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WLS GOES FULL TIME
Starting April 1st
50,000 WATTS • CLEAR CHANNEL • 890 K.C.

Call Your John Blair Man Now for Availabilities

WLS • The Prairie Farmer Station • Chicago 7
These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. (Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!
to spread the light of learning

WGAL-TV NBC • CBS • ABC • Du Mont

LANCASTER, PENNA.

Keenly aware of its educational responsibility to the communities it serves—Lancaster, Harrisburg, York, Reading, Lebanon, and hundreds of smaller cities and towns—WGAL-TV presents College of the Air, Monday thru Friday, 9:00 to 9:30 a.m. Leading educators of the area conduct discussions on five basic topics of special interest to viewers—Sociology, Physical Science, Mathematics, The Humanities, Adult Education.

College of the Air is part of the imaginative programming designed by WGAL-TV to meet the needs and special interests of its wide, diversified loyal viewing audience.

Represented by MEEKER

New York • Los Angeles
Chicago • San Francisco

Steinman Station
Clair McCollough, President
NEW concept of subscription television as closed-circuit rather than on-the-air service may be advanced by Telemeter Corp., originator of coin box mechanism and operator of 200-unit pay-tv system in Palm Springs, Calif. Telemeter executives feel that system operated over subscription company's own wires would not be subject to government regulation, and hence development would not be delayed by impending consideration of subscription principle by FCC and Congress.

STIFFER inter-media competition and development of television formed basis of off-record warning to advertising managers at Assn. of National Advertisers spring meeting. Advertisers told bluntly at closed meeting that they're too busy, lose interest in media techniques and lead rather than follow their agency account executives. "Otherwise you may lose your shirts in costly campaigns," they were told.

NARTB is in its usual annual dilemma over its government keynote speaker—Chairman of FCC. With Chairman Rosel Hyde named for one year or until April 18, and with convention scheduled for week of May 23, trade association doesn't know whether to extend invitation to Mr. Hyde conditionally, assuming his reappointment, or wait until White House acts. Same situation prevailed during past two years. Best guess is that it again will be Chairman Hyde.

POLITZ STUDY [Radio Listening in Tb Homes, B*T, Dec. 14, 1953], underwritten by radio stations represented by Henry L. Christal Co., is responsible for one very substantial amount of business not dropping radio to move to tv. Carnation Co., it's understood, was all set to cancel "Stars Over Hollywood on CBS Radio but after analysis of Politz study by its agency (Erwin, Wasey & Co.) not only retained CBS show but also bought "When a Girl Marries" strip on ABC at annual $1.5 million budget.

WHEN General Teleradio Inc. files formal papers with FCC for its proposed $2.5-million purchase of WHBQ-AM-TV Memphis from Harding College (contract completed but not signed), companion application expected for sale of KGB San Diego to KGB Manager Marion Harris to comply with new multiple ownership rule. KGB disposal is in talking stage, no decision whether it will be Mr. Harris alone or with others, whether sale or lease, terms not settled.

SEVERAL heavy-budget advertisers, including automotive leaders, looking into use of local radio, especially co-op. Ford already has projects in planning stage. Top appliance manufacturer, General Electric, is among those re-evaluating radio and will use more and more local co-op.

WISE HEADS in station operation who have been solicited by Life Music Inc. for royalty payments after breaking away from BMI [B*T, March 8] are following relatively simple procedure. They have equipped themselves with catalogs of Life titles and arranged to procure additional lists so that they can avoid performance of those titles.

"MONEY MAN" in sudden transaction whereby Washington Post Co. (WTOP-AM-FM-TV Washington; WMBR-AM-TV Jacksonville) acquired "Washington Times-Herald from Col. Robert R. McCormick (WGN-AM-TV Chicago) was broadcaster John S. Hayes, president of WTOP Inc. and vice president of Washington Post Co. He handed to Col. McCormick down payment check of $1.5 million (made out to Mr. Hayes) last Wednesday in Chicago, to close transaction. While price was not disclosed, it's understood to be near $8.5 million.

WILL Facts Forum, H. L. Hunt's enterprise, take over production of Reporter's Roundup, moderated by Everett Holles, weekly Mutual co-op? Madison Ave. report current last week was that Facts Forum would underwrite four-year-old program, but that it would continue to be available for local sponsorship.

ONE of nation's largest department stores, in project worked out with BAB, has agreed to entrust entire build-up of one of its big spring promotions to radio. It's seen as first step in long-range test of radio by this advertiser, which usually puts about 85% of its media budget into newspapers.

WHAT'S happened to black and white tv set sales since approval of compatible color? One large manufacturer reports its sales so far this year are about equal to those of same period last year and industry generally is pleasantly surprised over manner in which b & w sets are moving, although admittedly profit margin is lower due to competition.

DUDLEY LeBLANC, of lamented Hadacol fame, is starting his new venture, "Karyon," on "much sounder basis," according to his new advertising agency, The Martin Co. of Chicago, Louisville, Nashville and Dallas. Winston S. Dusin, agency radio-tv head, says new million dollar company will rely heavily on broadcast media and in some instances stock will be offered in payment for time. This, he reports, followed proffers from stations to buy stock.

PLEA of Edward Lamb to FCC to make public names of his "accusers" isn't apt to bring desired result. That's because FCC initiated investigation on its own motion and while investigators did talk with people in field, names aren't divulged. FCC, after reply to McFarland letter [B*T, March 15] expected to spell out nature of complaints. (See story page 47.)
In radio, audience loyalty doesn't just happen. It is inevitably the measure of the favored station's responsiveness to the interests, needs and cultural and civic growth of all the people within its listening area. How responsive WSAV has been is clearly indicated by these few from many instances:

- The only Savannah Station which broadcasts a regularly scheduled civic forum—"Savannah Speaks."
- The only Savannah Station which sends its remote crews out into the areas to bring its listeners all important events in the outlying towns and counties.
- The only Savannah Station which broadcasts regularly scheduled local news (twice daily), and news on the local level from the towns and counties in the surrounding area, through its program "County Edition."

The only Savannah Station which broadcasts a daily farm program direct from the Agricultural Agent's Office and featuring farm news and information gathered on the local and regional levels.

- The only Savannah Station which schedules six remote broadcasts daily direct from the United States Weather Bureau at Travis Field in Savannah.

It's 630 in Savannah WSAV

REPRESENTED BY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS
NARTB Radio Board Membership Announced

NEW NARTB Radio Board members announced Friday, following counting of ballots in Washington. New board will assume office May 28, following NARTB convention in Chicago May 25-27. Results are as follows:


Elected for two-year terms were following for even-numbered districts:

District 2—E. R. Vadeboncoeur, WSYR-AM-FM Syracuse, N. Y., re-elected.
Dist. 3—James N. Moore, WLS-AM-FM Chicago, Ill., re-elected. District 4—Harry G. Doody, New York City, re-elected.
District 5—Henry B. Clay, KWKH-AM-FM Shreveport, La., re-elected.
District 10—K. S. Gordon, KDTH Dubuque, Iowa, vice E. H. Hartenbouwer, KCQO Kansas City, Mo.
District 14—Walter E. Wachtstaft, KIDO Boise, Idaho, vice William C. Grove, KFBC Cheyenne, Wyo., ineligible for re-election having served two consecutive terms.
District 16—Albert D. Johnson, KOY Phoenix, Ariz., re-elected.

In District 12, no person received minimum number of nominating ballots to be placed on ballot. Special election will be held in that district.

Ballots were counted by ad hoc election committee, comprising Richard Field Lewis Jr., WINC Winchester, Va., chairman, and Russell H. Morgan, WTRT Westminster, Md., and D. K. Hoffman, WOAK Washington, representing Richard Eaton.

10 FOR McCARTHY

SEN. JOSEPH R. MCCARTHY'S Milwaukee County Young Republican Club speech Friday, billed as his reply to Adlai Stevenson's radio - tv broadcast from Miami two weeks ago, was scheduled to be carried by 10 radio stations. WGN Chicago (Chicago Tribune), which offered free time to Wisconsin Republican, was to air speech live, via remote pickup from Milwaukee, and feed it to WROW Albany, N. Y., WVDO Tulsa, Okla., and WINS Milwaukee. A tape recording was to be carried by following at later times: WPAC Paterson, N. J.; WPTL Ft. Lauderdale, Fla.; WMJ Philadelphia, Pa.; WOSH Oshkosh, Wis.; WFAY Rochester, N. Y., and WMNF Evanston, Ill.

Hebrew National Puts 90% Of Wine Ad Budget in Radio

HEBREW National Wine, made by Monarch Wine of Georgia, is placing 90% of its budget in spot radio, and is planning to spread out nationally into non-sectorial areas for national appeal. Client this week plunges into 26-station radio schedule in Pennsylvania and plans by mid-April to move into Florida, New England, Washington, Atlanta, as well as New York and other markets as fast as distribution warrants. Charles Lewin, radio and television director, Rockmore Co., New York, agency for Hebrew National, told WT that he is buying morning participation programs to appeal to working men and women, women's afternoon shows to attract housewives, plus evening and weekend programs to get both men and women listeners.

NBC Leases Century Theatre

NBC announced Friday it had leased Century Theatre in New York under long-term arrangement and will convert to studio for production of tv programs. NBC engineers were reported to be already at work at theatre, on Seventh Ave. between 58th and 59th Sts. Network expects to take full possession of house by March 28, to originate shows there by June 1.

BACK TO RADIO MOVE AT ANA MEET

GET-back-into radio theme at Assn. of National Advertisers spring meeting (story page 27), spearheaded by David P. Crane of Benton & Bowles, at closed-door meeting of advertisers in consumer products field. Dozen speakers at private session took up Mr. Crane's reminder that "old-fashioned radio," especially daytime, is outstanding media buy. At same time they groused about high costs of audience research in television shows, echoing familiar ANA theme of recent years.

One of largest radio users, Miles Labs, possibly second in field, told B&T Friday it is using more radio and more television than year ago. "Radio is our No. 1 medium," said Oliver B. Capelle, Miles advertising manager. "Radio still sells for us. We're buying more radio time than ever, and of course we like television."

Miles radio consists of Break the Bank, NBC News of the World, NBC Hilltop House, CBS Radio; Curt Massey Time, CBS Radio; Curt Massey Time, MBS. Mr. Capelle said cancellation of One Man's Family had been widely misinterpreted as part of plan to cut down use of aural broadcasting. Actually, he added, "the opposite is the case." He ascribed cancellation to adjustment following addition of high-budget Break the Bank last September. Miles television spots cover all leading markets, including 20-second breaks and one-minute participations.

Company planning to extend tv to other products besides Alka-Seltzer.

- BUSINESS BRIEFLY -

EIGHTY MARKETS • General Foods (Minute tapioca), N. Y., starts April 1 for second consecutive year with one-minute participations in home economics radio shows in about 80 markets. Contracts, through Young & Rubicam, N. Y., run for 13 weeks. Last year, product placed campaign in five distribution districts and this year will add nine others to these.

CANADIAN BUSINESS • General Bakeries, through Harold Stanfield Ltd., Montreal, is expected to sign shortly with Kagan Corp., N. Y., to sponsor Johnny Jupiter in five Canadian television markets, Saturdays, 6-6:30 p.m. in U. S. program is sponsored by M & M Candy in 83 markets.

IPANA USING SPOT • Bristol-Myers (Ipana) using spot radio campaign to break middle of April in limited number of markets for 13 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

CAMPBELL IN CANADA • Campbell Soup Co., through its Canadian agency, Cockfield, Brown & Co., planning to underwrite Howdy Doody show five times weekly on CBC.

PHILCO ON TV • Philco Corp., which has sponsored 9:45-10 a.m. portion of ABC's Breakfast Club on radio for past 2½ years, becomes first to sign for sponsorship of tv version, started few weeks ago by ABC-TV. Philco will sponsor same quarter-hour in tv as in radio. Agency: Hutchins Adv., Phila.

HUNTING NEW SHOW • Campbell Soup Co., Camden, unhappy with Campbell Soundstage, will definitely maintain its time period, NBC-TV, Fridays, 9:30 p.m., but is looking for new property to replace Soundstage. BBDO, N. Y., is agency.

SPOT FILM ON CLEANER • Pro-Fesh Products Inc., N. Y., will introduce Pro-Fesh, new type of dry cleaner, in tv markets throughout U. S. by means of one-minute filmed spot commercials, with first schedule to begin on WABC-TV New York this week. Agency: Lewin, Williams & Saylor, N. Y. Commercial were produced by Animing Productions, N. Y.

JONES TO LAA • Duane Jones Co., N. Y., elected to membership in League of Advertising Agencies.

FIFTEEN CITIES • Northwestern Airlines, through Cunningham & Walsh, N. Y., placing radio spot announcement campaign in 15 cities, starting end of March with till-forbid contract.

Mrs. Durr Denies Red Ties

MRS. VIRGINIA DURR, wife of former FCC Comm. Clifford J. Durr, and sister-in-law of Supreme Court Justice Hugo L. Black, denied Friday she was a Communist or had ever been under party discipline. Mrs. Durr was accused of being under "Red discipline and had plotted with the Communists" in affairs of Southern Conference for Human Welfare, now part of Southern Conference Educational Fund. Accusation and denial came at 3-15 hearing in New Orleans by Senate Internal Security subcommittee. Mrs. Durr refused to answer questions except to say she was not a Communist.
your advertising dollars go further on San Antonio’s KGBS-tv

Tom Harker, National Sales Director...118 East 57th, New York
National Representatives..............Katz Agency
KO A Protest Dismissed; Other Actions by FCC

PROTEST by KOA Denver against grant of facilities change to KOAT Albuquerque was dismissed by FCC Friday. KOAT was awarded change from 250 w on 1240 kc to 1 kw-day, 500-w night directional on 860 kc. FCC disclaimed KOA's contention of interference and station's allegation of economic injury was not specific.

In similar case, FCC denied interference protest by KXOO Sweetwater, Tex., asking reconsideration of grant to Lyman Brown Enterprises for 100 w fulltime on 1240 kc at Brownwood, Tex.

Commission approved petition by WKMH Flint, Mich., for modification of issues on its interference protest hearing on grant to James Gerity Jr. for 500 w fulltime on 1460 kc at Pontiac, Mich. FCC ordered burden of proof shall rest with WKMH.

Pittsburgh Educational Tests

FOURTH noncommercial educational tv station, ch. 13 (WQED-PIT) Pittsburgh, put test pattern on air--Fri, plants inauguration April 1 and regular programming April 5. Managed Bill Wood reported. WQED is using KDKA-FM site on U of Pittsburgh campus where KDKA plant's $5 million radio-tv center for its prospective ch. 11 station (story page 51).

Zenith Must Wait

ZENITH will have to wait until Commission makes up its mind in due course on questions raised about Zenith-CBS hearing for Chicago ch. 6, FCC told Chicago radio-tv manufacturer Fri, March 15. Zenith president Louis J. Cohen wrote to Zenith's objection to hearing with CBS be answered by FCC by March 19 (BT, March 15). Zenith claimed court ruling requires FCC to set Zenith for hearing with Babcock & Knight, former owners of facilities now occupied by CBS WHBM-TV Chicago.

AFTRA 'Blanket' Clearance

AFTRA's 'blanket clearance' for all participants in Academy Award program to appear without payment on NBC telecast and radio broadcast of ceremony Thursday, starting at 10:30 p.m. EST. Move was said to be result of AFTRA's "interest in fostering better relations between radio, tv and motion pictures." Program, sponsored by Oldsmobile Div. of General Motors Corp., will be carried by 106 NBC-TV stations and 195 NBC Radio outlets.

KHJ-TV DuMont Affliliate

KHJ-TV becomes DuMont TV Network affiliate in Los Angeles on April 1, replacing KTTV (TV), according to joint announcement by Ted Bergmann, managing director of network; Willet H. Brown, president of Don Lee Div. of George L. Warner Co. a division of KHJ-TV and Richard A. Moore, vice president and general manager of KHJ-TV. Mr. Bergmann moved primarily to desire to have Los Angeles outlet for rapidly increasing volume of national business which DuMont has available but which, he said, KTTV could not handle at attractive hours under that station's new policy of emphasizing local service and local programs.

PCR: People

ALFRED DI GIOVANNI, assistant research manager for CBS-TV Spot Sales since July 1952, and previously account research manager at Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., promoted to research manager of CBS-TV Spot Sales.

SID TREMBLE, program director, promoted to commercial manager KCMO-TV Kansas City. GEORGE STUMP, formerly KCKN there, named KCMO radio program director and KEN HEADY named to new post of KCMO-TV program director.


HENRY BOWES and EDWARD M. BLAND named sales promotion manager and advertising manager, respectively, Television Div., Philco Corp.

WALTER DUNCAN, account executive of MBS in New York, to WHCU Latham as national sales manager, effective April 1. Mr. Duncan formerly was with NBC and WNEW New York.

DAVID CRANE promoted to vice president in charge of media for Benton & Bowles, N. Y. He has been with agency for two and one-half years.

HAROLD A. (Pat) PATTERSON appointed Michigan sales representative on syndicated film for MCA-TV Ltd., with headquarters in Detroit.

JOHN H. BAXTER, creative director, and GEORGE R. RINK, senior account supervisor, elected vice presidents of Earle Ludgin & Co., Chicago.

FRANK AMY, previously sales service manager for WPIX (TV) New York, named an operations manager of station with supervision of screening commercial films and preparing them for telecast.

TODAY'S Sign Advertisers

TWO NEW contracts and one extension signed by NBC-TV for participation in its early-morning TODAY show (Mon.-Fri., 7-9 a.m. EST and CST). Mutual of Omaha, already participating sponsor, adds 117 participations—three per week for 39 weeks—through Bozell & Jacobs, Omaha. Stay Chemical Co. (insecticides), Detroit, for seven participations starting July 9, through Phil Cordia Inc., Chicago, and Washington State Apple Advertising Commission books eight during period to April 2, through Pacific National Adv., Seattle.

New 'Home' Sponsors Sign

TWO NEW sponsors and expanded schedule for another signed for NBC-TV's new home show (Mon.-Fri., 11 a.m. to 12 noon EST). First ones booked since program started March 1 with 10 advertisers "pre-sold" for total of 228 participations [B'T, March 1], they are: Necchi Sewing Machine Co. for 13 participations starting first of April, through Cecil & Presbrey, N. Y.; Peerless Electric Co. (Brolly Quik) for four starting tomorrow (Tues.) through Zioce Co., N. Y., and Avo Mfg. Co. (Croley and Bendix divisions), which had signed for 13 participations before program started, for 39 additional participations to run at rate of one per week starting May 31, through Benton & Bowles, N. Y.

March 22, 1954
**Executive and Publication Headquarters**

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Phone: Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

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**Bureaus**

**NEW YORK**

444 Madison Ave., Zone 22, Plaza 5-8355.

EDITORIAL: Rufut Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

**CHICAGO**

360 N. Michigan Ave., Zone 1, Central 6-4115.

Warren W. Middleton, Midwest Sales Manager; Barbara Kolar.

John Osborn, News Editor.

**HOLLYWOOD**


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


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**Subscription Information**

Annual subscription for 26 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $8.00. TELECASTING Yearbook (54th issue): $8.00. Annual subscription to BROADCASTING and TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $3.50 per copy; 53d and 54th issues: $4.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.00 per year.)

**Address Change:** Please send requests to Circulation Dept., BROADCASTING & TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.


*The Newsweekly of Radio and Television* Published Every Monday by Broadcasting Publications Inc.
IS READY!

with the finest — largest station facilities in the Northwest’s 2nd largest market —

The Duluth-Superior-Iron Range Area — the big-dividend paying region of the great Northwest . . . . . . a 2 Billion Plus Industrial and Commercial Empire.
AT THE TOP OF THE NATION — KDAL-TV
WILL DO THE BEST SELLING JOB FOR YOU!

A completely trained staff—by far the largest of any in Duluth-Superior—will man this employee owned and operated organization.

KDAL is the nation’s top merchandising station. For the past three consecutive years KDAL has won First Place in the country for audience and sales promotion in “The Billboard” competition.

Radio listenership in Duluth-Superior is the highest of any city in the country and KDAL has a listening audience greater than all other radio stations in the area combined!

Now, KDAL-TV will virtually duplicate this radio coverage, blanketing 26 counties.

KDAL-TV, with 100,000 watts on Channel 3, will equal or exceed any other television facility in Minnesota. NBC programs, now carried by delayed telecast, will be microwaved live by Sept. 1st.

Act Now, excellent NBC and local programs will showcase your clients’ messages and assure priority of future availabilities in key time slots.

Phone or write your Avery-Knodel representative, Now.
INDUSTRY IS HUMMING AT THE TOP OF THE NATION

1. Taconite Mining—now spending a billion dollars building—will employ additional thousands of people.

2. Oil—new refineries in Duluth and Superior are processing oil from Alberta and North Dakota fields.

3. Manufacturing is primarily heavy industrial.

4. Agricultural Processing of dairy foods and grains is a major industry.

5. Commercial Fishing and processing is the largest on the Great Lakes.


7. Forest Products, a 900 million dollar business, is the greatest in Minnesota's history.

8. Three-fourths of all the iron ore in the United States is produced in the Duluth area.

9. The Port of Duluth is second only to New York in tonnage handled.

YOU CAN COVER THIS MARKET WITH KDAL-TV FOR RESULTS YOU CAN SEE...BUY CHANNEL 3
**THE MORNING SHOW**

Network: CBS-TV  
Time: 7-9 a.m. EST, CST  
Principals: Walter Cronkite, anchor man; Charles Collingwood, news reporter; Bill Baird puppets  
Producers: Paul Levitan  
Show Directors: Tom Donovan  
News Directors: Vince Walkers  
Producers: Ted Marvel, Don Hirsch  
News Editor: Av Westin  
Unit Manager: Bob Stoth  
Writers: Jack McGiffert, Helen Markel, Tom Castigian, Marianne MacCulla, Alice Wallace  
Origin: Studio 41, Grand Central Terminal Headquarters, New York

AN EARLY a.m. program answer to NBC-TV's established morning show, Today, made its bow last week before millions of early risers when The Morning Show got underway from 7-9 a.m. EST on CBS Television. Despite its length, it is a well-produced, well-coordinated telecast meeting all the requisites of solid programming in this time segment of the broadcast day. There are news reports, interviews with people in the news, an occasional personality feature, music with a rise'n shine beat, time signals, weather forecasts and a host of puppets delightfully manipulated through their many appearances by Bil and Cora Baird.

Nothing particularly new has been included in The Morning Show format. The above-mentioned program ideas are pretty standard in this sort of show. CBS was wise in not resorting to a gimmick to bring itself to the attention of morning viewers. Instead, the network played it straight entrusting its newest venture not to a hoped-for new angle but to people such as Walter Cronkite, the show's anchor man, and Charles Collingwood, news caster, to capture the interest of the audience it aims to attract.

Both of these men are TV veterans with far more than a passing acquaintance with the visual medium. They work well together and with the other regulars on the show. The professional assurance they lend to the series ought to rapidly establish the show as a breakfast-time habit.

The Morning Show in its structure is actually a half-hour series repeated four times during the two hours it is on the air. Each of the four segments is the same in pattern. The guests appearing on the show change from one segment to the other as does the selection of music but there is little variation in news, and weather reports. The show's happiest moments are centered around the Baird marionettes, used largely to give visual interpretations to music selected and played by Charlemagne, the Lion, a puppet "disc doggie." One of the Bairds' best spots was a skeleton puppet number danced to the popular spiritual-type song "Dry Bones."

On the news side of the operation, Charles Collingwood does the reporting from New York. His comments on happenings of domestic and international interest are supplemented by still photographs and film clips of events under discussion. The show also does remote interviews. The first two, from Washington, would have been better if a reporter from CBS Washington headquarters handled them rather than Mr. Cronkite or Mr. Collingwood, who were in the New York studios.

In the novelty department, a new electronic weather map was introduced on The Morning Show. Behind the translucent surface a flashing light indicates all sorts of climatic conditions in the U. S. It seems a rather useless mechanism since a weather reporter, one Carol Reed, must be on hand at all times to translate the illuminated arrows into rain or shine terminology.

**PUBLIC DEFENDER**

Network: CBS-TV  
Time: Thurs., 10-11:30 p.m. EST  
Creator: Hal Neach Jr.  
Production Supervisor: Carroll Case  
Director: Eric Kenton, James Tuning, Sobey Martin (alternating)  
Writer: Howard J. Green (premier)  
Sponsor: Philip Morris & Co. Ltd.  
Cast: Christina Drake, Mary Ellen Kay, Douglas Fowley, Gay Roop, John Close, George Lloyd, Sonn Pollard (premier)  

THE basic idea of the new Public Defender series, which debuts on CBS-11, March 11 is a good one: to dramatize case histories concerning the lawyers appointed by the court and paid for by the public to protect those unable to secure counsel themselves. The opening program, however, fell far short of turning that idea into a convincing or even interesting half-hour of viewing.

First, the plot was highly improbable and its solution highly unethical, the hero admitting he had secured the confession by deceit. Second, he did not win his case in the courtroom, but by doing his own detective work instead of leaving that to the police. Finally, the public defender is required twice during the program to shift from defense to civic virtue, tolling the more exclusive virtues of Philip Morris cigarettes.

As an actor, Reed Hadley has every right to deliver commercials for any product he chooses. But for Bart Matthews, lawyer and public servant, to do so seems a violation of legal ethics and of the dignity of public office.
G-E PROJECTION ROOM EQUIPMENT
PLUS YOUR IMAGINATION GIVE

Amazingly Versatile Film Effects!

Film is the money-making "life-blood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units...use your imagination...and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite*Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs.

General Electric offers you all your TV projection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write direct to:
General Electric Company, Section X234-22,
Electronics Park, Syracuse, New York.
**G-E Dual Slide Projector**
- Featuring variety of laps, fades, dissolves, super-positions, etc.

**G-E Film Camera Channel**
- For clear, sharp picture signals. Reduces shading and edge-flare radically.

**G-E Synchro-lite Projector**
- Offers unlimited commercial possibilities, utmost in performance.

---

**G-E Film Camera Channel**
- Sweep Failure Protection
- Virtually No Microphonics
- Automatic Control of Set-Up
- Dual waveform Presentation
- 12¾" High-Contrast Monitor
- All Plug and Cable Connections
- Adjustable Deflection Yoke

**G-E Synchro-lite Projector**
- Slave Operation
- Super-Positions on Remotes
- Instant Stop and Start
- Preview Any Frame
- No Phasing Bars

**G-E TV Slide Projector**
- Laps and fades
- Dissolves
- Super-positions
- Transparencies and Opaques
- 2"x2" and 3½"x4½" Slides
- Roll-Thru Script Carriage
- Dual Flood Lamps for Opaques
- Time, News Tape Carriage

**G-E Mirror Changeovers**
- More Inputs
- Multiple Adjustments
- First-Surface Mirrors

---

Complete Television Equipment for UHF and VHF

**General Electric**
McCarthy Coverage
EDITOR:

Writing letters to editors is an indulgence that few can afford these days. Your survey of the McCarthy matter in the current (March 15) issue is so complete however, that, demands of time not withstanding, this note of appreciation and commendation has to be written.

You have done an excellent job of assembling the facts and presenting them in such a light as to place all parties in their proper perspectives. I don’t think the daily press, with all its facilities, has been as thorough, or as incisive as B&T. You praise Murrow for his journalism, I praise you for yours...

Charles L. Lewin
Vice President
Radio-Television
The Rockmore Co.
New York, N. Y.

Murrow Sponsor
EDITOR:

As midwest sponsor of Edward R. Murrow’s Person to Person program, we would like permission to reprint in our company magazine the Sid Hix cartoon on the editorial page of your March 1st issue.

W. A. Curtis
Director of Public Relations
Theo. Hamm Brewing Co.
St. Paul

Pre-Freeze Permittees
EDITOR:

There is one bit of information which I’m sure you can furnish and which I have always felt would be of interest to many of your readers.

Who were the 18 pre-freeze TV permittees who gave up their CPs?

Charlie Casmus
Press & Radio Club Inc.
Montgomery, Ala.

Archbishop Cons & Pros
EDITOR:

I personally object to your slur and back-hand slap at the action of the Archbishop of Philadelphia. In matters of faith and morals as concern the Catholics in his Archdiocese, he is not to be questioned.

In the future, I suggest you reserve your criticisms to the members of our own and allied professions. Sacrasm certainly was out-of-place in this instance, and I hope never to see another similar example of it in your publication.

E. L. Ttrauler Jr.
Zimmer, Keller & Calvert Inc.
Detroit

EDITOR:

I should like to add my heartfelt commendation to the many “back slaps” I know you are receiving on your editorial, “And the Sets Were Silent.”

Too many people with good intentions experience one or two bad shows on radio or television, then proceed to point an accusing
Here's the RIGHT CAMERA DOLLY

CLAMP-ADJUSTABLE
Just the dolly for the budget-conscious management. Offers many advantages found only in far more expensive dollies. Clamp permits camera to be raised or lowered to desired height. May be disassembled, or assembled in a few minutes by one man.

