLOW-UP
A FOLLOW-Up of NBC’s Weekend is Kentuck Year Weekend over WAVE Louisville, Ky. According to that station, the station version which immediately follows the network show is a compilation of major news that happened during the week in Kentucky and Southern Indiana. The news coverage and commentary on world events given on the ABC show are rounded out on a local level for the WAVE presentation. Many of the events are recorded on the spot or phone recorded by WAVE, then taped and edited for the show. In addition, Kentucky Weekend gives a complete roundup, in scripted form, of all other regional weekly news events

LATE NEWS and station promotion is the function of this moving electric news sign put up by WSRS Cleveland. The station estimates a million Clevelanders pass the sign each week.

Do You Know This Man?
He is Bill Morse, program manager of KXEL, Waterloo, Iowa. He says—
“The SESAC Library is of value and importance to us at all times just as it has been throughout the past several years. We use it constantly in many diversified programs. We especially like the rousing band music and have a special interest in the selections of our good neighbor, America's great Karl L. King. Let me assure you that the SESAC Library has a vital influence on our program operations.”

The SESAC Library is Lowest in Cost for a complete Program Service

SESAC Transcribed Library

475 Fifth Avenue

New York 17, N. Y.

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of importance not covered by the taped excerpts, according to the station report.

**CUBAN MAILING PIECE**
A GREETING-card-type mailing piece, picturing a man's head with a Cuban penny in place of one of his eyes, is being sent to advertisers.

**UHF-VHF at KNUZ-TV**
SIDE-BY-SIDE competition between uhf and vhf featured KNUZ-TV Houston's (uhf ch. 39) "Open House." An estimated 17,000 Houstonians compared performances of typical sets while salesmen pitched their angles to the studio crowds as well as to home-viewers. Besides sales representatives of participating dealers, television servicemen, including antenna installers and converters, many from the Asst. of Texas Electronic Technicians (TET) were represented. As a result of the intensive promotion, many sets were sold right before the camera, station reported.

by Circuitio CMQ, S.A., Radiocentro, Havana, Cuba. The copy below (translated): "Nowadays, cheap things are no longer cheap." Upon opening the card, the penny appears on the back-inside cover against a black background. White dots from the penny to an antenna, representing CMQ, then on to the rest of the copy, which reads: "Nevertheless, CMQ-Radio still offers 224 radio homes for only one cent . . . 224 families daily consuming all kinds of products. Are you making full use of the opportunity that only CMQ can offer? What other medium gives so much for so little?"

**'IN APOLOGIA'**
A STATION apologizes to a phone company and is happy to do it, according to a booklet from WNHC-TV Hartford titled We Caught Hell From Mr. Bell. It seems that WNHC, operating its new ch. 8, asked viewers to phone in their reactions to a special program in December. The station says toll calls amounting to $1,287.52, were accepted in addition to 1,362 telegrams. Within eight days, 4,711 letters were received. Practically all viewers said that the reception was greatly improved. Booklet goes on to say that WNHC's 100,000 watt pack such a wallop, "we've had to remake the coverage map in New England." Inside the page is a map of station's estimated coverage area and on the back cover is a chart of basic market data on the WNHC-TV area.

**KYW PROMOTES 'NEWS MONTH'**
The THEME "March is KYW News Month" is being used by KYW Philadelphia in kicking off an intensive campaign promoting the station's news programs and personalities, according to station. The campaign involves station's sales, program and promotion department and is designed to promote news broadcasts to both the listening audience and local advertising agency executives. KYW is pushing the drive with on-the-air announcements, train cards in suburban commuter trains, special news program features, newspaper ads and bumper strips with "KYW News is Tops." Highlighting the month-long drive will be a "Sell KYW News Week" in which a concentrated effort by the station's local sales force will make special pitches to acquaint local advertisers with KYW's news shows.

**NEWSPAPER ADS USED**
AS PART of a week-long promotional campaign, WPME Punxsutawney, Pa., is running an advertisement in a newspaper. One such ad showed Charlie Moore, disc m.c. on the Wake Up and Smile morning show holding two records to side of his head for "ears." At the top of the page is the copy: B-Sure-2-(picture of an ear). Along the side of the picture are written the show's features: news, weather, time check, old jokes, weird sounds, corn, ham, wit and songs.

**TEEN-AGE DJ CONTEST**
AUDITIONS are being conducted by WING Dayton, Ohio, to select 60 teen-agers from a total of 255 who will air their own 15-minute disc jockey shows in a contest to select two—a boy and a girl—to work as disc jockeys during July and August. A different contestant will air his show each day, Mon.-Fri. for the next 11 weeks and the winner will be decided on the basis of listener votes. A listener may vote for as many contestants as he wishes, but may vote for a single contestant only once. WING reports that as of Feb. 26, five teen-agers had aired their programs and nearly 1,000 mail votes were received during the first two days of balloting.

**WPAY COVERAGE CITED**
SPECIAL praise was given to WPAY Portsmouth, Ohio, for its coverage of the dedication ceremonies of Detroit Steel Corp.'s open hearth shop and booming mill, in that city. According to a letter from Walter Merkel, vice president of Detroit Steel's financial public relations counsel, Cartley & Assoc. Inc., N. Y., WPAY's one hour on-the-spot broadcast included the noise of the steel plant in operation, the sound of the first jet tap of hot steel and interviews with Max J. Zivian, firm president, civic leaders, employees and union officials. WNXT Portsmouth, made a 30-minute tape recording of the event and WSAZ-TV Huntington, W. Va., made a telecast before and after the activities.

**'MILLER STORY' PROMOTION**
A GLENN MILLER contest was held by disc m.c. Howie Leonard of WFOR Portland, Me., the week prior to the opening of "The Glenn Miller Story" in a local theatre. The contest ran twice daily with listeners asked to determine which of two records was played by the original Miller band. Those with most cor-
WGAR Sports Award

An awards program to honor northeastern Ohio's "Athlete of the Month" and "Athlete of the Year" has been initiated by WGAR Cleveland and sports leaders in several fields.

The sports leaders, comprising northeastern Ohio's Athlete of the Month Selection Board, are Paul Brown, head football coach and general manager of the Cleveland Browns; Eddie Fennegan, head football coach and athletics director, Western Reserve U.; Hank Greenberg, general manager, Cleveland Indians; Jim Hendy, general manager, Cleveland Barons, and Jimmy Lee, district head, Amateur Athletic Union.

The board will name two candidate athletes each month, and Bill McColgan, WGAR sports director, will submit the nominees to listeners on his 6:15 and 11 p.m. sports broadcasts. The athlete who receives the most postcard votes will receive an engraved plaque and certificate as "Athlete of the Month." "Athlete of the year" will be chosen also by postcard vote after the end of the year by Mr. McColgan's listeners from among the 12 monthly winners.

rect of 10 Miller titles received an LP sound track album from the local Decca distributor. The station reports heavy contest mail and excellent theatre attendance. The theatre used a heavy spot campaign prior to opening of the movie, according to WPOR.

KTSM KEY PROMOTION

KTSM-AM-TV El Paso, Tex., is sending to advertisers and agents a pamphlet with a plastic key attached and copy reading: "Here's the key to selling 172,852 cookbooks in El Paso (or anything else you may want to sell)." Inside the booklet is the explanation: "In a 24 week campaign, 41 El Paso grocery stores sold 172,852 cookbooks at a profit of $7,336.54." Continuing on, the booklet explains: "All this by completely covering the El Paso market with advertising on ONE DOMINANT MEDIUM... KTSM and KTSM-TV." The inside back cover assures the reader, "You too, can dominate and sell the same market with KTSM-AM-TV."

RODEO PARADE TELEVED

"The longest horse-drawn parade in the U. S. " was televised by KOPO-TV Tucson for the first time in the city's history, according to that station. The parade, kick off for four days of rodeoing in the Fiesta de los Vaqueros, was made up of music of 16 bands, 2,500 westerners, more than 650 horses ridden by costumed possemen, vigilantes, cowboys and cowgirls and about 100 horse and cattle-drawn western reliefs. Close to 100,000 people watched the parade which was lead by Hopalong Cassidy and Governor Fulmer proclaiming Olin F. Fulmer proclaiming opening day as "Television Day in Savannah" in recognition of WOTC-TV's being the first television station in that city.

WOTC-TV OPENING HAILED

A Twenty-two page section of the Sunday Savannah Morning News was dedicated to 60,000 watt WOTC-TV that city, which went on the air February 14th. The section is devoted to WOTC-TV's personnel, facilities and programs. It contains pictures of station and program personalities plus congratulatory messages from advertisers. Also contained is a letter from Mayor Olin F. Fulmer proclaiming opening day as "Television Day in Savannah," in recognition of WOTC-TV's being the first television station in that city.

WNAM-TV SPECIAL EDITIONS

Three Wisconsin newspapers heralded the start of WNAM-TV Neenah, Wis., with special editions. The Appleton Post-Crescent ran a 16-page section featuring stories and pictures of the station's operations and personnel; the Oshkosh Daily Northwestern devoted five of its editorial pages to the debut, and the Twin City (Neenah-Menasha) News-Record carried a six-page account of WNAM-TV's facilities and operational procedure.
Advertisers

George Estes, sales promotion manager, Gillette Safety Razor Co., N. Y., named manager, newly-created retail sales div., and Ronald G. Johnson named manager of newly-created wholesale sales div. Both divisions were formerly one operation.

Otto Bremers Jr., sales promotion manager, KMOX St. Louis, to Ritepoint Co., that city (pens, pencils, lighters), as advertising sales promotion manager.

Agencies

Don McGee, vice president, Dancer-Fitzgerald-Sample Inc., S. F., to Buchanan & Co., same city, as vice chairman of plant board and account executive.

Arthur E. Duram, director of tv and radio, Fuller & Smith & Ross, N. Y., elected a vice president in charge of national tv and radio operations.

Herbert A. Vitrilo, vice president and director of marketing, Grey Adv., N. Y., named vice president in the account executive dept., Sullivan, Stauffer, Colwell & Bayles, N. Y.

Joseph A. Tery, freelance producer, to The Caples Co., N. Y., as director of radio, tv and films.

Ralph T. Hartell to Birmingham, Castelman & Pierce, N. Y. as account executive.

Hal Tufty, account executive, Grant Adv., N. Y., appointed assistant public relations director of that agency.


Robert L. Edens Jr., Hicks & Greist, N. Y., to Warwick & Legler, N. Y., as copy director.

A. Stanley Kramer, former advertising manager Burlington Mills, N. Y., to executive staff, Donahue & Coe, N. Y.


Edward J. Murphy joins N. W. Ayer & Son, N. Y., in traffic section of radio-television department.

Nancy Cordeal to media department, Diamond & Sherwood, S. F.

Harvey Scott, George J. Lynn Advertising, S. F., forms agency bearing his name with offices at 1548 Stockton St. Telephone is Yukon 6-5739.


Stations

Don W. White, merchandising manager, WBNS Columbus, Ohio, appointed national sales manager of that station.

John Forsyth, account executive, KLAS-TV Las Vegas, to KCOP (TV) Hollywood, in same capacity.

Pete Jenkins, account executive, WICC Bridgeport, to WOV New York in similar capacity.

Lloyd F. Christianson, president, Electronica Assoc., Long Branch, N. J., elected to board of directors, Atlantic Video Corp., owner and operator of WRTV (TV) Asbury Park, N. J.

John D. Kelly, station manager, WSRS Cleveland Heights, Ohio, to WJW Cleveland, as vice president and assistant to president.

Del Carty, sales staff, WNAV Annapolis, Md., appointed general manager, WWGP Sanford N. C.

Philip A. Melillo, WMAL-TV Washington, promote to production manager.

John W. Powell, general manager, KRES St. Joseph, Mo., to KWBW Hutchinson, Kan., as assistant manager.

Merrell Binkley, formerly with Doubleday & Co., N. Y., to WIS-TV Columbia, S. C., as assistant manager of promotion and publicity.


Ken White, radio and television commentator for Denver Post, to KOA-AM-TV same city as newscaster effective today (Mon.).

Jack Warren Ostrode, program director, KTOP Topeka, Kan., to news and production dept., WBIS-TV that city.

Pat Michaels, news commentator and author, to KVOE Santa Ana, Calif., as news director.

Bill Monroe, associate editor, New Orleans Item, appointed news director, WDSU-AM-TV that city.

Ruth Allen named women's director, WQAR Cleveland.

Robert Gene Elston, sports director, KIOA Des Moines, to sports staff, WIND Chicago. He will assist on Chicago Cubs baseball broadcasts.

Charles Herring, newscaster-reporter, KING-TV Seattle, to KNXT (TV) Hollywood, in similar capacity.

Jim Moore and C. Gregg Van Camp, WWVA Wheeling, W. Va., to WTRF-AM-TV same city, as newscaster and WTRF-TV as promotion director, respectively.

Norman Kramer, writer-producer, KCBS San Francisco, to news and public affairs dept., same station, in same capacity.

Paul Hayes, WACL Waycross, Ga., to WMJM broadcasting Telecasting

Smith's Persistence

WHEN Democratic leader Adlai Stevenson was on a southern trip in November and advocated a more "dignified" approach in hunting Communists in government, he was asked in Tuscaloosa, Ala., by WIRD Tuscaloosa news commentator Starr Smith what he meant by "dignified." Mr. Stevenson promised to discuss it later, but left town before Mr. Smith had an answer. Mr. Smith then wrote Mr. Stevenson, repeating his question. Mr. Stevenson replied in a letter, recommending fewer "get in the act" subpoenas by politicians, no more "attacks" such as the speech on former President Harry S. Truman which Attorney Gen. Herbert Brownell delivered to a Chicago luncheon club and the appointment of a "high level commission of distinguished citizens" to make the investigations.

The story of Mr. Smith's correspondence was carried on the United Press wire. However, according to the WIRD commentator, the local newspaper would not use the story. So Mr. Smith's radio sponsor, the local Northington Laundry, stepped in and used part of its paid space in the Tuscaloosa News...
of the Year” for his civic leadership.
Harold C. Lund, general manager, WDVT (TV) Pittsburgh, elected vice president of Civic Club of Allegheny County, Pa.
Paul Dixon, star of DuMont’s The Paul Dixon Show, received the American Heart Assn. merit award for “outstanding work for the organization.”
Grady Cooper Jr., sales manager, WMJM Cordele, Ga., elected president, Cordele Junior Chamber of Commerce.
Robert Freeland, promotion and public relations director, KOTV (TV) Tulsa, named Tulsa county chairman, 1954 Crusade for Freedom drive.
Syd Jaffe, sportscaster WNHC-TV New Haven, received one of the cash awards from Baseball Stars magazine given on basis of predicting final position of teams, most valuable player and rookie of the year, etc.
Ruth Warns, secretary to Charles E. Hamilton, KFI Los Angeles, and Bill Howard Hubbard were married Feb. 26.
Cliffie Stone, western singer-m.c., KCOP (TV) Hollywood, father of boy, Jonathan, Feb. 25.
Henry Clark, staff announcer, WTRY Troy,

“Still Openings”
IN THE BLUE RIBBON LIST

JAMES H. BUTTS (r) is welcomed to KOA-TV Denver by J. A. Slusser, director of technical operations. Mr. Butts will be tv operations supervisor. He was formerly KBTV (TV) Denver studio supervisor.

Cordele, Ga., as announcer and salesman; Jack Shiver, WMGA Moultrie, Ga., to WMJM as announcer and sportscaster.

Art Vipond returns to CKOV Kelowna, B. C., as assistant engineer.

Virginia Butts, freelance writer, Dial Dave Garroway radio show, to continuity staff, WBBM-TV Chicago.

Don Curran, promotion manager, KATV (TV) Pine Bluff, Ark., to sales office in Little Rock; Rex Cole, salesman, same station, named local sales manager in charge of sales dept., Little Rock.

Kenneth E. Thomas, assistant director, educational KSAC Manhattan, Kan., named director of that station.

Jim Hill, farm service director, WEAU Eau Claire, Wis., to WCCO Minneapolis-St. Paul as associate farm service director.

Harry Fender, former Ziegfeld juvenile star of the 20s, to KMOX St. Louis as disc m.c. on Harry Fender Show.

Bob Burns, formerly of WCAU Philadelphia, to announcing staff, WHAM Rochester, N. Y.

Zeke Manners, comedian-personality, ABC Radio and WJZ-TV New York, to KFWB Hollywood for daily early morning 30-minute show starting today (March 8).


Ralph Collier, WHAM-AM-TV Rochester, N. Y., to WCAU Philadelphia.

Ernie Tannen, vice president, WQAY Silver Spring, Md., reelected president of Silver Spring Inter-Club Council, composed of 17 civic, fraternal, veterans' service and women's organizations.

Henry P. Johnston, president, TV Corp. of Alabama Inc., operator of WABT (TV) Birmingham, named chairman of inter-racial council, for Jefferson County Coordinating Council of Social Forces.

Vincent Francis, general manager, KGO-AM-TV San Francisco, receives award from S. F. Junior Chamber of Commerce as 1953 "Man

Join this parade of successful advertisers! Prestige accounts build better results. KTVH business offices in Wichita and Hutchinson; studios in Hutchinson; Howard O. Peterson, General Manager.

CHANNEL 12

KTVH
HUTCHINSON—WICHITA

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

COVERS CENTRAL KANSAS

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N. Y., father of girl, Francine Marie, Feb. 17.

Networks

Rolland J. Reichert, former program operations supervisor, NBC Central Div., appointed production facilities manager, NBC Chicago.


William Stewart, western division editor, United Press Movietone News, Hollywood, to CBS-TV that city as assistant to Frank LaTourette, West Coast director of news.


Gale Storm, co-star of NBC-TV My Little Marge film series, chosen "best-dressed star in show business" by the Debbers, organization of some 10,000 southern Calif. teen-age girls.

Manufacturers

Joseph E. Hinds Jr., Office of Naval Research, to Electronics Division of Bing Crosby Enterprises, as eastern sales manager headquartered at 600 Fifth Ave., N. Y.

Kenneth R. Wright, radio producer, BRC, to Ontario sales representative of S. W. Caldwell Ltd., radio and tv station equipment distributor.

Alfred A. Medica, assistant advertising manager, Admiral Corp., appointed sales manager for national accounts; Helmut Tamberg, tv sales manager, Admiral Distributors Inc., S. F., appointed general sales manager.

John E. Nelson, product manager for GE industrial and transmitting tubes, Schenectady, appointed central regional manager for GE equipment tube sales; C. Byron Farmer, GE sales manager for equipment tube sales for Ga., Ala. and Fla., appointed regional sales manager for newly-created replacement tube south-eastern sales region; Albert C. Bourget, replacement tube sales, Schenectady, succeeds Mr. Farmer.

J. A. Hammond, manager, CFCF Montreal, appointed broadcasting manager of Canadian Marconi Co., station's parent company.


Dr. James B. Fisk, director of research in physical sciences, Bell Telephone Labs, N. Y., elected vice president in charge of research, succeeding Dr. Ralph Bown, who continues as a vice president with new assignment in charge of long-range planning of programs.


Film

Roy Tash named assistant manager, Ontario div., Associated Screen News Ltd., Toronto.

J. Edward Reich, Kling Studios Inc., Chicago, appointed director of scenario div., supervising preparation of scripts for tv commercials.


James Wallington, Hollywood radio-tv announcer, signed by American National Studios Inc., that city, as moderator on new Pick Your Winner tv film series. William Beaudine is set by ANS as director on The Family Next Door, quarter-hour soap opera tv series now shooting.

Bruce Bennett, stage and screen actor, signed by Donah Productions, Hollywood, as host-narrator on Lifeline, half-hour tv film series now in production.

Trade Associations

Al Paul Lefton, president of agency bearing his name, Phila., elected president, convention and visitors' bureau, Chamber of Commerce of Greater Phila.; Roger Clapp, general manager, WPIL-TV same city, re-elected a vice president.


Dave Showalter, director of public affairs, CPRN Hollywood, named chairman of public service committee, Southern California Broadcasters Assn., same city.

Arthur Hull Hayes, general manager, KCBS San Francisco, elected for a three-year term on board of directors, San Francisco Employers Council.

Lester W. Luettow, general manager, WFDF Flint, Mich., elected to board of directors, Flint Rotary Club.

Thomas D'Arcy Brophy, president, American Heritage Foundation, received the Milwaukee Adv. Club Award Plaque for Distinguished Service in Advertising Feb. 25.

Professional Services

Richard Darso, formerly vice president, United Television Programs Inc., to Rogers & Cowan, public relations company, as executive vice president in charge, commercial and industrial division.

St Shulman, news director, WCKY Cincinnati, resigns to devote full time to his Midwest Publicity Services, 813 Keith Bldg., that city.

Peggy Young appointed New York sales representative, Cappel, MacDonald & Co., Dayton, Ohio, sales incentive firm.

Derrick Dyatt, formerly film buyer, WTOP-TV Washington, opens consultant office for tv station applicants and others with tv problems at 3811 Van Ness St. N. W., same city.

Representatives

Powell Ensign named executive vice president, Everett-McKinney Inc., N. Y.

Don Wright, owner, Metropolitan Broadcast Sales, Toronto, to sales staff, Radio & Television Sales Inc., Toronto. Andre Ranceourt, to Montreal office of Radio & Television Sales Inc.

Pat Mulvihill, president, station representative of same name, Toronto, father of boy Feb. 20.
CANADA TO PROBE 'GIVEAWAY' SHOWS

Canadian Broadcasting Corp. and Canadian Assn. of Radio & Television Broadcasters will try to get together on the problem at a March meeting in Ottawa.

A MEETING to investigate complaints on the large number of radio and tv giveaway shows will be held in March at Ottawa by committees from Canadian Broadcasting Corp. and Canadian Assn. of Radio & Television Broadcasters, according to A. D. Dunton, CBE, chairman, and Jim Allard, CAPRTB executive vice president, both of whom will sit with the joint groups. Advertising agency representatives also have been invited.

Although quiz shows are said to be part of the giveaway group, CBC officials say such CBC network quiz shows as Treasure Trail and Share the Wealth have large followings. Agency executives have warned broadcasters at regional meetings of the dangers of other types of giveaway shows such as those which award large jackpots for answering telephone calls or use similar methods.

Religious groups have asked fewer commercial programs on Sundays, especially on tv. These groups have been unable to stop Sunday radio commercials. In February, the United Church Board, meeting in Ottawa, asked CBC to stop televising junior hockey games and variety shows on Sundays; it also asked the National Council of Churches in the U. S. to help stop beer and liquor advertising on U. S. border stations which are viewed in Canada, where such advertising is not allowed.

One church resolution suggested that ministers be trained to make use of tv since the medium was becoming an important Sunday competitor. One minister said commercial shows are better than others and that U. S. commercial shows are better in general than CBC tv shows.

Britain to Up Set Fee On Tv to Aid Programs

GREAT BRITAIN will raise its annual license fee for television set owners from $5.60 to $8.40, starting in June, to provide funds for improving BBC's tv programs and to furnish a small annual subsidy for the new commercial tv system that is to compete with BBC, it was promised by the Government last week. Postmaster General Earl De La Warr said in the House of Lords the Government no longer would keep increasing the amounts it takes from the license fund for non-broadcasting purposes. Radio license fees make up only partly for BBC's losses in television.

Assistant Postmaster General L. D. Gamman told the House of Commons the license fee would have to be raised to $14 for operation of both the BBC and the new commercial tv corporation without advertising.

Canadian High Court to Rule In Music Copyright Fee Case

DECISION of the Canadian Supreme Court on legality of the Canadian radio music copyright fee system is expected to be announced sometime in April, according to information sources at Ottawa. The Supreme Court early in February heard counsel for CHML. Hamilton and the Canadian

INTERNATIONAL

Norway Begins TV Tests, Sets 3 Years of Study

NORWAY's first television images have been transmitted at Oslo, marking the start of a series of technical test transmissions [GW, Jan. 11], according to the Norwegian Embassy in Washington, D. C. The initial test presented a half-hour live program Jan. 12 from the temporary studio erected by Norwegian Broadcasting Corp. on the Tryvannshogda hilltop near Oslo. It featured talks by Kaare Fostervoll, NBC general manager, and others. The embassy quoted Oslo newspapers as saying reception was excellent.

Technical test transmissions will be made
for two years at which time evaluation and examination of results will begin and will last another year, the embassy said. The Norwegian government and Parliament then will weigh findings to determine whether to start regular TV programs in Norway.

U.S. TV Shows Still Top Canada's in Popularity

More Canadians are turning to that country's own stations, but U.S. network and film programs take the best ratings.

WHILE MORE Canadians are turning to Canadian TV stations, growth in popularity of U.S. network and film programs increases, according to the February ratings report of Canada Elliott-Haynes Ltd., Toronto. In four areas surveyed in the first week of February highest audience ratings went to U.S. programs. Biggest TV audience is in the Toronto-Hamilton-Niagara area, with approximately half the TV sets in Canada. Here CBUT Toronto continued to increase its share of the audience for an average of 34.6%, with WBEN-TV Buffalo accounting for most of the remainder. The 10 most popular shows on CBUT were Jackie Gleason, rating 53.7; Dennis Day 48.5; Our Miss Brooks 45.4; NHL Hockey (Canadian) 44.3; Holiday Ranch (Canadian) 43; Toast of the Town 38; Studio One 34.4; Douglas Fairbanks Presents (British) 34.3; Boxing (Canadian) 31.8; Liberace 29.

In the same area WBEN-TV's top five shows were Dragnet 66.1; Treasury Men in Action 64.3; Groucho Marx 63.8; Letter to Loretta 63.2; Arthur Godfrey 62.9.

In the Montreal area two stations were on the air for the first time in the survey, one in English (new) and one in French. Since much of the audience bilingual CBPT Montreal, since its start in September 1952, was English-speaking, the new English-language station there, CBMT, had the larger share of the audience. Its five shows were Toast of the Town 86.4; Showtime (Canadian) 83.9; Four Star Playhouse 83; Douglas Fairbanks Presents (British) 82.7; CBC News Magazine (Canadian) 79.3. French-language shows on CBFT led with La Famille Plonjé 79; Peülle au Vent 77.2; Tour de Chant 71.7; Pays et Merveilles 71.4; and Lutte 70.7.

In London, where some U.S. stations had been seen with irregularity, the bulk of the audience, 92%, now looks at CFPL-TV London, the rating report shows. Most popular 10 shows include seven U.S. origins and three Canadian.

On Canada's West Coast, where CBUT Vancouver came into operation at the end of 1953, there is competition from three U.S. border stations. CBUT had 38.2% of the audience, with KING-TV Seattle having 32.5%, and the remainder divided between KVOS-TV Bellingham and KOMO-TV Seattle. On CBUT, which originates only local news to date, seven of the first 10 shows were American originations, three were Canadian.
DETOIIT EDUC. TV SETS CH. 56 GOAL

GOAL of $1.4 million has been set by the Detroit Educational Television Foundation, applicant for ch. 56 there. Pledges amounting to $300,000 already have been received from foundations and corporations.

The current drive is to raise money for construction, a special contingency fund and the first year of operation. Participating organizations will finance the tv operation after the first year.

The Foundation is composed of civic, cultural and educational foundations, including Catholic, Lutheran and public schools. Members educational institutions which will do the programming will be Wayne U., U. of Detroit, Mercy College, Detroit Public Schools, Marygrove College, Detroit Schools, Detroit Lutheran Schools, Cranbrook Institute, Detroit Institute of Technology, Merrill-Palmer School and suburban public schools.

The tv station will operate from studios located at U. of Detroit and Wayne U. campus, and at radio station WDRTR, Detroit Public Schools' station. An old theatre at Wayne U. will be converted into ch. 56's largest studio, with offices for production personnel, motion picture facilities, scene shops and control room. U. of Detroit plans to build a new tv center, which will include two studios.

Civic organizations who are members of the Foundation are Detroit Symphony Orchestra, Edison Institute, Detroit Public Libraries and the Art Institute.


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Broadcasters; O. L. (Ted) Taylor, KANS Wichita; Bob Wells, KIUJ Garden City; Thad Sanstrom, KSEX Pittsburg; Grover Cobb, KVGB Great Bend, and Warren Mowder, KMAN Manhattan. Absent were Ben Ludy, WIBW Topeka, and Ed Mason, KXXX Colby.

Regents, PEA Criticize N. Y. Education Tv Bill

A BILL outlining terms under which non-commercial educational television stations may be established in New York State was criticized last week as "overly restrictive" by both the New York Board of Regents and the Public Education Assn.

Under the bill, the Board of Regents is authorized to issue charters to groups prepared to finance educational stations on a private basis. The Board and PEA expressed objection to Section 7, which would make the inclusion of "partisan or political" materials in a television broadcast a basis for revocation of the corporation's charter by the Board of Regents.

A regents committee said the bill, as drawn, would prevent stations from presenting "many worthwhile programs on public questions" and would prove a "constant source of irritation." The group said the word "political" is too broad, especially when separated from "partisan."

It urged that the bill give the regents power to revoke an educational television charter if programs attempt "to influence the enaction of legislation or the election of candidates to public office."

Echoing sentiments of the regents, PEA said that Section 7 is "a flagrant violation of academic freedom" and added that it should be amended to "comply with the established principle of giving adequate opportunity for the presentation of opposing points of view."

The bill, initiated at the direction of Gov. Thomas E. Dewey of New York, was defended in a memorandum issued by counsel for the governor. It said in part: "Nothing in the bill prohibits the presentation of controversial issues (on a television program) if both sides are fairly presented. If controversial issues are used for partisan, political and subversive purposes, however, the Board of Regents is given power to act."

Communications Courses Set

The New School for Social Research, 66th W. 12th St., New York, has announced two new courses bearing on the broadcasting industry: One, Mass Media and International Relations, comprises lectures in the fields of press, radio and tv; the other, Seminar on International Communications, is designed for advanced students and professionals interested in information, propaganda and cultural relations, foreign affairs, international exchanges and international advertising.

WFDF Offers UN Course

COURSE of instruction on the UN is being offered over WFDF Flint, Mich., in cooperation with the Mott Foundation. Titled "The United Nations—What's in it for Me?" the course will extend over 13 Monday evening radio sessions and will present the origin, organization and functioning of the UN, with emphasis on its meaning to the daily life of each American.

Enrollment fee is 25 cents for which the listener-student will receive an outline of the sessions, bibliography of related reading materials, booklets and UN publications.

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**Teacher Likes 'Peepers'**

VALUE of the NBC-TV show, Mr. Peepers, sponsored by Reynolds Metals Co. (Sun. 7:30-8 p.m. EST), as an educational force in humanizing the relations between teacher and pupil has been cited by Lt. (ig) Ralph E. Jones, USNR, instructor in mathematics at Valley Forge Military Academy, Wayne, Pa., in an address to the corps of cadets there. Lt. Jones said the show also has served as an inspiration to teachers seeking a more personal approach to their students.