**$595.00**

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PNEUMATIC-BALANCE
Greatest camera dolly on market today. Designed to fill most critical studio needs. Built-in air reservoir provides air pressure to raise or lower camera with only finger-tip pressure. Smooth, reliable, yet compact design.

**$1975.00**

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CRANK-ADJUSTABLE
The all-around camera dolly—combining light-weight, portability and smooth action. Camera raised and lowered by crank. Tension on mechanism adjustable to camera load for smoothest operation.

**$1195.00**

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WRITE... Write or call for complete technical details, prices and specifications, now available through your TV equipment manufacturer or...

STUDIO TELEVISION PRODUCTS SALES CORP.,
500 FIFTH AVENUE, NEW YORK 36, N. Y.
names the whole nation knows....

....and why not? They're among America's best-known products—
and only a few of the many manufactured in our bustling heart of the Prosperous Piedmont.

The 29 counties WFMY-TV serves are a-hum these days with a profitable balance of agriculture and industry—an interlocking pattern of trading areas pivoting around these well-known cities. Together, they generate a buying power that exceeds $1,500,000,000 a year!

WFMY-TV completely covers this market made up of many markets—reaching and selling a potential audience of over 1,160,000 people.

You can join the many successful advertisers using this multi-market station (CBS-basic) by calling any Harrington, Righter and Parsons office.

wfmy-tv
Basic CBS Affiliate—Channel 2
Greensboro, N.C.
Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

finger at the 99% that falls in the realm of wonderful.

Thank you for being the right kind of a champion for the right kind of cause.

George Guyan
Vice President
Walter Schwimmer Productions Inc.
Chicago, Ill.

EDITOR:
...I am very disappointed in an editorial appearing in the March 8th issue... entitled "And the Sets Were Silent." So Archbishop O'Hara made a mistake! So he spoke before he thought, perhaps! But why make it such an issue?

Actually, he paid a compliment to radio and television. He considered it of such a pleasingly able value to man that he felt it would make a commendable penance and act of self-denial to relinquish a few of the "favorite" programs of those under his jurisdiction. I'm sure he neither meant for the farmer to discontinue listening to the market reports nor for anyone to turn off the latest news, and he, too, keeps well informed of daily events thru the medium of radio and tv....

Yes, I am a Catholic.

Dolores R. Orth
Milwaukee, Wis.

EDITOR:
Congratulations on that wonderful editorial entitled "And the Sets Were Silent." It was a masterful hunk of writing.

Cecil Woodland
General Manager
WQAN Scranton, Pa.

Bardahl's Feature
EDITOR:
I would like to express my appreciation for the very fine feature done on Bardahl's tv advertising in the January 18th issue of B & T...

We have a number of distributors in Europe and other places abroad who will be quite interested in this article. You, yourself, might be interested to know that our television spots are being made in Portuguese, Italian and Norwegian for use on 35mm in theaters in those areas.

John M. Hayden
Advertising & Sales Manager
Bardahl Manufacturing Corp.
Seattle, Wash.

'Boilerplate' Selling
EDITOR:
In reading the March 8 issue's article on the sad plight of the NBC Radio Network, I notice quotations from some affiliated broadcasters concerning, among them, one man who questions whether "...the network is really important."

Could it be that after nearly three decades of seeing network economics directly competing with station economics in the national business arena, the hard facts of hard times will do to the networks what the majority of the nation's broadcasters never would: insist that the network provide a program service only, not a source of competition in sales which should rightly be the province of the stations and their reps.

The radio-television industry today stands as the last advertising medium which tolerates boilerplate economics. The boilerplate concept was never accepted by any major newspaper and was confined to small, hungry ones, but in
A photograph of himself that the President specially likes is this one, taken by U. P.'s Frank Cancellare. It shows the finale of a ritual devised by Mr. Eisenhower's grandson, David, who is five. When he comes upon his grandfather at leisure, David first imitates a bugle call, then runs to greet him with a handshake and a deep and formal diplomatic bow.
OPEN MIKE

radio, and now television, boilerplate selling is the accepted rule. . . .

With the networks taking two-thirds of the national dollar and skimming the cream of the national accounts off with programs, the stations and reps have had to live off the minor campaigns using announcements; now with the networks descending even to the latter level, the stations may finally get enough backbone to force the networks into a flat-fee program-service economics, where they rightfully should have been from the first.

Ed McKay, Manager
WROM-AM-TV Rome, Ga.

K & E Survey
EDITOR:
Will you please send us a copy of the radio merchandising supplement which you published (Nov. 30, 1953), a survey made by Kenyon & Eckhardt, showing the various merchandising services made available by various radio stations throughout the country?
Joseph R. Coleman
Account Executive
Barlow Advertising Agency
Syracuse, N. Y.

Big Bend TV-less
EDITOR:
In reference to the article in B.T on March 1, released by CBS Television Research Dept., compiled by A. C. Nielsen Co., the article is not correct.
The report states that Brewster County (Texas) has 280 tv families. Only two (2) tv sets are in this entire county, and they are owned by hams who use them for experimental purposes only.

Gene Hendryx, Manager
KVLF Alpine, Tex.

Changing Picture
EDITOR:
We note . . . the list of television ownership by counties, in B.T's March 1st issue.

This is fine information as far as it goes. Unfortunately, however, it is not complete . . . at least when you take into consideration that WAIM-TV, channel 40, was not on the air. Hence, the uhf sets (figure) as shown in the survey, does not truly reflect the overall picture of the total uhf sets in our coverage area. Figures of this kind are inaccurate based on present day increased trends of uhf sets. For instance, in our area alone, instead of Anderson County showing 15% of the uhf families against the total families, there are now 30% uhf families, which is, in reality, 100% increase in uhf families since November 1st.

Glenn P. Warnock, General Manager
WAIM-TV Anderson, S. C.

CJOR Offer 'First'
EDITOR:
We would like to inform you as a matter of interest that this station, upon hearing that the 9 o'clock gun was to be silenced [B.T, Feb. 22], offered the Mayor and the City Council our cooperation to keep the gun firing. This offer was made on January 4th of this year. . . . We have since been informed that CKNW made a similar offer about a week later. We realize that we did not send you a news item on this matter. We are merely pointing out the other station was literally "jumping the gun."

F. W. H. Wellwood
Exec. Asst. to the Pres.
CJOR Vancouver, B. C.
top talent—low cost!

Build profitable star-studded programs with the new combined* Studio Telescription Library

Now you can have the country's leading musical personalities working for you... winning audiences and attracting sponsors... all at an unbelievably low monthly cost.

The Studio Telescription Library, over 1,100 three minute films produced especially for TV, is an absolute "must" for profitable programming. In no other way is a sponsor able to participate in such popular, production-type shows without high production expenses. Even the most budget-minded local advertiser can now afford the "luxury" of top-notch television sales impact.

Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service. Find out today how the Studio Telescription Library, with its complete merchandising package, can increase your profits through higher ratings, more sponsors, lower program costs.

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

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

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632
1. **12.5-KW UHF Power Available**

With RCA's new transmitter, you get full 12.5-kilowatt output (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.

2. **300-KW to 500-KW Effective Radiated Power (ERP)**

Operated in combination with a non-directional RCA high-gain UHF Pylon Antenna, this 12.5-KW transmitter is capable of providing an ERP of 300 KW. With a directional RCA Pylon Antenna, powers up to 500 KW are possible (in a given direction).

3. **Designed for Color**

Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.

4. **Unsurpassed Monochrome Quality**

Equally important—you get **Super Monochrome Quality** with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

5. **Conventional Tubes Throughout**

The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because only conventional type tubes are used. For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.'s". This tube is small and easy to handle—fits into a unique "slide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-powered UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

6. **Economical To Operate**

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to $34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

### TABLE I

<table>
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<tr>
<th>Transmitter Power Consumption (approx.)</th>
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<tr>
<td>Power Factor</td>
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<tr>
<td>Transmitter Output Meter Readings:</td>
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<tr>
<td>Peak of Sync</td>
<td>14.0 KW</td>
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<tr>
<td>Average C.W.'s</td>
<td>8.4 KW</td>
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<tr>
<td>Power Output (transmitter)</td>
<td>72.4 KW</td>
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<tr>
<td>Power Output (Filterplexer)</td>
<td>7.4 KW</td>
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<tr>
<td>Plate Efficiency</td>
<td>47.6%</td>
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<tr>
<td>Transmitter Overall Dimensions:</td>
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<tr>
<td>Width (front line cabinets)</td>
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<tr>
<td>Depth</td>
<td>84&quot;</td>
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<tr>
<td>Height</td>
<td>33 1/2&quot;</td>
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<tr>
<td>Weight</td>
<td>6600 lbs. (approx.)</td>
</tr>
</tbody>
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*Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter.*

*A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."*

*Another linearity trace (taken directly from an oscilloscope) of the TTU-12A to 12 KW "peak-of-sync." P.A.'s output.*
Only the RCA 12.5-kW "UHF" has all these 11 features!

7 RCA 1-KW Driver—Plenty of Reserve
The RCA 12.5-kW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-kW UHF power amplifier later.

8 Space-Saving Mechanical Features
Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27" wide, 32" deep, 84" high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed intercabinet connecting cables reduce installation costs.

9 10 Micro-Second, Fault-Protection
Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

10 Hi-Lo Cutback Reduces "Off-Air" Time
With the TTU-12A transmitter you can cut back to a generous 1-kW power level—and stay "on-air" while making emergency repairs to the 12.5-kW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.

You Pay Nothing for "Extras"
The price of the RCA 12.5-kW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

Specify a Completely Matched UHF System
RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!

For complete information on the RCA 12.5-kW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-kW UHF transmitter includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.
REPUBLICAN Sen. Charles E. Potter nowadays is a bit busier than usual because of the Schine-Cohn-McCarthy affair with the Army, an extra load which makes about as much a ripple on the Potter calendar as a few buckets of water dumped into the Mississippi.

The junior Senator from Michigan starts his day in the U. S. Capitol at 7:30 or 8 a.m. and winds up anytime he can clear his desk in the evening.

When the Senator is caught at a free moment, however, his visitor will find the chairman of the newly-formed Senate Communications Subcommittee a warm, pleasant person.

Of one thing the Senator, who asked for the communications leadership on the Senate Interstate & Foreign Commerce Committee despite only a layman's knowledge of the radio-tv field, is certain:

His subcommittee wants to know what problems exist in the industry, what the FCC can and is doing about them and how Congress can lend a legislative hand.

The Senator, incidentally, is a problem solver. That goes for his private life as well. A personal victory came after World War II when the Senator, who had lost both his legs, made such a successful readjustment that handicapped veterans the country over were encouraged to do as well.

Sen. Potter, 38 years old and a seven-year veteran of Congress (started in the House in 1947, was elected to the Senate five years later), is "fascinated" with radio and tv. He believes the communications group is "one of the most vital committees" on Capitol Hill.

Sen. Potter finds certain problems in the industry, and he includes uhf development as one of the biggest, saying some "possibly would require legislation . . . others would need understanding."

Sen. Potter explains his political philosophy, which he says outlines his general stand on the radio-tv industry, as, "The less regulation the better." But "there is a need of some regulatory body of a kind" because "the public interest must be guaranteed. There must be an impartial Commission to study radio-tv problems."

The Senator emphasizes: "There's room for both radio and television. Tv won't push radio off the map." At the minimum, radio will become "more or less a supplement" to tv.

Charles Edward Potter, as farm boy, public official, disabled war hero, Congressman and Senator, has pursued a colorful career.

He was born at Lampe, Mich., Oct. 30, 1916, the son of farmer Fred Potter and Sarah Converse Potter. The Senator spent a considerable part of his youth on a farm, attended public schools in his home town and in 1938 graduated from Michigan State Normal College with an A. B. degree. A year out of college, he married the former Lorraine Eddy of Cheboygan.

In 1938-42, he was administrator of the Bureau of Social Aid in Cheboygan County.

He entered the Army in May 1942 as a private, and was commissioned a second lieutenant after completing infantry school.

1 Lt. Potter served with the infantry's famous Keystone Division (the 28th) which crossed the channel on D-Day, fought at St. Lo and figured in the Battle of the Bulge. The lieutenant was wounded seriously three times. He was with the division when it was first to enter Paris.

Not long after he was promoted to captain on the battlefield, he was with his unit in Bismarck (in Germany) near the Rhine. A night attack was held up by a machine gun behind a dike.

The captain took a half dozen men and approached the machine gun emplacement. In the assault, Capt. Potter jumped over the dike and fell squarely on a land mine. This was the action that cost him both his lower limbs.

He was discharged in the summer of 1946, a major, holding the Silver and Bronze Stars, the French Croix de Guerre with Silver Star and the Purple Heart with two clusters.

His biggest campaign came in learning to walk again, first on crutches, then with artificial legs and finally with the assistance of canes. During his hospitalization he wrote a manual on community planning for severely disabled veterans, now standard in many states.

As a vocational rehabilitation adviser with the Labor Dept. he won national recognition.

On Jan. 19, 1952, while still a Congressman, he was named as one of the 10 outstanding young men in the U. S. by the Junior Chamber of Commerce.

When Sen. Blair Moody (D-Mich.) ran to retain his seat in the last election, the Republicans, Rep. Potter among them, searched for an able candidate to oppose him. As potential candidates dropped out for one reason or another, Rep. Potter was prevailed upon to campaign. Thus, "a no-burning-ambition to go the Senate," at Sen. Potter expresses it, was kindled into a sort of "draft" that swept him into the Senate.

The average person, according to Sen. Potter, "relies on stations for news." The industry, therefore, has a great public trust—"It must be objective in news responsibility. It yields a great influence on public opinion."

The Senator's communications unit is but part of a big committee-subcommittee line-up. He is a member of the McCarthy Permanent Investigations Subcommittee, the special Elections Subcommittee, the water transportation and the business-consumer subcommittees of the Commerce Committee and a special committee studying commuter atrocities.

Page 22 • March 22, 1954
Now covering the 4,150,000 tv homes in the top metropolitan market of New Jersey

—New York

Represented by WEED-TV

watv

CHANNEL 13, NEWARK

Television Center • Newark 1, New Jersey

BARclay 7-3260 (N.Y.) Mitchell 2-6400 (N.J.)
Recognized as the important new metropolitan market of Central Texas, this complete Billion Dollar potential is reached only by using the facilities of KCEN-TV.

FOR FULL COVERAGE OF THE TEMPLE-WACO MARKET!

THESE ARE SOME OF THE ADVERTISERS USING KCEN-TV

Lucky Strike Cigarettes
Bulacq Automobiles
Ajax Cleanser
Palinative Soap
Halo Shampoo
Colgate Dental Cream
Palinative Shave Cream
Palinative After Shave Lotion
Fab
Crorey Appliances
DeGure Cars
Ford Cars and Trucks
G. E. Appliance
Minute Rice
Jello
Gillette Razors
Gillette Blue Blades
Gillette Shave Cream

Toni and From Home
Permanents
Gulf Products
Johnson's Wax Products
Chesterfield Cigarettes
Tide, Lilt, Cheer and Camay
RCA Products
Washon Oil and Snowdrift
Bower Seal Fast
Supreme Bakers
Budweiser Beer
Bulova Watches
Dentylne Gum
Foltoff Beer
Kool Cigarettes
Oldsmobile Automobiles
Schiltz Beer
American Beauty Flour

Mrs. Baird's Bread
Brakksles Special Dressing
Fritos and Cheltes
Grand Prize Beer
Humble Oil & Refining Co.
Ireland's Chili
Lone Star Beer
Magnolia Petroleum Co.
Maryland Club Coffee
Patricia Reid Cosmetics
Pearl Beer
Mrs. Tucker's Shortening
Western Holly Stoves
Husum Bread
Jax Beer
Coca-Cola
Southern Select Beer

KCEN-TV is the only VHF station in this area. Antenna height is 833 feet... maximum power 100,000 watts.

*preferred*

GEORGE WOLF

on all accounts

"GEORGE WOLF is that rarity in the business—a director who can write and a writer who can direct." So states a colleague of the newly-elected vice president in charge of radio and television for Geyer Inc., New York.

What the colleague failed to add was that Writer-Director George Wolf is also a producer who is genuinely productive.

Mr. Wolf entered broadcasting immediately after completing his education in his native Paterson, N. J. Arriving in New York with a few friends but with his kit crammed with ideas, he caught on soon as an assistant to Herb Moss, then producer of Truth or Consequences, and later became a collaborator with Larry Bierson on a daytime soap opera.

His career was interrupted by the war, when he was assigned to writing and producing films at the Army's studios in Astoria, L. I.

When he left the Army in 1945, Mr. Wolf joined NBC's press department, where he wrote and produced a weekly institutional show, Your Radio Reporter. He also worked with the network corps on trade and press publicity.

In 1946 he joined Foote, Cone & Belding as director of publicity and in a year and a half was named assistant to Roger Pryor, tv director. Soon afterward he became radio-tv programs manager and subsequently director of radio-tv productions for PC&J, supervising much of the agency's $18 million radio-tv billing.

In August 1953 he moved to Geyer Inc. as radio-tv director, and several weeks ago was formally elected vice president in charge of radio-tv.


Mr. Wolf has written an original screen play entitled "The Miami Story," expected to be released soon.

Mr. Wolf married the former Miriam Gaffney, one-time secretary to Syd Eiges, vice president in charge of public relations at NBC, in April 1946. The Wolfs live in a Manhattan apartment. They have a son, Richard Anthonf, 7.

Mr. Wolf has just been named chairman of the New York Cancer Drive and currently is preparing on its behalf an all-star show on WNBTV (TV) New York March 31. He served in a similar capacity in 1948.

His hobby is "weekend writing" on television scripts, plays and motion pictures.
Latest Conlan Survey (Nov., '53) gives WDAY-TV the following Share-of-Audience in Metropolitan Fargo:
TOTAL AFTERNOON .... 98.8%
TOTAL NIGHTTIME .... 99.1%

Flash!

WDAY-TV FARGO, N. D.
NOW ON FULL POWER
(UP FROM 13,000 TO 65,000 WATTS)

AND CARRYING PRACTICALLY ALL TOP-RATED PROGRAMS FROM ALL 4 NETWORKS (AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives
When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man 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
ANA SCorns 'SLUMP' SCARE, LOOKS TO BIGGER AD BUDGETS

Broadcasters are due to get a large portion of the increased advertising predicted at the Assn. of National Advertisers' convention in Hot Springs. Television came in for its share of the spotlight, but much of the talk turned to radio.

THE NATION's top advertisers, brushing off scare talk about a depression, are increasing their ad budgets this year—and radio-tv will get a lot of the increase.

This move to fight any actual or anticipated slump in sales dominated the Wednesday-Friday spring meeting of the Assn. of National Advertisers at The Homestead, Hot Springs, Va.

Over 300 advertisers, representing 460 companies spending $1.3 billion in major media, stopped to take stock of the economic situation and see what they can do about it. They can do plenty, judging by the advice given the men who spend media money for the giants of American commerce and industry, and judging by the way they talked informally between meetings.

Radio was the "sleepier" at the three-day convention, emerging as an absolutely necessary mass medium in the minds of these skilled advertising directors after several rough years at ANA's hands.

Color tv was discussed a lot in the lobby chatting, and black-and-white had its usual prominence on the agenda and in the informal talks, but "unfashionable" radio along with newspapers and magazines, are coming from behind the shadows cast by television.

The new ANA look at aural broadcasting bears little resemblance to the "Golden Age of Radio" concept of the pre-television era. Rather, these advertisers are thinking in terms of mass coverage at low cost and spotting of sales messages where they will do the most good.

But more important in terms of the future, as a leading agency executive told advertisers, they must revise their radio concepts in terms of "America on the Move." David B. Crane, Benton & Bowles, vice president in charge of media, put forward this idea as he traced what has happened to the nation's living habits. No longer, he said, can advertisers aim radio messages merely at the fireside audience. They must shoot at 30 million radio-equipped autos, plus the other places where radio sets can be found. And Mr. Crane, again peering into the future, predicted new ways will be found to use radio.

'To Hell With TV'

With the theme "To Hell With Television," Mr. Crane called for readjustment of media plans. Television commercials set off another discussion, sparked by Robert L. Foreman, vice president of BBDO. What irritates him most, Mr. Foreman said, is loose and unfounded talk about "disirradiating television commercials." Concealing there are some annoying plugs on this six-year-old medium, Mr. Foreman called for a fair appraisal of the problem and picked out some of the obvious bugs in the gossipy comments of the uninformed and prejudiced.

Television's progress held a lot of attention at the ANA meeting, especially from a how-to-use-it standpoint. Advertisers were interested in what Joseph M. Allen, ANA radio-tv director, described as "the new magazine types of television programming." Participation buying is popular among these advertisers, especially those who are most concerned about the cost of major tv productions.

The reawakened interest in radio ranges through the million-dollar-and-up advertisers such as General Electric Co., U. S. Steel, Miles Labs, and Borden into the medium-budget companies. The under-a-million advertisers, with regional and spotty distribution areas, are equally radio-minded. They find it the most flexible of all media in its grass-roots appeal.

ANA's membership includes roughly 52% of the companies who spend over $1 million dollars a year in network time and other media. About half of the ANA members spend under a million dollars a year in these major media.

No signs of the 1951-53 ANA pressure to beat down radio rates was apparent at Hot Springs. The advertisers who once wanted networks to just about give away their time, especially in the evening, are no longer blinded by the brilliance of tv's appeal. There's no doubt, however, that radio network time is being bought carefully as a working medium rather than as a glamorous way of contacting the public. If its glamour they want, tv will get the contract, but many advertising executives are getting their television the economical way—participations and spots.

George B. Park, General Electric's manager of advertising and sales promotion, keynoted the convention Wednesday by calling on advertisers to meet the rising tide of scare talk head-on and beat a slump before it really gets started.

"There's a massive array of good, solid facts showing the stability and strength of the nation's business," he said, "but recession talk persists."

Best Advertised Slump

He added his own idea of the economic situation—"a sort of nervous prosperity." The "advance buildup has been terrific," Mr. Park said. "If it comes, it will be the best advertised slump in history." He agreed with psychologists "who say we can talk ourselves into trouble" but claimed he hadn't found a single economist or forecaster "who can factor human emotions and mass public reactions into his figures."

His anti-slump advice to advertisers: New and better products; more volume at better margins; throwing out old or unprofitable lines; factory efficiency; better pricing for better values; intensified, well-planned advertising and selling.

Ben R. Donaldson, ANA board chairman and Ford advertising director, warned that advertisers must "sustain and enhance public..."
measure all of our radio listening rather than the
something less than total we now know.
When this is done, it is very probable that we
will find new ways of using radio to advertise.

Radio Analysis

"RADIO is the almost constant company
of almost everyone, both inside
and outside the home," says David P.
Cranes, vice president in charge of media,
Benton & Bowles. Here are some of the
basic facts about this companionship,
as presented by Mr. Crane, chairman of the
ANA of National Advertisers spring meeting:
Over 150 million radios in use, or 32% sets per family.
88% of families have one or more ra-
dios.
70% of autos, or 30 million, have ra-
dios.
Over 12 million radio sets produced last year.
Number of radios increased 35 mil-
ion since 1945.
Number of multiple set families will con-
tinue to grow.
18 million radio homes have no tv set now.
14 million radio homes will have no tv set in 1955.
One year from now, audience potential for
daylight radio will be over half of all homes.
Auto sets account for an estimated 8% of
radio's future.
Daytime radio is still a good coverage vehicle.
Nighttime radio eventually will de-
cline to 10% of homes tuned in 8-10 p.m.,
compared to 20% in the "Golden Age of Radio," and hold that level.
Radio reaches relatively priced buy-
ners, becoming more flexible but this
does not mean there is a "fire sale on."
The future of radio advertising must
include "America in motion."

buys a packaged plan but the variety of
tv programming as viewed by the listener
consists of bits and pieces "rather than a balanced
package of thoughtfully selected material."
He doubted if helpful, informative tv shows
such as homemaking programs command large
audiences, since the housewife is likely to get
such material from magazines at a convenient
time of her selection.
Mr. Crane emphasized that the magazine
advertising message is less of an intrusion than
some tv commercials. He contended television has
widened the interests of the public, and
often sends viewers to printed media for
more complete information. He cited Bishop
Fulton Sheen's telecasts to show how viewing
"strengthens our printed work in the interests
widened." He said the subject of complementing
tv with magazines should be carefully studied
in media planning.

Broadcasting • Telecasting
crease in advertising efficiency, or $130 million profit for ANA advertisers spending $1.3 billion per year, he claimed.

Alfred Politz, president of Alfred Politz Research Inc., called on advertisers "to double advertising effectiveness by means of research." S. J. Caraher, services division manager of E. I. du Pont de Nemours & Co., called for careful planning of advertising budgets, with frequent re-examination of campaigns.

Walter C. Ayers, executive vice president of Brooke, Smith, French & Dorrance, declared the competition "for the eyes and ears of the American people is absolutely fantastic, and getting more so each year." This means, he said, that advertisers must adjust to the trend and "reach and interest people where they are—not where we think they ought to be, or used to be."

Ncuting economic trends, he added that advertisrs "can make of selling and advertising, instruments which more than anything else can make the country virtually depression free." Consumer buying is shifting from a fulfillment of needs to a fulfillment of wants, he said.

**NETWORKS CITED FOR PUBLIC SERVICE**

Ad Council attributes 5.5 billion home impressions on the networks and their advertisers.

RADIO and television networks and their advertisers contributed 5.5 billion home impressions last year, topping newspapers, magazines, transit and outdoor, according to an analysis of Advertising Council campaigns by Gordon C. Kinney, radio-tv director for the Council.

Addressing the Assn. of National Advertisers at Hot Springs, Va., Friday, Mr. Kinney listed this network public service help given 17 major council campaigns as well as 40 other causes. He said the 1953 contribution of commercially sponsored network programs was a billion home impressions about the 1952 figure. (See ANA coverage, page 27.)

"Without radio-tv cooperation, the government agencies and private organizations would find it virtually impossible to get done voluntarily those things that need doing," he said. Sponsors and networks should "align their names" to these public service messages, he suggested, so the public will know who deserves credit. This, too, would improve business and advertising public relations to a major extent, he added, demonstrating "to millions every day, every night, every week the outstanding role that advertising plays in improving America."

Mr. Kinney listed a number of radio-tv messages on behalf of the Council's campaign, particularly a message by the Assn. of American Railroads on its NBC Radio series. This message "spoke proudly and distinctly for better schools. No question here of the star spreading himself with personal good citizenship glory. The advertiser handled his own." Mr. Kinney listed a number of radio-tv messages on behalf of the Council's campaign, particularly a message by the Assn. American Railroads on its NBC Radio series. This message "spoke proudly and distinctly for better schools. No question here of the star spreading himself with personal good citizenship glory. The advertiser handled his own."

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Mr. Robert M. Gray, advertising and sales promotion manager of Easco Standard Oil Co. and "Future of America" campaign coordinator, described this new plan of the Advertising Council to build informed confidence in the American economy and its potential. McCann-Erickson is voluntary agency for the campaign, which starts on radio and tv the first week in April.

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**ADVERTISERS & AGENCIES**

**MacGovern, John Named Esty Vice Presidents**

GEORGE MacGOVERN, director of research, and William B. John Jr., account executive, have been named vice presidents of William Esty Co., New York.

Mr. MacGovern, who joined the agency a year ago, formerly was director of sales development and services division of NBC. Previously he was associated with MacFarlane-Instruments which more advertisers "can make of selling and advertising, instruments which more than anything else can make the country virtually depression free." Consumer buying is shifting from a fulfillment of needs to a fulfillment of wants, he said.

Mr. John is the account executive for General Mills products and has been with the agency since 1952. Before that he was an account executive with Grant Adv. and Ruthrauff & Ryan.

**Agencies Named for M&M, Winstons and Ayer Products**

AT LEAST three major advertisers—Hawley & Hoop, Harriet Hubbard Ayer, and R. J. Reynolds Tobacco Co.—appointed agencies to handle their advertising budgets last week.

Effective May 1, Hawley & Hoop (M & M candies), Newark, sponsor of the half-hour Johnny Jupiter tv show in 83 markets, will be serviced by Ted Bates Inc., New York. Roy S. Durstine Inc., New York, has been servicing Hawley & Hoop for the past year and prior to that Grey Adv. had the account. Although many plans are still in the talking stage at Bates, television definitely will be continued, a spokesman told B*T.

Reynolds Tobacco Co., Winston-Salem, N.C., named William Esty & Co., New York, to handle the advertising for its new entry into the battle of the filter-tip cigarettes, Winston cigarettes, a king size filter-tip. Media plans are being worked on.

Harriet Hubbard Ayer, recently sold by Lever Brothers and formerly serviced by Ellington & Co., named Huber Hoge & Sons, New York, to handle advertising and promotion for its cosmetics. Television and radio spots will be used. Although specific budgets have not yet been worked out, it was understood that a limited television spot campaign probably would start in April or May.