**Fund Drive Postponed**

FUND campaign for $600,000 to build a non-commercial educational tv station on Washington's reserved uhf ch. 26 has been delayed until the fall, according to the Greater Washington's reserved uhf Fund, Corp. (Sun. Peepers, March 8, 1954)

**RCA Institutes Graduates 135**

SOME 135 students, including some from Canada, Hawaii, Puerto Rico, Egypt, Israel, Venezuela and Indo-China, were graduated from RCA Institutes in New York on Feb. 26.

**duPont Awards Dinner Set March 26 in D. C.**

THE 1953 duPont Radio and Television Awards will be presented March 26 during a dinner at Washington's Mayflower Hotel, O. W. Riegel, curator of the Alfred I. duPont Awards Foundation, said last week.

Two radio or tv stations, one relatively large and the other relatively small, will receive the awards for outstanding performance in the public interest in 1953. A third will go to a news commentator for outstanding accomplishment in 1953. Each award has a cash value of $1,000.

Winners may use the awards to establish scholarships in radio-tv. Last year's winners of the 1952 awards were WBNS-TV Columbus, Ohio, WMT Cedar Rapids, Iowa, and Gerald W. Johnson, WAAM (TV) Baltimore commentator.

**AWARDS**

**15 Radio, 12 Tv Outlets Nominated for NBFU Awards**

FIFTEEN RADIO and twelve television stations have been nominated by their respective communities for the 1953 Gold Medal Awards of the National Board of Fire Underwriters, NBFU General Manager Lewis A. Vincent announced last week.

Judging of the radio-tv entries was completed last Wednesday and selection of winners from among the 56 entries in the newspaper classification was to be made last Friday. Winners in all three groups will be announced March 17 at a reception for radio, television, and newspapers at the Hotel Ambassador in New York.

Nominations were submitted by fire department officials, civic and business organizations and community leaders in whose judgment the local radio or tv station or newspaper had rendered outstanding service in fire prevention and fire safety. Gold Medal entries in radio and tv were listed as:

- Radio—KFAB Omaha; KOIN Portland, Ore.; KYNO Fresno, Calif.; WHD B, Mobile, WINS Columbus, Ohio; WIP Philadelphia, WHAS Louisville; KBIG Hollywood; KANS Wichita; KJKW Pasadena; WPRC Providence, WAGR Cleveland; WTDS-FM Toled; WGBG-FM Newark; WTAR-FM Northfield.

- Television—WFMV-TV Greensboro, N. C.; WTVN-TV Columbus, Ohio; WGBG (TV) Schenectady; WTFL-TV Philadelphia; WTVN (TV) Columbus, Ohio; WTVG (TV) New York; WTOP-TV Washington; WCPO Cincinnati; WTVI (TV) Columbus; WNCN Nashville; WBTZ-TV Boston; WBRE-TV Wilkes-Barre, Pa.

Judges who selected winners in the radio and television classifications were Robert N. Pryor, vice president in charge of public relations for WCAU-AM-TV Philadelphia; Barton K. Feros, station manager, WDEL-TV Wilmington, Del., and Donald G. Cee, director of news and special events for the ABC Radio network.

**Cleveland AFTRA Awards Announced**

CLEVELAND's radio and tv stations and their personalities program were honored last week in the third annual awards luncheon by the American Federation of Television & Radio Artists at the Hotel Hollenden.

The winners:

**RADIO**

- News reporting—Tom Field, WTAM; flash news coverage—Bob Engel, WSSB; play-by-play sports announcing—Ken Coleman, WTAM; sports reporting—Jim Grant, WJW; women's program—Barbara Reiniker (Jane Stevens), WJW; children's record program—Walt Kay, WDOK; children's "live" radio program—Fairview, Harry Pollock, producer, WGAR; classical musical program—Henry Plimmer, WGAR; popular musical program—Dick O'Heron, WHK.

- Group performance—musical program—Morning Sundowner; WTAM; commercials—Bill Mayer, WGAR; educational programs—Ohio Story, WGAR and WEWE public service programs—Let's Look at the News, WGAR, and City Club Forum, WGAR; individual performance—Johnny Andrews, WTAM; group program—Morning Sundowner, WTAM.

**TELEVISION**

- News reporting—Warren Guthrie, WXEL (TV); news and humor—Tom Hayley, WNKB (TV): weather reporting—Glenn Rowell and Cy Kelly, WTVN (TV); play-by-play sports announcing—Bob Nees, WXEL; sports reporting—John Fitzgerald, WXEL; sports instruction—Sam Levine, WXEL; hobby program—Frieda Champion and Bob Dale, WEVS (TV); cooking program—Alice Weston, WXEL; beauty instruction—Paige Palmer, WEVS, film series—Campbell Program, WXEL; children's "live" program—Glenn Rowell and Cy Kelly, WNKB; individual performance—Lee Sullivan, WEVS; musical variety—Sidney Andorn, WXEL; commercials—Glenn Rowell and Cy Kelly, WNKB; educational programs—Carl Worth, WNKB; variety—O. W. Jones, Cincinnati Board of Education; WEVS.

Promotion—Don Perris, WEVS; public service—Jim O'Connor, WEVS; individual performance—Sidney Andorn, WXEL; group program—Prescription for Living, WXEL

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Graphical Arts Group Cites CBS-TV and Radio Ads

SIX advertisements of CBS Television and three of CBS Radio were included in the "50 advertisements of the year" selected by the American Institute of Graphical Arts for their excellence of taste and design. No other company had more than two ads of the 50. Winners were on display at AIGA's exhibit of "design and printing for commerce" in New York.

Four of the award-winning CBS-TV ads dealt with programs: Omnibus, Jack Benny Show, Red Buttons Show and the Coronation Telecasts. The two others were titled "This Is a House" and "Pattern that Killed a Myth." William Golden is creative director of advertising and sales promotion for CBS Television.

The CBS Radio ads were "Where There's Smoke, There's Radio," "Panel of Experts," and "Talk About Radio-Activity." George Bristol is sales promotion and advertising director for CBS Radio.

California Groups Cited

Joint awards from Los Angeles civil service commission were presented to the Southern California Broadcasters Assn. and the Southern California Advertising Agencies Assn. In recognition of expert assistance and time donated by member stations and agencies in publicizing the recent police recruitment drive. Frank Burke Jr., general manager of KFVD Los Angeles and president of SCBA, and Al Atherton, head of his own agency and president of SCAAA, accepted certificates for respective trade organizations.

WCCO-TV Program Cited

THE Christian Science Monitor has cited WCCO-TV Minneapolis-St. Paul. Miss Haebel, producer-director-conductor of the show, interviews prominent persons and makes appeals for worthy causes.
transmitter location to San Bruno Peak, approximately 2.6 miles NW of S San Francisco; antenna height above average terrain 1,347 ft. Filed Feb. 26.


Minneapolis, Minn.—Twin Cities Bstg. Corp. amends bid for new TV station on vhf ch. 9 to change geographical coordinates to 44° 58' 08" N, 93° 17' 17" W; specifies President Clarence T. Harman (30%), Vice President Clar- ence L. Leya (20%), Vice President Wesley W. Feuster (3%), Vice President Herman J. Lange (30%), and Secretary-Treasurer George E. Laut (20%). Filed Feb. 16.

Philadelphia, Pa.—Boulder City Bstg. Co. amends bid for new tv station on vhf ch. 2 to specify Margaretta Larson (2.8%) and to delete reference to Marilyn L. Larson. Filed Feb. 25.

Grand Forks, N. D.—Grands Fora Bstg. Co. amends bid for new TV station on vhf ch. 10 to change ERP to 12.05 kw visual, 0.02 kw aural. Filed Feb. 25.

Rapid City, S. D.—Hills Bstg. Co. amends bid for new tv station on vhf ch. 7 to change ERP to 1.14 kw visual and 0.68 kw aural. Filed Feb. 19.

Springfield, Ill.—Big Spring Bstg. Co. amends bid for new tv station on vhf ch. 4 to change ERP to 1.32 kw visual, 0.82 kw aural; antenna height above average terrain to 323 ft. Filed Feb. 26.

APPLICATIONS DISMISSED


Springfield, Ill.—Marvlin L. Larson et al d/b a Big State Telecasting Co. FCC dismissed bid for new tv station on vhf ch. 3 at request of attorney. Dismissed March 1.

Existing TV Stations . . . ACTIONS BY FCC

KDAJ—TV Duluth, Minn.—Owner Bstg. Co. granted STS, to operate, commercially on vhf ch. 3 for the period ending Aug. 11. Granted Feb. 13.

KXLY-TV Spokane, Wash.—Symons Bstg. Co. et al d/b a KXLY-TV granted modification of CP for vhf ch. 4 to change name to Symos

New Am Stations . . . ACTIONS BY FCC

Kane, Pa.—Hilltop Management Corp. granted 960 kc, 500 kw day and 5 kw night. Post office address % Henry H. Cunningham, Apta Lapland, Pa. Estimated construction cost $73,250, first year operating revenue $88,000, chief engineer for vhf ch. 32. Granted Feb. 25.


KJTV (TV) New Castle, Ind.—Universal Broadcasting Co., vhf ch. 5. Granted Feb. 25.


WDFX—TV Chattanooga, Tenn.—WDFX Broad- casting Corp. Granted Feb. 25.


WTVS—TV (Corpus Christi, Tex.—W. H. Hunt, uff., ch. 43. Granted Feb. 25.

WDCV—TV Crystal City, Tex.—Coastal Bend Television Co., uff., ch. 22. Granted Feb. 25.

KBVR—TV Tyler, Tex.—Lucille Ross Langston, vhf ch. 7. Granted Feb. 25.


Milton, Fla.—Clayton W. Maples tv as Milton Bstg. Co., granted 1350 kc, 1 kw daytime. Estimated construction cost $12,000, first year operating revenue $12,000, chief engineer for vhf ch. 8, owner Mr. Maples is Division Director of Florida Game and Fresh Water Fish Commission. Granted Feb. 25.

FORT MYERS, Fla.—J. M. McClennen d/b a Dixieland Bstg. Co. granted 1500 kc, 2 kw daytime, 700 kw night, first year operating revenue $20,000, revenue $20,000, chief engineer for vhf ch. 14, owner Mr. McClennen is Division Director of Florida Game and Fresh Water Fish Commission. Granted Feb. 25.

APPLICATIONS

Hartford, Conn.—General-Times TV Corp. seeks modification of CP for uhf ch. 18 to change transmitter location to On. Estimated construction cost $10,000, first year operating revenue $10,000, owner Mr. Dis- creet is owner. Granted Feb. 19.

President Herman W. Larson of CP to change ERP to 50 kw visual, 35 kw aural; antenna height above average terrain to 660 ft. Filed Feb. 26.

WTVJ (TV) Miami, Fla.—Southern Radio & TV Equipment Co. seeks modification of CP for vhf ch. 6 to change transmitter location to on W. 76th St., 0.27 mile W of Hougton Rd., Indiana. Filed Feb. 26.

WJNO—West Palm Beach, Fla.—Palm Beach TV Inc. seeks modification of CP for vhf ch. 5 to change transmitter location to Palm Beach Playhouse on Co- canut Rd., S of Flagler Memorial Bridge, West Palm Beach, Fla. Estimated construction cost 55 kw visual, 29 kw aural, antenna height above average terrain to 1,000 ft. Filed Feb. 26.

WLTV—TV Bethlehem, Pa.—Associated Bstg. Co., ch. 17, seeks Modification of CP for vhf ch. 17 to change transmitter location to on 1200 Peach St., Erie; ERP to 1681 kw visual, 88 kw aural; antenna height above average terrain 1,000 ft. Filed Feb. 26.

WFEE—TV Erie, Pa.—Great Lakes Tv Co. amends CP for new TV station on vhf ch. 11 to designate studio location as at 213 Beaver Crossing.; newly designated transmitter location to on W. 76th St., Erie; 0.27 mile W of Hougton Rd., Indiana. Field Feb. 26.

WJPI—TV Johnstown, Pa.—Johnstown Bstg. Co. amends bid for new vhf ch. 11 to change name to Johnstown Bstg. Co.

WJTV—TV Philadelphia, Pa.—WJTV Inc. seeks modification of CP for vhf ch. 6 to change transmitter location to W. 76th St., 0.27 mile W of Hougton Rd., Indiana. Filed Feb. 26.

WJKO—TV Lincoln, Neb.—Cornbelt Bstg. Corp. seeks modification of CP for vhf ch. 10 to change transmitter location to Lincoln, Neb. Estimated construction cost $2,000, first year operating revenue $2,000, owner Mr. Dis- creet is owner. Granted Feb. 26.

WFLV—TV Indianapolis, Ind.—WENR Inc. seeks modification of CP for vhf ch. 5 to change transmitter location to on W. 112th St., Ind. Estimated construction cost $2,000, first year operating revenue $2,000, owner Mr. Dis- creet is owner. Granted Feb. 26.

Welcome Bstg. Hartford, Conn.— reverted to CP and filed for new TV station on vhf ch. 31 at request of attorney. Granted March 1.

APPLICATIONS

Hartford, Conn.—President Herman W. Larson of CP to change ERP to 50 kw visual, 35 kw aural; antenna height above average terrain to 660 ft. Filed Feb. 26.

WTVJ (TV) Miami, Fla.—Southern Radio & TV Equipment Co. seeks modification of CP for vhf ch. 6 to change transmitter location to on W. 76th St., 0.27 mile W of Hougton Rd., Indiana. Filed Feb. 26.

WJNO—West Palm Beach, Fla.—Palm Beach TV Inc. seeks modification of CP for vhf ch. 5 to change transmitter location to Palm Beach Playhouse on Co- canut Rd., S of Flagler Memorial Bridge, West Palm Beach, Fla. Estimated construction cost 55 kw visual, 29 kw aural, antenna height above average terrain to 1,000 ft. Filed Feb. 26.

WLTV—TV Bethlehem, Pa.—Associated Bstg. Co., ch. 17, seeks Modification of CP for vhf ch. 17 to change transmitter location to on 1200 Peach St., Erie; ERP to 1681 kw visual, 88 kw aural; antenna height above average terrain 1,000 ft. Filed Feb. 26.

WFEE—TV Erie, Pa.—Great Lakes Tv Co. amends CP for new TV station on vhf ch. 11 to designate studio location as at 213 Beaver Crossing.; newly designated transmitter location to on W. 76th St., Erie; 0.27 mile W of Hougton Rd., Indiana. Field Feb. 26.

WJPI—TV Johnstown, Pa.—Johnstown Bstg. Co. amends bid for new vhf ch. 11 to change name to Johnstown Bstg. Co.

WJTV—TV Philadelphia, Pa.—WJTV Inc. seeks modification of CP for vhf ch. 6 to change transmitter location to W. 76th St., 0.27 mile W of Hougton Rd., Indiana. Filed Feb. 26.

WJKO—TV Lincoln, Neb.—Cornbelt Bstg. Corp. seeks modification of CP for vhf ch. 10 to change transmitter location to Lincoln, Neb. Estimated construction cost $2,000, first year operating revenue $2,000, owner Mr. Dis- creet is owner. Granted Feb. 26.

Welcome Bstg. Hartford, Conn.— reverted to CP and filed for new TV station on vhf ch. 31 at request of attorney. Granted March 1.
Kissimmee, Fla.—Emerson W. Brown of WAMB Radio Station, WRB, 1450 kHz, 200 unlimited. Post office address is Emerson W. Brown, Cocoa, Fla., Est. Construction cost $6,502, first year operating cost $18,000. Revenue $36,000.

Mr. Brown is owner of World Cambic, Ga., and, through joint owner with wife of WKKO Cocoa, Fla. Filed Feb. 23.


25.

Mr. Mobley is president of co-owners of nursery business. Filed Feb. 24.


Tarentum, Pa.—Lester Rosenbloom, 1428 kHz, 500 unlimited. Post office address is 1428 Green St., Pittsburgh, Pa. Est. Construction cost $38,000, 250 unlimited. First year operating cost $50,000. Revenue $70,000. Mr. Rosenbloom is an attorney and 25% stockholder. Filed Feb. 22.

Mr. Rosenbloom seeks conditional construction permit for new station on 1490 kHz at Latrobe, Pa. Filed Feb. 22.

Thermopolis, Wyo.—Mildred V. Ernst, 1250 kHz, 250 unlimited. Post office address is 624 Greystone Dr., Pittsburgh, Pa. Est. Construction cost $41,000, 250 unlimited. First year operating cost $54,000. Revenue $80,000. Mr. Rosenbloom is an attorney and 25% stockholder. Filed Feb. 22.

Mr. Rosenbloom seeks conditional construction permit for new station on 1490 kHz at Latrobe, Pa. Filed Feb. 22.

Existing Am Stations...

...ACTIONS BY FCC

KBLV Monte Vista, Colo.—San Luis Valley Bcst. Co. granted modification of CP to change from 1480 kHz to 1480 kHz with 250 unlimited. Filed Jan. 19.

KWCH St. Arv, Ark.—White County Bcst. Co. granted CP to change from 1350 kHz to 1350 kHz with 250 unlimited. Filed Jan. 19.

KOCX-AM Kimball, Neb.—Post office address is 406 P. O. Box 409 Worland, Wyo. Est. Construction cost is $60,000, 250 unlimited. Filed Jan. 19.

KWOC Polpar Bluff, Mo.—Polpar Bluff Bcst. Co. granted CP to change from directional day and night to directional night at 930 kHz, 500 kHz day, 500 kHz, unlimited. Filed Jan. 19.

Existing FM Stations...

...ACTIONS BY FCC


WATT-AM Atlanta, Ga.—Atlanta Bcst. Co. granted STA to waive Sec. 325 of rules to permit station to remain silent from Feb. 25 to March 15. Granted Feb. 26. announced March 2.


Ownership Changes...

...ACTIONS BY FCC

KFOX Long Beach, Calif.—Nicholas and Wariner Wexner, 25, sale of additional stock. Filed Feb. 15. Filed Feb. 15.

WELH-FM Port Washington, WI.—Transfer of control to F. A. Pelsch and W. T. McDonald through sale of all stock for $15,000, 250 unlimited. Filed Feb. 18.

WICN Columbus, Ga.—Martin Theartres of Ga. Inc. and Radio Columbus Inc. (Ala. Corp.) d/b as TV Columbus granted assignment of license for 500,000. Revenue $13,500. Principals include W. T. McDonald, oil investments and real estate. Filed Feb. 18.

WIKM Champaign, Ill.—Radio Champaign, Inc., oil distributor. Filed Feb. 18.

Mr. Mobley is president of co-owners of nursery business. Filed Feb. 24.

William H. Duce (4%), attorney, and John F. Hare, (5%), secretary-treasurer, stockholder KVEN, Ventura, Calif. Granted March 3.

WJCL, Columbus, Ga.—Paul F. McRoy & Ann E. Searing, individually and as executor of the estate of John E. Searing (1%), deed, d/b as Southern E. Bcstg., granted assignment of license to Paul F. McRoy (1%), and Ann E. Searing (1%), d/b as Southern M. Bcstg. through court order transferring J. H. Searing's 1% interest to Ann E. Searing. Granted Feb. 24; announced March 2.

KTRK Rolla, KMO Rolla, Mo.—Luther W. Martin, Wilson C. Burkhart & Martin M. Mitchum, 500, as "Show-Me" Bcstg. Co. obtained voluntary assignment of license to Luther W. Martin & Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. through purchase of remaining 1% interest from Wilson E. Burkhart for $30,000. Merss. Martin & Mitchum will now own 95% interest granted Feb. 24; announced March 2.

WJBM-AM-FM New Orleans, La.—Louise C. Carlson granted voluntary assignment of license to corporate entity Louise C. Carlson, Inc. Principals will now include President Louise C. Carlson (99.8%); Vice President Edward C. Carlson (0.2%); assistant general manager W.J.WB, and Secretary-Treasurer Mrs. G. C. Battalora (0.1%). Granted Feb. 25.


KLCN Broken Bow, Neb.—Custer County Bcstg. Co. granted voluntary transfer of control to Bud Crawford through purchase of 9% interest from LP MC DESIGNER}_{W J M I}.


President Harry K. Crowe (16%), stockholder, as executive WONE Dayton, Ohio; Vice President Franklin (22%), stockholder, as executive WING Dayton, Ohio; Secretary Bradley Schafer (29%), attorney, and George L. Flanagan (16%), beer distributor. Granted Feb. 26; announced March 2.

WSFA-AM-FM Spartanburg, S. C.—Bcst. Co. of the South granted voluntary assignment of license to WORD-TV for $400,000. Principals will now include President Walter J. Brown (40%), Secretary Treasurer Donald A. Ford (32%), and Thomas B. Pearce Jr. (21%). Sale is to effective merger agreement between WJQZ and WORD enabling WJQZ 78 to change to WORD-TV. Granted Feb. 26.

WORD-WDXY (FM) Spartanburg, S. C.—Spartan Radiocasting Co. granted voluntary assignment of license for $160,000, 250 unlimited. Principals include President Irwin Kahn (49.9%), Secretary Treasurer Donald A. Ford (48%), and Thomas B. Pearce Jr. (21%). Sale is to effective merger agreement between WJQZ and WORD enabling WJQZ 78 to change to WORD-TV. Granted Feb. 26.

APPLICATIONS

KNGN Ponce, Ariz.—Old Pueblo Bcstg. Co. seeks voluntary assignment to Charles F. and Alice B. Montano for $20,000. Mr. and Mrs. Montano are owners of Phoenix Advertising Co. Filed Feb. 19.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Co. seeks involuntary transfer of negative (50%) control to Bertha Lee, executrix of the estate of Clifford Lee, deceased. Filed Feb. 25.

KSDJ San Diego, Calif.—San Diego Bcstg. Co. seeks voluntary transfer of control to C. Arnulf Strickman, through purchase of remaining 25% interest from Copley Press Inc. (Kycop-AM-TV Los Angeles) for $50,000. Mr. Smith will now be sole owner. Filed Feb. 23.

WBSI Bristol, Conn.—Bristol Bcstg. Corp. seeks transfer of control of WJH Bcstg. Co. through sale of all stock for $56,000. Principals include Eric Ratch (97%), author and playwright; Vice President-Treasurer E. Constance Ratch (98%); Vice President Thomas B. Hoben (7.5%), insurance, and Secretary Franklin C. Salsberg (92.5%), vice president-10% stockholder KTSI. St. Louis. Filed Feb. 19.

WSFA-AM-FM Matlond, Ind.—Francs Knight (Breckinridge) & Charles N. Cutler d/b as Knight-Cutter System seek voluntary assignment to Electronic Laboratories Inc. for $20,000. Principals include President Clarence E. Henson (36.36%); Vice President Elmer Suter (13.64%).

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Hearing Cases...

INITIAL DECISION


OTHER ACTIONS

KNGS Danbury, Conn.—FCC granted construction permit for new TV station in Danbury, Conn., on ch. 13. Action March 14.

Jacksonville, Fla.—FCC granted hearing for George S. Sterling, as owner of Jacksonville, Fla., on ch. 3. Action March 14.

Fin Allocation—Bingham, Ill. FCC in a notice of proposed rule making, proposed to shift $170,000 from Peoria to Elizabeth, Ill. Comments may be filed on or before March 29. Action Feb. 25.


O'Keefe, R. J.—Vhf ch. 3, Petition by Dr. O'Keefe, an individual, for new tv station on ch. 3, was denied. Action March 5.

Effective immediately, this order terminates the present requirement that a party file preliminary notices of intention to file a petition for new tv station and a statement of the purpose of the application in order to maintain a record of parties interested in a new tv station. Action March 6.

NEW AM GROUND CONDUCTIVITY MAP ADAPTED

The Commission has realized its proposed rule making of August 3, and effective April 5, deleted map entitled “Ground Conductivity in the U.S.” and Canada” designated as Figure 3 in its Standards and Practices Concerning Standard Broadcast Frequencies, and in its Standards and Practices Concerning Standard Broadcast Frequencies in Relation to Any Radio or Television Frequencies for which other frequency assignments are being considered. The map was deleted after reconsideration of the sealed bid for new tv station on ch. 18, in light of the fact that the map is now designated as Figure 3 (a) and (b) of revised rulemaking proceeding. Action March 2.

Benson, Mo.—FCC granted petition of William C. Benson, Inc., for new tv station on ch. 18, in the City of St. Louis, Mo., on or before March 29. Action Feb. 25.


Legal, Obtaining.

FOR THE RECORD

IMMEDIATE DELIVERY

RCA-4272A. In stock for immediate delivery. RCA-4272A, $35.75

RCA-8383A. Air-Cooled Power Triode—in stock for immediate delivery. RCA-8383A, $49.50

Our prices and conditions of sale are unchanged and are subject to change at the manufacturer’s option. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and effort.

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Broadcasting • Teletcasting

February 23, 1954

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March 8, 1954
PROFESSIONAL CARDS

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National Press Building
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Munsey Bldg., Republic 7-3347
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International Bldg., B. I. 7-1919
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FRANK H. McIntosh
Consulting Radio Engineer
1216 Wyatt Bldg.
Washington, D. C.
Metropolis 6-3477
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Formerly Department of Commerce C.A., Member Washington Aeronautics Association
Offers a specialized consulting service to the radio and television industry on aeronautical problems created by forest construction.
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Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 7-1235
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GAUTNEY & JONES
Consulting Radio Engineers
1052 Warner Bldg., Republic 8-7797
Washington 4, D. C.
Member AFCCB*

KANSAS CITY, MISSOURI
Consulting Engineer
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCB*

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
Member AFCCB*

WALTER F. KEAN
AM-TV Broadcast Allocation
FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(Member Chicago suburb)

Vandivera, Cohen & Wearn
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612 Evans Bldg., N.A. 8-2698
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Consulting Radio Engineer
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Box 2448, Birmingham, Ala.
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Custom-Built Equipment
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Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
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Engineer on duty all night every night
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To Be Seen by 75,956 * Readers
among them, the decision-making
station owners and managers, chief
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for am, fm, and facsimile facilities.
* 1953 ARB Protected Readership Survey

TO ADVERTISE IN THE
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1720 Delaware St., N.W., Wash. 6, D. C.

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**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

**Situations Wanted**

20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$11.00 minimum

All other classifications 30¢ per word—$14.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

**BROADCASTING • TELECASTING, 1750 DeSales St. N.W., Washington, D. C.**

Announcements, if vender, on back of printed ad. Space sold on first come, first served basis. Full payment in advance.

**Help Wanted**

**Managerial**

*A good music-station* wants a manager that knows how to handle various voices and can sell. Located in northwest. Good salary to right man. Box 926C, B.T.

Two men wanted who work well together to take over complete management of west coast station. One should have first class ticket. You'll work hard but you'll make money. Box 861C, B.T.

**Salesmen**


Salesman—Oregon CBS affiliate has immediate opening for experienced time salesman. Good guarantee and prospects. Outstanding community in one of the west's finest recreation areas. Application by personal interview, not order takers or floaters. Box 516C, B.T.

Sales Manager with productive record of training and leading men in competitive markets. Small or medium size, for general staff work on local Car required. Salary, commission and traveling expenses. Chicago headquarters. Box 596C, B.T.

Commercial manager—If you are energetic, hard working salesman, managing, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B.T.

Local time salesman for top independent metropolitan station. Write for personal interview. Experience of past years. Box 800C, B.T.

Due to tv expansion, have opening now for two good radio salesmen who want to move up to top sales posts. 24-hour independent in large east coast market. Good pay and liberal incentive plan. Full details. Box 826C, B.T.

**Announcers**

**Combo announcers, 1st engineers or salesmen. Immediately.** Box 486C, B.T.

Ambitious salesman-announcer interested in radio and start of tv from ground up in small station. Salary, commission, phone today, KFRR, Livingston, Montana.

Announcer, first class engineer license desirable but not essential. Bill Harrell, KWWO, Cheyenne, Wyoming.

Need immediately, announcer-salesman. Interview necessary, southerner preferred. Congenial staff and climate. Contact Ben Moore, Manager, WAMI, Opp, Alabama.

Needed at once, first phone combo man, heavy on announcing, opportunity for part-time sales. Contact P. H. Hurlbut, WCOL, Columbus, Indiana.

Experienced announcer, strong on news and commodities, veteran in established network affiliate. Excellent opportunities starting salary, good audition and background to WFDF, Flint, Michigan.

Salesman-announcer, who has successful early morning show, wanted by San Diego independent. Send tape of show and some of business and type of accounts sold at retail, 6:00 am-9:00 am, also samples of records sold, in both selling and servicing. Salary plus commission. Send to General Manager, 430 E Street, San Diego, Calif.

**Help Wanted—(Con’d)**

**Technical**

Chief engineer for Virginia independent. Remote control, excellent technical and personal references. $125.00 per week to start. Send all details to Box 606C, B.T.

First phone transmitter engineer, $1.25 per hour, plus tips, write or W. G. Thompson, KHSI, Corpus Christi, Texas. Phone 4-5354.

1st class radiotelephone telephone for uhf station, soon to increase in power. Write or call WICA Inc., Ashland, Ohio.

**Production-Programming, Etc.**

Copy girl, receptionist. Regional lvkf independent in fast growing Texas market. Pleasant surroundings. Full details. Box 454C, B.T.

Continuity writer. Woman. Midwest 250 watt ABC, 46 hour week. No air work. Experienced or recent Journalism graduate. Prevailing wages. Box 615C, B.T.

Program director. The *musts* are: good air voice, written copy, good type or be operative. Give complete details in first letter. Write Box 517C, B.T.

Good local newsmen, Progressive news, special background, Millerian, minimum. Hiring ability essential. Besides news "musts" are: know-how real newsmen will have eagerness to meet challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B.T.

Iowa independent has opening for a newsgirl who can gather, write and present news. Ability and interest in local news essential. Send picture and audition. Box 613C, B.T.

Female continuity writer desiring to do some air work. Send copy samples and tape if possible. Personal interview preferred. Contact Cal Smith, KACO, Rochester, Minnesota.

**Television**

Help Wanted—(Con’d)**

Help Wanted—(Con’d)

**Salesmen**

Midwestern tv station in excellent middle market has opening for two aggressive salesmen. Prefer central states men with radio station sales back- ground. Guarantee commission. Please wire or write Box 526C, B.T.

Excellent opportunity for alert salesman to earn $18,000-$20,000 in market of half-million. Straight 15% commission, plus earnings. Unusual opportunity. Write or wire Box 606C, B.T.

Radio engineer interested in learning tv. You will work on 5 kw directional and enter a training program at NBC tv midwest tv station. Send full details. Box 596C, B.T.

Assistant chief engineer for 100kw vhf in southern W. Must have good knowledge voice circuits and capable failure maintenance responsibility. Permanent position with good organization. Box 697C, B.T.

Several tv engineers will be needed soon for permanent Houston operation. Prefer type of TV-UL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room, WKZO-TV, Kalamazoo, Michigan.

If you are ready for tv with good radio experience, send best technical and personal references. We have most unusual opportunities in television. Write to Kyle E. Goodman, Chief Engineer, WOTC-TV, Savannah, Georgia.