**Walsh Named Chairman, Cunningham Pres. at C&W**

FRED H. WALSH, president of Cunningham & Walsh, New York, since 1950 when it was formed from Newell-Emmett Co., has been elected first chairman of the board of the agency and John Cunningham, executive vice president, has been elected president.

Mr. Walsh will continue to devote his time to the Liggett & Myers Tobacco Co. account, the agency's largest.

Mr. Cunningham will continue to direct creative affairs for the agency's 33 other clients.

**Light's Jubilee Plans Selznick Tv Venture**

LIGHT'S Diamond Jubilee Committee last week announced through its agency, N. W. Ayer & Son, that arrangements had been completed with David O. Selznick for his debut in television by personally producing a two-hour, three-network jubilee television program, Sunday, Oct. 24 [B*T, March 16].

The Committee is representing the entire electrical industry in the coordination of the nationwide celebration of the 75th anniversary of the invention of the incandescent lamp by Thomas A. Edison.

The complete facilities of CBS, NBC and as yet an undesignated third network will be utilized. Although the format is still in the planning stage, Mr. Selznick said it will not be a variety show.

The industry-wide Light's Jubilee Diamond Jubilee Committee is under the general chairmanship of...
Hall Expands Tv

ROBERT HALL Clothes, New York, chain of 175 retail stores, has expanded its pre-Easter season television budget to six times last year's and has maintained its extensive use of spot radio. The firm claims that it is the "biggest retail user of radio advertising," and proposes to assume ownership "as the biggest retail user of tv advertising." Last year Robert Hall Clothes used television in about a dozen markets, and this season the firm has strengthened its television budget to cover more than 75 markets while continuing to sponsor its radio spot schedule. Agency is Frank B. Sawdon Inc., New York. Jerry Bess, vice president, is in charge of the account.

Andersen & Cairns Names Seydel V. P., Vohs Director

VICTOR SEYDEL, director of the radio and television department, has been elected a vice president of Andersen & Cairns, New York, and Thomas R. Vohe, a vice president, has been named a director of the agency.

Mr. Seydel has been with the agency since 1949. Prior to that he was an eastern radio and television director in the New York office of Walter & Downing Agency of Pittsburgh.

Mr. Vohe was elected a vice president in February 1952. He has been with the agency since 1946.

Armour Radio-Tv Drive Starts in 10 Markets

ARMOUR & Co., Chicago, has launched a three-month radio-tv spot campaign in 10 midwest markets on behalf of its Armour Suds detergent, John W. Shaw Adv. Inc., that city, has announced.

The spot campaign comprises announcements and participations in women's shows within a 300-mile radius of Chicago, as well as some programs, an agency spokesman said. The drive includes live and film participations in some cities, but tv commitments were not revealed.

In Chicago Armour has purchased about 15 spots per week on WLS, WWBM, WGN and WIND. The extent of the spot drive will be similar in other markets. Newspapers and coupons also will be utilized in some 50 cities.

Colgate Protects Name

COLGATE-PALMOLIVE CO. has won a temporary injunction in the Superior Court of New Jersey, Chancery Division, enjoining a firm known as Colgate Labs, which advertised a product called Sermalan for the treatment of psoriasis, from using the "Colgate" name. Colgate Labs has no connection with the soap and toilet goods manufacturer, a Colgate-Palmolive Co. spokesman reported.

Dale Dance Expands Spot

DALE DANCE Studios, New York, is expanding its spot radio budget, with the increase going into news programs in cities where its schools are located and additional nighttime drive campaigns. The local studies are using radio in the following cities: Washington, Baltimore, Philadelphia, Boston, Chicago, Detroit, Denver, Minneapolis and San Francisco.

SPOT NEW BUSINESS

Westclox Division, General Time Corp., La Salle, Ind., and State Farm Insurance Co., Bloomington, Ill., start spot announcement schedules on three-station Columbia Television Pacific Network's Panorama Pacific (Mon.-Fri., 7-9 a.m., PST) for 13 weeks from Mar. 17, and 26 weeks from April 13, respectively. Agencies: BBDO, Chicago, for Westclox, and Needham, Louis & Broby, same city, for State Farm Insurance.

Smart & Final Iris Co., L. A. (food wholesalers), starts first of short, intensive radio-tv promotion campaign to promote foods with over 250 spot announcements and participations on seven stations in five southern California and Arizona markets, for five weeks from March 25. Also planned is a three-week tv campaign on two L. A. stations and a further five-week radio campaign, both starting May 27. Agency: Stromberger, LaVene, McKenzie Advertising, L. A.

NETWORK NEW BUSINESS

Palm Beach Co. (men's summer suits and sportswear) to sponsor four quarter-hour pick-ups from Palm Beach Golf Championship tournament at Westbury, L. I., on CBS Radio (May 13, 14 and 15 at 10-10:15 p.m. and May 16 at 1:30-1:45 p.m.). Agency: Ruthrauff & Ryan, N. Y.


NETWORK RENEWALS

Bell Telephone System renews The Telephone Hour on full NBC network (Mon. 9-9:30 p.m. EST) for 52 weeks effective April 12, when program starts its 15th year on air. Agency: N. W. Ayer & Son, N. Y.

Brown Shoe Co., St. Louis, Mo., for sixth consecutive year, renews Smilin' Ed's Gang filmed by Frank Ferrin, for 52 weeks from May 4, Series currently on 84 ABC-TV stations, Sat., 11:30 a.m.-12 noon EST. Agency: Leo Burnett Co., Chicago.

American Tobacco Co. (Pall Mall cigarettes) and Simoniz Co. (waxes and cleaners) renew alternate-week sponsorship of Big Story on NBC-Tv (Fri. 9-9:30 p.m. EST), both through Sullivan, Stauffer, Colwell & Bayles, N. Y.

AGENCY APPOINTMENTS

Canadian Admiral Corp., Port Credit, Ont., appoints Locke, Johnson & Co., Toronto.

Chicago Western Corp., Chicago (Pinaforte chicken), and Peter Pan canned goods, same city (canned vegetables), appoints Roberts, MacAvinche & Senne to handle their advertising effective April 1. Radio probably will be used.

Railway Express Agency, N. Y., appoints Benton & Bowles, N. Y., effective April 1.

AGENCY SHORTS


Morton & Stanton Adv. Agency, Portland, Ore., moves to 1500 S. W. Taylor St.

Byer & Bowman Adv., 66 S. Sixth St., Columbus, Ohio, elected to membership, American Assn. of Advertising Agencies.

Broadcasting • Telecasting
Ethyl Buys ‘Playback’ 
For 55 TV Markets

PURCHASE by the Ethyl Corp. of a new 26-week production of The Big Playback, tv filmed series, for sponsorship in 55 markets on a spot basis was announced last week by John H. Mitchell, vice president and general manager of Screen Gems Inc., which handles the film feature.

Negotiations for the purchase of the quarter-hour series, which re-creates favorite moments in sports, were made by Bayard Pope, vice president of BBDO, advertising agency for the Ethyl Corp., and Joseph Henrici, BBDO account executive.

Production on the series will start immediately in New York, with on-the-air showing planned for May. The series will be available to regional and local sponsors in markets not covered by Ethyl.

WCBS-TV Buys 58 Films 
For Movie Programming

WCBS-TV New York has purchased two packages totaling 58 feature films for showing on the station’s The Early Show and The Late Show. It was announced last week by John C. Lacey, manager of WCBS-TV’s film department.


WPIX (TV) Buys 48 Films

PURCHASE by WPIX (TV) New York of 48 feature film productions for use on the station’s First Show and Six O’Clock Show was announced last week. The station bought seven films from Quality Films Inc., Hollywood, 28 from Motion Pictures for Television, New York, and 13 from M & A Alexander Productions, Hollywood.


PEGGY ANN GARNER watches herself in the starring role of the Vitapix Corp. release of “Black Forest” during a visit to studios of WSB-TV Atlanta while appearing in a stage show in that city.

WHAM-TV Joins Vitapix; 
Members Now Exceed 40

WHAM-TV Rochester has become a stockholder station in the Vitapix Corp., it was announced jointly last week by Frank E. Mullen, president of Vitapix, and William A. Fay, vice president and general manager of the station.

The signing of WHAM-TV raises the total of Vitapix member stations to more than 40. These stockholder stations have first call on all Vitapix properties, but the film syndication organization also offers its programs for sales to other stations. Vitapix stockholder stations are said to cover more than half the total U. S. television homes.

Lee Tel Film Network 
Schedules Chicago Meeting

ORGANIZATIONAL meeting of Lee International Film Network, a “new secondary tv film network,” will be held Wednesday at the Conrad Hilton Hotel, Chicago, according to R. L. Kulzick, president.

The new network is a division of R. Lee L. Ltd., with headquarters at 409 E. Washington Ave., Madison, Wis. (Phone 6-7290), and plans to start film programming service within 90 days (B+T, Feb. 22).

Mr. Kulzick declined to say how many stations have indicated interest in attending the session. He identified himself with “several business enterprises” and as president of R. L. Kulzick Inc., Madison advertising agency. He also declined to reveal how many accounts his agency services, although the January 1954 Standard Advertising Register lists 22 advertising clients and a staff of seven other people.

Mr. Kulzick told B+T all types and sizes of tv stations from every area of the nation have indicated they have accepted invitations to attend the Chicago meeting. He went on to say that only one representative of a station will be allowed to attend the morning and afternoon sessions, at which he will explain his film network project. Two to a station will be allowed at the night meeting, when actual organization of the network will get underway.

The all-day sessions will be closed to reporters, representatives and others, but announcement of the new project will be made Thursday. Mr. Kulzick said he is the only person authorized to speak at this time for the network.

Six years of developmental work have gone into this network, he said, with film programs slated to be ready when the network begins operation in three months.

Only one station to a market will be affiliated with Lee International, he continued, although as many as four stations from a market will be represented at Wednesday’s meeting. He said a formula has been worked out for selection of affiliate stations where there is more than one station applicant.

Mitchell Urges Strong Selling

REVIVAL of hard, intensive selling to build America’s economic strength was urged by Maurice B. Mitchell, president of Encyclopedia Britannica Films, before the Clinton (Iowa) Chamber of Commerce at its annual meeting. Mr. Mitchell, former head of Broadcast Advertising Bureau, appeared, at the invitation of KROS Clinton.

Best defense against outside attack, he said, “is to build an army of good merchants and good salesmen strong enough to guarantee that our production lines and factories and mills can keep going, secure in the knowledge that their output will find a way in a ready market.”

FILM SALES

Winik Films Corp., N. Y., reported last week that its Madison Square Garden tv filmed series currently is being shown in 51 markets with the latest sale to Industrial National Bank, Providence, through Horton-Noyes Co., Providence.

KTTV (TV) Hollywood acquired the new Long Wolf tv film series in which marks the first sale of the property for United Television Programs Inc., which did not plan to release it for national sales until April 15. Less than 24 hours later, according to Les Nollins, in charge of local sales for KTTV, Maler Brewing Co., L. A. (Brew 102), through Enterprise Adv. Agency Inc., contracted to sponsor the program, which starts
FILM

next month (April) for 39 weeks. Produced by Gross-Krasne Inc. and based on the Louis J. Vance novels. The new half-hour film starring Louis Hayward is shot in a different city.

In line with acquisition of film properties [B*T, March 15], KTTV has secured local telecasting rights to Secret File U.S.A., half-hour semi-documentary series dealing with factual exploits of American intelligence during World War II and up to the present time. Robert Alda portrays Col. Bill Morgan, espionage agent; Arthur Dreifuss is producer-director; Donald Robinson, chief historian of SHAPE under General Eisenhower during World War II, is story supervisor and military advisor. Deal was concluded by Richard A. Moore, station vice president and general manager, with Herbert Herman of Gross-Krasne Inc., and Tom J. Corradine & Assoc., Hollywood representative for the distribution firm.

United Television Programs Inc., Hollywood, announces that sales of Waterfront, filmed by Roland Reed Productions, brings total number of markets to 57. Included are KPRC-TV Houston, to be sponsored by Sears Roebuck Co.; WBZ-TV Boston, for Schaefer's Beer; Denver, Omaha, Wichita and Schenectady. Another Reed production, Rocky Jones, Space Ranger, with the addition of Koanoke, Va., and Charleston, S. C., brings its total to 50 markets, according to Wynn Nathan, UTP national sales manager. Contracts in Wichita, Seattle and Tacoma brings sale of Gospel Singer, produced by Gross-Krasne Inc., to total of 41 markets. With addition of El Paso and Houston, All American Barn Dance, produced by Klinger Studios Inc., is now seen in 104 markets.

Guild Films Co., N. Y., has sold The Joe Palooka Story tv film series to WABD (TV) New York; WCPO-TV Cincinnati, and WCCO-TV Minneapolis, raising total markets carrying the series to 37.

FILM DISTRIBUTION

KOCO (TV) Hollywood, has acquired distribution rights to Boss Lady, 13 half-hour tv film series from M & A Alexander Productions, that city. Situation comedy series, starring Lynn Bari and produced by Jack Wharten, was originally released on NBC-TV.

United Television Programs Inc., Hollywood, has acquired distribution rights to Where Were You, new half-hour tv film series with Ken Murray as producer and m.c., which is being filmed by Bing Crosby Enterprises. Featuring people who have made news, each film is based around a date and uses film clips and newsreels to show what was happening and why the subject was newsworthy.

FILM PRODUCTION

Westward Productions Ltd., Hollywood, recently formed by Samuel Goldwyn Jr., has started shooting first half-hour film in The Unexplained tv series. Titled The Merry Go Round," script has been adapted by radio-play-screen writer Mel Dinelli from an original story by Ray Bradbury. Ted Post is director. Currently working on upcoming scripts are Broadway playwrights William Archibald, noted for "The Innocents," Victor Wofson ("Excursion"), Leonard Kautor ("Dead Pigeon"), and tv writer Raphael Hayes.


RANDOM SHOTS

Jack Denove Productions Inc., Hollywood, with 12 half-hour scripts in preparation, plans to film a new series for The Christophers, which, while not open for sponsorship, will be made available to stations at no charge. Scripts are dramatized incidents pointing up the organization's philosophy.

Eleven cutting rooms are being added to Klinger Studios facilities in Hollywood, in addition to extension of a third scene stage on the lot, the company has announced.

Gene Peters Associates Inc., tv arts and production company opens offices at 127 Montgomery St., S. F. Peter Del Negro, former N. Y. commercial artists representative, is president; Claude E. Marcus, formerly of Golden Gate Tv Arts & Production, S. F., vice president, and Longen Cecelini, commercial artist, secretary-treasurer.

California Studios, Hollywood, is undergoing a remodeling program to provide additional office and shipping facilities, new scene docks, dressing rooms and costume racks, according to owners Jack J. Gross and Philip N. Krasne. Headquartered on the lot are United Television Programs Inc., Ziv Television Programs Inc., Superman Inc. and Gross-Krasne Inc.


Cecil, the Sea Sick Sea Serpent, co-star of Time for Beauty syndicated tv film series, is set to star in a full-length color cartoon theatrical film, titled "Cecil." Co-producers are Bob Clummett, producer-creator of the tv series, and Frank Tashlin, motion picture director who is also readying production on pilot films for NBC-TV Great Gildersleeve and Fibber McGee and Molly.

Dudley Television Corp., Beverly Hills, has acquired tv film right to "The Book of Knowledge" from Grolier Society. Half-hour series goes into production when the format and activities of the subject matter is decided upon, according to Don C. McNamara, executive vice president.

Don Fedderson, president of his own Beverly Hills production firm, following his return from Cuba announced plans for a new tv film series, in conjunction with Guild Films Inc., which will be based on Afro-Cuban folklore. Scheduled to be filmed in Cuba, negotiations are in progress with Max Riviero, president of Matolga Film Co., one of Cuba's two studios. Additionally, Mr. Fedderson and packager-producer Arnold Marquis are reading The Unknown, half-hour series based on authenticated incidents from the files of Dr. Hereward Carrington, president of American Psychical Research Society.

Television Snapshots Inc., New York, announced that it is assigning a two-man crew on a round-the-world trip to film footage aimed at women viewers. Tentative title for five-minute and ten-minute tv filmed features on activities of women in various countries is Woman's World.
SURVEY TO PINPOINT U. S. RADIO COUNT

Four networks joining with BAB in effort to provide uniform receiver statistics. Mutual, meanwhile, readies its own separate study which will seek detailed data beyond the scope of past studies.

TWO national studies designed to chart hitherto unmeasured phases of radio set ownership were set last week.

The four-national wide radio networks and BAB were reported to have reached agreement on underwriting a national radio set-count calculated to produce uniform industry-wide figures on the nation's radio receiver population for the first time (Closing Date Jan., 18).

In a separate project, Mutual was nearing completion of plans for a study, also national, which Richard J. Puff, director of research, said would encompass "many things" not studied in prior radio surveys.

Details of the Mutual project were not disclosed pending conclusion of detailed preparations, but the BAB-four network survey was described as slated to determine not only the total number of home radio sets in the U. S., but also to get previously exclusive data as to the rooms in which they are located, total number of automobile radios, and the rooms in which tv sets are most often found.

This survey, whose cost was estimated at about $80,000, is to be conducted by Alfred Politz Research Inc., which also made the 1952-53 radio study, "The Importance of Radio in Television Areas Today," for the stations represented by the Henry I. Christal Co.

BAB, ABC, CBS, Mutual and NBC will share the cost of the Politz study, which is being set up with the cooperation of the Advertising Research Foundation, whose membership comprises advertisers and agencies as well as media.

The Politz organization is expected to start surveying around May 1. Anticipated date of completion was not indicated.

Nielsen Radio Ratings
Put CBS Shows on Top

THE Jack Benny Show followed by Amos 'n' Andy are the top two evening, once-a-week radio programs according to the National Nielsen-Ratings based on a Feb. 7-13 survey. Arthur Godfrey is in first place for weekday programs. Complete listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached (000)</th>
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<tbody>
<tr>
<td>1</td>
<td>Jack Benny Show (CBS)</td>
<td>4,944</td>
</tr>
<tr>
<td>2</td>
<td>Amos 'n' Andy (CBS)</td>
<td>4,199</td>
</tr>
<tr>
<td>3</td>
<td>Lux Radio Theatre (CBS)</td>
<td>4,128</td>
</tr>
<tr>
<td>4</td>
<td>Our Miss Brooks (CBS)</td>
<td>3,778</td>
</tr>
<tr>
<td>5</td>
<td>People Are Funny (CBS)</td>
<td>3,545</td>
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<tr>
<td>6</td>
<td>Little Margie (CBS)</td>
<td>3,545</td>
</tr>
<tr>
<td>7</td>
<td>King Crosby Show (CBS)</td>
<td>3,359</td>
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<tr>
<td>8</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>2,939</td>
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<tr>
<td>9</td>
<td>Gene Autry Show (CBS)</td>
<td>2,939</td>
</tr>
<tr>
<td>10</td>
<td>Dragnet (NBC)</td>
<td>2,845</td>
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EVENING, MULTI-WEEKLY

(Average For All Programs)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>One Man's Family (NBC)</td>
<td>2,099</td>
</tr>
<tr>
<td>2</td>
<td>News of the World (NBC)</td>
<td>2,033</td>
</tr>
</tbody>
</table>


January TV Set Shipments

Reflect Seasonal Decline

JANUARY shipments of tv sets to dealers totaled 612,622, a seasonal decline from the 660,515 December level, Radio-Electronics-Tv Mfrs. Assoc. reported last week. Of that total 611,488 went to U. S. dealers and 1,054 to U. S. territories.

The total compared to 695,087 tv sets shipped in January a year ago. Total January 1954 shipments by states and territories:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. H.</td>
<td>1,470</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Idaho</td>
<td>611,118</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iowa</td>
<td>10,074</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Kansas</td>
<td>9,603</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Kentucky</td>
<td>5,778</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Louisiana</td>
<td>24,980</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Maine</td>
<td>9,362</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>6,008</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Michigan</td>
<td>20,834</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Minnesota</td>
<td>13,500</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Mississippi</td>
<td>13,787</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Missouri</td>
<td>10,435</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Montana</td>
<td>1,233</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Nebraska</td>
<td>6,933</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>Nevada</td>
<td>793</td>
<td>South Dakota</td>
<td>611,118</td>
</tr>
<tr>
<td>North Dakota</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Dakota</td>
<td>611,118</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>612,622</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

'Lucy' Listed at Head Of March 1-7 Trendex

CBS-TV's I Love Lucy held first place in the top 10 Trendex ratings for the week of March 1-7, covering evening sponsored network programs. The complete list:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
</tr>
<tr>
<td>3</td>
<td>Talent Scouts (CBS)</td>
</tr>
<tr>
<td>4</td>
<td>Jackie Gleason (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
</tr>
<tr>
<td>6</td>
<td>This Is Your Life (NBC)</td>
</tr>
<tr>
<td>7</td>
<td>Godfrey's Friends (CBS)</td>
</tr>
<tr>
<td>8</td>
<td>T-Man In Action (NBC)</td>
</tr>
<tr>
<td>9</td>
<td>Milton Berle (NBC)</td>
</tr>
<tr>
<td>10</td>
<td>Comedy Hour (NBC)</td>
</tr>
</tbody>
</table>

Direct Mail Up

DIRECT Mail Advertising Assn. has reported that estimated dollar volume of direct mail advertising in U. S. during January 1954 amounted to $105,010,100 as compared to $101,877,800 in January 1953. Total volume during 1953 was said to be $1,256,394,834, exceeding the 1952 figure by 7.9%.

March 22, 1954  page 33
IRE PAPERS TO EXPLORE COLOR TV, VHF AND UHF AT NEW YORK SESSIONS

More than 20 papers will present various aspects of the visual electronics medium during the 1954 convention of the Institute of Radio Engineers. Radio, especially high fidelity, to be discussed, as well as facsimile and other subjects.

TELEVISION—vhf, uhf and color—will be discussed in more than a score of technical papers to be presented at the 1954 convention of the Institute of Radio Engineers which opens today (Monday) in New York to run through Thursday.

Radio developments, especially high fidelity and facsimile, also will be dealt with as well as many other electronic subjects, ranging from engineering management to ultrasonics.

The annual membership meeting, which opens the convention at 10:30 this morning, the "get-together" cocktail party this evening and the annual banquet on Wednesday will be held at the Waldorf-Astoria. The 51 technical sessions to be divided will include features at the Waldorf, the Shelton and the Kingbridge Armory, where the Radio Engineering Show of more than 600 exhibits, valued in excess of $10 million, will be held.

A "must" for the broadcast engineer will be the two symposia Wednesday on broadcast transmission systems, each chaired by a former chief engineer of the FCC.

Scheduled Speakers

George P. Adair, now head of his own engineering firm in Washington, will serve as chairman of the morning meeting, featuring the following speakers and topics:

- G. C. Hahn and R. Alt, consulting engineers; "Antenna Systems for TV, ch. 9, installation on the Empire State Bldg. in New York City;"
- J. D. Gallowton, DuMont Network; "A Pulse Distribution System for a TV Network Signal Center;"
- R. R. Wendt and W. K. Squires, Sylvania Electric Products; "An Improved Television Lamp Circuit Employing Feedback;"
- R. E. Western, Collins Radio Co.; "H.V. Level Plate Injection Mixer for Use at UHF;"

Color tv will be the subject of the afternoon session, with E. R. Ketten, FCC Commissioner as well as chief engineer, now vice president and general manager, Baltimore, as chairman. Speakers and subjects include:

- J. R. Hines and P. L. Cochrane, "Color Characteristics and TV Film Scanners;"
- S. M. Haines, "Factors in the Design of High-Fidelity TV Receivers;"
- E. H. Brewer, Eastman Kodak Co.; "Photographic Information and Reflection Photographs for Televising Color Film;"
- W. L. Hughes, Iowa State College; "Technique and Technique of Storing Color Video Information on Black and White Film;"
- J. T. Muller, Bing Crosby Enterprises, "Wide-Band Magnetic Tape Recording;"

Receivers for color tv programs will be the subject of the afternoon session on television receivers, with E. R. Johnson, RCA Labs, as chairman, who will include a paper by R. A. Hinkle, "Color Receivers;" by Stern and J. A. A. Reper, General Electric Co. Other speakers and subjects at this session will be C. A. Grimmert, GE; J. B. Angell, Philco; H. A. Turks, S. De Mars and M. M. Wirtz, Federal Telecommunications Labs; H. F. Lyman, R. A. Johnson, W. C. Buziow, and J. L. Johnson, Labs.

John V. L. Hogan, president, Hogan Labs, will introduce a special session on television transmission and receiver systems, with papers by E. G. Clark and F. J. Blumberg, Philadelphia; C. Livoti, Sylvania Electric Products; S. K. Ailes, A. P. Stoddard, and J. L. McQuaide, General Electric Co.; Kurt Schlesinger, Motorola, will be chairman.

On Tuesday morning, a general session on television receivers, with L. E. Johnson, RCA Labs, as chairman, will include a paper by E. C. Blackwell, "VHF Receivers;" by Stern and J. A. A. Reper, General Electric Co. Other speakers and subjects at this session will be C. A. Grimmert, GE; J. B. Angell, Philco; H. A. Turks, S. De Mars and M. M. Wirtz, Federal Telecommunications Labs; H. F. Lyman, R. A. Johnson, W. C. Buziow, and J. L. Johnson, Labs.

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Mr. Graham Named to Head RETMA Engineering

VIRGIL M. GRAHAM, director of technical relations at Sylvania Electric Products Inc., since 1946, has been placed in charge of the Electric Television-Engineering Mfrs. Assn., Dr. W. R. G. Baker, director of the department last week.

Mr. Graham, who has been honorary assistant director of RETMA's Engineering Dept., will continue to perform the duties of that office as well as that of chief engineer, Dr. Baker said. He succeeds Ralph R. Batchelor, who has resigned as chief engineer after nearly four years.

Mr. Graham has been closely associated with RETMA engineering activities since 1929. His many years of experience, as well as his equipment, are of the utmost importance to the Institute of Radio Engineers.

He was active in early radio standardization work by the National Electrical Mfrs. Assn. In 1931 he became chairman of the standards section of the RMA (now RETMA) Engineer ing Committee, prepared the present En gineering Dept. He helped develop the standard ized vacuum tube designation system and helped form a central registration system for tube types. He also initiated the first standardization work on auto radios and served several years as chairman of a joint RMA-SAE Committee in that field.

He became assistant RMA Engineering Dept. director in 1934 and shortly thereafter associate director. It was then he introduced the standardization system still used by RETMA and formed the joint committee of its General Standards Committee.

Mr. Graham in 1947 was appointed to the Joint Electronic Tube Engineering Council of RETMA and NARTB.

He is an IRE fellow and has served several terms on its board. He also is a fellow of the Australian Institute of Radio Engineers and the Radio Club of America. He belongs to the Society of Radioelectricians, the Acoustical Society of America and the Standards Engineers Society.

Mr. Graham originated and is chairman of the Radio Fall Meeting, an annual gathering of radio-television engineers.

NARTB Publishes Second Edition of Television Code

THE SECOND edition of NARTB's Television Code is being distributed to more than 200 subscribers and the four tv networks, members of Congress and other government agencies, civic groups, libraries and other interested organizations, John E. Fezter, president of the Fezter broadcast properties and chairman of the Television Code Review Board, said last week.

The second edition includes the amendments recommended last December by the TV Code Review Board and approved by the NARTB TV Board in January at Phoenix [BT, Jan. 23]. At the same time, Mr. Fezter announced endorsement of the second edition of the code by the National Council of Churches. The NCC's 125-member general board approved the code at a Wednesday meeting in New York with a unanimous resolution praising the Code Review Board's work and the industry's responsibility in "observing religious and moral principles."

The NCC board urged all tv stations to adopt the code. The Church group claims to represent 35 million members of Protestant and Orthodox churches in the U. S.

Methodist Bishop William Martin of Dallas, Texas, who attended over the weekend, with the resolution introduced by Rev. Clayton T. Griswold of the Presbyterian Church, U.S.A. The latter's Broadcasting and Film Standards Committee has worked closely with the TV Code Review Board.

Besides Chairman Fezter, other members of the TV Code Review Board are J. Leonard Reimensch, WSB-TV Atlanta and other James M. Couch, secretary, vice chairman; Mrs. A. Scott Bullett, KING-TV Seattle; Walter N. Sabin, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore.

Ohioans Meet March 30-31

ANNUAL spring meeting of the Ohio Assn. of Radio & Television Broadcasters will be held March 30-31 at Leland-Manorfield Hotel, Mansfield, Ohio. A traveling BIM program clinic is scheduled for the second day.

Speakers at the GARTM meet will include: William Saxe, Speaker of the Ohio House of Representatives; Herbert Evans, vice president and general manager of Peoples Broadcasting Co., and Ralph Hardy, NARTB vice president for government relations; Robert W. Ferguson, WTRE-TV Wheeling, Va., is acting president of the Ohio group.
The difference between one sales message and another is very often the personality who delivers the message. The ability to attract, to move, to sell, is an intangible quality. Very often the source of such ability is a personal relationship. But while the source is personal—and therefore hard to define—the results are concrete. The nationally-famous sales personalities at WXYZ and WXYZ-TV have boosted sales in the Detroit market for many advertisers, both local and national. We are confident they can make a real difference in your sales, too.
WASHINGTON STATE broadcasters greet NARTB President Harold E. Fellows on his recent trip to the Northwest. L to r seated, Ben Harkins, KAYO Seattle; Cliff Hansen, KLAN Renton; Mrs. A. Scott Bullitt, KING-AM-TV Seattle; Mrs. Vernice Irwin, KVI Seattle; Mr. Fellows; standing, George Wilson, KRKL Kirkland; Gil Bond, KOL Seattle; Warren Durham, KJR Seattle; J. A. Morton, KIRO Seattle; Hugh A. Smith, KXX Seattle; W. W. Warren, KOMO-AM-TV Seattle; Leonard H. Higgins, KNT-AM-TV Tocoma; Leo H. Beckley, KBRC Mt. Vernon, president, Washington State Assn. of Broadcasters.

RTES WORKSHOP COMPARES REGULATION

Philip J. O'Brien, counsel on censorship for MPAA, urged all mass media to form watchdog committee against any extension of government censorship. NARTB's Bronson talks about tv code.

SUCCESS of the NARTB Television Code Review Board in keeping television free from objectionable practices with no stronger weapon than "moral suasion" and the troubles of the motion picture producers with state censorship were discussed by Edward H. Bronson, director of television code affairs for NARTB, and Philip J. O'Brien Jr., counsel on censorship for Motion Picture Assn. of America, last Monday at a workshop session of Radio & Television Executives Society on "Censorship or Self Regulation."

Briefly reviewing the history of the tv code, which celebrated its second birthday March 1, Mr. Bronson described the code's formulation by a group of leading station owners and operators who were conscious of their responsibilities to the viewing public.

First revision of the code since its original drafting took place in January (B+T, Jan. 25) at a special meeting of the committee, Mr. Bronson reported. Copies of the code embodying the amendments are now being printed and will shortly be distributed to tv broadcasters and program producers, he said. He concluded by reading a number of messages received from government, professional, business and religious leaders, praising the accomplishments of the code in its first two years (B+T, March 1).

Won't, Not Can't

Mr. O'Brien congratulated the broadcasting industry on its good fortune in having a prohibition against government program censorship included in the Communications Act. He contrasted the happy state of the broadcasters, regulating themselves with a code that says "we won't," with that of the motion picture producers, whose censors tell them "you can't."

The movie producers' own self-regulation works very well, he said, with MPAA serving largely in an advisory capacity. He cited "From Here To Eternity" as an example of a "great and sensitive motion picture" which would not offend most people being created with the help of the industry's own advisers from a book which could not have been put on the screen in its original form.

But, Mr. O'Brien said, the censorship laws of New York, Pennsylvania, Ohio, Maryland, Virginia and Kansas—the six states with such laws—read like the rules that the Stuarts in the 17th Century laid down to control the printing press. He declared the legislation introduced in the New York State legislature would authorize censorship of comic books and paper bound books and, by implication at least, would extend that control to radio and tv if this were deemed necessary.

Mr. O'Brien urged that all media of mass communication join in the enforcement of an inter-industry committee on freedom of expression to serve as a watchdog guarding against any extension of present government censorship. He said that the spadley of newspapers in defending other media against censorship was "distressing," citing the failure of the press to rise to radio's defense at the time of the "Mayflower" decision forbidding broadcasters' right to editorialize (subsequently reversed after a vigorous crusade by NARTB). Any encroachment of the rights of any mass medium constitutes a threat to the rights of all, he warned.

PAAA's Bowen Cites '54 'Anti-Recession Campaign'

INDICATIONS that "at least $1.3 billion will be spent during 1954 on premiums and sales incentives, alone" have been cited by Gordon C. Bowen, president, Premium Advertising Assn. of America, as typifying the "anti-recession campaign" which American business is stepping up with "the most vigorous multi-billion-dollar sales offensive in history."

Reporting increased interest in premiums, with Campbell Soup Co., Hazel Bishop and DeVos & Reynolds using them for the first time this year, Mr. Bowen said that since the depression there has been such extreme buyer resistance and value-consciousness as we

have today. Anything which gives the consumer 'that something extra' for his dollar is bound to stimulate sales."

A 20% increase in attendance is expected at the National Premium Buyers Exposition, annual event sponsored by PAAA, to be held May 3-6 at Chicago's Conrad Hilton Hotel, according to B. R. Prag, premium manager, Quaker Oats Co., and president of Chicago Premium Industry Club. At the show, where attendance is limited to accredited buyers, more than 430 manufacturers will exhibit some 13,000 products specially designed for use at premiums. he said.

On May 4, also at the Conrad Hilton, PAAA will stage a Premium Advertising Conference, with speakers to be announced.

Watts Describes Color Tv As 'Foremost' Electronically

COMPATIBLE color television is foremost among the new development of the Electronics Age, "in both its grip on the public imagination and its potential for overall impact on the national economy," W. T. Walse, an exec. vice president of RCA, said Thursday in an address to the New England Council, at the Sheraton-Biltmore Hotel in Providence.

"As a new industry and service to the public, color television is building great new markets for components, raw materials and services," he said. "It is contributing to the growth and prosperity of the steel, copper and wire, glass, plastics, woodworking and many other industries. And as color programming and the color tv audience increase, it will provide merchandisers of all kinds with the most potent sales promotion tool ever placed at their disposal."

Predicting that color tv will be particularly significant to the sellers of soft goods, Mr. Watts said: "Think of the added sales appeal these goods will have when you can show them in the living rooms of American homes with color bringing out the full beauty of pattern and texture."

Montana Broadcasters Hit 'Socialism' at State U.

MONTANA broadcasters are continuing efforts to halt teaching of what they term as socialism at Montana State U., which has listed the book Radio, Television & Society, as required text in the radio course. The state association has asked university president Carl McFarland to review the text.

In a March 1 editorial titled "Mousetrap in Montana," B+T called attention to the fact that the book's author, Charles A. Stiepman, had been a principal author of the old FCC Blue Book and represented the "bought control" school in his views on federal regulation. I. A. Elliott, KRJF Miles City, president of Montana Radio Stations Inc., the state association, is directing the association's activity.

Tv Code Board to Meet

NARTB's Television Code Review Board will hold its quarterly meeting March 29-30 in W ashington, according to John E. Fetzer, WKZO-TV Kalamazoo, board chairman. Board members, besides Chairman Fetzer, are J. Leonard Reinhart, WSB-TV Milwaukee vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore.
I'm mighty proud to be a top Sales Promotion winner in Billboard's 16th Annual Radio Promotion and Merchandising Competition. My thanks to the distinguished judges and the staff of Billboard for their consideration. My main objective, of course, is not merely to win awards, but to tell the story of my great market. I hope you'll read the messages presented in my ads... and you can always get the complete story from Free and Peters. Or check with General Manager Harry Burke.
Borden Co. official named as board chairman of The Advertising Council. NBC President Sylvester Weaver will represent tv on the board and Mutual President Thomas O’Neill returns to the board as radio representative.

STUART PEABODY, assistant vice president of the Borden Co., last week was elected chairman of the board of The Advertising Council. He succeeds Philip L. Graham, publisher of the Washington Post (WTO - AM - TV Washington, WMBR - AM - TV Jacksonville), who becomes chairman of the Council board’s planning committee.

Sylvester L. Weaver Jr., NBC president, was named to represent television on the board, and Thomas F. O’Neill, president of Mutual and a former Council director, was returned to the board as a representative of radio.

Elections were held Thursday at the Council’s annual meeting in New York. Others named:

John C. Sterling, publisher of This Week magazine, was elected a vice chairman, and Louis N. Brookway, executive vice president of Young & Rubicam, and Leo Burnett, president of Leo Burnett Co., were re-elected vice chairman.

Theodore S. Repplier was re-elected Council president; Allan M. Wilson and George P. Ludlam, vice presidents; AAAA President Frederic B. Gamble, secretary, and AAAA President Paul B. West, treasurer.

In addition to Measures, Weaver and O’Neill, new directors elected were Felix W. Coste, advertising director and vice president of Coca-Cola Co., and Arthur P. Hall, vice president in charge of public relations and advertising for Aluminum Co. of America, who were named as representatives of advertisers; David B. Daniel, publisher of the Hartford Times (WTTT), and George H. Hensley, a vice president and director of the Times-Picayune Pub. Co. (WTPS New Orleans), to represent newspapers; and J. B. Stewart, manager of Stewart Poster Adv. and treasurer of Outdoor Adv. Assn. of America.

Mr. Peabody, new Council chairman, has been in the advertising field almost 40 years. He started his business career as a reporter on the Newscast (Pa.) Herald, became a clerk with Procter & Gamble in 1913, and entered advertising with the H. K. McCann Co. in Cleveland in 1915. Transferred to New York two years later, he became a contact man on the Borden Co. account and served in that capacity until 1924, when he joined Borden’s as advertising manager of the former Borden Sales Co.

He was named advertising director of the Borden Co. in 1930, and assistant vice president in 1946. During World War II he was director of the War Advertising Council and council coordinator for advertising promotional activities of the U. S. Treasury and the Office of Economic Stabilization. He is a past president of the AOA and a past chairman of Advertising Research Foundation. He has been a director of the Council since its formation in 1942; has been a vice chairman for the past year, and chairman of the government relations committee for the past two years.

BAB Report Stresses Pull Of Radio Disc Jockey Shows

Radio disc jockey shows alone are heard by more families than are reached by all consumer magazines combined, BAB has reported in announcing that it is distributing to members a new study, “The Cumulative Audience of Radio Disc Jockeys.”

The four-page folder, eighth in a series, reports that more than four-fifths of all homes tune in disc-jockey programs an average of more than nine times a week.

The report gives daily and weekly percentages of families listening to radio disc-jockey shows, how many such programs they tuned in, and how long each family spent listening to this type of programming. Listening data are based on A. C. Nielsen Co. area Audimeter reports.

Information Unit to Study Attempts to Bar Radio, TV

SERIES of inquiries into efforts to bar radio-tv news from access to public proceedings will be conducted by the Freedom of Information Committee of Radio-Television News Directors Assn., according to Charles A. Roeder, WCBM Baltimore, new committee chairman.

Mr. Roeder was guest at a Wednesday lunch meeting attended by Washington newspaper and legislators. Announcement of his appointment by James A. Byron, WBAP-AM-TV Fort Worth, committee chairman, was made at the luncheon. Other committee members are Gordon Shaw, WQAM Miami; Charles Harrison, WFLP-AM-TV Philadelphia; Bill Ray, NBC Chicago; Prof. O. J. Bue, U. of Montana, and Paul White, KFMB-AM-TV San Diego.

The committee will cooperate with American Society of Newspaper Editors, Sigma Delta Chi and other associations in the news field, Mr. Roeder said. A special study will be conducted of the role of motion pictures in the news field and conducting the hearing of the U. S. Supreme Court that they serve as news media.

Montanans Back Hyde

REAPPOINTMENT of Rosel H. Hyde as FCC chairman was urged by Montana Radio Stations Inc. in a letter sent to President Eisenhower by Jan A. Elliott, KRFJ Miles City, president of Montana Radio Stations Inc.

The state association also adopted a resolution at its Feb. 6 meeting commending Chairman Hyde’s administration, pointing to his leadership in the drive to move the log-jam of tv applications and other measures to increase FCC efficiency.

W. Va. Broadcasters Meet This Week

ANNUAL spring meeting of the West Virginia Broadcasters Assn. will be held at the Frederick Hotel in Huntington Thursday through Saturday, according to an announcement by President Alice Sheln. The meeting will be held in conjunction with the BMI Program Clinic.


Fellows Cites Radio-Tv For Selling Brand Names

BROADCASTING provides an effective way of inducing people to go into stores and buy goods with a brand name they know, NARTB’s Harold E. F. Hyde, manager of the Oregon (Ore.) Chamber of Commerce Monday in a discussion of the relationship of advertising and retailing.

“Civilization, in the sense that it has brought us a higher standard of living, at the same time has complicated the problem of selling and distributing goods and services,” he said. “This came about in a very natural way, of course; as advertising sells, it also informs and it tends to create buyers who are more demanding, more selective, and more conscious of the competitive market. Thus we have come to a time when the art of advertising (to be practiced with maximum proficiency) requires more and more knowledge of the individual desires, living habits and capacity to purchase.” He added that the public must be convinced that a good brand name assures quality.

Francisco Elected President of AAFP

ELECTION of L. Mercer Francisco, Francisco Films, Chicago, as president of American Assn. of Film Producers Inc. was announced following a meeting in the Sheraton Hotel in Chicago. He succeeds George T. Becker, former vice president of Vogue-Wright Films.

The association comprises over 15 firms in Illinois, Georgia, Ohio, Missouri, Pennsylvania, Michigan and Minnesota, all non-theatrical film producing companies.

Re-elected at the meeting were James A. Kellogg, Wilding Picturess Inc., as vice chairman; Senator Eisenhower by Jan A. Elliott, KRFJ Miles City, president of Montana Radio Stations Inc.

The state association adopted a resolution at its Feb. 6 meeting commending Chairman Hyde’s administration, pointing to his leadership in the drive to move the log-jam of tv applications and other measures to increase FCC efficiency.

WSAB to Meet April 9-10

WASHINGTON STATE Assn. of Broadcasters will hold its annual spring meeting April 9-10 at the Hotel Sheraton, Seattle. Paul H. Beckley, KBRC Mt. Vernon president and association president, announced last week. Delegates will elect officers for the coming year.
CLEVELAND'S NUMBER 1 RADIO BUY!

CLEVELAND'S CHIEF STATION

5000 WATTS - 850 K.C. BASIC ABC NETWORK REPRESENTED BY H-R REPRESENTATIVES
Dick Harris, commercial manager of KXEO of Mexico, Mo., has long been acquainted with the value of Associated Press newscasts for attracting general audiences. More recently, he learned that AP news is a weapon for marksmen, too . . . to shoot at, and hit, specific sponsor targets.

A local LP gas dealer wanted to enlarge his market to include truckers. A survey showed that the cattle truckers usually load stock for the next day's market between 3 and 5 p.m. With the comprehensive range of newscasts provided by AP, it was no trouble at all to line up a program of special interest to the cattlemen at that time. It includes weather and highway conditions for four states, grain reports and a capsule presentation of top general news. After only four weeks, the sponsor expressed complete satisfaction.

Success has stimulated Harris to apply the same technique for other prospective sponsors. "AP's wide program range" he says, "gives us a flexibility to meet almost any sponsor requirement. That means we can talk about how useful we can be to him — instead of merely resorting to vague generalizations."

Manager Harris also has this to say:

"I find one recurrent factor in selling AP newscasts—the sponsor doesn't quibble about whether it's 'good enough.' He knows AP, knows AP is top-quality, and has confidence that his prospective customers feel the same way."

Those who know famous brands . . .
know the most famous brand in news is AP
WHAS, WBZ-TV WIN NFBU FIRE AWARDS

Honor award citations from National Board of Fire Underwriters go to WTVI (TV) Belleville, Ill., WCPO-TV Cincinnati, KANS Wichita, WHO Des Moines and KWKW Pasadena, Calif.

WHAS Louisville and WBZ-TV Boston last week were named winners, for radio and TV stations, respectively, of Gold Medal awards of the National Board of Fire Underwriters for outstanding public service in fire prevention.

Honor award citations went to WTVI (TV) Belleville, Ill., and WCPO-TV Cincinnati in the television station field, and to KANS Wichita, KWKW Pasadena and WHO Des Moines among radio stations.

WBZ-TV, which won top TV honors for the second straight year, was chosen for "a varied and well-planned fire prevention programming schedule, the main feature of which last year was a 10-minute film produced for TV and made available to the community," NBFU reported.

WHAS was picked "because of the general excellence of its fire prevention programming, in particular its state-wide fire drill program," which included a 15-minute show, A Chance to Live, originated by WHAS and fed to 42 other Kentucky radio stations.

WTVI's citation was for "its vigorous support of fire prevention through its programming, features and spot announcements on behalf of the safety and the well-being of the community," WCPO-TV was cited for "its year-round fire prevention activities, for its constructive news coverage of fires, and campaigns during Fire Prevention Week and the Christmas season to save lives and property from fire."

KANS won first honor award citation in radio "for continuing excellence in consistently placing fire prevention before not only the community of Wichita but the entire state, thereby contributing to the saving of life and property." NBFU reported.

KWKW was cited for "its concerted daily effort to prevent fires, including its weekly program, Fire Facts and Fun, as well as many feature programs and wide use of spot announcements, directed at seasonal and special fire hazards as well as toward year-round fire prevention." WHO was cited for " its well-rounded campaign to help save rural residents' lives and property from fire, and for its sponsorship of many fire safety activities in the public interest."

Judges of both radio and TV entries were Robert N. Pryor, WCAU-AM-TV Philadelphia; Barton K. Feroe, WDEL-TV Wilmington, Del., and Donald G. Coe, ABC Radio.

Murrow, Wishengrad Named

EDWARD R. MURROW, CBS Radio and TV newscaster, has been named to receive the Philadelphia Fellowship Commission's national award at the "Press for Freedom" dinner Wednesday in Philadelphia. He will be honored for "outstanding and enduring contributions to the promotion of human dignity, security and freedom." Morton Wishengrad, writer for NBC's Eternal Light radio programs and Frontier of Faith television programs, will receive a national citation from the Commission for his "outstanding contributions through television and radio to better inter-religious understanding."

Sure, TV is OK—but Peoria advertisers buy WMBD

Local advertisers know their market. They buy advertising on the basis of RESULTS measured in dollars and cents.

In the Peoria market, WMBD dominates as the MASS SELLING medium . . . and local merchants buy WMBD 365 days a year. More money was invested in radio advertising last year than ever before . . . and on WMBD—

5 local advertisers have used WMBD continuously for over 20 years
8 local advertisers have used WMBD continuously for over 15 years
16 local advertisers have used WMBD continuously for over 10 years
26 local advertisers have used WMBD continuously for over 5 years.

WMBD has many more success stories . . . see your Free & Peters Colonel.

TO SELL THE HEART OF ILLINOIS, BUY WMBD!
AP Excerpts:

**Program Services**

**APL Clarifies Status Of Its Life Music Discs**

ASSOCIATED Program Service notified its subscribers last week that they "need not enter into any performance license agreement with Life Music Inc. in order to perform APS recordings of its copyrighted compositions."

APS Vice President and General Manager Edward Hochhauser Jr. wrote subscribers that "It has been brought to our attention that Life Music Inc., until Feb. 18, 1954, a publisher affiliate of BMI, has been attempting to negotiate individual performance licenses directly with radio and TV stations." He said the full basic APS transcription library contains two compositions owned by Life Music, "Have You?" and "Tonight Be Tender to Me," and added:

"For your information, APS's contract with Life Music Inc. provides that during any period of time this publisher is not a member of ASCAP, BMI, or another recognized performance rights organization, Life Music Inc. will not require a performance fee from subscribers to the Associated Program Service for the public performance of the aforementioned recordings.

"Therefore, until such time as this publisher becomes a member of a recognized performance rights organization, all subscribers to the Associated Program Service may perform the above recordings [from the APS library] without any license or payment of a performance fee."

**Life Music Inc.** had stirred up a large number of inquiries with its offer to issue any performing rights licenses to stations for an annual fee of the highest half-hour rate [B+T, March 8].

**MCA Stock Distributed In Plan for Employes**

COMMON STOCK of the various Music Corp. of America companies held by Board Chairman Jules C. Stein was distributed last week to a limited group of trustees of the five MCA profit sharing trusts set up for benefit of executives and employees of the talent agency, and to nine directors and officers of those firms. It exceeds 57% ownership of the various MCA companies.

This marks the first time since MCA was founded on May 27, 1924, that any stock in the firm has left the Stein family and is unprecedented in the talent agency business, it was said.

Associated with MCA from 17 to 27 years and averaging under 46 years of age, nine individual participants in the initial stock allocations are Lawrence R. Barnett, Karl F. Kramer, Maurie B. Lipsey, Charles Miller, Michael J. Rockford, Herbert I. Rosenthal, Taft Shubert, Lew R. Wasserman, and David A. Wrebbling.

Mr. Stein, 57, founder of MCA and a former physician, as well as creator of the traveling band idea, at a Beverly Hills meeting last Monday in announcing the distribution, described the rapid world-wide growth of his firm. He declared the MCA 1953 gross business was the largest in history.

The MCA companies now are celebrating the 10th anniversary of their profit sharing trust established in 1944, for the benefit protection and financial savings of employees, with funds now exceeding several million dollars. The parent MCA companies in 1933 also gave executives and employees earning $100 or more weekly a free $25,000 group life insurance policy.

**Sheraton Shows C-C Tv For 6-City Convention**

NEW hotel service for convention business was unveiled last week by the Sheraton hotel chain. A closed circuit TV network, reversible for both video and audio, was demonstrated to several thousand businessmen in six cities. Linked were Sheraton hotels in Boston, New York, Baltimore, Washington, Detroit and Chicago. The program included a discussion of new Sheraton $3 million debentures issue by the board of directors of the Sheraton Corp. of America and securities men in the six cities. Also on the program was a Trans World Airlines sales talk, Ballantine's Beer and Ale advertising discussion, and a Railway Express Co. birthday celebration announcement. Under Secretary of Commerce Walker Williams spoke from Washington. George Jessel was master of ceremonies.

The program, originating in New York, was transmitted over AT&T intercity coaxial and microwave relay "line," with DuMont Television Network supplying studios and camera crews. RCA, large-screen theatre-type projection receivers were used at the receiving hotels. Program was put on over the supervision of Box Office Television Inc.

Sheraton chain comprises hotels in 21 cities in the U. S. and Canada. In cities where there is no Sheraton hotel, arrangements will be made with other hotels to carry the closed circuit TV program, Sheraton officials said. It was estimated that conventions, meetings and sales gatherings could be put on over Sheraton closed circuit TV for about $1,500 per city, or about $2.40 per person.

**Business Television Inc. Plans Closed-Circuit System**

BUSINESS TELEVISION Inc., New York, announced plans last week for telecasting business conferences between New York and Chicago by means of closed-circuit television. The new service is to be called Television Conference Call.

Details of the plan were revealed by Irvin P. Sulds, president of the company and formerly closed-circuit consultant to ABC-PTI, in New York last Monday at a meeting of Advertising Men's Post of the American Legion. He said the service will be provided between New York and Chicago for the present time, but that other cities will be added as demand indicates.

Mr. Sulds said the service will make use of the newly developed RCA TV Eye television camera. The conference can be arranged for individual use through regular television receivers, Mr. Sulds added, or enlarged to take care of groups of 300 to 400 through RCA large screen projection type television sets.

**Ralph C. Wentworth, Radio Veteran, Dies**

RALPH C. WENTWORTH, 63 who entered radio as an announcer in 1923, was co-founder of Langlois & Wentworth a decade later and for the past 11 years has been field representative of BMI, died Thursday morning at Broadalben, N. Y., after a lingering illness. His wife, Marion, and his mother survive. Funeral services were to have been held Saturday in Broadalben.

Born in Seattle, Mr. Wentworth was educated at the U. of Washington and the Sorbonne in Paris. Following 23 months of overseas service with the Rainbow Division in World War I. After singing baritone roles in Shubert musicals, he joined WEAF New York in 1923 as an announcer, going with the station to NBC in 1926 and to CBS in 1928. He left CBS, where he had become program director, in 1932 to open his own advertising agency and two years later joined Cy Langlois to form Langlois & Wentworth, a radio transcription and production company. After World War II service with the War Production Board, aircraft production div., radio and radar branch, he joined BMI in 1943 as southwestern field representative.

**Kaye to Head BMI Board**

SYDNEY M. KAYE, vice president and general counsel of BMI and also vice chairman of the BMI board, has been elected board chairman, effective April 1, following the retirement of the present board chairman, Justin Miller, on March 31. Judge Miller on the same date will retire from the post of chairman of the board of NARTB.

Page 42 • March 22, 1954
...in important matters such as the purchase of TV broadcast equipment...

**COMPARE BEFORE YOU DECIDE**

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

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

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

<table>
<thead>
<tr>
<th>AMPLIFIER DRIVES WITH 5 KW</th>
<th>SE Transmitter</th>
<th>Transmitter B</th>
<th>Transmitter C</th>
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<tr>
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<tr>
<th>AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER</th>
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<tr>
<th>TUBE COST: COMPLETE SET (FCC SPARES)</th>
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<tr>
<td>*</td>
<td>$36,938</td>
<td>$11,625</td>
<td>$13,230 (est)</td>
<td>$9,250 (est)</td>
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<tr>
<th>AIR COOLED</th>
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<tr>
<th>POWER LINE REQUIREMENTS (at black level)</th>
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<th>Transmitter D</th>
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<tr>
<td>208/230 V 460 V 193 KW</td>
<td>208/230 V 60 cy, 3 φ 150 KW (est)</td>
<td>208/230 V 60 cy, 3 φ 165 KW (est)</td>
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<tr>
<th>FLOOR AREA (including power equipment, blowers, etc.)</th>
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<th>Transmitter B</th>
<th>Transmitter C</th>
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<tr>
<td>152 sq. ft.</td>
<td>154 sq. ft.</td>
<td>160 sq. ft. (est)</td>
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<tr>
<th>ALL TUBES VISIBLE FROM FRONT</th>
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<th>Transmitter B</th>
<th>Transmitter C</th>
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<tr>
<th>SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)</th>
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<th>Transmitter B</th>
<th>Transmitter C</th>
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<th>INDIVIDUAL CHASSIS CONSTRUCTION</th>
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<th>INTERUNIT CABLE WITH TRENCHES</th>
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POTTER GROUP LUKEWARM TO PROPOSED FEES SCHEDULE

Congressional group hears testimony from NARTB, FCC and other interested parties with the preponderance of witnesses expressing some opposition to paying the $325 fee proposed by the FCC.

BARRING a change of heart, the Senate Communications Subcommittee most likely will not go along with the FCC's proposed schedule of license fees for broadcast stations. FCC has recommended a $325 fee.

An undertone of Senatorial reluctance to accept the suggested schedule was apparent last week when the subcommittee heard testimony from NARTB, the FCC and others during an open hearing. Witnesses for the most part were against the fee schedule, preferring no fees at all. Some indicated they would accept a small, "nominal" fee if Congress felt it was necessary.

A similar approach as directed by the Budget Bureau late fall [B*T, Nov. 9, 1953] was talked down.

Technically, the hearing dealt with Sen. Edwin C. Johnson's (D-Colo.) bill (S 2926), which would permit the FCC to set "nominal" fees, it ought to spell out "the scope" of fees the FCC would be authorized to impose, and the relationship with existing legislation (Title V, Independent Offices Appropriations Act of 1953).

- NARTB position: Congress ought to forbid FCC to impose license fees on stations. Current proposal to license broadcast operations is discriminatory.
- Ralph W. Hardy, NARTB vice president, testified Wednesday, said the association thinks it ought to legislate a policy forbidding FCC or any other [Federal] agency to require radio and tv broadcasting license fees. This, he said, could be done by amending the Johnson bill.

He said former investigations "repeatedly" concluded that "applicants would introduce a new substantive right in favor of licensees and would inevitably deprecate the public ownership of frequencies" should the principle of license fees be adopted.

NARTB is against the fee principle because "it imposes a discriminatory burden on the electronic mass media and places them at a disadvantage with their competitors in the marketplace of news, education and entertainment," Mr. Hardy said.

Mr. Hardy said, "It is virtually impossible to relate the financial requirements for operating the FCC to a fixed set of license fees. The public interest demands that the Commission be free to conduct hearings and examine prospective licensees without regard to its capacity to maintain a self-sustaining base for these activities."

According to Mr. Hardy, any scale "uniformly applied to the industry" and set up to recoup FCC's licensing expenses "will actually result in a serious burden to some marginal broadcasting stations."

If based on power, frequency or gross revenue of a station, the fee formula actually would be "a franchise tax" rather than a license fee, he asserted. Also touched upon was the administrative and bookkeeping burden that a fee system would require of FCC.

Mr. Hardy pointed to sections of the Communications Act which he said clearly set a policy in broadcasting operations prohibiting assumption of any vested right to, or ownership of a facility by a licensor, quoting the Commission's objections to the principle of assessing broadcasting which were given in February 1953 before the House Interstate & Foreign Commerce Committee.

At that time, FCC said fees could not be charged on the premise of gaining revenue for services primarily for private groups because its regulatory activities are for the protection of the public interest. The Commission also had warned fees ought not to be charged on the value of a grant or service because this constituted paying the basic concept... there can be no private ownership of a radio frequency.

FCC also had questioned the advantage of imposing fees because of the administrative burden incurred and had stated the system, if put on a flat fee basis, "undoubtedly would not put the Commission on a self-sufficient basis."