Help Wanted—(Con’d)**

**Production-Programming, Others**

**Director—**station experience desired—two cameras possible, working knowledge of lighting and SS-11 essential. Box 496C, B.T.

Vhf educational station has immediate opening for an experienced, practical program director who knows how to provide tv programs thoroughly. Excellent salary. Rent facilities and equipment. Send complete resume, including photo if possible, and references first letter. All replies confidential. This is an unusual opportunity in every respect. Box 616C, B.T.

Jointly owned 50kw am-vhf tv property has im- mediate opening for a promotion—merchandising executive. Must be thoroughly experienced. One of first 10 markets in country. Network affili- ations and excellent time-sales record. Advance- ment very good. Send full details first letter to Box 617C, B.T.

**Situations Wanted**

**Managerial**

Experience: 5 years, managerial, sales, program- ming, news, announcing, public relations. Stable, family. Desire greater opportunities. Box 555C, B.T.

Twenty solid years of commercial broadcast behind me. Am thoroughly experienced in all phases with exception of teletype and teletype. Managerial and sales. Am present manager of 1000 watt tv station in small market anywhere but prefer Florida. Box 500C, B.T.

Young man, 29, with ideas, experienced, restricted permit and degree wants position with a future in tv. Will work as director of a new station in progressive station. Box 586C, B.T.

**Salesmen**

Account executive with station manager experi- ence desired change. Five years in radio indus- try. Enthusiastic sales records—national accounts. Good New York agency contacts. Young, en- ergic, quite successful! Box 572C, B.T.

Salesman, excellent time-sales record. College graduate, enthusiastic, imaginative, mature, married, car. Box 614C, B.T.

Need an air salesman who knows the value of an account personality. Over five years experience. Would like incentive plan. Box 628C, B.T.

**Announcers**

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B.T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can play-play-by-play act. Anywhere dislike car, can travel anywhere. Draft exempt. Box 350C, B.T.

Sports announcer—all sports and sales. 28, col- lege, five years experience. Box 468C, B.T.

Announcer, 4 years experience, 1st phone. Avail- able 2 weeks notice. Box 584C, B.T.

Experienced announcer, desires change. Currently employed in large west coast market. Ex- perience includes news, DJ, show. Tape, refer- ences. Box 551C, B.T.

Announcer, 25—Theatrical and tv experience in large midwest market desires permanent staff connection tv or radio. Strong on commercials, currently employed, available March 15. Tape and resume on request. Box 558C, B.T.

Sports director: Seven years experience: play- by-play, all major and minor sports—organiza- tions. Will types a radio script and is interested in all phases commercial radio. No drifter. Seek permanent position—radio-tv. Will locate anywhere. Box 550C, B.T.

Interested in staff position, have 2 years experi- ence. Box 560C, B.T.


Radio-tv announcer, first phone. Some experi- ence, versatile, dessert position. Box 565C, B.T.

Versatile announcer. Experienced large Texas station, Southerner, Go anywhere immediately. Box 574C, B.T.

Morning man. Experienced DJ, emcee. If you are looking for a wide awake personality with proven record in your market, to beat your competition, here's your man. Currently tops in four station market. Tape and background on request. Box 575C, B.T.
Situations Wanted—(Cont’d)

Morning man—radio or television. Off beat, easy style—talk commercial, good music plus friendly humor. Box 590C, B-T.

Experience-announcer, age 25. Strong music and news. Operate board. Box 593C, B-T.

Network sports, news, staff. Major league play-by-play. 10 years experience. Family. 3 children. Now broadcasting in TV in sight. After June 1 set for new TV or combined operation. History and salary on request. Box 587C, B-T.


Announcer, 1 year solid staff experience. Strong on news and sports, fine play-by-play, good potential, college grad. Box 588C, B-T.

Top-Sight chief announcer, top ten market, destroys position on AM-TV network operation in comparable area. Young, versatile, solid experience as staff, free lance. Three years on daily coast-to-coast stanzas. Excellent music news, sales, production background. Best references. Box 585C, B-T.

Combo man, year and half experience, first phone, strong on news, commercials, DJ, with gift of gab. Prefer states bordering Missouri. Box 590C, B-T.


Good announcer, ex-newman, college family man, experienced, but experiencing. Desires locate south. Box 588C, B-T.


Experience-announcer, 7 years all phases of radio, wishes to locate with station with tv future. 1st phone ticket. Box 600C, B-T.

Negro DJ, announcer, newscaster, control board operator. Married, draft exempt. Free to travel. Recently completed extensive courses covering all phases of air work and station operation procedure. Excellent voice, personable, sales. Ambitious and will work diligently. Audition required. Box 600C, B-T.


Negro DJ, graduate from Cambridge Broadcasting School. Specialized commercial work. Experience covering all phases of radio and in studio operation. Travel, Jerry Coombs, 18 Ash Street, Piermont, New York.

Announcer. Twelve months experience, prefers southern states. Strong voice—12 to 2:30 p.m. Frank Currie, 296 Adams Street, Dorchester, Mass. Telephone CO 5-5054. Available within two weeks.

Announcer and/or director, 2½ years radio, television, wishes permanent location radio or television. William Parker, 38 Porter Street, Malden, Massachusetts.

Announcer, light experience. Recent radio broadcasting school graduate. Commercial voice, good DJ, resolver. Box 591C, B-T.


Technical

Chief engineer or supervisor available immediately. 15 years experience. Will help set up 25 kw. Recently completed uhf station 50 kw. Box 592C, B-T.

First phone: RCA Graduate. Seeking permanent position. Some electronic experience. Box 594C, B-T.

Have technical schooling, first phone license and am experience. Desires position on radio and/or TV. Box 571C, B-T.

First phone, second telegraph, radar endorsement, amateur phone, has ability but no broadcast experience. 4 years Merchant Marine radio operator. Will go wherever needed and engineering. East coast preferred. Box 573C, B-T.

Young, aggressive control room operator. Three years with top lady, all phases. Tape, disc, records, commercials. Outstanding in Midwest, but will travel. Available April 1. Box 582C, B-T.


Engineer—1st class license. Six years experience console transmitter, remotes, recordings. Box 605C, B-T.

First phone, some am and fm transmitter and control experience. Midwest. Box 610C, B-T.

Chief on one waster in the sticks. Wants something better. Prefer TV, or with television future. What have you to offer? Box 612C, B-T.

Engineer, 5 years experience, car, single, family man. Would like west coast tv or radio. Preference Gulf Coast vicinity or southern California. Drennon Kenny, PO Box 5043, Corpus Christi, Texas.


Two years experience. Disc, tape, recording, sales, control board experience. Prefer New York, Clarence Williams, 110 W. 139th Street, Apt. 44B, N.Y.C.

Taps walkie-tape-recorders, famous stars of radio, television. Lends solid experience situations. No salary, will travel. Try before buy. Box Broadcast Equipment, 134-31 Liberty Avenue, Richmond Hill 15, N.Y.

Production Programming, Others

Experience in studio operations seeking copywriting and promotions position. Working now in tv. College graduate, veteran. Box 563C, B-T.

Program director-chief engineer. Highly experienced, executive-minded broadcast veteran seeks next position. Can do executive, will do sales when the ultimate in programming and engineering can be your vehicle to become a legend individual at $125.00 weekly. Reply 584C, B-T.

Newswriter, employed, 22 months experience newspapers, radio, Journalism graduate, veteran. Single. Box 565C, B-T.

Experience produced management and film director available. Married, vet, currently employed in above capacity. Best references. Real knowledge that can cut operating costs for you. Box 576C, B-T.

News director, 8 years radio. All phases news department operation. Authoritative delivery. Tape recorder. College graduate, veteran. 31 high caliber radio only, management future. Write for resume, tape, interview. Box 568C, B-T.

Solid promotion research operator, experienced in merchandising and publicity, capable of organizing or taking complete charge of going department. Network and station background. Available now. Prefer, south or west or far box. Box 610C, B-T.

Television

Situations Wanted—Managerial

Management team—Two men highly specialized for television station. Thoroughly experienced in station operation. Excellent network and agency contacts. Guarantee top quality news plus national spot sales. Also staff station on short notice with trained personnel. Box 583C, B-T.

Situations Wanted—(Cont’d)

 Experienced tv-radio general manager available. Years of successful radio station operation. Built profitable television station operable from start. Good reasons for desiring change. Prefer southwest or east. Box 556C, B-T.

Manager of tv station in black; with proven records in economical and efficient good national sales, wishes to make change. Has same ambitions. Let program ideas pay off in increased billings and good ratings. Plenty of how-know based on five years in major and medium market tv operation plus ten in radio. Top industry references from stations and networks. Can assume full responsibility for your tv operation. Reply Box 577C, B-T.

Technical

Experience tv studio engineer presently employed. Seeking better opportunity. Excellent references. Box 555C, B-T.

Production Programming, Others

Commercial copy-chief. Excellent radio background. Presently employed southwest. Seeking new opportunity. Box 574C, B-T.

You want increased profit from premium time sales. You need programming by a newcomer who can create that. Plenty of how-know. Box 562C, B-T.

Writer-photographer, 35 years experience both fields, wants to start in tv. Same art training, play film work, same work. All references, best references. Airmail details Box 561C, B-T.

Production—program showman with extensive experience stage and motion picture work. Author of 800 play bills. Employed but styled. Box 622C, B-T.

For Sale

Stations

Ask for our list of good radio buys. Jack L. Stoll, 554 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold, Theatre Exchange, Licensed Brokers, Portland 6, Oregon.

Equipment, etc.

Five kilowatt am transmitter complete with some spare tubes, $2,500. Box 553C, B-T.

Complete Collins equipment for 20 kw fm station. $6 transmitter, Collins antenna, frequency and modulation monitor. Box 585C, B-T.


WFMY-TV, Greensboro, has 3 antenna mounting RCA TP34A. Requires additional specifications. $150, job Greensboro. N. C. Contact William K. Neil, WFMY-TV.

Fm transmitter (R.E.L.) with monitor, crystals, etc. complete and in good condition, $150. Also 4 bay Andrew antenna (adjustable) $1150. with 250 ft. of coaxial cable. Complete fm station ready to go immediately. WIVY Jacksonville, Florida.

This is a give-away. If you will pay the cost of taking down this 175 foot self-supporting Truscott tower, you can have the tower and lighting. With this, you can cover a new town to extend your coverage. For this one which is mounted on a hotel building in downtown Indianapolis. Contact Louis Dunling, Chief Engineer, Radio Station WKBV, Richmond, Indiana.


It's smart to be shy. Why lug a maggie to a reception? You pay for it. But you can get the walkee tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Co., 135-81 Liberty Ave., Richmond Hill 19, N. Y.

Interested in films? For public reaction through simultaneous circulation National Board of Motion Pictures, plus authoritative articles, only $5 a year, send in now to Wright and Co., 190, Grant Avenue, New York, N. Y.

(Continued on next page)
Commercial crystals and new or replacement broadcast crystals for Hill-Western Electric, RCA holders, Consolad Frequencies, etc., fastest service. Also monitors and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Auriten RT-80 18mm sound recorder with NR-24 amplifier, NR-24 condenser, Henderson, 60 Charles Circle, Stoughton, Mass.

Wanted to Buy

Equipment, etc.

300 ft. guyed tower for am and to support a three bay RCA fm turnstile. Quote price, make and weight of tower. Box 956C, B-T.

UHF krw transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 953C, B-T.

Want field strength meter. RCA model WX-2C.

Box 956C, B-T.

Slightly used GE type T-30A channel 2 to 6 transmitter. Furnish availability and lowest price. WCCTV, Minneapolis, Minnesota, 5 John M. Sherman.

Two or three 50 to 100 w. fm transmitters for frequencies 871 and 152.35 mc. Station WPRA, Mayaguez, P. R.

Television equipment, studio and vhf transmitter and antenna. Contact William E. Benja Jr., 3738 Kanawha Street N. W., Washington 15, D. C.

BTA-10F urgently needed RCA 10 kilowatt am transmitter. Wire or telephone Geist-Creser Assoc. Inc., Murray Hill 7-1556, 60 East 42nd Street, New York 17, N. Y.

Used recording equipment. Will offer highest trade on new equipment. Commercial Electronic Service, 2800 Olive Street, St. Louis 3, Mo.

A complete application for a television hearing in ten bound volumes representing the latest and best thinking of the recognized top legal talent and expert work in the country. Thousands of dollars can be saved by utilizing this information if you are planning to file a tv application or may be involved in a tv hearing. Box 956C, B-T.


Newest space-saving workbench, 49 x 24 x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $69.50, Hialeah, Palatka, Florida.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Faraworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Do not send tapes or disks.

Salesman

RIGHT HAND

Busy executive looking for aggressive salesman to actively assist in selling advertising services for established organization. Bright future for salesman or sales manager with local or national radio or tv sales experience. Unusual opportunity for right man to start modestly and show worth in growing organization. Located in New York.

Box 619C, B-T.

Television

Help Wanted

Production-Programming, Others

Production and sales personnel desired by flourishing, expanding VHF CBS affiliate. Versatility particularly desired. Applicants sought from person qualified for sales, copy announcing and production functions. Advancement possibilities. Ability to provide additional musical or artistic talents desirable. Write Walter M. Windsor, General Manager, KCRC-TV, Texarkana, Texas.

Situations Wanted

STAFF ANNOUNCER

At prestige 50kw to be affected by personnel cutback. Cutback by seniority. 10 year radio experience. Full news and programming background. Executive and administrative ability. Highest references. 30 years of age and settled.

Box 590C, B-T.

HILBRILLY DJ

All night, or otherwise, 13 years radio, some tv. Country singer. Family man, sober, reliable. 6 years present job.

Box 605C, B-T.

Sure Fire Profit Making

-RADIO-TV PROMOTION!

Since 1928, Bombara Originals have been star promotion pieces of the nation's biggest credit furniture houses.

NOW—Bombara's sensational line is bolstered up by a professional, upholstered Gossip Bench, Cornices, etc., and selling DIRECT-TO-THE-PUBLIC. High margin for station at less-than-store prices, tieing in with major city full color campaign. Write for complete details today.

Write to: "Since 1928" BOMBARA ORIGINALS 105-25 158th STREET, JAMAICA, N. Y.

FOR THE RECORD

(Continued from page 96)

of the supplementary information filed on Feb. 11 by Columbia Amusement Co. which specified and made provision for a total operating staff of 66 persons." (Docket 10875-50), re ch. 6.

By Hearing Examiner Claire W. Hardy WREC Bestg. Service, WMPS Inc., Memphis, Tenn.—Granted petition of WMPS Inc., requesting that Harry E. Dick, WRHM, and Edward P. Russell, both of Memphis, be admitted to practice Pro Hae Vice and participate in hearing re ch. 3 (Docket 10761-10762).

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:


BROADCASTING • TELECASTING

Miscellaneous

TV REMOTE UNIT

We need a TV Remote Unit. Is your remote unit earning for you? If not, get some of your investment back, lease it to a reliable TV station from April 1 through September 30.

Rush a note to Box 624C, B-T.
Grant CP

WKJ Hazard, Ky., BMI Bestg. Corp.—Granted CP to replace expired CP (BP-8188) which authorized changes in antenna system (Bah, Wis., to 9-15-54).

Modification of CP

The following stations were granted extensions of completion dates as shown:

WKBT Milwaukee, Wis., to 1-1-55; WHIO Dayton, Ohio, to 1-1-55; WTVJ Miami, Fl., to 9-15-54; WJAR Providence, R. I., to 7-31-54; WHOW Carthage, Ill., to 9-15-54; WHOW Carthage, Ill., to 7-31-54; WJZ Miami, Fl., to 9-15-54.

Applications

March 3 Applications

1. ACCEPTED FOR FILING

March 1 Decisions

March 1 Applications

1. ACCEPTED FOR FILING

Renewal of License

WBFY Charleston, S. C.—Granted license for station; 150 kw, 250 w, D (BL-3195).

Grady O'Neal and H. French Brown, d/b as Gulf Shores Bestg. Corp. (BR-2193); WIVY Jacksonville, Fla.—Granted license for station; 150 kw, 250 w, D (BL-3195).

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

But down in Northwest Alabama and Northeast Mississippi WERH dominates 14,695 square miles within its 0.1 MV/M contour.

Yes, speaking of power, WERH has the most powerful signal in these parts. Folks miles within east Mississippi WERH dominates.

WERH: putting out a signal that pulls in the sales.

New York Representative: Robert S. Keller, Inc.
Renewal of License


License for CP

KPFB Berkeley, Calif., Pacifica Foundation.—License to cover construction permit (BPED-229) which authorized new noncommercial educational fm station (BLEED-164).

Modification of CP

WAFB-TV Baton Rouge, La., Modern Bestg. Co. of Baton Rouge Inc.—Mod. of CP (BPCT-1628) as mod., which authorized new tv station for extension of completion date to 5-2-54 (BMPCT-1886).

WWLP (TV) Agawam, Mass., Springfield Television Bestg. Co.—Mod. of CP (BPCT-655) as mod., which authorized new tv station for extension of completion date to 1-41-54 (BMPCT-1886).

WJMK-TV Detroit, Mich., Storer Bestg. Co.—Mod. of CP (BPCT-668) as mod., which authorized new tv station for extension of completion date to 4-3-54 (BMPCT-1887).

WCOC-TV Meridian, Miss., Mississippi Bestg. Co.—Mod. of CP (BPCT-1181) as mod., which authorized new tv station for extension of completion date to 3-24-54 (BMPCT-1887).

WTVQ (TV) Louisville, Ky., Okla., Republic Television and Radio Co.—Mod. of CP (BPCT-620) as mod., which authorized new tv station for extension of completion date to 5-1-54 (BMPCT-1883).

February 25 Decisions

BROADCAST ACTION

Renewal of Licenses

The following stations were granted renewal of licenses on a regular basis:


 Granted CP

WAEW-FM Crossville, Tenn., WAEW Inc.—Granted reinstatement of expired CP for fm station with expiration date of six months from date (BPHT-1996).

The following stations were granted renewal of licenses for the regular period:

WGNC, Gastonia, N. C.; KAMD, Camden, Ark.; WURL (formerly WPNL), Weathersfield, N. Y.; WWSF, Glen Falls, N. Y.; WTSX, Brattleboro, Vt.; WTOP, Meridian, Miss.; KHJH, Hood River, Oreg.; KVAS, Astoria, Oreg.

February 24 Applications

ACCEPTED FOR FILING

Modification of CP

KIEM-TV Eureka, Calif., Redwood Bestg. Co.—Mod. of CP (BPCT-715) as mod., which authorized new tv station for extension of completion date to 7-31-54 (BMPCT-1874).

License for CP

WJSN-TV Winston-Salem, N. C., Triangle Bestg. Corp.—Mod. of CP (BPCT-814) which authorized new tv station for extension of completion date to 3-1-50 (BMPCT-1875).


Modification of License

WKLY Blackstone, Va., Blackstone Bestg. Corp.—Modification of license to change hours of operation from unlimited time to specified hours with regular sign-off time 7:15 p.m. EST. (BML-1576).

Modification of CP

WHEL Beloit, Wis., Beloit Bestg. Inc.—Modification of construction permit (BP-3801) as modified, which authorized increase in power, change transmitter location, install directional antenna for daytime use and install new transmitter for extension of completion date (BMP-9403).

Renewal of License


Remote Control


Modification of CP

WKAB-TV Medina, Ohio, P. Storer Bestg. Service Inc.—Mod. of CP (BPCT-998) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1880).

WABC-TV Los Angeles, Calif., American Bestg.—Paramount Theatres Inc.—Mod. of CP (BPCT-124) as mod., which authorized changes in facilities of existing tv station for extension of completion date from 4-10-54 (BMPCT-1879).

WMTW (TV) Poland, Me., Mt. Washington Tv Inc.—Mod. of CP (BPCT-1520) which authorized new tv station for extension of completion date to 9-5-54 (BMPCT-1876).

WPAG-TV Nr. Ann Arbor, Mich., Washtenaw Bestg. Co.—Mod. of CP (BPCT-1139) as mod., which authorized new tv station for extension of completion date to 4-11-54 (BMPCT-1852).

WJMK-TV Detroit, Mich., Storer Bestg. Co.—Mod. of CP (BPCT-1779) which authorized changes in facilities of existing tv station for extension of completion date to 9-2-54 (BMPCT-1879).

KZTV (TV) Reno, Nev., Nevada Radio-Tv Inc.—Mod. of CP (BPCT-1174) as mod., which authorized new tv station for extension of completion date to 9-2-54 (BMPCT-1877).

WMTV (TV) Nr. Madison, Wis., Bartell Tv Corp.—Mod. of CP (BPCT-1844) as mod., which authorized new tv station for extension of completion date to 9-10-54 (BMPCT-1881).

Renewal of License


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DID YOU KNOW?

*Wichita is now in the TOP 50 MARKETS!

*Wichita's Retail Sales have jumped 500% since 1939!

*Primary Wichita Trade Area Includes: 16 Kansas Counties! 4 Northern Oklahoma Counties!

*Wichita is your PLUS Market with a Market quality index of 129!

Rep. by George W. Clark, Inc.

*Sales Management

The

"RESULTS"

STATION

in Washington

D ansells Goods!

Represented Nationally by John Bidd & Co.

March 8, 1954 • Page 103
The black circle shows you the market we thought we’d deliver you, when we were planning the world’s tallest commercial TV tower (1104 ft.) with 316,000 watts of output. Planning rates, too! A service area of 406,326 TV receivers.

What a bargain those rates are! The irregular black line outside the circle shows the market we’re delivering today—proved by an enthusiastic mail count. We get mail from regular listeners much further out, too. Lots of our new audience never had reception before—are listening for your pitch as eager as a bride. And is the set count zooming!

Step into the WHIO-TV super supermarket today for your greatest shopping bargain. Call George P. Hollingbery representatives for figures and information on this great AREA station.
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 (2) grantees triangles updates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, tv's or uhf, report respectively, initial set estimates of their coverage areas. Separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Initial U. S. sets in use is unduplicated 5-T estimate.

**ALABAMA**

Birmingham -
- WABT (13) CBS, ABC, DuM; CBS Spot Sl.; 225,000
- WBCB-TV (8) NBC; Rayner; 144,300
- WJLN-TV (48), 12/20/53-Unknown
- WSGN-TV (48), 11/14/52-Unknown

Decatur -
- WMST-TV (22) 12/16/52-6/1/56

Mobile -
- WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 55,560
- WKBV-TV (48) CBS, DuM; Forjee; 41,600

The Mobile To Corp. (5) Initial Decision 2/12/54

Montgomery -
- WCOL-TV (20) ABC, CBS, NBC, DuM; Rayner; 25,100
- Montgomery Bestc. Co. (12) Headley-Reed; Initial Decision 10/7/53-8/15/54

Selma -
- Deep South Bestc. Co. (8) 2/24/56-Unknown

**ARIZONA**

Mesa (Phoenix) -
- KTVP-TV (12) NBC, DuM; Avery-Gradet; 85,496

Phoenix -
- KOOL-TV (10) ABC; Hollingbery; 85,496
- KOY-TV (10) ABC; Blair; 85,496
- KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496

Tucson -
- KOFO-TV (13) CBS, DuM; Forjee; 21,200
- KVoa-TV (4) NBC; Rayner; 21,200

Yuma -
- KVIA (11) DuM; Forjee; 17,467

**ARKANSAS**

El Dorado -
- South Arkansas To Co. (10) 2/24/54-Unknown

Fort Smith -
- KFSU-TV (32) ABC, NBC, DuM; Pearson; 18,000

Hot Springs -
- Southern Newspapers Inc. (8) 1/30/56-Unknown

Little Rock -
- KARK-TV (4) NBC, Petry; 6/13/33-4/1/54 (granted STA Jan. 17)
- KETV (83), 10/30/53-Unknown
- KTVI (17) CBS, DuM; 51,000
- Pine Bluff -
- KATV (7) ABC, Avery-Gradet; 55,772

**CALIFORNIA**

Bakersfield -
- KSBY-TV (29) ABC, DuM; Forjee; 49,900
- KERO-TV (10) NBC, CBS, Avery-Gradet; 109,092

Berkeley -
- San Francisco -
- KQED (8*) 7/24/54-Unknown

Chico -
- KCHU-TV (12) CBS, NBC; Grant; 30,580

Corona -
- KCOA (52), 9/16/53-Unknown

El Centro -
- Valley Empire Telecasters (16) 2/10/56-Unknown

Eureka -
- KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno -
- KBOS-TV (53) Meeker
- KJEO-TV (47) ABC; Branham; 89,052
- KKMJ-TV (24) ABC, NBC; Rayner; 85,841

Los Angeles -
- KABC-TV (22) 2/10/52-Unknown
- KABC-TV (7) ABC; Petry; 1,776,018
- KCOI (13) Katz; 1,776,018
- KFIL-TV (9) H-R; 1,776,018
- KNBC (4) NBC; NBC Spot Sl.; 1,776,018
- KNXT (5) CBS; Spot Sl.; 1,776,018
- KTLA (5) Rayner; 1,776,018
- KTTV (11) DuM; Blair; 1,776,018
- KTKF (728)

Mendocino -
- KMER (04), 9/16/53-Unknown

Modesto -
- KTRB Bestc. Co. (14) 2/17/54-Unknown

**COLORADO**

Colorado Springs -
- KKTV (11) ABC, CBS, DuM; Hollering; 39,217
- KRDV-TV (13) NBC; McGillivray; 35,600

Denver -
- KTVI (8) ABC, CBS; Free & Peters; 197,516
- KFFS-TV (2) NBC; Blair; 197,516
- KLVV (7) CBS, DuM; Katz; 197,516
- KOA (4) NBC; Petry; 197,516
- KRMA-TV (16), 7/13/53-1954

Grand Junction -
- KFJJ-TV (5) Holman; 3/28/53-May '54

Pueblo -
- KCSJ-TV (5) NBC; Avery-Gradet; 38,800
- KDAZ-TV (3) McGillivray; 40,000

**CONNECTICUT**

Bridgeport -
- WCFB (72), 1/28/53-Unknown
- WICB (43) ABC, DuM; Young; 54,019
- WJSJ (49), 6/14/52-Unknown

Hartford -
- WFSB (74), 1/28/53-Unknown
- WGHT-TV (18), 10/21/53-Unknown

New Britain -
- WNRC-TV (30) CBS, DuM; Bolling; 146,280

New Haven -
- WTVF (59), H-R; 6/24/53-Summer '54
- WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 650,049
- WNLC-TV (20) 12/31/52-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 date for grantees.

**NEWEST STARTERS**

Monterey -
- KMRF-TV (8) CBS; Hollering; 190,212

Sacramento -
- KBBK-TV (48) 8/22/53-Spring '54
- KCCU-TV (40) 2/11/54

Milwaukee -
- WGN-TV Superior, Wis. (ch. 6), March 1.

San Francisco -
- KBBK-TV (48) 8/22/53-Spring '54
- KSEX-TV (10) NBC; Katz; 206,382
- KUSH (11) 12/23/53-Unknown

San Diego -
- KFTV (5) ABC, DuM; Petry; 206,382
- KPSP-TV (10) NBC; Katz; 829,400
- KBAY (20), 3/11/53-Unknown (granted STA Sept. 12)
- KGTV (7) ABC; Petry; 829,400
- KPIX (5) CBS, DuM; Katz; 829,600
- KRON-TV (4) NBC; Free & Peters; 829,400
- KSLN-TV (50) McGillivray; 4/29/53-4/6/54

San Jose -
- Standard Radio & Tb Co. (11), Initial Decision 11/17/53

San Luis Obispo -
- KVEC-TV (8) DuM; Grant; 49,579

Santa Barbara -
- KEYT (5) ABC, CBS, NBC, DuM; Hollering; 415,027

Stockton -
- KTVU (26) Hollering
- Radio Diablo Inc. (17) 9/11/54-4/1/54

Tulare (Fresno) -
- KVGO (27) DuM; Forjee; 123,000

Yuma City -
- KAGT-TV (32), 7/11/53-Unknown

March 8, 1954

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FOR THE RECORD

Norwich—WCTN (*636), 1/19/53-Unknown
Stamford—WWTF (27), 2/11/53-Unknown
Waterbury—WATR-TV (53) ABC, DuM; Stuart; 110,660

DELTALE
Dover—WIRN (40), 3/11/53-Unknown
Wilmingting—WDEL-TV (12) NBC, DuM; Meecker; 184,762
WILM-TV (65), 10/14/53-Unknown

DISTRICT OF COLUMBIA
Washington—WMAL (2) ABC, NBC; Katz; 656,000
—WJFK (53) CBS, NBC; Spot Elec.; 519,000
—WTOP-TV (9) CBS; Spot Elec.; 575,000
—WWDC (9) DuM; Brazil; 550,000
United Bcast. Co. (50); 2/4/56-Unknown

FLORIDA
Clearwater—Pioneer Gulf TV Bcast. (33) 12/2/53-Unknown
Fort Lauderdale—WPTL-TV (53) NBC; Weed; 66,000
—WTVT (17) ABC, NBC; Venard; 107,200 (also Miami)
—WFTL-TV (21) ABC; Weed; 40,000
Miami—WTVJ (4) ABC, CBS, NBC, DuM; Free & Des Moines
—WFLA (12) NBC; Free & Des Moines
Orlando—WDBO-TV (6) ABC, DuM; Blair; 10/14/53-2/4/54
—WDWM (3) CBS; Hollingsby
Pensacola—WEAR-TV (3) CBS; Hollingsby

WHBF-TV
ROCK ISLAND, ILL.

CBS for the Quad-Cities is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,000)

Les Johnson, V.P. and Gen. Mgr.