FCC's official position at the Senate hearing was presented by Chairman Hyde, who after tracing the history of the license fee proposal, questioned the term "nominal" as used in the Johnson bill. Webster's dictionary, he said, says "nominal" means "existing in name only; not real or actual; hence, so small, slight, or the like, as to be hardly worth the name, as a nominal price."

Meaning of 'Nominal'

This evoked laughter and a stern rebuke from Sen. Johnson who asked Chairman Hyde if he did not have a legal dictionary handy. Senators noted that the word "nominal" has legal use.

Chairman Hyde said the Commission was not attempting to run away from the question of authority but was not clear as to what Congress wanted.

In its comments, FCC stated there was a conflict in interest and policy of the Appropriations Act and theJohnson bill.

Sen. Johnson said he wanted it clear that the bill was introduced to bring the matter before a policy-making group. In the Senate, that the FCC is "an arm of Congress not part of the Executive Office" and that the Appropriations Committee "is not a legislative committee."

The Commission, because of doubt as to what "nominal" would be—possibly burdensome to some stations with little capital but not so with other stations which have extensive capital—thought the Johnson bill would be an exact standard for FCC to follow in computing fees.

Chairman Hyde also said the FCC's position was that the bill might be interpreted in different ways; viz. that FCC would be authorized to charge only nominal fees or perhaps the Commission would be authorized greater discretion in determining the amount of fees by charging less than those based on "cost of recovery."

FCC also questioned whether Congress wanted to weigh the fees imposition on an individual agency basis.

Subcommittee Chairman Charles E. Potter (R. Mich.) said he thought the legislation be expanded to be an all-inclusive policy for other agencies under the full committee's jurisdiction.

Sen. Johnson asserted that FCC, under present law, has no legal authority to proceed with the fees proposal, other than the suggestion of the Appropriations Committee and the directive of the Budget Bureau.

His bill, Sen. Johnson said, was not meant to give FCC "extraordinary discretion" with respect to charging fees but would give the Commission a very limited authority to levy fees or charges for station applications, permits and licenses.

Sen. Johnson is against a fee "schedule." At the hearing, he reiterated objections he had made earlier to FCC [B*T, Feb. 15].

The Coloradan, who was present during FCC Chairman Rosel H. Hyde's testimony Tuesday, is the top minority member of the Senate Interstate & Foreign Commerce Committee, although not on the subcommittee.

Sen. George A. Smathers (D-Fla.), also with the full committee, sitting in with the subcommittee near the close of Tuesday's hearing, asserted the radio-tv industry to a certain degree has become "a rich man's business." The Senator said if the Government was permitted to assess fees, it would tend to make the industry "even more a rich man's business."

Later, Sen. Smathers amplified his statement, saying the FCC was already, so small, or many "ordinary" outlets work operational "hardships."

He said, "Add $2,400 in various charges and levies for the new tv station and obviously only those operators with enough capital can withstand such expenses over and above the cost of lawyer fees and other expenses necessary in applying for a channel" as well as planned expenditures for construction and operation.

- FCC position: If Congress acts on license fees at the Senate hearing on license fees included (l to r) Richard A. Soloman, assistant general counsel; Comr. Robert E. Lee; Chairman Rosel H. Hyde; William N. Krebs, chief, Marine Division (as observer for another hearing); Comr. Robert T. Bartley, and Comr. John C. Doerfer. Chairman Hyde testified.
AFTRA Awards

The American Federation of Television and Radio Artists, Cleveland, recognizes

WSRS News Staff

For Outstanding Achievement in

Radio News Coverage

For the year

1953
For a year at the top in San Francisco daytime TV (currently with the lead in 21 out of 26 daily quarter hours with all 3 stations on the air).

NOW.. KPIX has 8 out of the Top 15 Nighttime Shows (FEBRUARY 1954, TELEPULSE)

SAN FRANCISCO

...affiliated with CBS and DuMont Networks... represented by the Katz Agency
and assess only nominal fees. The Senator said the bill could be amended "if ambiguous or vague."

Sen. Lester C. Hunt (D-Wyo.) said it would seem unfair to establish a fee basis now for those who would receive Commission services in the future. Chairman Hyde noted that the schedule can be corrected or modified.

Sen. Hunt also asserted that the cost of fees sooner or later would be passed on to the advertiser and finally to the consumer.

Sen. Johnson, reminding his letter to the FCC a month ago had listed certain questions, said he hoped Chairman Hyde would have specific answers. Chairman Hyde replied he would submit answers to Sen. Johnson's questions and also those of other Senators at a later date after the Commission has a chance to discuss them.

Comments of Comrs. Bartley and Webster

Mr. Mahoney said the current proposed fees schedule could mean a payment running into "several thousands of dollars" considering applications, licenses, renewals, modifications, etc., for a single licensee. "It is difficult to conceive of such a payment as being nominal by any stretch of the imagination." Sen. Potter offered a figure of $2,450 which he said would be such a payment "in one case" of a broadcaster.

Mr. Mahoney said he thought the issue ought to be broadened and possibly was a matter for the full committee. He said "nominal" fees, according to court procedure, would mean costs ranging from $20-50. He asked for similar legislation as the Johnson bill for the FCC.

More Comments to FCC

Meanwhile, comments continued to be received by the FCC.

Speaking in favor of the idea of a fee, but questioning whether the flat $325 for broadcast applications should apply equally to all classes of stations, were J. B. Fuqua, WJBF Augusta, Ga., and Allen J. Reiter, WANN Annapolis, Md.

Also beginning to be heard from in numbers were state broadcasting associations. Filing in opposition to the fee idea were the Oklahoma Broadcasters Assn. and the South...
'FREE TIME' ISSUE STIRRED ANEW

Many-sided controversy still plagues networks. Democrats aren't satisfied with the time they got to reply to the President. McCarthy isn't satisfied with the time he didn't get to answer Stevenson.

THE "FREE TIME" issue continued to plague the networks last week in the wake of the tempest stirred up by Sen. Joseph McCarthy the week before.

Having carried President Eisenhower's 15-minute talk Monday night, networks which failed to give equivalent time to the Democratic National Committee for reply were accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the "dim-out" treatment.

DuMont Network carried a quarter-hour telecast by Rep. Sam Rayburn (Tex.), House Democratic leader; Sen. Walter F. George (Ga.), top Democrat of the Senate Finance Committee, and Rep. Jere Cooper (Tenn.), ranking Democrat of the House Ways & Means Committee, on Tuesday at 9 p.m., 24 hours after the Eisenhower address.

NBC noted that it had offered its radio facilities to the Democrats at 10-10:15 p.m. Tuesday, and carried a delayed kinescope of the Democratic program at 11:20-15:30 p.m. on its WNBC (TV) New York and WTVQ (TV) Washington, while ABC noted that it had offered the Democrats tv time Wednesday at 9 p.m. but was turned down.

Mr. Mitchell said only five stations accepted DuMont's program giving the Democrats only seven stations to tell their "story" but that a "hundred-odd" outlets carried the President's talk.

CBS Radio and CBS-TV rejected the Democrats' bid, and a spokesman for CBS Radio issued a statement asserting that "under longstanding policy the CBS Radio network does not give time to reply to the President when he

speaks as the Chief of State. We consider that President Eisenhower talked Monday night as Chief of State and that it was not a 'political' broadcast even though he may have expressed views on which all may not agree.

"In any event, CBS Radio had already granted opportunity for the Democratic position and will give the President's talk to be heard by broadcasting, almost immediately following the President's Monday night talk, the Democratic Representative from Pennsylvania, Her..."

man P. Eberharder, in a half-hour discussion program with Republican Rep. Hugh Scott, also of Pennsylvania, on the President's tax recommendations."

Edward R. Morrow, whose CBS-TV See It Now program on Sen. McCarthy on March 9 became a nationwide conversation-piece, and the Senator finally agreed that Sen. McCarthy would appear on the program April 6 to give his answer. After deciding to let a representative of the Senator give the answer on an earlier program, on the ground that the offer of facilities was directed to Sen. McCarthy alone, Mr. Morrow confirmed the Senator's proposal for April 6. The commentator wired Sen. McCarthy last Monday:

Your suggestion of April 6 as time for your reply at my request. Your program is acceptable. Transcript and kinescope being mailed to you. Regret that it seems we have "conscientiously served the Communist cause."

But, looking at the record, when it is finished, I hope to show which side is Communist cause, you or I."

At CBS-TV, a tabulation of letters received as a result of Mr. Morrow's March 9 McCarthy telecast showed that, as of last Thursday, 14,120 letters complimentary to the program had been received while 1,900 complimentary letters had come in.

Mr. Morrow last Tuesday night devoted the See It Now program to Mrs. Annie Lee Moss, suspended government employee who has been under fire from Sen. McCarthy. Within an hour after the program was over, CBS-TV spokesmen said, 800 complimentary and 160 complimentary calls had been received. Many of the complimentary calls came before the show was on the air, the network added.

Fuel to Feud

A new chapter was added to the Morrow-McCarthy feud Thursday night. Sen. McCarthy at a meeting in Chicago said that on one program Mr. Morrow had accused his audience "what an awful McCarthy" was.

Again referring to Mr. Morrow's association with the Institute of International Education, Sen. McCarthy read from a booklet purported to show a summer session of the Moscow State U. S. S. R. held in 1934, and now planned for 1935. Mr. Morrow had said, according to the Senator, that the summer school was cancelled in 1935.

Sen. McCarthy also disputed Mr. Morrow's statement that the Wisconsin Senator had erred in his classifying the American Civil Liberties Union as subversive. He read a 1930 report of a House committee which "said that expressing a willingness to cooperate with the ACLU was closely affiliated with the communist movement in the U. S."

"He [Morrow] said somebody is lying," Sen. McCarthy said. "I agree with him on that."

Mr. Morrow in a brief statement answered: "The Senator's language appears to be deteriorating."

Meanwhile, the Assn. of Radio News Analysts, of which Mr. Morrow is a member, passed a resolution that it was "completely convinced" the news commentator has upheld the profession's ideals and ethics in his dispute with Sen. McCarthy.

During the debate, the resolution said, Mr. Morrow has abided by the organization's code..."
everyone has something he does best.

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

Harrington, Righter and Parsons, Inc.

the only representative devoted only to television

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WAAM</td>
<td>Baltimore</td>
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<tr>
<td>WBEN-TV</td>
<td>Buffalo</td>
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<tr>
<td>WFMY-TV</td>
<td>Greensboro</td>
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<td>WDAF-TV</td>
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<td>Milwaukee</td>
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<td>WMTW</td>
<td>Mt. Washington</td>
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of ethics which calls for "painstaking accuracy" and "avoidance of sensationalism."

In Washington, there was no word from Sen. McCarthy on his previously announced purpose of having legal aid to prepare a petition before the FCC on the "free time" issue.

Meanwhile, the Radio, Newsreel, Television Working Press Assn. of New York received from Sen. McCarthy a conciliatory telegram in which he invited Robert Easley, chairman of the senator's barring newsfilm crews of CBS and NBC from a March 9 news conference. Sen. McCarthy had excluded these newsfilm crews and refused to answer questions put by members of his party, thereby blocking the chance of getting newsfilm crews on hand.

Forbes equal time to answer a 30-minute report to the people by Democratic Gov. Meyner. The Governor's program is heard every week, originating from WHTV (TV). Fred L. Bernstein, WHTV's field manager, denied the request for equal time in a letter to Sen. Forbes which said:

I have listened to a tape recording of Gov. Meyner's program. This is a non-partisan, informative report. The program was largely instantaneous and not a reflection of any administration.

As a native of the people of the State of New Jersey, we feel that the Governor's report to the people, whether he be a Democrat or a Republican governor, is a direct service to the people of our State.

Please tell us whether this station will, at all times, abide by the rules and regulations of the Federal Communications Commission and if, at any time, we believe that any individual or group is harassed, we shall certainly remedy that situation immediately.

FCC Orders Hearing On Easley License

HEARING on renewal of the first class radio-telephone operator license of Robert Lex Easley, 2950 Broadway, Albuquerque, N. M., has been ordered by FCC May 19 in Washington with issues involving the applicant's consulting engineering practice.

The formal hearing order said Mr. Easley "operated and caused to be operated a business and enterprise under the trade name of Consulting Radio Engineers and or Mason & Dixon, Engineers, 945 Pennsylvania Ave., Washington, D. C., which purported to be a legitimate, responsible and reputable business."

The order alleged "there is evidence that Robert Lex Easley has transmitted through the United States mail, false and fraudulent correspondence and other communications designed and intended to induce and procure a class of persons who could or might be induced to erect, construct, or support new radio broadcasting stations, or to procure and arrange for a class of persons to contact and communicate with the applicant and to become customers and deliver to the applicant their money and property for the express purpose of obtaining for such persons radio broadcasting station construction permits and providing complete service including all the required technical assistance for obtaining such permits; the installation of radio station equipment, engineering supervision and recruiting of a suitable man in the construction department of the applicant's business."

Payment Alleged

The allegations of the order said it further appears "that certain persons hereinafter named, paid sums of money to the applicant to obtain such services as a result of the applicant's pretenses and misrepresentations; and . . . that the applicant did not intend to file and did not in fact file such applications."

The FCC notice further alleged "there is evidence that Robert Lex Easley, while employed by the State Highway Dept. of South Carolina as a radio engineer prior to Oct. 18, 1947, without authority from the State of South Carolina, converted state material to his own use and the use of other persons in the construction of a privately owned radio station, and wilfully damaged or altered or permitted radio equipment to be damaged or altered."

The hearing order listed the following issues for the hearing:

(1) To obtain full information with respect to representations made by Robert Lex Easley to Daniel R. Wingate, Douglas Engineering Co., or representatives thereof, and full information with respect to all contracts and agreements which have been entered into between those persons and the filing of applications before the FCC.

(2) To obtain full information with respect to Robert Lex Easley's use, disposition, damage or alteration of radio property by the State of South Carolina while he was employed by the State Highway Department of that State prior to September 10, 1947.

(3) To determine in the light of evidence adduced in the foregoing issues, whether the applicant is still acting as a radio engineer and too late, wake up to discover that the State Highway Dept. of South Carolina has, and if so, what should be done.

Mr. Evans, who claims origination of Tran- scasting and Storagecasting, has been refused FCC hearing on the consideration of terms, made his charges in extensive comments upon the functional fm proposal, generally supported by the industry [8*, Feb. 22]. He warned that broadcasters who "fail to challenge FCC orders granting 'non-radio' or Storagecasting . . . as 'non-broadcast' services and who view the present proposal as merely a rope to save the harassed fm operator from financial drowning individually may, later on and too late, wake up to discover that the rope can prove equally efficacious in hanging all broadcasters collectively."

Deadline for comments was Feb. 15 but Mr. Evans and the other applicants who requested a hearing were granted extensions of the deadline to file more detailed comments. ALCU opposes the proposal. Mr. Evans is commercial manager of WBSM-AM-FM New Bedford, Mass.

FCC Would Boost Uhf Power From 1 to 5 kw

IN ORDER to assure "the best possible technical service" in the uhf band, FCC has announced proposed rule-making to boost the minimum transmitter power of uhf stations to 5 kw from the present 1 kw. The Commission also will propose new regulatory au-thorizations for low power interim operation unless it is shown the required equipment is not available.

Existing stations would not be affected at the present time, FCC indicated. Comments are due April 16. The notice explained:

Sec. 361(a) of the Commission's rules specif-ies the minimum power levels for television broadcast stations. At the time of the adoption of these rules in 1947, Report and Order, high power equipment for television stations was not available. Some sta-tions operating on chs. 14-42. Such equipment is presently becoming available and in order to assure the best possible technical service, the Commission proposes to amend the rule gov-erning minimum power levels and height at your so to require the use of a transmitter with a minimum output of 5 kw for uhf stations which are presently authorized with trans-mitted below 5 kw. The 5 kw limit will not be required to comply at this time. It is proposed to provide for special temporary authorizations for operation with lower power levels than those specified in sta- tions' construction permits, subject to the condition that the specified transmitting equipment be installed."

FCC: Higher Power For uhf Stations

government

Evens Urges Caution On Functional Fm Proposal

URGING broadcasters to read again FCC's proposal to allow fm stations to engage in subsidiary functional programming by both multiplex and simplex, Richard G. Evans last week told the Commission its notice contains interpretations "loaded with bear-traps that constitute not only a threat to the American way of broadcasting ... but carry implications of regulatory evils to come."

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FCC: Higher Power For uhf Stations

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Broadcasting • Telecasting
SMALLEST HIGH PERFORMANCE
BROADCAST PRE-AMP, BOOSTER
AMPLIFIER EVER DEVELOPED

**Langevin**

Model 5116

—and it exceeds FCC requirements by a wide margin!

- LENGTH 9"
- WIDTH 1 3/4"
- HEIGHT 3 1/8"

Model 5116 is a miniature, plug-in, two stage, low noise, preamplifier or booster amplifier designed for use in radio and TV broadcast systems, recording studios and sound systems. While important space saving has been effected in the design of this amplifier, Langevin sacrificed none of the fine performance and dependability which make the Langevin Model 116-B an industry-wide criterion of excellence. In fact performance characteristics are considerably improved. Included are such quality features as gold-plated plug-in connectors and push-button metering facilities.

WRITE TODAY—
for complete data and specifications on the Langevin line of miniature plug-in equipment including program, booster and monitor amplifiers, power supplies, etc. Please address requests on company letterhead.

**LANGEVIN MANUFACTURING CORPORATION**
37 West 65th Street, New York 23, N. Y.
A SUBSIDIARY OF THE W. L. MASON CORPORATION

EXPORT DISTRIBUTORS: INTERNATIONAL STANDARD ELECTRIC CORPORATION, 50 Church St., New York City
Dan Frank, Manager of Robert Hall Clothiers in Tulsa, and Wm. Swanson, KTUL's Sales Manager, share joy over Announcement of First Prize Award to KTUL in the Apparel Division of the Third Annual BAB “Radio Gets Results” Contest.

KTUL won the Award with the Robert Hall “Success Story” in Tulsa.

Mr. Frank has won two National and one Regional Sales Contest during the three years his store has used KTUL ADVERTISING. He feels these honors are attributable to RADIO . . . and says:

“Station KTUL is THE "RESULTS" MEDIUM in TULSA.”
SET MAKERS ASK EXCISE TAX RELIEF

RETMA’s Mr. McDaniel presents the case for radio-TV manufacturers before the Senate Finance Committee—but there’s little encouragement.

Radio-TV set makers last week urged Senate revision of the House-passed excise tax formula to permit automatic reductions in the levy on sets while temporarily removing the tax on color TV sets in line with the relief often given new products.

The Senate Finance Committee, which heard testimony by Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., however, gave scant encouragement.

Chairman Euclides M. Millikin (R-Colo.) said he didn’t see how any relief could be granted this year but urged manufacturers to try again next year. The house bill (H R 8224) cuts many luxury excise levies to 10% April 1, losing $92 million in revenue. It is opposed by the Administration.

Mr. McDaniel asked the committee to cut excise taxes on appliances from 10% to 7%, claiming more than 40% of total employment in taxed industries is found in the consumer durables field.

He said the 7% rate would help young couples setting up housekeeping, adding that the House bill is inequitable since business enterprises and luxury lines are major beneficiaries. Lower taxes on the appliances industry, he contended, would stimulate the whole economy.

Mr. McDaniel pointed out that the current excise tax formula is set up on a basis of providing relief for consumer durables for two years, 1954-55. Cuts recommended in the bill would mean a loss of $912 million the first year, more than $1 billion the second year. Household products’ suggested reduction in excises would bring only a 5% addition of revenue, offset by increased sales, he said.

In presenting his brief, Mr. McDaniel cited a slump in employment (61 producers of electrical equipment report a drop in employment in the Chicago area of nearly 40% in January and February of this year compared to the same months last year); drop in sales (December 1953 sales were 15% below the average sales for 1952), and an increase in inventories.

U.S. Court May Hear Paris Mt. Case Soon

U.S. COURT of Appeals may hold a hearing this week or the next on petitions by two uhf stations asking a stay order forbidding WORD-TV Spartanburg, S. C., to broadcast from the Paris Mt. site granted by the FCC last January [B&T, Feb. 1].

The petitions were filed a fortnight ago by WAIM-TV Anderson, S. C., and WVGL (TV), Greenville, S. C., after unsuccessful protests to the FCC against the grant [B&T, March 8].

WORD-TV filed an affidavit with the court, stating it was not prepared to begin broadcasting from the Paris Mt. site until April 9.

Both uhf stations asked the court to order the FCC to give them a hearing on their protests. Both claimed FCC’s action in permitting WORD-TV to start broadcasting from the Paris Mt. site boded economic injury.

WORD-TV, a uhf ch. 7 grantee, holds a construction permit to build atop Hogback Mt. in the Spartanburg area. As an interim measure, it asked for permission to begin operating from Paris Mt., six miles from Greenville, S. C.

This was granted late in January, over the objections of uhf stations WAIM-TV, WVGL, and WSCV (TV) Spartanburg, S. C. The same station protested under Sec. 309 (c) but the Commission denied them standing.

Premise of the protests was that WORD-TV meant to make Paris Mt. its permanent site in order to hold a CBS-TV affiliation. The Commission, in its denial, pointed out that the Paris Mt. site was granted for interim operation and that it met all requirements regarding separation, signal strength over principal city, etc.

WOSH-TV To Go Off Air, Will Surrender Permit

WOSH-TV Oshkosh, Wis., last week announced it will cease operation permanently tomorrow (Tuesday) because of financial loss and the inability "to foresee sufficient improvement in this condition early enough in the future to justify continuance of operation." In making the announcement of the station’s decision, General Manager William M. Johns Jr. blamed lack of local retail advertising, it was reported.

The uhf ch. 48 facility began commercial operation April 1, 1953. It will submit its uhf ch. 48 permit after the close of the station.

This marks the fourth post-freeze operating tv station to go off the air and to surrender its permit. The other operating tv stations to cease operation were: WROV-TV Roanoke, Va., uhf ch. 27; KCTV (TV) Kansas City, Mo., uhf chs. 25, and WBES-TV Buffalo, N. Y., uhf ch. 59. Two other operating tv stations, KRTV (TV) Pine Bluff, Ark., on uhf ch. 7 and uhf ch. 10 KFOR-TV Lincoln, Neb., are expected to cease operation and surrender their permits soon. Uhf ch. 22 WIFE (TV) Dayton, Ohio, has gone off the air because of economic difficulty but hopes to resume operation.

ANTI-CARDINAL BILL GETS SENATE AIRING

THE SCOREBOARD was confused last week as to just what direction, if any, the Senate Anti-Monopoly Subcommittee would take on the Johnson measure (S Res 133) that would bring under anti-trust laws any professional baseball club owned by a beer or liquor company.

The subcommittee, under chairmanship of Sen. William Langer (R-N. D.), held a brief hearing Thursday.

Sen. Edwin C. Johnson (D-Colo.), appearing on behalf of his resolution, indicated he would broaden his requests to include the professional organizations in addition to breweries who acquire baseball clubs for tax concessions and advertising. The pending bill had been aimed at August A. Busch Jr., whose brewery owns the St. Louis Cardinals.

Sen. Johnson Expresses Views

The Senator said he feared such corporate ownership, as that of the Cardinals, would inevitably drag baseball itself under the anti-trust laws. While he said he was not intending to “reflect” on Mr. Busch “as a personality” since Mr. Busch and his family are respected members of the community and have contributed to the progress and welfare of St. Louis, Sen. Johnson said the purchase of the club and use of it to “advertise its beer in any number of ways” while competitors were denied that opportunity could threaten free competition.

He presented statistics showing the number of breweries which have gone out of business in the past two years.

A part of the Johnson charges include the Cardinals’ organization earlier in the year of a radio network for broadcast coverage.

Since the original Johnson attack on the Cardinals [B&T, March 1 et seq.], the baseball club has modified its radio coverage plans. Also appearing were representatives of the
NIELSEN FACTS*

92%

OF WCKY's

NIGHT-TIME HOMES

ARE

NON-TV HOMES

(More Non-TV Homes Than Any Other Cincinnati Station)

*Nielsen 1952 Circulation Report
ARE THE FACTS

ou Are About to Read, is True ....

YOU CAN SELL

these

823,530 Families

Every Night

with

THE WCKY JAMBOREE

7:05-11 pm  Sun.-Sat.

at

$50.00 per Min. Ann.*

1-time rate

call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

- FOUR HOURS A DAY - SEVEN DAYS A WEEK
Justice Dept. and the Federal Trade Commission. Baseball Comnr. Ford Frick and Mr. Bird were scheduled to testify at a later date.

The Justice Dept., represented by Stanley N. Barnes, assistant attorney general in charge of the Anti-Trust Division, said the measure as originally proposed would be “discriminatory” and extremely difficult to enforce.

He said the division, which has long believed baseball itself should be subject to anti-monopoly rules, would have “no objection” to the broader proposal indicated. He said, however, that all legislation was unnecessary since violations by any beer-baseball combination could now be prosecuted under the anti-trust laws.

FTC's Statement

The Federal Trade Commission said it was in no position to recommend enactment of the resolution because it doubts “the advisability of a piecemeal approach to the question” of monopoly by a brewery via baseball.

FTC also said:

There is little reason to anticipate that passage of the resolution would further any of the purposes expressed in the resolution. Subjecting baseball clubs owned by persons or concerns engaged in the alcoholic beverage industry to the provisions of the antitrust laws would not make unlawful per se the alliance of baseball and brewing business nor the utilization of subsidiary baseball clubs by breweries for advertising or promotional purposes. It is also clear that the bill would not affect the sponsorship of radio and television broadcasting of professional baseball games by brewing companies or others in the alcoholic beverage business that have no ownership interest in professional baseball clubs.

Meanwhile, in the House, Rep. Frank M. Karsten (D-Mn.) called the Johnson proposal unconstitutional and said Mr. Busch was “the staunchest friend the small brewers of this country ever had.” He said Mr. Busch saved the Cardinals. The House Monopoly Subcommittee, he said, had “exposed the myth” that the brewing industry has become a “savage monopoly” by rating the industry 348th “in order of concentration.”

FCC Proposes Updating Of International Rules

Commission would amend Part 3 of its rules to bring them in line with postwar international treaties and pacts.

WTII expanding private international short-wave broadcasting by U.S. stations in prospect, FCC last week proposed amendment of Part 3 of its rules to bring operating procedure into line with postwar international treaties and agreements.

The rule-change proposal, on which comments are due May 19, would abolish FCC's 1942 wartime order No. 108, which still governs international broadcasting. New frequency-use provisions and operating rules would be made in the rules change. They would govern the stations' operations during hours other than those under contract with the government.

Frequencies involved are in high frequency international broadcast bands between 5930 and 26100 kc set forth in the 1947 Atlantic City table of frequency allocation.

Under the proposed revisions, frequencies would be assigned to international broadcast stations for use during specified hours for transmission to specified foreign areas, FCC said. This is because international broadcasting is subject to seasonal and other technical variations which affect radio propagation conditions, the Commission explained.

Licenses could request the assignment of particular frequencies for use during specific hours of private operation, the notice said, and where a licensee is simultaneously engaged in both private and contract broadcasting with the government, it would receive separate authorizations for each type of operation from FCC.

The Commission explained the proposal recognizes the limited spectrum space available to the international broadcasting service under the Atlantic City allocation and the "inherent necessity of sharing this spectrum space with the other member countries of the International Telecommunication Union." The minimum technical standards proposed by FCC are based upon the standards developed at the High Frequency Broadcasting Conference at Mexico City in 1948-49. The proposed rules specify minimum transmitter output power of 100 kw and a median delivered field intensity of 150 uv/m 30% of the time at the distant foreign area of intended reception.

During World War II and for some time thereafter all international broadcasting by the U.S. was carried on by FCC licensees under contract with the government, first with the Office of War Information, then the State Dept. and subsequently the U.S. Information Agency.

NCAA Meets On Football Tv Plan

SOME "liberalization" and not a little "experimentation" was expected to be incorporated into the NCAA football-television plan for 1954 which was to have been finalized at a two-day meeting over the weekend in Kansas City.

If the plan, as finally worked out for presentation to the NCAA membership for a mail ballot, followed the general pattern shaped up in its preliminary meetings, it was expected that the revolutionary "experiments" were to have been proposed for the televising of college football this fall.

The committee was to decide upon one proposed modification of the familiar "Game of the Week" plan by which a sponsor could choose his "Game of the Week," at least as the Sunday or Monday preceding the weekly television feature. It was expected, however, that teams would be restricted as they have been in the past to one television appearance for the entire season on the "Game of the Week" telecast.

Another more drastic "experiment" was a proposal that the college football world be divided into four sections for two or three scattered Saturdays during the season when all restrictions would be lifted so that no telecast would be permitted to extend beyond the sectional boundary. This would open the door for individual schools or conferences to sell their own games for that day for telecast within the region.

Cornell Athletic Director Robert J. Kane, former chairman of the committee and still a member, flew to the meeting last Friday.