IOWA

Ames—WOC (9) ABC, CBS, NBC, DuM; Weed; 240,000
Cedar Rapids—KCCI-TV (9) H-B; 100,000
—WMT-TV (25) CBS; Katz; 194,376
Davenport (Moline, Rock Island)—WOC-TV (9) NBC; Free & Peters; 250,361
Dubuque—KGTV (17) Hollingsby; 66,712
—WHO-TV (13) NBC; Free & Peters; 9/2/54-5/54
Fort Dodge—WFXT (21) Pearson; 41,000
Mason City—KGLO-TV (3) CBS, DuM; Weed; 10/14/53-5/54
Sioux City—KCTV (26), 10/30/52-Unknown

ILARNO

Belleville (St. Louis, Mo.)—WTVI (54) DuM; Weed; 202,000
Bloomingdale—WBIJ (7) DuM; Young
—WBLN (15) McGilvra; 13,000
Champaign—WCHL (5) Hollingsby; 250,000
—WCUI (21), 7/28/53-Unknown
WTLC (*12), 11/4/53-Unknown
Chicago—WBBM-TV (2) CBS; CBS Spot Elec.; 1,594,574
—WGN-TV (9) DuM; Hollingsby; 1,594,574
—WJFC-TV (26), 1/2/53-Unknown
—WIND-TV (20), 3/9/53-Unknown
—WNBC (8) NBC; NBC Spot Elec.; 1,594,574
—WQAB-TV Inc. (44) 10/14/56-Unknown
WTWV (*11), 11/5/53-Unknown
Danville—WDAN-TV (24) Everett-McKinney; 25,000
Decatur—WVTW (17) ABC, DuM; George W. Clark; 129,500
Evansville—WITL (22), 8/12/53-Unknown
Harrisonburg—WEIL-TF (32), 1/10/53-Unknown
Harvey—WVTI (19), 11/30/53-Unknown
Peoria—WPEC-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 125,334
—WTIV (19) ABC, DuM; Petry; 160,405
Quincy—WQCH-TV (7) (See Hannibal Mo.)
—WGEM-TV (10) ABC, NBC; Walker; 96,600
Rockford—WREX-TV (13) ABC, CBS; H-R; 173,000
—WTVO (39) CBS, NBC, DuM; Weed; 82,000
Rock Island (Davenport, Moline)—WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,581
Sycamore—WICS (20) ABC, CBS, NBC, DuM; Young; 61,109

INDIANA

Bloomington—WTHK (4) ABC, CBS, NBC, DuM; Meeker; 510,422
Elkhart—WJJK (52) H-R; 1/5/53-3/15/54
Evansville—WFIE (60) Venard; 75,620
Fort Wayne—WKJL (52) ABC, CBS, NBC, DuM; Raymer; 8,103
Anthony Wayne Bcast. Co. (89), Initial Decision 10/15/53
Indianapolis—WFBM-TV (8) ABC, CBS, NBC, DuM; Katz; 461,132
—WISH-TV (8) Bolling; 1/5/54-7/11/54
LaPorte—WFMV (59) Rambeau; 64,130
Muncie—WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 56,725
Fremont—WRAY-TV (52) Walker; 32,500
—WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 9,470
Terre Haute—WTIL-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo—WHTV (15) 4/6/53-Unknown

KANSAS

Great Bend—Central Kansas Tele. Co. (3) 3/5/54-Unknown
Hutchinson—WKTV (11) CBS; turbines; H-R; 80,639
Manhattan—KSAC-TV (8), 7/24/53-Unknown
Pittsburg—KOAM-TV (7) ABC, CBS, NBC, DuM; 38,000
Wichita—WKS (21) Pearson; 41,000
Mason City—KGLO-TV (3) CBS, DuM; Weed; 10/14/53-5/54

KENTUCKY

Ashland—WPFT (25) Petry; 8/14/53-Unknown
Henderson—WHER (30) CBS; Meeker; 35,000
Lexington—WLAP-TV (27) CBS; Pearson; 12/2/53-4/5/54
Louisville—WAVE-TV (3) ABC, CBS, NBC, DuM; Spot Elec.; 537,744
—WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
Newport—WNNK-TV (7) 12/5/53-Unknown
Paducah—WTLK (43), 8/10/53-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 grants.
**Lafayette—**
KALB-TV (5), 11/20/53-Unknown

**Baton Rouge—**
WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000

**Portland—**
WTPL (2) ABC, CBS, DuM; Young; 15,000

**Lewiston—**
WVMO-TV (9) CBS, NBC, ABC, DuM; H-R; 98,450

**Bangor—**
KFAZ (43) Pearson; 10,500

**New Orleans—**
KPLC-TV (5), 12/25/53-Unknown

**Springfield—**
WGNO-TV (32) Forte; 4/23/53-Spring ’54

**Cleveland—**
WFRT-TV (8) ABC, CBS, NBC, DuM; Blair; 229,968

**Wilmington—**
WJAR-TV (61) DuM; Bolling; 65,891

**Shreveport—**
KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

**MAINE**

**Bangor—**
WLAB-TV (5) ABC, CBS, NBC, DuM; Holling- bery; 59,000

**Lewiston—**
WLAB-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000

**Poland—**
WMTW (8) 7/8/53-7/1/54

**Portland—**
WCBS-TV (8) NBC; Weed; 94,597

**Winston—**
WGAM-TV (13) Avery-Knodel; 11/19/53-5/16/54

**MAY 1**

**MIDWEST**

**Baltimore—**
WJZ-TV (11) ABC, DuM; Harrington, Righter & Parsons; 535,180

**WITF-TV (72) Foreje; 11/18/52-Unknown

**Columbia—**
WUSA-TV (6) CBS; Katz; 535,180

**Cumberland—**
WYO-TV (17) 11/12/52-Summer ’54

**Salisbury—**
WBOC-TV (16) Burns-Smith; 3/11/53-4/15/54

**MASSACHUSETTS**

**Adams (Pittsfield)—**
WMKG (74) Walker; 130,727

**Boston—**
WBOS-TV (50), 2/20/53-Unknown

**Shelburne—**
WBIZ-TV (4) NBC; Free & Peters; 1,135,409

**WGXB-TV (72) 11/18/52-1/1/54

**Forjoe—**
WJTP (44), 12/25/52-Unknown

**Brunswick—**
WOXF-TV (1) ABC, CBS, DuM; H-R; 1,135,409

**Brockton—**
WHEP-TV (82), 7/30/53-Pall ’54

**Cambridge (Boston)—**
WTOC-TV (56) DuM; 104,385

**Lawrence—**
WOTM (75), 6/10/53-Unknown

**New Bedford—**
WTED (59), Walker; 7/11/53-Summer ’54

**Pittsfield—**
WBEC-TV (64), 11/12/53-Unknown

**Springfield—**
WINS-TV (50), CBS, DuM; Brannan; 116,000

**WSPR (81) ABC, NBC; Hollingbery; 118,000

**Worcester—**
WAAB-TV (30) DuM; Hollingbery; 8/12/53-April ’54

**WWOR-TV (14) ABC, DuM; Rayzer; 45,000

**MICHIGAN**

**Ann Arbor—**
WFAA-TV (20) DuM; Everett-McKinney; 17,200

**WGOO-TV (20), 11/4/53-Unknown

**Battle Creek—**
WBCK-TV (58) Headley-Reed; 11/20/53-Summer ’54

**WEXZ (64) ABC; Weed; 55,924

**Bay City (Midland, Saginaw)—**
WJMN-TV (3) NBC, DuM; Headley-Reed

**Cadillac—**
WWTV (15) ABC, CBS, DuM; Weed; 42,772

**Detroit—**
WAVI-TV (55) ABC, CBS, DuM; Katz; 1,106,900

**WJSY-TV (12), Initial Decision 5/11/53

**Grand Rapids—**
WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,741

**Lake Charles—**
KPLC-TV (7) 11/12/53-Unknown

**Kalamazoo—**
WJZO-TV (3) ABC, CBS, NBC, DuM; Avery- Knodel; 367,829

**Lansing—**
WILS-TV (54) DuM; Venard; 31,246

**WJTM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000

**Lakeview—**
WTVY (35), 12/25/53-Unknown

**Saginaw (Bay City, Midland)—**
WKNX-TV (97) ABC, CBS, NBC, DuM; Gill- Perna; 72,225

**Lansing—**
WJAM-TV (51), 10/20/53-Unknown

**Traverse City—**
WPBN-TV (7) Holman; 11/25/53-Unknown

**MINNESOTA**

**Austin—**
KXMT (6) ABC, CBS, DuM; Pearson; 78,925

**Duluth—**
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53- 5/16/54 (granted STA Feb. 11)

**WPTV (30) ABC, CBS, NBC, DuM; Young; 30,000

** Hibbing—**
North Star TV Co. (10), 1/13/54-Unknown

**Minneapolis (St. Paul)—**
WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 435,700

**WTCN-TV (11) ABC; Blair; 413,400

**Minneapolis (St. Paul)—**
KROC-TV (10) ABC, NBC, DuM; Meeker; 55,000

**St. Paul (Minneapolis)—**
KTSF-TV (3) NBC; Petry; 435,700

**WMMN-TV (11) ABC; Blair; 413,400

**NEW POWER**

**85 KW**

**NEW ANTENNA**

**OVER 100,000 TV HOMES**

**RIGHT NOW**

We're delivering 46,953 homes* on interim operation. Tests show the above figure to be ultra-conservative. Orders placed NOW are based on Rate Card No. 1 and will be given six months protection.

* Electric Assn. of Kansas City 1/1/54

**TOPEKA, KANSAS**

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka

KCKN in Kansas City

Rep: Capper Publications, Inc.

March 8, 1954 • Page 107
“BIG MO” sails ahead
WITH THESE
National Advertisers!

GEMEX-PONDS
SWEETS CORP.-GRUEN
ARMOUR-KRAFT FOODS-U.S. STEEL-PONTIAC-BRYLCREEM-
MUTUAL OF OMAHA-STANDARD OIL-GENERAL FOODS-
AMERICAN CIGAR AND CIGARETTE-SHERWIN-WILLIAMS-
-RCA VICTOR-BROMO QUININE-SOF-SET-MOTOROLA-
CARter PRODUCTS-AMERICAN TOBACCO CO.-DODGE-

Place Your Advertising Dollars Where They Count Most... On
ST. LOUIS’ ONLY UHF STATION!
CENTRALLY LOCATED IN HEART OF THE CITY
275,000 Non-Directional Watts—ABC Basic Network

H-R TELEVISION INC.  NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
KSTM\nCHANNEL 36  SAINT LOUIS

Broadcasting • Telecasting  March 8, 1954 • Page 109
OKLAHOMA CITY—
► KMPT (18) DuM; Bolling; 98,267
► KTVQ (23) NBC; Weid; 106,082
► KWTV (2) CBS, NBC; Avery-Knodel; 251,742
► WKY-TV (4) ABC, CBS, NBC; DuM; Katz; 251,742
KOED (13), 12/23/55-Unknown

TULSA—
► KCEB (23) Bolling; 2/26/53-3/13/54
(assigned STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) 2/4/54-Unknown

OREGON
Eugene—
► KVAL-TV (13) ABC; Hollingsbery; 5/14/53-4/1/54
Medford—
► KIIS-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 120,876

► KPTV (27) NBC; NBC Spot Sls.; 169,156
Oregon TV Inc. (12); Initial Decision 11/10/53
Salt Lake—
► KPLC (34) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

Pennsylvania
Allentown—
► WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (38), 8/12/53-Unknown
Allentown—
► WFBG-TV (19) ABC, NBC, DuM; H-R; 418,758
Baltimore—
► WLEV-TV (51) ABC; Meeker; 64,427
Chambersburg—
► WCHA-TV (46) Forlow; 13,500
Easton—
► WGLY (37) ABC, DuM; Headley-Reed; 65,006
Elkins—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 228,500

► WEM-One (35) CBS; Avery-Knodel; 10/14/53-4/15/54
► WELE-TV (66) 12/31/53-Unknown
Harrisburg—
► WCFM-TV (77) Cookie; 7/24/53-5/1/54
► WPIT-TV (55) CBS; Bolling; 118,180
► WTPA (71) NBC; Headley-Reed; 110,150
Hazelton—
► WGW-IV (63) Meeker; 12/18/53-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 741,289
Lansford—
► WCATV (8) ABC. CBS, NBC, DuM; Meeker; 288,000
WQLA (21) Venard; 1/7/53-Pall '54
Lebanon—
► WLRB-TV (15) Pearson; 138,300
Lewiston—
► WMRF-TV (38) Burn-Smith; 4/3/53-Summer '54
Northeast—
► WRST-TV (45) DuM; Everett-McKinney; 85,822
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,692,000
► W FelTV (6) ABC; DuM; Katz; 1,706,641
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (39), 11/21/53-Unknown
► WPIT (3) ABC; Free & Peters; 1,714,329
Pittsburgh—
► WTWW (9) ABC, CBS, NBC, DuM; DuM Spot Sls.; 886,789
► WINS (10) ABC, CBS; Petry; 174,742
► WJFF-TV (50) Weed; 118,409
WQED (15) 5/14/53-March '54 (granted STA Oct. 14)
WTVQ (17) Headley-Reed; 12/23/53-Unknown
Reading—
► WEZL-TV (33) ABC, NBC; Headley-Reed; 45,972
► WHUM-TV (61) CBS; H-R; 127,350
Scranton—
► WARN-TV (18) ABC; Hollingsbery; 135,000
► WQUS-TV (33) CBS; Blair; 129,308
► WTVU (73) Everett-McKinney; 150,424
Sharon—
► Leonard J. Shafer (29) 1/2/54-Unknown
Wilkes-Barre—
► WBRE-TV (38) ABC, NBC; Headley-Reed; 125,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 112,000
Williamsport—
► WBRK-TV (28) Everett-McKinney; 11/21/53-Spring '54
York—
► WNOY-TV (49) DuM; Hollingsbery; 12,000
► WSBA-TV (40) ABC; Young; 76,100
Rhode Island
Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,928,598
WNET (15) ABC, DuM; Rayner; 4/8/53-3/15/54
(granted STA Feb. 3)
WPXI-TV (6) Blair; 8/12/53-Unknown (granted STA Sept. 33)

South Carolina
Albany—
► WAKT-IV (24), 10/21/53-Unknown
Anderson—
► WOAL-TV (40) CBS; Burn-Smith; 43,000
Camden—
► WACA-TV (15) 4/22/53-Unknown
Charleston—
► WCHC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 53,183
Southern Carolina Co. (2) NBC; Initial Decision 2/2/51-September '54
Columbia—
► WLOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,892
► WISA-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Rayner; 35,000
Florence—
► WPOV (8), CBS; 11/23/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 60,386
► WGVL (23) ABC, NBC, DuM; H-R; 40,873
Greenwood—
► WCKS-TV (21), 4/8/53-Unknown
Spartanburg—
► WCTV (7) CBS; 11/25/53-Unknown
WOLV (17) 7/20/53-Unknown

South Dakota
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC; Rayner; 52,132
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 granted.

Broadcasting • Telecasting
“RESULTS! BEST EVER!”

IN FOUR-TV STATION
UHF-VHF OKLAHOMA CITY

CHANNEL 25

KTVQ

SELLS . . . SELLS . . . SELLS

Read:

MID-CENTINENT PETROLEUM CORPORATION: (R. J. Potts, Calkins & Holden) The District Office of DX states as follows: “We want you to know that the Abbott and Costello Show on KTVQ has done everything you told us you thought it would do. We consider it the most productive advertising campaign ever placed by DX in the Oklahoma City market. It is the only advertising we have ever purchased to receive the unanimous approval of our dealers. It is especially gratifying since it bucks Godfrey.”

DX purchased the Abbott and Costello Show on KTVQ (Mondays 7:30 to 8:00 p.m.) on a thirteen week test basis. They have just renewed for 13 additional weeks.

JOHN ESAU
PRESIDENT

Represented Nationally by H-R TELEVISION
Lookin' for a lone prairie?

FOR THE RECORD

TENNESSEE

Chattanooga—
WOCU (48) Pearson; 8/21/53-Unknown
WFTV (52); 8/22/53-Unknown
WDEF-TV (12) Branhman; 1/28/54-6/15/54
Jackson—
WXDI-TV (9) Burn-Smith; 12/2/53-Summer '54
Johnson City—
WJHL-TV (11) Pearson; 47,972
Knoxville—
WATE (5) ABC; NBC; Avery-Knodel; 59,154
WTSK (28) CBS; DuM; Pearson; 42,580
Memphis—
WBBQ-TV (12) CBS; Blair; 297,000
WMCT (5) ABC; NBC; DuM; Branhman; 297,000
Nashville—
WSIX-TV (8) CBS; Hollingerby; 133,869
WSM-TV (4) ABC; CBS; NBC; DuM; Petry; 143,501
Old Hickory (Nashville)—
WLCT-TV (5); Katz; 8/5/53-March '54

TEXAS

Abilene—
KRBC-TV (9) Pearson; 39,502
 Amarillo—
KFDA-TV (10) ABC; CBS; Branhman; 45,265
 KGNC-TV (4) ABC; DuM; Katz; 45,265
 KLYN-TV (7), 12/11/53-Unknown
 Austin—
KTBC-TV (7) ABC; CBS; NBC; DuM; Raymer; 56,846
 Beaumont—
KBMT (11), 12/24/53-Unknown
 KTEM-TV (6), Initial Decision 7/22/53
 Corpus Christi—
KVOZ (9); 1/5/53-6/15/54
 KTLG (48); 12/9/53-Unknown
 Dallas—
KDIX (23), 1/15/53-Unknown
 KLTV (28); 12/13/53-6/15/54
 KRLD-TV (4) CBS; Branhman; 322,500
 WFAT (8) ABC; NBC; DuM; Petry; 322,500
 El Paso—
KROD-TV (4) ABC; CBS; DuM; Branhman; 38,676
 KTEM-TV (9) NBC; Hollingerby; 34,380
 Ft. Worth—
KFWO (20); 12/11/53-Unknown
 WPAT-TV (5) ABC; NBC; Free & Peters; 396,323
 Galveston—
KGUL (11) ABC; CBS; NBC; DuM; CBS Spot Sis.; 276,600
 Harlingen—
KGBF (4) ABC; CBS; DuM; Pearson; 31,300
 Houston—
KNUZ (39); DuM; Forjoe; 59,690
KPRC-TV (2) ABC; CBS; NBC; DuM; Petry; 303,500
 KTVF (22), 1/8/53-Unknown
 KUTV (22), 7/27/53-Unknown
 HWYZ-TV (22); 6/9/53-Unknown
 Houston Tx Co. (13), 2/22/54 Unknown

LONGVIEW—
KTVE (32); Forjoe; 16,100
 Lubbock—
KCBD-TV (11) ABC; NBC; Pearson; 42,561
KDUB-TV (13) CBS; DuM; Avery-Knodel; 42,561
KFWO-TV (5) Katz; 5/7/53-Unknown
Lufkin—
KTXR-TV (8) Van; 3/11/53-Fall '54
 Marshall—
KMLS (16), 6/25/53-Unknown
Midland—
K/KMID-TV (2) NBC; Van; 26,000
San Angelo—
KTXL (6); CBS; Van; 21,115
San Antonio—
KJSA (39), 3/28/53-Unknown
KGBS-TV (5) ABC; CBS; DuM; Katz; 181,870
 KWOA-TV (4) NBC; Petry; 181,870
Sweetwater—
KPAR-TV (12) CBS; Avery-Knodel; 8/28/53-Unknown

TEMPLE—
KCEU-TV (6) ABC; Hollingerby; 65,543
Texarkana—
KCMC-TV (6) ABC; CBS; DuM; Vanerd; 65,107

Tyler—
KFTX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,792
KGDB-TV (7) 1/17/54-Unknown

VICTORIA—
KOVL (19); Best; 3/28/53-Unknown
Waco—
KANG-TV (34) ABC; Pearson; 20,000
Weston—
KRGV-TV (8) ABC; CBS; DuM; Raymer; 7/18/53-2/7/54 (greeted STA Jan. 14)

Wichita Falls—
KFDX-TV (3) ABC; NBC; DuM; Raymer; 44,000
KWFY-TV (6) CBS; DuM; Blak; 44,000

UTAH

Provo—
KVOY-TV (11), 12/2/53-Unknown

SALT LAKE CITY—
KSL-TV (4) ABC; Blair; 183,100

KENR-TV (6); ABC; CBS; DuM; CBS Spot Sis.; 183,100

KTVU (7) ABC; Hollingerby; 3/28/53-8/15/54

VERMONT

Montpelier—
 WCAX Best. Corp. (3), Initial Decision 10/8/53

VIRGINIA

Danville—
WSITV (24) Hollingerby

Hampton (Norfolk)—
WVEC-TV (13) ABC; Rambeau; 76,250

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.

There aren't any here, pardner, not by a long shot.

There is no place that has more than one of the nation's 165 metropolitan areas. Lubbock, Texas ranked 3rd in population increase (68.7%) from 1940 to 1950. Lubbock is now Texas' 5th biggest TV market and KDUB-TV offers more viewers per dollar than any other Texas TV station.

NATIONAL REPRESENTATIVES:
AYER-KNODEL, INC.

Channel 8

Telcasting on

to

Middle Tennessee, Southern Kentucky

and portions of

North Alabama...

There are no places here, pardner, not by a long shot. Of the nation's 165 metropolitan areas, Lubbock, Texas ranked 3rd in population increase (68.7%) from 1940 to 1950. Lubbock is now Texas' 5th biggest TV market and KDUB-TV offers more viewers per dollar than any other Texas TV station.

NATIONAL REPRESENTATIVES:
AYER-KNODEL, INC.

President & Gen. Mgr., W. D. "Dubb" Rogers
George Collie, Nat'l. Sales Mgr.

Power: 90,000 video (CP for 315,000 watts).

Antenna: 1370 feet above sea level.

(New antenna will be 1749 feet above sea level.)

TV Homes: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingerby man or contact the station for availability ... as well as for local participating features.

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.
San Juan—WAPA-TV (4) NBC, DuMont; Caribbean Network, 4/1/53-11/15/54; WKAG-TV (2) Inter-American, 1/4/52-3/15/54 (granted STA Feb. 16)

PUERTO RICO

CANADA

London—CTVL-TV (10) 35,000
Montreal—CHFT (2) 145,005

MEXICO

Matamoros—(Brownsville, Tex.)—XELD-TV (7) ABC, CBS, NBC, DuMont; Young; 86,100

Tijuana—(San Diego)—XETV (6) Weed; 513,125

Total stations on air in U. S. and possessions: 594; total cities with stations on air: 423
Both totals include stations XELD-TV and XETV Mexico as well as educational outlets. Total sets in operating total are in sets in use is 25,361,053
*Indicates educational stations
+Cities NOT interconnected with AT&T.
(a) Figure does not include 286,026 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WIBS-TV Louisville, Ky. Last report was 286,544 on July 10, 1952.

UPCOMING

MARCH

March 11: Hearing on SJ Res. 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company, Senate Anti-Trust & Monopoly Subcommittee, Senate Office Bldg., Room 454, 9:30 a.m. Open.
March 15 (week of): International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators (IATSE), general executive board, Roosevelt Hotel, New Orleans.
March 16: Hearing on Johnson bill (S. 1295) on license fees, Senate Interstate & Foreign Commerce Communication Subcommittee, U. S. Capitol, Room 4-18, 10 a.m. Open.
March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.
March 18-20: Vitapix Corp., board of directors and executive committee, Washington, D. C.
March 21: Third rally of REYMA firms making military equipment, Roosevelt Hotel, New York.
March 22: Tennessee Asm. of Broadcasters, Nashville.
March 22-24: Canadian Asm. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.
March 23: Kentucky Broadcasters Asm., spring meeting, Hotel Seelbach, Louisville.
March 26: 1953 duPont Radio & Television Awards dinner, Mayflower Hotel, Washington, D. C.
March 27-28: Mississippi Broadcasters Asm., Buena Vista Hotel, Biloxi.
March 31: Testimonial dinner for Judge Justin Miller, retiring NARFT Board chairman, Mayflower Hotel, Washington, D. C.

SPECIAL LISTING

BMI Program Clinics
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.
Monopoly Mirage

“MONOPOLY,” when used as a political catch-word, usually is good for a headline. It erupts in a new and virulent form on the broadcasting front after months of quiescence.

Sen. Kilgore of West Virginia, who customarily romps with the liberal Democrats, and who seldom if ever before has manifested any significant interest in broadcasting, questions the propriety, if not the legality, of joint radio-television station ownership. He wants Congress to investigate what he discerns as a trend toward “snowballing concentration.”

This is a projection of the shop-worn newspaper divorce court issue, first espoused by President Roosevelt, nurtured by the liberal lawyer, Morris Ernst, and carried to futile hearing by former FCC Chairman James Lawrence Fly. It was then concluded that government couldn’t make second class citizens of newspaper publishers, and besides, there was no undue concentration anyway.

Indeed, Sen. Kilgore alludes to the kind of concentration that would be implicit in identical ownership of newspaper, radio and television in the same market. Presumably he wants no radio station identified with tv ownership, so that all television broadcasters would be newcomers. He would go FDR one better and make all radio broadcasters “second class” citizens, depriving them of engaging in the visual counterpart of their own broadcasting art.

To question the right of a senator to view with alarm to tilt with windmills. But there must be a motivating force. In the case of Mr. Kilgore he must look with disfavor upon the granting of television facilities in his state to a newspaper group which politically does not see eye-to-eye with him. Specifically, the Ogden newspapers appear to be the cause of his sudden concern over diversification of ownership. Or so we are told by West Virginians who should know. The Ogden newspapers—all 11 of them—are rock-ribbed Republican.

We don’t know how far Sen. Kilgore will get in a Republican-controlled Congress. But it’s incredible to think that any Congress—Democratic or Republican—would go for the class discrimination he espouses. Moreover, when there are more than twice as many radio stations as there are daily newspapers, and when there is competition in the offing in television practically everywhere, the concentration thesis seems to fall flat on its face.

And the Sets Were Silent

THE ARCHBISHOP of Philadelphia has recommended to the more than one million Catholics in Southeastern Pennsylvania that they abstain from radio and television during the Lenten season, which began last Wednesday.

“Disconnect your television or radio for a week and then make an honest appraisal,” the Most Rev. John F. O’Hara admonished.

“Have you missed anything worthwhile? What have you gained?”

We should like to pose the question another way. “What have you lost?” We shall allude only to a typical week of no radio or tv in the distinguished clergyman’s archdiocese.

At an inconvenient hour for newspaper deadlines, the Pope, whose condition has been a matter of extreme anxiety, improves or, as no one hopes, worsens. Relays of reports from the Vatican radio are unheard by the Catholics of Southeastern Pennsylvania.

Farmers in the rich valleys of the archdiocese must depend upon outdated weather reports in newspapers reaching them by mail, some at only weekly intervals. They must market their produce by hunches, as they have no means of keeping up to the minute on market conditions and prices.

A snow storm strikes Philadelphia during the night. Will there be school today? Which roads are open; which are closed? Are the busses running?

There’s an urgent appeal for a rare type of blood needed in an hour at the emergency hospital. The radio broadcast fortunately produces a non-Catholic volunteer.

The television fight pits McGillicuddy of Boston against Fiorello of the East Side.

Boga High School is playing for a basketball championship. The game will be broadcast.

On his weekly Life Is Worth Living, the Most Rev. Fulton J. Sheen has a special message for Lent.

And the sets were silent.

No Slur Intended

SEVERAL broadcasters have taken exception to an editorial in our Feb. 15 issue commenting upon the speech made by George C. Biggers, president of the American Newspaper Publishers Assn. and president of Atlanta Newspapers Inc., publisher of the Atlanta Journal and Constitution and owner of WSB-AM-FM-TV.

Readers may recall that Mr. Biggers advocated closer cooperation between newspapers and radio and television stations in the matter of publicizing program logs. His main thesis, we felt then and feel now, was not only enlightened but also one which deserved circulation among less progressive publishers.

Unfortunately, however, buried in the depths of his speech was a reference to “little radio stations that play records all day long.” Some broadcasters have taken this as an unpardonable slur against all independent stations. If Mr. Biggers intended it as such, we would be surprised. In fact in response to our inquiry he said smaller stations are just as essential in our economy as are the smaller newspapers. But he added that no station has a “God-given right” to have its logs published.

Quite aside from his intentions or expression as regards that minor passage, the general theme of Mr. Biggers’ speech was an eloquent argument against the recent decisions of some newspapers to make radio and television pay for log space. To that extent we said then and are pleased to reiterate that we regard it as worthy of wide distribution.

If, as has been charged, Mr. Biggers’ newspapers are refusing to run logs of some deserving stations in the Atlanta area, we would say that perhaps his program of enlightenment should begin at home. That does not alter the essential fact that, in the main, his remarks constituted a powerful endorsement of the position of all radio and television in today’s world of communications.

Strike It Out

THE New York state legislative committee investigating charity rackets reached the only possible conclusion in aborting Strike It Rich of suspicion of misusing donations. It is unthinkable that national networks would be parties to racketeering.

There are, however, unpertaining facts that are undisturbed by the committee’s announcement. While Strike It Rich cannot by any measurement be considered illegal, it is in deplorable taste.

Taste in radio and television programming cannot and should not be regulated by any government agency. It is something which broadcasters and telecasters must attend to themselves.

The New York city welfare commission had no business to try to license the show, as it did, and the state legislative committee had equally little cause to take the program under scrutiny.

The basic situation remains unchanged from its status at the time the city welfare agency got into the act. It is one which calls for the networks to resist an incursion of government meddling but, at the same time, to take steps to raise the show above its present execrable standards.
Bea Johnson

"ACCOMPLISHED MIRACLES"

to win the coveted 1953

McCall Golden Mike Award!

Bea Johnson, Women's Director, KMBC-KFRM and KMBC-TV, “accomplished miracles” to win the 1953 McCall Magazine Golden Mike Award for service to her community. Bea’s campaign in the interest of home and traffic safety has brought another great honor to the Heart of America and to Arthur B. Church’s radio and television operation. Thanks to McCall’s and congratulations to Bea Johnson!

The awards committee, in making the Golden Mike citation for Bea’s outstanding crusade, aptly put into quotes, "accomplished miracles," which is the very essence of the outstanding performance that has kept KMBC the top station in the Kansas City primary trade area for almost 33 years. The same performance has put KFRM in its enviable position and now is rapidly elevating KMBC-TV to the top spot.

The McCall Golden Mike Award is probably the greatest recognition a woman in broadcasting can achieve. Midland Broadcasting Company is mighty proud of Bea Johnson, and proud to add this honor to a host of others—all concrete evidence of the ability of KMBC-KFRM and KMBC-TV literally to “accomplish miracles” in the public interest and for its advertisers.

Write, wire or phone KMBC-KFRM or KMBC-TV, Kansas City (or your nearest Free & Peters colonel) if your heart is set on selling the whole Heart of America.
WE'VE HIT THE TOP!

With a TV Antenna 1000' Above Average Terrain.
Actual height 925'. That's as high as any in Michigan.
Far higher than any commercial station in any
Michigan market except Detroit.
We're Installing a 50,000 Watt RCA Transmitter.
The 10,000 watt component is already installed and operating—
delivering 100,000 watts, e.r.p., video and 50,000 watts,
e.r.p., audio. That's more power output than any other station
in the area delivers or plans to deliver in the near future.
But, full power of 316,000 watts, e.r.p., video and 158,000
watts, e.r.p., audio is scheduled for April 1, 1954.
Schedule your advertising on WOOD-TV, Grand Rapids' only television station. The Western Michigan station with top
technical equipment, top local and network programming
and the top market to go with them.*

*Primary service, too, to Western Michigan's most populated area:
including Muskegon, Lansing, Battle Creek and Kalamazoo.

WOOD-TV
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company.

REPRESENTED BY THE KATZ AGENCY

NBC, Basic; ABC, CBS, DuMONT, Supplementary,
Associated with WFBM-AM and TV, Indianapolis, Ind.,
WFDF, Flint, Mich., WEOA, Evansville, Ind.