Mexico Authorizes XETQ On WOAI's Clear Channel

NOTIFICATION by Mexico that it has authorized operation of XETQ Orizaba, Ver. with provisional power of 1 kw on 1200 kc Class II-A channel of WOAI San Antonio was confirmed by FCC last week. XETQ formerly assigned 250 w on 1370 kc at Veri Cruz, is authorized to go to 5 kw, directiona night, as a Class II station on 1200 kc, Mexico reported to the Commission.

So far as is known XETQ has not shifted to 1200 kc and the channel continues clear.

FCC officials noted that Orizaba is only 480 miles from the U.S. border, under the 350-mile minimum specified for Class II stations on U.S. clear channels in the North American Regional Broadcasting Agreement, to which Mexico was party. FCC said
Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

**IT'S A COMPACT MARKET!**

More than 1¼ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE

**WITH**

**TOM TINSLEY**, PRESIDENT

**REPRESENTED BY FORJOE & CO:**
the new XETQ operation would cause objectionable interference to WOAI and protest to be taken against them.

Meanwhile, State Dept. officials confirmed last week they have received unofficial acceptance of their invitation to Mexican government representatives to meet in Washington March 29-30, to discuss the FCC's interpretation of the 1946 modus vivendi extending engineering standards of NARB 1937. A formal meeting is expected to be held in Mexico City later this year looking toward a bi-lateral agreement on international standards of frequency use. Mexico refused to be a party to NARB 1950, which still is awaiting Senate confirmation.

FBA, BNA Announce Conference Program

PROGRAM and lecturers have been announced by the Federal Bar Assn. and the Bureau of National Affairs for the off-the-record briefing conference scheduled March 29-30 on communication law and regulation, to be held in Washington at the Sheraton Park Hotel. It is the first such conference on government affairs and will include FCC Commissioners and leading radio-tv attorneys [BT, March 1]. Registration fee is $50, including lunches.

FCC Chairman Rosel Hyde opens the conference March 29, highlighting current developments and basic FCC policies. Other Commissioners participating include Comrs. Frieda B. Hennoek, Robert E. Lee, E. M. Wehrenberg, John C. Doerfer, Robert T. Bartley and George E. Sterling. Assistant Broadcast Bureau Chief Joseph Kittner will discuss broadcast regulation while General Counsel Warren Baker will review political broadcasting.

FCC regulation compared to other agencies will be discussed by Earl W. Kintner, FTC general counsel, and William H. Timm, SEC general counsel. Changes in hearing procedures are to be reviewed by Vincent W. Welch, president of Federal Communications Bar Assn., and William C. Koplovitz, chairman of FCBA's Administrative Procedures Committee, with I. J. G. Appel, Appeals Judge E. Barrett Prettyman as moderator.

Radio for special uses and industrial services will be covered by John T. Quisenberry, AT&T general solicitor; Jeremiah Courtois-Treluyer, and Lester Spivey, assistant chief, FCC Safety & Special Services Bureau. Charles V. Rhyme will discuss federal versus state regulation.

Practical side of regulation is to be presented by Joseph McDonald, NBC treasurer and formerly the network's assistant general counsel, and W. Spencer Harrison, CBS vice president.

Roles of engineers and lawyers will be outlined by consultant Stuart L. Bailey and attorney Philip G. Loucks. Justin Miller, NARTB board chairman and general counsel, is scheduled as luncheon speaker March 30 on industry self-regulation.

FCC Hits Late Filing for Extensions, STA's

GROWING number of late-filed television applications for extension of completion date and special temporary authority to commence commercial operation, all seeking prompt consideration, was cited Wednesday by FCC chairman in a notice that these violations of the rules are not conducive to an expeditious dispatch of the Commission's business.

FCC warned that Sec. 3.627(b) of its rules requires that applications for extension of time to construct shall be filed "at least 30 days" prior to the expiration date of the current permit. Sec. 1.324 requires that requests for STAs be filed at least 10 days before date of contemplated operation while Sec. 3.629 requires that requests for program test authority be filed 10 days in advance at the Commission and an additional 10 days in charge of the district in which the station is located be notified. Program test authority may not be requested until application for license is filed, FCC said.

"Interested parties are reminded," FCC said, that the recent FCC scheduling is making a more rapid action as a matter of public necessity, applications such as those described above seeking action in a particular case must be filed in advance of the contemplated operation or other action in accordance with the appropriate rules of the Commission relating to such matters."

Photographers' Gallery

REP. HAROLD C. HAGEN (R-Minn.) said last week he was preparing legislation to set up a special U. S. Capitol Gallery accommodation for news and newspaper photographers in the House and Senate. Facilities, he said, would be similar to those now available for press, radio-tv and magazine newsmen. This, he said, would give them equal treatment.


BASED upon pleadings by Frank Kyle Spain, Tupelo, Miss., and the Tennessee Educational Television Commission, FCC last week made final the allocation of ch. 9 to Tupelo for commercial use and assigned five new educational channels; ch. 7, Munford, Ala.; ch. 69, Cookeville, Tenn.; ch. 77, Crossville, Tenn.; ch. 11, Lexington, Tenn., and ch. 2, Sneedville, Tenn.

WDIX-TV Jackson, Tenn., under construction on ch. 9, is required to change to ch. 77 to facilitate ch. 9 addition at Tupelo. FCC indicated. Educational ch. 7 at University, Ala., is changed to ch. 74 to permit the educational allocations.

Changes are effective 30 days after publication in the Federal Register.

Meanwhile, on petition by ch. 35 WTRI (TV) Schenectady, N. Y., FCC invited comments by April 21 on proposed rule-making to assign ch. 35 to the Albany-Schenectady-Troy area in lieu of the channel's present allocation only to Schenectady. The Commission turned down a protest by ch. 41 ROWO-TV Albany opposing the WTRI proposal. Comr. Frieda B. Hennoek dissented.

Third Spokane VHF Approved

THIRD VHF station for Spokane, Wash., was approved by FCC last week in an order making final immediate a decision on a motion to grant ch. 2 there to Louis Wasmer, operator of KREM Spokane [BT, March 15].

Action was made possible by withdrawal of a competitive application by KNEW Spokane, which was granted preliminary approval before withdrawal of its objection.

KQH-TV is operating on ch. 6 there as an notices that these violations of the rules are not conducive to an expeditious dispatch of the

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STREIBERT TELLS USIA ACTIVITIES

AN expanded program of government radio activities for overseas public relations is nearer a reality than before. The State Department, according to a joint luncheon meeting in New York of the International Advertising Assn. and the Export Manager's Club of New York.

In a talk titled "Overseas Public Relations," Mr. Streibert said the agency has learned that the most effective way to present America's side of the story is to emphasize facts and minimize propaganda.

To achieve the most effective results, Mr. Streibert said, the agency has directed that three-quarters of the Voice of America broadcasts be aimed at the Soviet orbit of nations, and also has taken steps to strengthen the VOA signal to Iron Curtain countries.

As for television activities, Mr. Streibert said, the agency is furnishing documentary and news programs produced by the domestic television industry to stations in Europe, Latin America and the Far East. He noted that the tv industry abroad is still in the growing stage, but estimated there are some three million sets in Europe, Latin America, Asia and the Middle East, with an estimated audience of about 30 million.

After sketching briefly the activities of the agency in the publications and motion picture fields, Mr. Streibert urged the private industry to work with interests abroad initiate steps to help create for the U. S. a more favorable climate of opinion there.

The chairman for the luncheon meeting was George H. Giese, president of the International Advertising Assn. and president of McCann-Erickson Corp. International.

FCC Approves KPOA Sale, First Under New Rules

SALE of KPOA Honolulu by J. Elroy McCaw and John D. Keating for $400,000 to Tele-Trip Co., New York, was approved by FCC last week. It was believed to be the first station sale to comply with the Communications Act's new multimarket restriction, limiting am holdings to seven for a single entity [BT, Jan. 18].

New KPOA licensee is Radio Hawaii Inc., subsidiary of Tele-Trip, aviation insurance firm. Principals in both firms include John M. Shaheen, president, and Fin Hollinger, executive vice-president-general manager. Mr. Hollinger is KPOA manager. Messrs. McCaw and Keating most recently added WINS New York to their lists of broadcast holdings.

WMEX Renewal Faces Hearing

WMEX Boston was advised by FCC last week that its application for license renewal "indicates the necessity of a hearing" in view of program logs showing considerable horse race programming. FCC said the station's logs for the 1952 composite of the radio race shows on a "continuing basis" during a "substantial period" of the afternoon.

WMEX's license expires April 1. It was renewed Feb. 25, 1952, after a year on temporary extension because of the radiobetting issue. The WMEX renewal in February 1952 was based upon its discontinuance of horse race shows, but the Commission at that time ordered hearing on the renewals of three other stations and 13 other radio stations because of the issue [BT, March 3, 1952].

Broadcasting • Televsion
YOU MIGHT SCORE 100 POINTS*—

BUT . . . YOU NEED WKZO RADIO TO PILE UP SALES IN WESTERN MICHIGAN!

WKZO, Kalamazoo, is Western Michigan's first station on almost every count. First in programming, first in listeners-per-dollar, first in Pulse ratings (left)!

Take the WKZO news operation. According to Pulse, WKZO newscasts get an average rating of 12.5%, as against 4.7% for the next-best station! In 1953, WKZO Radio News won the annual Michigan Associated Press radio award, for the second year in a row!

No newscast availabilities at present, but your Avery-Knodel man will be glad to steer you onto some other equally good WKZO buys.

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

<table>
<thead>
<tr>
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<th>6 A.M. to 12 Noon</th>
<th>12 Noon to 6 P.M.</th>
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<td>WKZO</td>
<td>59% (a)</td>
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WKZO—Kalamazoo
WKZO-TV—Grand Rapids-Kalamazoo
WJEF—Grand Rapids
WJEF-FM—Grand Rapids-Kalamazoo
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Peoria, Illinois

The Felzer Stations

Frank Selvy of Furman set this NCAA record in a 1954 game against Newberry College.
KCKN ‘BOOSTER’ PROMOTION

“NEED a boost in the Kansas City market?” is the main question KCKN asks in a blue-green mailing piece it is sending to advertisers and agencies. On the inside, KCKN explains that everybody needs a boost once in awhile; even an ocean liner needs occasional assistance from a public and Business Pointing up the $116 million Kansas City market, KCKN tells how dozens of advertisers who use a network station use KCKN as a booster station. The reason, the card explains, is because KCKN’s daytime audience is often bigger than that of the network stations yet costs as little as a fifth of a network station advertising. Card asks the reader to call the nearest Capper office for availability and explains that the phone numbers of all the offices are printed on the back of the card.

RADIO’S ‘MINUTEMAN’ CAMPAIGN

RADIO will play a role in a new nationwide heritage campaign recently announced by the Kiwanis International on behalf of some 225,000 members and 3,700 clubs throughout the country.

Plan is to use a radio series with a dramatic format, which is under study now, according to James E. Edmundson, director of the Kiwanis public relations department. The drive was developed by its International Committee on Radio, Business and Affairs.

Titled The Minuteman campaign, the program is designed to promote Americanism and encourage reading of Minuteman pamphlets in schools, factories, offices and homes. The first of the series is titled This Is Your Land.

DERBY CLINIC TELECAST

KWTW (TV) Oklahoma City claims to be the first station in the nation to televise a Soap Box Derby building clinic. The Derby is usually sponsored locally by newspapers, but this year, according to KWTW, Derby officials decided to use KWTW and radio station KOMA as a tv-radio “test tube.” The television station reports that indications are that it will carry successfully with 102 boys signing up on the first registration day.

MARINE MANEUVERS FILMED

TO ACQUAINT viewers of the south Florida area with the activities of the local Marine installation, WTVJ (TV) Miami’s news department traveled 1,200 miles in helicopters, fighter planes and transports in cooperation with the 3d Marine Air Wing. General Manager Lee Revlin and News Director Ralph Renick report spending four days in the field to get film pictures of training exercises in Puerto Rico. Shots included Marines landing on aircraft carriers, flame thrower action, invasion maneuvers and simulated battle action staged for Warner Brothers’ “Battle Cry” on Vieques Island.

As a special service, the station contacted families of local Marines participating in the action so they would be alerted to their heroes’ appearance on the Renick Reporting news program. The WTVJ representatives report that the Marine songfest was “better than any Broadway production.” At the conclusion of the program series, WTVJ will supply the Marines with prints of the films.

WHP-TV SHOOTING ‘SCOOP’

WHEN the shooting broke out in Congress [23, March 8], WHP-TV Harrisburg brought viewers what that station claims was a “scoop on the local level” with an eye-witness report from Rep. Walter Mumma (R-Pa.). Joe Harter, WHP-TV news editor, contacted Rep. Mumma in his Washington office shortly after the shooting and made arrangements for him to appear on the 11:00 p.m. News in Review program. Rep. Mumma brought along pictures of the House of Representatives to highlight his description of the shooting.

WAVE MUSIC PROMOTION

“MUSIC is big business at WAVE Louisville, Ky.,” according to a pamphlet being sent to agencies and advertisers by that station. Local live and recorded musical programming totaled nearly 90 hours a week, WAVE states, and the “very best in music available.” The pamphlet lists the music and transcriptions personnel, the types of music available, and station facilities and musical personalities. The reader is reminded that facts on WAVE’s top news coverage may be found in a brochure titled “No Station Covers Louisville News like Wave.” The pamphlet closes with the reminder that “these people... these facilities... these ideas... and these standards... are the reasons why—in Louisville, it’s WAVE for Quality musical programming.”

WILS ‘OPERATION CONVERSION’

WILS-AM-TV Lansing, Mich., has recently completed “Operation Conversion,” designed to stimulate all channel conversion in the Lansing area, and also promote the station. The drive was conducted by WILS with cooperation of tv servicemen and dealers in the area. Each dealer participating received a series of free spot announcements and the station delivered special 3½-minute scripts stressing the advantages of all-channel conversion. Listeners to a WILS radio program that takes complete choice in tv viewing enjoyment is obtainable only with an all-channel set and most of the programs seen on WILS-TV are not seen on other stations because the station reports that 13,800 or 32.7% of the 42,200 sets in Ingham county were converted to WILS-TV.

HAPPLY examining some of mail response to KTVT (TV) Hollywood’s delayed film telecast of the controversial Art Aragon-Chuck Daye fight in Los Angeles are (l to r) James Hoffman, KTVT account executive; Sander Heyman, president, Enterprise Advertising Agency, Los Angeles, representing the sponsoring Moeter Brewing Co. there; Ed McNelly, Enterprise radio-1v director, and Jackson Wheeler, m.c. of the special telecast.

which went on the air Sept. 20, 1953, by November 1, of the same year.

STATION ADVERTISING AWARDS

TWO radio stations have won awards for their creative advertising. One was the Creative Outdoor Local Advertising Awards Contest, sponsored by the Outdoor Advertising Assn. of America. KXL Portland, Ore., won second award in the Rotary Division and WADC Akron, Ohio, won second award in the Continuous Poster Division. The OAAA, which is headquartered in Chicago, established the event in 1952 to give recognition to local outdoor advertisers for outstanding campaigns. Awards were made to the top three entries in each of nine divisions of the contest, with the advertiser, agency and artist sharing the award.

All categories of local business using outdoor advertising were eligible.

KTTV (TV) MEMORIUM PROGRAM

MORE than 25,000 textbooks and 40 tons of clothing have been contributed to Kenneth Kaiser High School in Kapyong, South Korea, by Southern California residents after two special KTTV (TV) Hollywood Before Your Eyes programs told the story of the school’s founding and requested donations for its continuation.

The school was founded by fellow-soldiers to honor Sgt. Kenneth Kaiser Jr., the first man to die in action during the Korean conflict of Southern California’s 40th Infantry Division.

SHOW STOPPER SPOTS

A SPECIAL catalog of 214 spots recorded under Show Stoppers Series A has been completed, according to an announcement from Robert J. Clarkson, owner-producer. Show Stoppers are 3:50 second recorded spots for use on disc jockey shows. They represent about 15 dialects and over 30 character voices. The catalog classifies spots under categories such as: attention getters, introduced guests, planned in advance, intruders, remarks to and comments on
IF you need only Basic Equipment for Remote Control

Yes... you can buy the basic system from Gates too and at no greater cost than straight D.C. operated systems. Includes transmitter and studio equipment plus motor-tuned power control, transmitter control relay, tower light indicator, plate contactor, meter pick-up kits and diode rectifier for remote antenna metering — all ready to mount in your racks and using the famous Gates tone oscillator system for major control functions — the system that uses tubes to provide reliability — the system used by air lines, the military, and all leading communications companies for dependable multiplexing services.

OR if you want the Complete System for Remote Control

Here is the famous RCM-14 system, ready to move in your station. Equipped with R. F. amplifier for remote monitoring, dual rack cabinets, completely wired, supplied with transmitter meter extension kit, tower light indicator, antenna kit, heavy main contactor, diode rectifier for remote antenna metering — or the complete system, ready to use. — In short, you get it all on the first order. Broadcasting's most used remote control system.

GATES USES TUBES

Actually 18 in all plus rectifiers when compared to other D.C. operated systems. Basic control functions are handled at audio frequencies—admittedly a slightly more expensive way — but the complete way. Your transmitter will not turn off or on with static or lightning bursts, in fact there is no way to operate it except by the operator. Ask the nearly 200 that use them.
disc m.c., time signal lead-ins, program openings, program closings, requests for music, public service assignments. Catalog will be distributed to all subscribers and will be available to new subscribers who purchase the service. Service is sold as an exclusive service to one station per city.

GOING FISHING

YOUNGSTERS will be able to fish in a lagoon, as a result of a drive conducted over KWPC Muscatine, Iowa. which raised over $500 to deepen the Weed Park lagoon so that it could be stocked with fish by the Federal Fish Hatchery at Fairport, Iowa. The station reports that one prison inmate contributed his month's wages of $3.00. Part of money came in from Iowa and two Illinois counties.

‘CABBAGES AND QUEENS’

A SHOW for the ladies called Of Cabbages and Queens is being presented by KTUU (TV) Stockton, Calif. five days a week at 2:00 p.m. The one-hour program will contain two sections: the “Queens” portion, featuring decorating, gardening, fashions, beauty and other relative subjects, and the “Cabbages” part, logically enough, the cooking portion of the program. According to the station, the kitchen where hostess Vee Russell will display her culinary skills represents the very latest in modern functional home cooking headquarters.

WCPA HELPS POLICE

CREDIT for helping in the recovery of a stolen car and for aiding in the capture of the suspected thief, was given to WCPA Clearfield, Pa., by state police, according to that station. First, the station broadcast a description of a missing car and a listener spotted the car parked outside his home. The following day, WCPA reports broadcasting a description of the suspected thief with the news that police believed the man was armed and possibly dangerous. The report was listened to by the police after the suspect was located and apparently fearful that the police would come after him with guns drawn, he called the state police barracks and surrendered.

Picking a Parson

ED CANSTEIN, television editor of United Press Movietone News, received a letter from the Evangelical Church in Hessen and Nassau, Germany, and learned he was engaged with the admistrant in the parish of Barstadt near Frankfurt. Though his full name is Edward von Canstein, he doesn't sprechen deutsch. But he learned from the dictionary that the letter meant he was privileged to appoint the parson in Barstadt because he is the oldest living male descendant of the Barons of Canstein line, which received this power on Nov. 28, 1835, by title-deed from the Duke Adolf von Nassau. Mr. Canstein reports he is proud, ja wohl, but he wonders who can fill the pulpit at Barstadt.

WTRI (TV) IS BORN

CIGARIS were distributed commemorating the birth of Schenectady, N. Y.'s first post-freeze tv station, WTRI (TV) ch. 35. The wrapper read: "It's a television station ... Born Feb. 28, 1954." WTRI is the second station for Schenectady, but the first uhf.

COMPARATIVE STUDY

RESULTS of a comparative study done by WTRF-TV Wheeling in relation to its standing with what it terms “Must-Buy Stations” in metropolitan areas elsewhere, has just been released by the outlet. In the 13-city survey, Wheeling placed first in population, households, spendable income and grocery sales.

PRACTICAL PROMOTION

COMBINING utility and promotion, WWVA Wheeling, W. Va., has recently released a Finger Tip Fact File intended for circulation among media buyers. Copy in the file contains market data, breakdown of listening audience, capsule descriptions of shows the station carries, as well as rate information and promotional ideas.

STUDENTS OPERATE KBOL

LATE last month, students at Boulder (Colo.) High School took over the operation of KBOL Boulder for an entire broadcast day. The event was so successful, according to the station, that it will now be an annual affair. All functions at the station were performed by the students exclusive of engineering chores at the transmitter. Supervising the project was Wally Schneider, speech instructor at the school.
EVERYONE KNOWS WHEC IS WAY OUT IN FRONT IN THE OVERALL RATINGS, BUT

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER? 

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In the ratings of the 427 weekly quarter hours WHEC is on the air it outstrips the nearest other station by 250% . . . and on locally created programs, as you see above, the margin is even wider! . . .

There are some availabilities in these high-rated local WHEC programs! Why not find out if we haven't got just the spot to get you off the spot in Rochester?

*LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—

WHEC

5,000 WATTS

Representatives: EVERTT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco
He reaches customers in kitchen and car

Want to talk to the lady of the house while she's preparing the evening meal? Want to get the ear of her husband while he's driving his car?

Then let Hal Morgan tell your food, beverage, drug or automotive story on "Morgan's Matinee" — the sixty-minute show with double-barreled appeal for homemakers and motorists alike.

From 4:30 to 5:30 each weekday afternoon, Hal Morgan serves up a blend of good music, news, weather, time and road conditions . . . preferred fare for the man driving home from work, and for the homemaker in the kitchen.

While Morgan is on the air, Greater Cleveland traffic is at its peak. Over a quarter-million motorists are on the move—90% with car radios! During this same period, radios are tuned to Hal Morgan by busy homemakers.

Reach customers in a mood to buy — on "Morgan's Matinee"! Participations and quarter-hour segments available. Check your nearest Christal office today.

WGAR
THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO
CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christel Co., New York
In Canada by Radio Time Sales, Ltd., Toronto
SELLING VACATIONS BY RADIO

THAT universal urge to go places and do things is being nurtured by radio in Philadelphia. The station responsible for this revitalized interest in travel is WIP, which recently completed a series of travel broadcasts that was so successful that a second 13-week series was signed for by Associated Travel Bureaus, Philadelphia, an organization of the city's leading travel agencies. The show which brings the lure of far-away places into the reach of average Philadelphians is titled Wonderlands in Travel, heard five nights a week on WIP in a quarter-hour format.

The enthusiastic response to the series from the WIP audience during the first broadcasts prompts the station to conclude that the story behind the formation and operation of Associated Travel Bureaus might well serve as a model for similar groups throughout the country.

In October 1953, Philadelphia's six leading travel companies joined forces as Associated Travel Bureaus for advertising purposes. Ted Smith, WIP sales representative, was instrumental in forming the new group. It was Mr. Smith who proposed the advertising plan for the six agencies. When the firms were individually contacted and asked opinions on his idea for Wonderlands in Travel, the reaction was generally the same: The idea was sound but as separate businesses they could not afford it.

Then came the idea that collectively these agencies might be interested in backing the show. Each agency agreed and for 13 weeks Wonderlands in Travel was presented under joint sponsorship.

At the outset, officers were elected. President of Associated is Austin Dixon, president of Bartlett Tours Co.; Clarence Adams, president of Adams Travel Bureau, is treasurer, and secretary is Morris Rifkin, Globe Travel Service. Participating members are Max Wohlmutth, president of Admiral Travel Service, Dan Barrows of Raymond-Whitcomb Inc. and Joseph Rosenbluth, Rosenbluth Bros.

The series was designed to create the desire to travel, to establish with the public the economy of using the services of a travel agent, to build new mailing lists and to promote to this new untapped audience, travel and vacation trips to fit every pocketbook.

Each program featured colorful facts and sightseeing data about a different vacation locale, an interview with one of the travel agents who knew the area, and music typical of the spot.

The formation of the Bureau made it possible to promote a single name and address. With the simple method of rotating leads each agency shared equally in the results.

Commenting on the Bureau’s renewal of the broadcasts, Clyde Spitzner, sales manager of WIP, said, “The formation of this association demonstrates clearly the effective results that can be obtained economically through radio.” He points out that as a direct result of the WIP series, the association has found many definite leads and sales which have resulted solely from the broadcasts. Traffic has increased in their offices. Bookings for travel have grown and particularly noted was the increase in bookings for an economy Miami Beach House Party trip, heavily promoted through Wonderlands in Travel.

Renewal of the series speaks for itself regarding the association’s opinion of its new advertising vehicle and the successful way in which WIP has promoted the bureau’s services. Mr. Dixon, president of the association, in explaining his reaction to the impact of Wonderlands in Travel, spoke for the group when he said, “We feel that this radio program is the best form of advertising and public relations we have ever used.”

March 22, 1954 • Page 65
MOST reports on uhf television have been on the negative side—what’s wrong with it and how uhf operators are struggling against odds. There are still plenty of problems, but there is good news, too. Here is a report by B&T’s experienced Earl B. Abrams. Transmitter with power rating high enough to give uhf stations parity with vhf competitors will be available by the end of next year or early in 1956, according to leading manufacturers. Even with low power, a uhf station can cover its market, a Philco Corp. testing team determined in Jackson, Miss. And, although it takes a heap of doin’ to persuade viewers to convert to uhf, it can be done—as witnessed by the Des Moines situation.

THOSE uhf broadcasters who feel they are swimming against the tide in television waters should take heart. There is nothing fundamentally wrong with uhf. Time is the key—if the uhf operator can hold out.

Take power for example. Uhf broadcasters struggling against what seem insurmountable odds may think they will always be second rate in power compared to vhf.

They need not feel this way. The time is not far off when transmitter manufacturers hope to have that pearl of great desire—a 50 kw transmitter capable of radiating the maximum 1,000,000 watts.

Provided that the transmitting antenna is sited correctly—up high overlooking the market—a lot of difficulties are going to disappear once high power comes along to join high tower.

That is not to say anything dramatic will take place. What will happen is that a uhf station will radiate a stronger signal, will place a more stable picture in the home, and, to a degree, will extend its coverage.

Power can help a lot. It makes tv signals stronger within the confines of the primary service area. It makes receivers and converters work properly. It can, in some instances, obviate the need for expensive, complex receiving antenna arrays and possibly for outside antennas entirely. It can fill in, to a degree, the plaguedom shadow areas within the station’s market area.

Above all, it will put uhf stations on a basis of permanence now largely lacking in the minds of viewers who find it difficult to pull in a uhf signal—solely because uhf’s strength is that of a weak flashlight beam compared to vhf’s strong, bold rays.

When the FCC authorized the use of uhf frequencies for tv, it realized it had to weight powers and antenna heights of the three tv frequency bands so that, under ideal conditions, all would be equivalent in coverage and signal strength. This, the Commission accomplished, by limiting maximum power on low channels 2 to 6 to 100 kw, middle channels 7 to 13 to 316 kw and uhf channels 14 to 83 to 1,000 kw. At the same time, it put a ceiling on Zone 1 (northeastern, north central and south central states, roughly) antennas of 1,000 ft. for vhf but permitted uhf stations to go to 2,000 ft. above average terrain. In all other parts of the U. S. (Zones 2 and 3), all stations may have 2,000-ft. antennas.

At the present time, the highest powered uhf transmitter is the 12 kw gear offered by RCA and GE. DuMont is working on a high powered transmitter, but only offers 5 kw now. Other manufacturers have 500 w and 1 kw transmitters.

Only One-Fourth Power

Figuring a 20 gain transmitting antenna, the effective radiated power of a so-called high powered uhf station can only reach a peak of 250 kw. That’s only one-fourth of the maximum permissible power—and it’s no wonder that many uhf operators feel like the owner of a 300 horsepower custom built Buick running on only 75 hp.

This summer or fall, DuMont will come out with a 15-20 kw uhf transmitter, but no price has yet been set.

Sometime this spring, Federal Telecommunications Labs. plans a 10 kw uhf transmitter, priced about $69,200.

That will put all major manufacturers on a par. Every uhf station then will be able to put out a 250 kw signal.

Good—but not good enough.

What is needed is a 50 kw transmitter. When may it be expected? The consensus, according to a Broadcasting-Telecasting check of transmitter manufacturers, is late 1955 or early 1956.

RCA envisages a 50-75 kw uhf transmitter, to sell for around $250,000 in 1956.

GE plans a 60 kw job, to sell for around $225,000 in late 1955. DuMont plans a 50 kw, but does not deem it wise to venture cost or date.

Key to higher power in uhf transmitters is the power tube.

What the situation is in this electronic wonderland can best be explained by those who have that responsibility.

RCA uses a conventional RCA-6181 tetrode in its 1 kw transmitter, quite similar to those used in vhf, according to A. R. Hopkins, broadcasting marketing manager. In some stations, the original tube has been operating over 4,000 hours, Mr. Hopkins said. “This is the maximum usage we know of in uhf and we feel it proves the wisdom of using this type of tube,” he explained.

In the new RCA 12 kw uhf transmitter [B&T, Jan. 25], a conventional RCA-6448 tetrode is used, Mr. Hopkins pointed out.

The RCA tube department has two separate engineering groups working on the development of a tube for the projected 50-75 kw uhf transmitter, Mr. Hopkins revealed. One is working on a high power uhf tube of essentially standard design, Mr. Hopkins said. The other group is working a tube of less conventional design.

“Both groups have had considerable success and successful tubes of both types have been built,” he added. “We are presently evaluating the comparative advantages of the two types and will shortly make a decision on which one to use.”

GE uses a tetrode in its 100 w and its 1,000 w transmitter, and an internal cavity Klystron developed by Varian Associates, Palo Alto, Calif., for its 12 kw. It plans to use the Klystron for its 60 kw also, according to Ralph S. Yeandle, supervisor, product planning, broadcast equipment sales.

DuMont, on the other hand, is using a Klystron developed by Eimac (Eitel-McCulloch, San Bruno, Calif.) in all its uhf

(Continued on page 68)
NOV. 15, 1953—the first Des Moines-only TV station. The Iowa capital, for three previous years, was served by WOI-TV Ames, 30 miles north. WOI-TV, on vhf ch. 5, is owned by Iowa State College, and operates semi-commercially (i.e., it carries commercial network programs and sells time to national spot accounts). It does not carry local commercials.

Conversion Pattern

Three weeks after KGTV began operating, a Drake U. survey found 18% of Des Moines sets able to receive the ch. 17 signals. Four weeks after its commencement, the Des Moines Register and Tribune found 21% of the market's TV owners converted for uhf. And, two months after KGTV began on the air programs, American Research Bureau estimated 27% of the Des Moines sets had been modified for the ch. 17 signals. Early in February, Drake U. again interviewed Des Moines residents, found that 39% had converted.

How did KGTV do it?

Well, granted it was the first Des Moines TV station—or the second in the area—and granted that most viewers want a choice of programs and may be willing to invest a substantial sum to have that choice, nevertheless a station has got to live it up to reach the number of conversions that KGTV has by now, virtually 50%.

KGTV left no stone unturned. The Des Moines Register and Tribune, with well over half-a-million circulation, carried 118,000 lines of display advertising.

Movie trailers were shown in five of Des

(Continued on page 68)
THE POWERFUL force of radio, which manifests itself daily in innumerable ways, has played a major but slightly publicized role in the lives of Americans who are blind. Stressing the importance of the medium in the living habits of those deprived of sight was a letter received at B&T headquarters last week from Robert Boston, public relations director of Pennsylvania Working Home for Blind Men, Philadelphia. It is emphatic in its praise of the industry.

In his letter, Mr. Boston points out that in addition to providing entertainment, information, and relaxation for the blind, radio “is also responsible for the way of life now being lived by the blind.” It was radio, he explains, that put an end to a cottage community plan which went into operation several years ago that would have segregated the blind so that reading sessions—for which radio has been a substitute—might be more easily executed.

Mr. Boston's personal thanks to broadcasters follow:

**Pennsylvania Working Home for Blind Men**
36th St. and Lancaster Ave.

March 13, 1954

Editor:

All of us who are interested in the well-being of the blind owe a very large debt to the men and women of the broadcasting industry.

This Working Home has just celebrated its 80th anniversary as the oldest organization of its kind in America and we have enjoyed more public mention this year than in all the previous eighty years. I wonder if we might use your letter columns to pass on our grateful appreciation to all the folks in radio and television who made Philadelphians aware of the Working Home.

I suppose very few people realize just what a powerful force radio is and has been in the lives of the blind. It is their theater, newspaper, opera house, magazine, concert hall and schoolroom all in one. But radio is also responsible for the way of life now being lived by the blind. About thirty years ago a movement began to move the blind away from the hazards and confusion of the city and into suburban communities. Planners visualized a cottage community surrounding a central factory for the blind and occupied exclusively by the blind and their families. One or two such places were actually built.

Now thirty and forty years ago, all organizations for the blind maintained reading sessions. Every evening staff members or sighted volunteers read to the blind assembled in a group. The daily papers were read from cover to cover and so were many magazines not then available in Braille. The introduction of radio put an immediate step to the reading sessions but it also stopped the “cottage-industry” idea dead in its tracks. When radio ended the need for them the blind put up such a squawk about moving from the city that the cottage theory died and was never revived. Today we know that it is much better for sightless people to mingle with the seeing and live where they want to.

I realize that none of this is news of major importance but it gives all of us more than one reason to say, “Thanks to all of you.”

Sincerely yours,

Robert Boston
Public Relations Director

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**UHF Power**

(Continued from page 66)

transmitters, according to H. E. Taylor Jr., manager, television transmitter division.

“Our next step in power will also include an Elmac Klystron,” Mr. Taylor said. “It is my belief that the 50 kw will also use a Klystron for the reason that Klystrons appear to become more efficient as the power ratings increase.”

Federal uses a GE-6183 as the final amplifier tube in its 1 kw unit and the Elmac 3k50,000 in its 50 kw amplifier, R. G. Bach, of FTL reported.

Other Developments May Help

That’s about the story on higher transmitter powers. There are, of course, a number of developments aside from transmitters that may help boost radiation—some of them involving FCC action (like directionlized antennas). Antennas with gains up to 40 are feasible in certain circumstances, and would bring maximum 1,000 kw radiated power to accomplishment much sooner than is possible developing 50 kw transmitter power.

Hope that improvements in the efficiency of transmission lines and antennas might hurry maximum uhf power along was dashed by responsible manufacturers.

“Waveguide provides some increase in efficiency but there does not appear to be any likelihood that the efficiency of transmission lines will be improved by a large factor,” RCA’s Mr. Hopkins said. “Note that even if transmission lines was completely eliminated it would not contribute greatly to the problem of getting high power. Insofar as antenna gain is concerned, it is possible to build antennas with higher gain if these are required.

“Directionalization also offers some possibilities for unusually-shaped service areas. Cardioid or bi-directional patterns may be used to give gains of the order of 40 to 1 in the maximum signal direction. This, however, does not increase the average ERP, and will be useful only in those cases where power where power is not needed equally in all directions.”

Nor does GE see much hope in this direction. Mr. Yeandle said: “We do not foresee any increased efficiency possibilities as applied to transmission lines which would allow maximum radiated output until the 60 kw tube is available. This gain of 60 kw is based on achieving a maximum ERP of 1,000 kw with a 20-gain antenna with adequate allowance for transmission line and diplexer losses. The use of the higher gain antennas involves additional risk and excessive expense of providing the close-in coverage at high elevations.”

DuMont’s Mr. Taylor was equally pessimistic: “There may be some slight increase in the efficiencies of uhf transmission lines,” he wrote, “however, I doubt the efficiencies of the antennas can be increased materially without having adverse effect on the transmission itself (through narrow beams).”

Federal’s Mr. Bach expressed his sentiments in this way: “We are of the opinion that the higher gain antennas with ability to handle more power plus amplifiers built around higher power Klystrons which are currently under development will enable broadcasters to reach 1,000 kw ERP within the next two years.”

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**UHF Audience**

(Continued from page 67)

Moores’ leading theatres, each getting 14 showing per day.

Bumper strips were carried by the 100 cabs of the Yellow Cab Co.

In conjunction with the Des Moines TV Servicemen’s Assn. and independent service men, KGTV furnished window displays, window streamers, point-of-sale merchandising, auto bumper strips and radio announcements.

The techniques are important, but what did KGTV sell? It sold Walter Winchell and John Daly. It offered Saturday night boxing and wrestling from Chicago. It offered the Roller Derby and professional football. It called attention to the U. S. Steel Hour and the Motorola TV Hour. It promoted Liberace, Amos ‘n Andy and kid shows. It stressed the ABC, CBS and DuMont network programs.

And it called attention to its local live programs, including news and weather reports.

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**Proof of Performance High**

“Proof of performance to local and national advertisers has been remarkably high,” Mr. Bartikoski said. Much of this is due to the fact that the market has never before had local, live commercials or local television advertising of any type. Response on mail pull programs has been outstanding and all advertisers have enthusiastically renewed their contracts with us. Complete production facilities, including sound-on-film motion picture cameras, a complete art department, experienced personnel in all departments, technical, administrative and sales, have all been instrumental in the success of KGTV.”

According to Mr. Bartikoski, KGTV, operating with a 1 kw transmitter and radiating 18.2 kw from a 475-ft. antenna, covers a 60 mile radius around Des Moines—including in its Grade A and B service areas such large communities as Ames, Marshalltown, Newton, Indiana and Boone. Population of KGTV’s coverage area is 531,600, with a buying income of $844,286,219, the station claims.

Next month, KGTV gets another vhf competitor—WHO-TV on ch. 13. Its target date is April.
**NEW SINGLE LENS**

**GRAY TELOJECTOR**

**STAR PERFORMER....**

---

**for TV commercials**

**Complete Projection System**

The New Gray 3B Telojector (2" x 2" Transparency Slide Projector) utilizes a single lens — permits superposing of two images on an optical axis ... eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

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**Precision Projection**

**BETTER Commercials at LOWER COST**

Yes ... now you can use better 2" x 2" transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost ... ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds ... providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 358 Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

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YOU ARE INVITED:

See the NEW, SINGLE lens Gray Telojector and complete line of TV—Broadcasting Equipment at Booth 297, I.R.E. Show, March 22nd-25th, Kingsbridge Armory, New York. If unable to visit I.R.E. Show write for illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR.
is early morning radio overrated?

by Robert F. Davis

THE 7-8 a.m. time slot is rare ribs of beef to one advertiser, but overcooked hash to another. Too few advertisers recognize the difference; most are not aware that roast beef is served later in the day—choice cuts, too! Not that 7-8 a.m. isn't important time. It is. It hits a family audience. It delivers the hard-to-reach male. It serves as the initial advertising impression of the day. To many advertisers it's good radio.

But let's not overrate the period, for it contains obvious disadvantages. Isn't it foolish to seek this period, now oversaturated with commercials, if another time equally suits your needs? Why dilute the impact of your commercial when, nine times out of ten, you can get just as high a rating, or higher, later in the day? In some periods you may sacrifice a higher listeners per set figure, but that's easily offset by greater impact you make with each commercial. For a refreshing change, count impact, instead of listeners per dollar.

A recent monitor of four network stations in a big southern market listed products ranging from tv sets and soap to furniture and movies in the 7-8 a.m. period. Both the national and local advertiser were guilty, not aware of the bigger rewards waiting in a different time slot. A later in the day participation would increase their chances for greater overall reach. Weekly and monthly audience turnover is much higher for a late morning or afternoon disc show than the turnover pattern for a fixed Monday-Friday position at 7-8 a.m. Just as our early morning habits don't vary from Monday to Friday, so, too, are our listening habits remain static. This is not true at a later hour.

You have only to look at the scores of national spot accounts (or local advertisers) who have written fine success stories outside of the early morning segment. Or take the lead of the network advertiser. Of course, station option time precludes his entry into the 7-8 a.m. slot. But that doesn't block his success. He's doing fine. He makes a friend of the housewife, when she's relaxing or doing household chores. With a Monday-Friday strip, he visits her two or three times weekly, and his unduplicated audience doubles within a week, grows four-fold in a month. A 5.0% rating means 10.0% of all homes in a week, 20% in a month. The spot advertiser's reward is even greater. Participating in a musical block, his unduplicated reach swells enormously. On many stations, a 5.0% rating turns into a 15.0% weekly, a 30% or 35% monthly. And a scattered schedule, timed to hit different prospects at different hours of the day, will really snowball audience for you.

What About the Male Audience?

What about the advertiser who doesn't want the housewife, whose product dictates a male audience—shaving gear, cigars, automotive products? Mid-morning or early afternoon are hash to him. But nothing is wrong with late afternoon or early evening, when kids dominate the tv scene. And don't sell late evening short. Late hour news is still a radio stronghold; give him something to sleep on! Just one proviso is needed: A station that programs to the male. That doesn't necessarily mean sandwiched between a sports show and newscast. You can be in a musical segment, and if the station is heavy on news and sports, you can be pretty sure you've got a better than average male audience. And this formula lets you reach the hard to get, working housewife, too.

Most buyers and their clients shun evening, yet much evidence points to radio's still healthy nighttime role. You've seen the audience data that broadcasters and ad men have gleaned from recent Pulse and Nielsen reports. Tune-in is either up or maintaining a steady position. TV homes are renewing their acquaintance with radio. There's no lull in after-dark radio and it compares well with the sunlit hours. Pollitz is a brand new witness, giving us a fresh perspective of radio's size. And in pace with the researchers—in fact a few lengths ahead—is the astonishing radio set sales for 1953. Yes, radio is alive at many hours of the day.

But how about Hooper? We've been crying for years about his shrinkage of the radio audience, particularly nighttime. All right, let's focus upon Hooper, for not infrequently you'll find quite as attractive Hooperatings in late afternoon or evening time, ready for your sales messages. In one of our markets, we have a 4.4 Hooper at 6 p.m. (on a one rate, day or night station), yet for some strange reason the buyer prefers a 2.2 at 7:30 a.m. In another, a 5.0 Hooper at 5:30 p.m. is by-passed for a 3.1 at 7 a.m. On still another station, 6:30 p.m. doubles the 7:30 a.m. audience and, of course, the morning segment is SRO. If you look for ratings like these, you'll find them in almost any market.

Hooper doesn't survey late evening radio, but leaf through any Pulse report and witness some outstanding late hour buys. (Remember, most stations set a "B" or "C" rate at 10:30 p.m. or 11 p.m.) Charting 10:30-11:30 p.m. with 7-8 a.m. on three of our stations, here's what we found. On the first station, the evening segment pulls 20% higher ratings, on the second 33% higher, on the third a 50% bonus awaits the advertiser. And those are not baseball or basket-
you can

SEE

difference!

In 1928 there were four television sets in the Schenectady area that were able to receive this first dramatic program, "The Queen's Messenger," from the General Electric Company's experimental television station. Today 356,000 receivers in the 14,000 square miles that WRGB covers, tune regularly to the full-time programming of WRGB. The vast area of Northeastern New York and Western New England now sees the difference made by 26 years experience in television. Take a closer look with your NBC Spot Sales Representative. See the difference WRGB can make for you.

First General Electric television drama in the mechanical scanning days of 1928.

The regularly scheduled "Susan Kaye Cooking Show" in the WRGB studios of 1954.
ball ratings, but music, news and sportscast sequences, the type programming buyers look for in the 7-8 a.m. period. You're missing a great big bet by ignoring nighttime. Prejudice will handicap anyone's success, a successfully placed advertising campaign included.

And don't discount out of home. Exposure to your commercials registers equal effect, whether you hit the man behind the wheel or the guy relaxed in his favorite chair. On the road, he can fill-up with your gas, light up your cigar, or stop to buy your shaving cream. And he'll be quicker to take these detours in late afternoon or evening than while driving to work.

Spot radio is elastic. It can accomplish whatever you wish. Don't be afraid to test the play that spot allows, and you'll get far more out of your campaign. The nation's shrewdest advertisers expect and accomplish

about the author —

Robert F. Davis heads research and promotion activities for the ad division of Headley-Reed Co., radio and television station representatives. Formerly a presentation writer at Mutual, he joined Headley-Reed in October 1952. He holds a B.A. degree in Statistics from New York U., where he was elected to two honor societies. He is a veteran of LST service with the Coast Guard in the Pacific during World War II; is 28, married, and a resident of Yonkers.

A Pause for Station Identification

HERE are additional examples of the various ways a station may use its IDs to promote itself, its location or the communities it serves. Stations are invited to submit their IDs for publication in this series. The editors reserve the right to use only those they believe to have merit.

All IDs at WKBN (TV) Youngstown, Ohio, feature landmarks in the various communities which it serves. A famous bridge in Sharon, Pa. (top 1) is used to salute that community. Since Warren, Ohio, is the county seat for Trumbull County, a picture of the county court house (bottom 1) is shown in the Warren ID. A shot of Mount Union College, Alliance, Ohio (top r), was chosen to represent that city while a photograph of the Poland, Ohio, colonial style fire department (bottom r) on which the city prides itself, was selected for Poland.

WOC-TV Davenport, Iowa, works a location-industry tie-in (l) with this sample ID. The skyline is Davenport; the river, the Mississippi. It points up a station slogan, "Davenport, Iowa—The Industrial Heart of the Rich Mississippi Valley."

A cloud background is used consistently by KNXT (TV) Los Angeles, on all IDs. Although the text may vary, the effect remains the same as these two samples indicate.
"the station of personalities"

takes extreme pleasure in announcing the appointment of

Murray Arnold

as Assistant Station Manager

Everyone associated with successful programming knows Murray.

One of the strongest voices in Philadelphia radio operations, Murray Arnold is recognized throughout the country for his keen insight of music, his aggressive sales programming and his air-merchandising ability.

As a member of the WPEN family he’s certain to make your buy of WPEN more productive than ever.

Wm. B. Caskey
General Manager

"the station of personalities"

Represented nationally by Gill-Perna, Inc. • New York - Chicago - San Francisco - Los Angeles.
Advertisers


Wesley F. Goodell, Western div. sales manager, Carnation Co., L. A., to Maier Brewing Co., same city, as general sales manager.

Norman J. Krieg, advertising manager, Kroger Co., Fort Wayne, Ind., named advertising and sales promotion manager, Wine Growers Guild, Lodi, Calif. (Guld wines, brands).

Agencies

George H. Gribbin, vice president, Young & Rubicam Inc., N. Y., appointed copy director of that agency. He will be in charge of all copy for radio-tv and publication advertising.


Charles L. Saunders, president, and Donald K. Colvin, director, Saunders, Shrub & Assoc., Chicago, elected board chairman and president, respectively.

Frederick M. Ford, account executive and member of planning group, Ingalls-Miniter Co., Boston, elected vice president.

William Gillen, account supervisor, BBDO Chicago, elected a vice president.

Charles Range, formerly control operations director, NBC-TV Washington, appointed account executive, Washington office of Courtland D. Ferguson Inc.


Walter A. Lawrence, formerly with J. Walter Thompson Co., N. Y., to Fuller & Smith & Ross, N. Y., as account supervisor. Charles E. Hauen, sales promotion manager, Borg-Warner Corp., to Fuller & Smith & Ross Inc., Cleve., as account executive.


Winston Norman named manager of Gene K. Walker Co., S. F.


Heinzieter von Schoenmerkatz, creative director, Vickers & Benson, Toronto, to Blaine-Thompson Co., N. Y., as copy director.

Donald H. Stone, copy department, promoted to group copy supervisor, Hicks & Greist, New York.


Harriet Leighton Esposito, formerly advertising manager, Magicolor Co., Chicago, to Phil Gordon Agency, same city, in copy and contact capacity.

Joseph E. Walsh, executive, Roberts Engraving & Litho Plate Co., L. A., to J. J. Swain Adv., Whittier, Calif., as account assistant and production manager.

Harmon O. Nelson, former program director, KNBN (TV) Hollywood, and Henry Hinke, internal audit and control director, Mendelsohn & McCarthy Inc., Long Beach, Calif., to Stromberger, LaVene, McKenzie Advertising, L. A., as radio-tv director and business manager, respectively.


Harold Kirsch, formerly sales manager, WTVI (TV) Belleville, Ill. (St. Louis), and previously operator of Harold Kirsch Adv. Co., St. Louis, consolidates agency operation with Leader Specialty Co., Miami Beach, Fla.

Wallace Clark, formerly head of his own sales consulting firm, named head of newly formed sales support div., Sydney Garfield & Associates, S. F.

Roy A. Meredith named director of radio and tv, New York office, Grant Adv. Inc.

Sanford D. Buchbaum, This Week magazine, N. Y., to Kieswetter, Baker, Hagedorn & Smith Adv., N. Y., in an executive and creative capacity.

June Kinkpuct and Betty Weston, secretaries, Erwin, Wasey & Co., L. A., promoted to assistant time buyer and space buyer respectively.

Robert Guggenheim, west coast representative, William H. Weintraub & Co., named second vice chairman of board of directors, Multiple Sclerosis Society of Southern California.

Stations

Eugene P. Well, formerly general manager, WJRD Tuscaloosa, Ala., appointed sales manager, WBCO Birmingham.

W. O. Edholm, vice president - general sales manager, KFMB-AM-TV San Diego, appointed commercial manager, KJEO-TV Fresno.

Paul E. Millen, sales manager, National Sales Co., Boone, Iowa, to national sales staff of Lee Broadcasting Inc.: KHOA-TV Hannibal, Mo., WTAD Quincy, Ill. and KGLO-AM-TV Mason City, Iowa.

Gene Grant, owner-operator of station representative firm, L. A. and S. F., and Robert C.

TULLY BRADY, general manager of WJMB Brookhaven, Miss., was a winner in Field & Stream's 1953 annual fishing contest with this 11 lb., 3 oz. largemouth bass which he caught with a Creek Chub Darter lure in Vernon's Lake, Miss.

Merrifield, program director, KCKO-TV (now KVVG-TV) Tulare, Calif., to KBD-TV Fresno, Calif., as sales manager and news editor, respectively.

Hank Schaefer, sales service coordinator, KNXT (TV) Hollywood, named account executive.

Howard L. Stalnaker, formerly assistant to Payson Hall, radio-tv director, Meredith Publishing Co., Des Moines, appointed commercial manager, KPHO Phoenix, Ariz.

Robert N. Hillock, sales staff, KCCC-TV Sacramento, to sales staff, KDYL-TV Salt Lake City, as account executive.

Seymour C. Andrews, formerly account executive, KLAC-TV Hollywood (now KCOP (TV)) to KLAC that city, in same capacity.

Ralph H. Davison Jr., local sales manager, and Larry Stevens, account executive, KGBM-TV Honolulu, T. H., appointed sales manager and local sales manager, respectively.

Frank Coffin, sales staff, KOIN-TV Portland, Ore., promoted to local sales manager.

Robert Perez, account executive, Gore Bros., Los Angeles engraving firm, and one-time sales service supervisor, CBS Radio Hollywood, to KNXT (TV) Hollywood, as sales service coordinator.

Jack Molina, former sales manager, KBLA Burbank, Calif., to KGFJ Hollywood, as local account executive.

Aurele Pelletier, commercial manager, CHRC Broadcasting • Telecasting
TURN YOUR CAMERA into TWINS...

with the GPL VARI-FOCAL LENS

Maximum resolution
Greatest range
Fastest speed
Color corrected for color television

One camera and a GPL vari-focal lens equals the work of two or more chains... at only the cost of a lens. One camera can handle an entire show, for the lens has a 10:1 change in focal length in two 5:1 steps—from 3 to 15 inches and 6 to 30. One camera can be used in studio or field with either range. Interchangeable back elements provide quick shift of two ranges.

Fully color-corrected, this lens has perfect overall focus at f/5.6 or higher numbers, in 3-15 range. Flat field over entire range. Motor driven lens is operated from camera or control room.

The GPL Vari-Focal Lens is adaptable to image orthicon cameras of all types.

Now in network use, this lens offers station operators new scope in camera work—new economy in making twins of any camera.

Write, wire or phone for full optical and mechanical specifications.

General Precision Laboratory

IN CORPORATED
PLEASANTVILLE NEW YORK

Camera Chains  •  Film Chains  •  Field and Studio Equipment  •  Theatre TV Equipment  •  GPL-Continental Transmitters

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

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Quebec, appointed assistant manager in addition to present duties.

Robert E. Chapman, WKY Oklahoma City, commercial manager, appointed director of radio operations. He retains title of commercial manager for WKY Radiophone Co., owner of station.

Tom Belcher, former sales manager, KGWA Enid, Okla., appointed sales representative, KGEO-TV same city.

William S. Gordon, Washington special representative, Western Newspapers Union, to sales staff, WIBC Indianapolis.

Peter S. Good, floor manager, WWJ-TV Detroit, named producer-director that station.


Fred Haywood, director of program promotion and publicity, WCCO Minneapolis-St. Paul, appointed director of public relations and publicity, KMOX St. Louis.

Bill Terry, m.c. of Today’s Top Ten over KGBS San Antonio, promoted to program director.

John Basa, merchandising manager, WOAI-AM-TV San Antonio, assigned to sales staff WOAI-TV. Wayne Brockett named assistant in promotion - publicity dept, same station.

Bob Swartz, staff announcer, KHQ Spokane, promoted to program director.

Ken James, producer-sports announcer, WOW-TV Omaha, named assistant program director, newly-creates post.

Ted Work, disc m.c., WISP Kinston, N. C., to WBRO Waynesboro, Ga., as program and sports director.

Paul Martin, general manager, WCCC Hartford, Conn., appointed assistant program director, WIP Philadelphia.

Helen Parrish, hostess, KNKH (TV) Hollywood’s This Is Your Music, adds duties as women’s editor of KNXT (TV) Hollywood’s Panorama Pacific.

Frank d’Emilio named sports director and sales representative, WAKU Latrobe, Pa.

Byron Williams, announcer, WAJR Morgantown, W. Va., named chief announcer, WTRF-TV Wheeling, succeeding Bob Carr, who becomes producer-director.

Charley Packard, staff announcer, KSTM-TV St. Louis, promoted to sports director.

Bud Campbell, sportscaster, WIND Chicago, named sports director, KARK-AM-TV Little Rock, Ark., which begins operation about April 1.

Al Cassady, producer-announcer, WLOK-TV Lima, Ohio, to announcing staff, KMLB Monroe, La.

George Raymond, announcer, CKFH Toronto, to news and sports announcer, CKCO-TV Kitchener.

John C. Wheeler, announcer, WJLM-AM-TV Lansing, Mich., to WKHM Jackson, Mich., as news director. Art Burnham, disc m.c., WKHM to WWSO Springfield, Ohio, as station manager. Allen Michaels, disc m.c., WKHM to WWSO, in same capacity.

Ron Jenkins, formerly traffic manager, WSOC Charlotte, N. C., returns to job after long illness.

Bill Sheila, KJY Seattle, to KOL same city, as disc m.c. and staff announcer.

Sybil Chian (Mrs. Harold Bock) named organizer on the five weekly half-hour Al Pearce Show on KCOO (TV) Hollywood, starting today (March 22).

Tony Bryant, KNPT Newport, Ore., and Bill Ness, KMCM McMinnville, Ore., to KPTV (TV) Portland.

Robert D. Thomas, sales director, WBNS-TV Columbus, Ohio, discussed “Selling Television” as guest speaker for Ohio Select List Ad Clinic, March 13.


George Baron, general manager, KOWL Santa Monica, will discuss the “Hidden Gold Mine” market of Southern California at Hollywood Ad Club meeting today (March 22).

Jack Stock, executive program director, WFIL-TV Philadelphia, will present with the Distinguished Service Certificate, highest non-veteran award of the American Legion, “in recognition of his unique and dynamic use of radio and tv to instill in the young people of America an understanding of the full responsibilities of citizenship.”


Ed Cotter, sales service manager, WBBM Chicago, father of boy, Thomas, March 5.

Mark Scott, sports director, KFWB Hollywood, father of boy, Douglas Henry, March 12.

Edward Belford, merchandising director, KNBH (TV) Hollywood Commander Comet and Tex Williams Show, father of girl, Judy Lynn, March 10.

John Thompson, program manager, KNBC San Francisco, father of boy, Kirby, March 3.

Frank Evans, disc m.c., KJH Hollywood, father of boy, Lance, March 9.

Networks

Richard Wesson, head of ABC Radio Hollywood mailroom, promoted to staff announcer.

Ted Cott, operating vice president in charge of NBC Radio, will be coordinator of United Cerebral Palsy’s participation in opening night performance of Ringling Bros.’ Barnum and Bailey Circus at Madison Square Garden on March 31, and will be responsible for integration of radio, tv, stage and screen personalities into program on opening night.

Jack Benny, CBS-AM-TV star, to receive annual Heart of Gold Award from Mt. Sinai Men’s Club, L. A., presented to “the outstanding individual in the realm of entertainment who has accomplished the most good on behalf of his fellow human beings.”

Irwin Rosten, manager of news and public affairs, DuMont Network, will resign effective March 19. He plans a month vacation before announcing future plans.


Pat Buttram, featured actor, CBS Radio Gene Autry Show, father of daughter, Kathleen, Mar., 11.

Film

Richard H. Miller, who operated his own publicity firm in New York for two years, appointed public relations director, Television Programs of America, N. Y.


George L. Becker, vice president, Vogue Wright Studios, Chicago, to Gene K. Walker Productions, San Francisco film visual aids firm as manager.

Jack Stafford, senior account executive, KLAC Hollywood, to Ziv Television Programs Inc., as Los Angeles representative.

Harry Keller, formerly contract director, Republic Pictures, North Hollywood, to Screen Gems Inc., Hollywood, as director on “Won-

MORE than 250 community leaders at the annual dinner of the Columbia, Mo., Chamber of Commerce heard talks on television. At the dinner were (l to r) Frank Pellegrin, vice president, H-R Television Inc., who told guests tv “is here to stay”; Dr. Edward C. Lambert, U. of Missouri director of television; Stockton Helfrich, NBC manager of continuity acceptance, who spoke on family audience requirements, and George J. Kapel, manager of the university’s KOMU-TV.
For the first time... a precision Presto tape recorder complete with amplifier in studio console cabinet for less than $1000. Here are the facts about this amazing value:

**The R-11" Mechanism**  
Here is the smooth operating, sleekly designed tape transport unit that drew engineers acclaim when it was introduced last year. Embodies the exclusive Presto capstan drive unit where pressure pulley and solenoid are mounted on a single sub-assembly for easy maintenance. Capstan and motor are interconnected by a belt. Two torque motors, each including its own brake system (external contracting type) assure smooth, positive action without the usual hazard of tape breakage. If tape does break, an automatic safety switch instantly stops the mechanism.

**The Amplifier**  
Actually there are two separate chassis for amplification. One contains the recording and reproducing channels. The second is the power supply located at the base of the console. This arrangement reduces noise and keeps operating temperature down.

**The Console Cabinet**  
Presto's designers have given particular attention to accessibility of every part of the SR-11. The top panel swings upward on a sturdy hinge to expose the underside of the tape mechanism, while the amplifier opens from the front and turns over on gimbals for access to tubes.

Ask your Presto distributor to order your SR-11 today. You'll never match it in value or performance.

*formerly RG11*

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**PRESTO RECORDING CORPORATION**  
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
**PEOPLE**

**DERFUL DAY FOR A WEDDING** for NBC-TV Ford Theatre.

Pat McVey, who for past four years portrayed Steve Wilson on CBS-TV Big Town, returns to New York to resume legitimate theatre career. No replacement has been signed by Gross-Krasne Inc.

**Manufacturers**

T. Kevin Mallen, chairman of the board, Amplex Corp., Redwood City, Calif., on four-week tour of Central and South America to study Latin American markets for firm’s line of magnetic recording equipment. Thomas L. Taggart, Amplex Corp. comptroller, elected treasurer by board of directors.

William E. Stohldier, personnel manager, Federal Telecommunication Labs, Nutley, N. J., named director of public relations in charge of publicity and advertising.

Charles J. Klein, regional sales manager for Motorola Inc., to CBS-Columbia as district manager covering Newark, Philadelphia, Baltimore, Washington, and Roanoke.


Karl Hein Heydemann named maintenance engineer of tv equipment, S. W. Caldwell Ltd., Toronto, tv studio equipment distributor.

**Representatives**

Arch Lee Ainsworth, 53, director, Rogers-Majestic Corp., Rogers Electronic Tubes Ltd., and English Electric Co. of Canada Ltd., all Toronto, died at Nassau, Bahamas, March 12.

Barnes Compton Jr., sales staff, Crosley Broadcasting Corp., to NBC Spot Sales as tv account executive headquartered in New York.


Bill Fromm, assistant promotion manager, New York Journal American, to NBC Spot Sales as tv promotion supervisor.

Sidney G. Pietzch, news director, WFAA Dallas, to Witherspoon & Ridings Inc. (public relations), that city, as senior account executive.

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**EDUCATION**

**EDUC. TV OUTLETS BACKED BY DRIVES**

Cincinnati fund campaign nears goal while drives prepare to kick off in San Antonio and Denver.

PROGRESS of public fund drives in various cities for construction of local educational television stations has been reported by the National Citizens Committee for Educational Television (NCCET). (See goal and WCET (TV) there planning an early May commencement. Commercial broadcasters are supporting the drives, NCCET said.

Ch. 48 WCET hopes to put a test pattern on the air by mid-April, it was reported, depending on equipment delivery. With only half of the campaign committees reporting, two-thirds of the $150,000 that has been obtained, NCCET said. Another $360,000 in equipment and gifts already was pledged by WLWT (TV) Cincinnati and local schools.

James Leonard, former WLWT engineer, has been named chief engineer of WCET, it was announced.

Pittsburgh’s educational ch. 13 WQED (TV) expects to raise $200,000 operating funds annually by 2 subscriptions to Program Preview, already sold to 70,000 citizens and con- taining advertising. The ads more than cover cost of production, NCCET said, and were “cleared” with FCC.

**Nashville Underway**

Nashville has begun a $100,000 drive to support its application for educational ch. 2, with WSLX-TV and WSM-TV air promotional programs, NCCET stated.

San Antonio is preparing to launch its $150,- 000 public drive in early May to underwrite its bid for educational ch. 9. Store’s KGRR-TV there has donated an $83,000 transmitter while WOAI-TV has pledged $10,000 a year for five years. Texas State Network granted $25,000.

Denver’s $250,000 drive will run May 15-30 to complete financing of educational ch. 6 KRMA-TV there.

Construction of educational ch. 9 KUOW-TV Seattle is underway at Edison Technical High School, NCCET reported, following transfer of donated equipment from KING-TV there. Installation is a class project for advanced students in radio-ty.

Hawaii is organizing community leaders in an advisory council under authority granted by Gov. Samuel Wilder King looking toward establishment of educational stations in the islands, NCCET said. The steering committee is being headed by C. Richard Evans, KOMI- TV Honolulu.

Ralph L. Burgin Jr., formerly program manager for WNBW (TV) Washington, has been appointed program director for North Carolina State College, NCCET reported. He will be in charge of tv programs produced there for the consolidated university system’s ch. 4 WUNC-TV Chapel Hill.

**OSU’s IERT to Stage ‘Institute Showcase’**

A HIGHLIGHT of Ohio State U.’s 24th annual Institute for Education by Radio-Television April 7-10 at Columbus’ Deshler-Hilton Hotel will be an “Institute Showcase,” featuring live examples of educational tv programming, I. Keith Tyler, director of the institute, said last week.

Mr. Tyler, director of radio education at OSU, said “Showcase” will be part of the institute’s closing general assembly April 10 on “Educational Tv Programming.” Special telecasts produced by personnel from several U. S. tv stations will be originated by WNCO-TV Columbus. The “Showcase” will be presented in cooperation with American Council for Better Broadcasting, holding its first national meeting at the institute.

Special portions of the program have been arranged by Assn. for Education by Radio-Television (April 7), Joint Committee on Educational Television (April 9) and National Assn. of Educational Broadcasters (April 8). NAEBC will feature a presentation by Ted Steele, head of the U. S. Information Agency, on the USIA program including the Voice of America.

At the opening general session April 7 speakers will discuss “Critical Contemporary Broadcasting Problems,” including radio’s continuing role, the future of uhf television and “where is educational television going?”

**WAAT-WATV Cited**

WAAT-WATV (TV) Newark’s weekly Junior Town Meeting simulcast has been selected by the Junior Town Meeting League for a demonstration broadcast at the 1954 Ohio State U. Institute for Educa-
tion by Radio & Televisi-
ion April 8 at Columbus.

Robert E. Mac Dougall, W AA T - WATV direc-
tor of educational pro-
gramming, said the demonstration will show the IERT session how such a pro-
gram is prepared, produced and broad-
cast. Mr. MacDougall, who produces and moderates the show, and Jerry Roberts, announcer and assistant pro-
ducer, will telecast the show on WTVP (TV) Columbus and WAAT on WATV in 1945 and became a simulcast on WATV in 1951.

Barnard College, NBC Plan Summer Radio-TV Institute

FOURTH annual Summer Institute of Radio and Television will be held under the joint auspices of Barnard College and NBC in New York June 28-August 6. Application for ad-
mission should be made before June 1 to Barnard College, New York 27, N. Y.

The six course offered during the institute will be taught by NBC and RCA Institutes staff members in the NBC studios in Radio City Courses are “Technical Operations Orientation,” which will be directed by Paul L. Gerhardt director of training, RCA Institutes; “Television Programming and Producing,” William C. Hodapp, NBC-TV producer; “Your Television Career,” Michael Dann, NBC television program manager; “The Techniques of Accounting on Radio and Television,” Steve White, program manager of WNBC-WNBTV (TV) New York “Film Production for Television,” Stanton M. Osgood, NBC manager of film production and theatre television, and “Organizing for radio and television,” Ross Donaldson, NBC supervisor literary rights and story.

**Broadcasting • Telecastini**
OAK HILL, W. VA. COVERS WHAT?!

YES, SIR, YOU HEARD RIGHT!—OAK HILL'S WOAY DELIVERS 102,200 DAYTIME FAMILIES!

<table>
<thead>
<tr>
<th>Total Radio Homes in Area</th>
<th>STATE NCS Area County</th>
<th>No. of Counties</th>
<th>4-Week Cum. Weekly Average Day</th>
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<tr>
<td></td>
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<td>NCS Circ.</td>
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<tr>
<td>20,370</td>
<td>WEST VIRGINA</td>
<td>1</td>
<td>18,490</td>
</tr>
<tr>
<td>18,190</td>
<td>FAYETTE</td>
<td>3</td>
<td>15,490</td>
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<tr>
<td>66,940</td>
<td>GREENHILLER</td>
<td>1</td>
<td>10,310</td>
</tr>
<tr>
<td>14,570</td>
<td>MONROE</td>
<td>4</td>
<td>3,710</td>
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<tr>
<td>18,260</td>
<td>KANAWHA</td>
<td>2</td>
<td>2,780</td>
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<tr>
<td>14,290</td>
<td>LEWIS</td>
<td>6</td>
<td>8,000</td>
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<tr>
<td>10,000</td>
<td>BRAXTON</td>
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<tr>
<td>14,290</td>
<td>MERCEER</td>
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<td>2,720</td>
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<td>16,750</td>
<td>NICHOLAS</td>
<td>2</td>
<td>9,630</td>
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<tr>
<td><strong>122,030</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>21</strong></td>
<td><strong>102,200</strong></td>
</tr>
</tbody>
</table>

* = % of Radio Homes in Area

Lots of you radio advertisers may never have even heard of Oak Hill, but Oak Hill's WOAY actually is the second most-powerful station in West Virginia, and reaches 102,200 daytime families, according to Nielsen!

Also—we would like to point out that you get this audience for a cozy $21.60 per quarter hour (26-time rate)! If you'd like to know more about us, including availabilities, please write direct to Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
10,000 Watts AM
20,000 Watts FM
DIRECTIONAL ANTENNAS CONSIDERED
MEANS OF IMPROVING VHF, UHF SERVICE

Use of DA's possibly could add additional vhf assignments, but not enough for nationwide competition; uhf is still needed.

ALTHOUGH there has been little use made of directional antennas in television—contrary to FCC expectations last summer [B&T, Sept. 7, 1953]—opinion continues to grow among Washington consulting engineers and FCC officials that directional antennas should be given closer consideration to improve both vhf and uhf service.

Inquiry by B&T discloses the engineers feel DAs should be studied as a technique to (1) improve service to people and places in special cases, both vhf and uhf; (2) aid uhf in its uphill coverage fight with vhf, aside from the uhf minimum power boost proposal issued by the Commission (separate story page 90), and (3) allow reasonable modification of uhf allocations to add new vhf channels in logical situations.

A directional antenna allows a station at the edge of town to throw its principal beam over the population concentration, like Fresno, Calif.'s uhf ch. 24 KMIJ-TV, ch. 47 KJEO-TV and ch. 53 KBID-TV or San Francisco's vhf ch. 4 KRON-TV. Or, like uhf ch. 17 WUTH-TV (TV) Ft. Lauderdale, Fla., a "peanut pattern," can be used to extend service to population areas on a coastline above and below a station (TV) ch.

Furthermore, as one FCC staff member put it, "suppose we did allow a directional here or there in order to squeeze in a new uhf, do you think the existing station affected would stand for it?"

He explained that in the standard broadcast band, the service area radius of each of two co-channel am stations may be only 2% of the distance separating the outlets, quite different from tv where the service area radius is probably one-third of the mileage between the two transmitters.

"And in the small interference area between," he said, "there are probably adjacent channel assignments on the air, particularly in the crowded East and where you might want to use directionals to shoe-horn in an extra vhf channel. Just check the Washington-Baltimore, Philadelphia, New York, Hartford and Boston vhf assignments. Little room for another."

"In am," he pointed out, "directionals are used to prevent interference. In television, they may not be used for that purpose under our rules, but are intended as a means of service in special cases. That is an important difference."

"Any way you look at it, even with directionals on all uhf assignments, we couldn't have a competitive tv system in uhf alone. There aren't enough channels," the spokesman said. "Even with a natural lattice distribution of channels across the country, it would take 30 to 40 for a fairly competitive system. We need uhf!"

However, in view of the plight of some uhf stations and the effect it has produced upon uhf generally, one Commissioner has indicated he would resort to small power, directionalized vhf stations if necessary to get competition in the event uhf failed [CLOSED CIRCUIT, March 8].

Other Commissioners appear to continue staunch in their views that interference-free service must be maintained in uhf, but that more attention be paid to helping uhf in its coverage struggle, thereby assuring competitive tv with both bands.

Comr. George E. Sterling, in his talk before the Boston section of the Institute of Radio Engineers a few weeks ago, explored in great detail several ways in which to help uhf, including directional antennas [B&T, Feb. 1].

"I am of the opinion that we could further assist uhf broadcasters by relaxing or lifting the limitations on antenna directionizing." Comr. Sterling said, explaining "the rules define a directional antenna as one that is designed or altered for the purpose of obtaining a non-circular radiation pattern. Directional antennas may not be used for reducing minimum mileage separation requirements but may be employed for improving service."

Continuing, Comr. Sterling told the IRE group:

An antenna designed for changing the position of the major radiation lobe from the horizontal plane to any other vertical plane is considered a directional antenna for the purposes of licensed power and power limitations. Thus, an antenna designed for "beam tilting" would not be considered an omnidirectional antenna in respect to these matters even though the horizontal radiation pattern is not directional. As a result, such stations would be licensed for the power in the horizontal plane and would be limited to the maximum powers authorized in the rules in any vertical plane.

The Commission is aware that "beam tilting" may result in a licensed effective radiated power which is less than the maximum radiation. This condition would occur where the power radiated toward the more distant portions of the service area is reduced by beam tilting for the purpose of increasing the signal strength at relatively close locations. The rules reflect the Commission's decision to base the licensed effective radiated power on the radiation in the horizontal plane.

"The Commission is open-minded on this subject," Comr. Sterling said, "and would wel-

SOME of the agency guests who attended WJAR-TV Providence's second annual luncheon in Boston for advertising agencies and Weed tv, the station's official representative, were (l to r): Oscar E. Rudsten, Rudsten & Assoc., Stuart Van Arsdale, John F. Neary, William H. Monaghan, Bob Bousquet and Joe Tully, all of John C. Dowd Inc. advertising agency. The guests heard future plans for WJAR-TV.

Page 80 • March 22, 1954
Meet Another Champion from the Land of Diehm!

There’s no bull about “Dotty”. She is the new national champion among milk producing cows, with a record of 25,338 pounds of milk and 1,329 pounds of butterfat. “Dotty” is a 12-year old registered Guernsey cow and hails from the S. C. Price, Coldsprings Farm, Hazleton, Pennsylvania. This is “Dotty’s” second great record, and three times she classified as excellent.

Price’s Dairy has for years been a consistent advertiser on WAZL and at the present is sponsoring six newscasts a week. Now all this leads up to the fact that when you buy any one or all of the Vic Diehm stations they will produce champion results just as “Dotty” has.

P. S. Vic Diehm says “Dotty” is in the middle. The fellow on her left is her trainer, Charles Good.
come suggestions. To the extent the Commission might relax its directionalizing rules to aid uhf stations in obtaining better coverage because of their power limitations, considerations must be given to the number of people that would gain service as compared to those who would lose service or have it degraded as well as the remote possibility of co-channel interference.

Aside from directional antennas, Comr. Sterling called for higher minimum power requirements for uhf, plus more sensitive receivers and more effective set installation practices. He also explored the possible use of satellite and booster stations to aid uhf coverage deficiencies.

Sixth Report and Order Cited

The Sixth Report and Order finalizing the tv reallocation plan, issued in April 1952, said the Commission "is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than minus 10 db.

If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference protection, spacing, and further considerations would be further considered. Some industry engineering consultants feel that the art has progressed to the point where directional antennas' "use of interference protection" should be given further consideration." Even if the art is not that far advanced, they argue, "the only way it will advance, particularly respecting the use of directional antennas, is to use them."

One engineer pointed out that because of the short wavelengths involved in vhf and uhf, "it is feasible to do all kinds of tricks with an antenna at these frequencies. All the elements are working. They are scattered over many acres like an am 'antenna farm'."

He acknowledged problems with high gain antennas in uhf, however, because of deep nulls and variations in field strength when the tower is swayed by the wind. The signal plane, panned by the extreme vertical suppression, changes with the slight tower sway.

Another consultant felt FCC erred by not allowing uhf allocations in a few instances through slightly lower power and/or directions, particularly in mountainous areas where uhf is less suited. Among those he cited were Pittsburgh, Kingsport, Tenn., and Mason, Ga. While expressing concern in the uhf band, another engineer recalled comparable "psychological" troubles which attended the technical difficulties encountered in the upper vhf band now. He felt that similar concepts might be helpful, don't cost too much and cited instances where they now are being used with success.

Technical Quality Mentioned

Similarly, another engineer noted the technical quality and circulation of two directionalized stations but felt they are being unduly praised by current "uhf psychology" among advertisers.

He took issue with FCC's allocation view on directional. "Adding a new town to the local station list is more important than fringe area."

The Sixth Report specified that directional antennas could be employed under these conditions:

- Maximum radiation in horizontal plane must be 10 times the minimum radiation.
- Minimum ERP in any horizontal direction may not be less than the maximum power allowed under FCC's rules (1 kw with antenna height depending on city population, but 3 kw is proposed in uhf); ERP in any horizontal or vertical direction may not exceed the maximum value allowed in the rules (100 kw for vhf chs. 2-6, 350 kw for vhf chs. 7-13 and 1,000 kw for uhf chs. 14-83); and (4) maximum ERP in any direction above the horizon shall be as low as the state of the art permits to reduce tropospheric interference.

Tilting an antenna by either electrical or mechanical means pushes the signal downward at the horizontal plane, umbrella-fashion, in order to strengthen the signal in areas closer to the base of the antenna otherwise over-shot.

Aside from the Fresno, San Francisco and Ft. Lauderdale stations, other outlets presently having directional patterns include uhf ch. 35 WTRI (TV) Schenectady, N. Y.; uhf ch. 14 KACY (TV) Festus, Mo.; uhf ch. 29 KIMA-TV Yakima, Wash.; uhf ch. 24 KPIC (TV) Salem, Ore.; uhf ch. 52 WRAY-TV Princeton, Ind., and uhf ch. 36 KTVU (TV) Stockton, Calif.

KOOL-TV Buys Share-Time Partner KOY-TV Phoenix

FIRST consolidation of a post-freeze share-time television operation was reported last week in the announcement by KOOL-AM-TV Phoenix that it had purchased KOY-TV there for $400,000, subject to FCC consent. KOOL-AM and KOY-TV are share-time stations on ch. 10. KOY radio is not involved in the sale.

Purchasing price includes all outstanding contracts and liabilities of KOY-TV to be assumed by Maricopa Broadcasters Inc., operator of the KOOL properties, a Gene Autry interest.

The share-time operation was agreed upon a year ago by KOY and KOOL in order to bring television to the community at an early date and avoid lengthy litigation of competitive applications before FCC.

Albert D. Johnson, KOY manager, said that while the joint operation on ch. 10 "has been most amicable and successful and the original purposes of the time sharing arrangement have been accomplished, experience has shown that the chapel could be more effectively and economically operated, and more in the public interest, under single management."

Charles Garland, KOOL manager, said that the acquisition of the full-time tv operation "is consistent with the expanding interests of KOOL's principal owner, Mr. Autry, and is another indication of his faith in the future of Phoenix and Arizona."

Mr. Autry also is chief owner of KOPO-AM-TV Tucson, KOLD Yuma and KMPC Hollywood.

Mr. Garland indicated the purchase of KOY-TV would in no way affect the technical and operational staff which has been jointly employed by the two stations.

Rintoul, McConnell and Lichtman Join Venard

Four are now equal stock participants in the months-old station representative firm.

EXPANSION of Venard Inc., station representation firm, by the addition of Stephen R. Rintoul, James V. McConnell, and Abner Lichtman as stockholders was announced last week by Lloyd George Venard, president and founder.

The four will be equal stock participants in the firm, to be known as Venard, Rintoul & McConnell Inc.

Mr. Venard, a veteran of the representation field, continues as president. Mr. Rintoul, a former owner of WSTC Stamford Conn., and WXWL Albany, N. Y., and more recently manager of WPTR Albany, and Mr. McConnell, who served more than 20 years with NBC and its Spot Sales Division, will be vice presidents.

Mr. Lichtman, well known in radio and tv for his research and financial counsel to station management, is secretary-treasurer. Howard B. Meyers continues as vice president in charge of the central division office in Chicago.

All officers will participate actively in sales. Mr. Venard, who organized Venard Inc. early this year, noted that the expanded ownership gives the firm a broad background of experience with the needs of advertisers, agencies and stations in the research, programming and sales development fields that are now fundamental in station representation.
WINK-TV IS 372D TELEVISION STARTER

Fort Myers, Fla., outlet began regular programming last week. There are another five reported ready to start.

TOTAL operating tv stations reached 372 last week as WINK-TV Fort Myers, Fla. (ch. 11), began regular programming March 18. The uhf station is affiliated with ABC-TV and represented by Weed tv Inc.

Another five stations reported they are set to begin operations.

KFBB-TV Great Falls, Mont. (ch. 5), CBS; represented by Headley-Reed, March 21.

KRGV-TV Weslaco, Tex. (ch. 5), NBC, DuMont; represented by Paul H. Raymer Co., March 21.

KFWC-TV Cheyenne, Wyo. (ch. 5), CBS; represented by George P. Hoffangbery Co., March 22.

WAPA-TV San Juan, P. R. (ch. 4), NBC, DuMont; represented by Caribbean Networks, March 22.

WKAQ-TV San Juan, P. R. (ch. 2), represented by Inter-American, March 21.

A short in the feed line to the transmitter forced WSIV TV Elkhart, Ind., off the air last Wednesday after it had launched test patterns and limited programming earlier in the week. R. J. Gillespie, station relations director, said the uhf ch. 52 outlet expected to resume operation Friday and planned to start live studio shows today (Monday). The station claims 118,000 sets in its coverage area, Elkhart-South Bend.

KSAN-TV San Francisco (ch. 32), began

JUDGES in KMTV (TV) Omaha's contest to find a slogan for the station begin to tackle the stock of entries that awaited them after the competition closed last Monday. l to n: C. A. (Fritz) Snyder, director of station relations, CBS-TV; Owen Saddler, executive vice president and general manager of KMTV, and Edward Petry, of Edward Petry & Co., station representatives. Contest drew 803 entries and 1,976 slogans based on KMTV's call letters.

UHF WCAN-TV Launches Move for 1,000 Kw

The Milwaukee station puts down $591,000 worth of chips for improvements to its $700,000 plant. It expects to boost to 1,000 kw and to telescast color programs.

WCAN-TV Milwaukee, operating on ch. 25 since last fall, has ordered a 60-kw transmitter, capable of radiating the maximum 1,000 kw power, for GE, Lou Poller, president, announced last week. Delivery of the $225,000 transmitter has been promised in about a year, Mr. Poller said.

He said a new directional antenna and wave guide transmission line have been ordered for WCAN-TV, at a cost of $35,000, for installation in about six months. Another field camera chain, at a cost of $37,500, is due to be shipped in two weeks.

The Milwaukee uhf station has ordered GE color network equipment with installation scheduled in about 30 days, color slide and film gear for delivery later this year, and color cameras, for delivery early next year. GE's color equipment will total $150,000.

WCAN-TV now is operating with a radiated power of 212 kw. Its 12 kw GE transmitter has just been installed at a cost of $144,000.

That's $591,500 being spent on WCAN-TV. It has been operating not quite six months. It cost $700,000 to put on the air.

The CBS-affiliated station now counts 285,000 uhf receivers in the Milwaukee market. It competes with vhf WTMJ-TV (Milwaukee Journal), which has been on the air since 1947, and with uhf WOKY-TV, which has been on the air since last fall.

In addition to owning WCAN-TV, and its am affiliate, WCAN, Mr. Poller also owns WPWA Chester, Pa., and 51% of WARL Arlington, Va. (Washington, D. C.).
regular programming from 7-9 p.m. nightly this month, the station reported. Represented by Joseph H. McGillivra Inc., that city's first uhf outlet will increase its programming April 6 with coverage of the San Francisco Seals' baseball home games.

President John Patrick Beacon, WJPB-TV Fairmont, W. Va., reported his station will be the first commercial outlet to use a vidicon camera chain. Using General Precision Lab equipment, the uhf ch. 35 station started test patterns March 18 and is slated to begin regular programming March 28.

The Brockway Co., grantee of ch. 7 at Carthage, N. Y., has signed a primary affiliation agreement with CBS-TV and a secondary agreement with ABC-TV, Louis Saiff Jr., general manager, said.

KVDO (TV) Corpus Christi paralyzed the first shipment of its tv equipment through the streets March 15. The ch. 22 outlet expects to begin commercial operation this summer.

Starting target date of Aug. 15 has been set by WCAX Broadcasting Corp., for its recent grant at Montpelier, Vt. The ch. 3 outlet will be affiliated with CBS-TV and represented by Weed Tv Inc. General Electric equipment will be used throughout, C. P. Hasbrook, president, announced.

WJNO-TV West Palm Beach, Fla. (ch. 5), plans to be on the air with regular programming Aug. 1, General Manager Walter L. Dennis said.

The following stations have reported they plan to begin regular operations by April 30:

- KARK-TV Little Rock, Ark. (ch. 4);
- WDBO-TV Orlando, Fla. (ch. 6);
- WALB-TV Albany, Ga. (ch. 10);
- WGOV-TV Valdosta, Ga. (ch. 37);
- WHO-TV Des Moines, Iowa (ch. 13);
- WBOC-TV Salisbury, Md. (ch. 16);
- WAAB-TV Worcester, Mass. (ch. 20);
- WSLI-TV Jackson, Miss. (ch. 12);
- KFVS-TV Cape Girardeau, Mo. (ch. 12);
- KDKO-TV Sedalia, Mo. (ch. 6);
- WMUR-TV Manchester, N. H. (ch. 9);
- WFMF-TV Wilmington, N. C. (ch. 6);
- WMAC-TV Massillon, Ohio (ch. 23);
- KVAL-TV Eugene, Ore. (ch. 13);
- WSEE (TV) Erie, Pa. (ch. 35);
- WQED (TV) Pittsburgh (ch. 13);
- WNET (TV) Providence, R. I. (ch. 16);
- WJPI-TV Fairmont, W. Va. (ch. 35), and
- KULU-TV Honolulu (ch. 4).

(For details see Telestatus, page 103.)

**KDKA Sets $3 Million For Radio-Tv Center**

Ultra-modern building will be built on the U. of Pittsburgh campus if Westinghouse wins a ch. 11 grant there.

PLANS for an ultra-modern $3 million radio-tv center on the U. of Pittsburgh campus were announced last week by L. R. Rawlins, general manager of Westinghouse Broadcasting Co.'s KDKA Pittsburgh, contestanf for ch. 11 there.

“We believe this project will be a worthy addition to the continuing Pittsburgh renaissance,” Mr. Rawlins said. “It will be an especially vital part of the city's Oakdale Civic Center.”

Site of the proposed building is next to the new KDKA-FM transmitter building, constructed last year, at the intersection of Buhlord St. and University Dr., across from the new U. S. Veteran Hospital and near Pitt Stadium.

The fm building will be incorporated into the new structure, to cover more than an acre.

The building's two main floors, devoted to radio and television production, will contain 1.35 million cubic feet, while two lower floors will provide ample indoor auto parking space, Mr. Rawlins said.

Five television and three radio studios will be included. One of the tv studios will have a floor area of 4,500 sq. ft. and accommodate scenery and props for 12 tv shows.

“Approximately 200 persons would be employed full-time at the new KDKA radio-tv center in addition to musicians, actors, and other part-time employees,” he said.

KDKA-FM's transmitter building houses the transmitter for Pittsburgh's educational WQED (TV), which is expected to go on the air on ch. 13 April 1 and will be operated by KDKA engineers on a non-profit basis, Mr. Rawlins stated. Use of KDKA-FM tower also has been donated by Westinghouse to WQED.

Should KDKA be successful in pursuit of its ch. 11 application, Westinghouse will build a new 660-ft. tower there to replace the present fm tower. KDKA-FM-TV and WQED would share the new tower. KDKA radio will continue to use its 718-ft. tower in Allison Park.

The proposed KDKA-TV studio equipment will include eight studio cameras, two film cameras, and a color film-slide camera. Complete mobile unit is also planned.

Cost breakdown for the new center was given as follows: New building, including radio and tv studios, $1,230,000; studio cameras, $180,000; mobile unit, including two cameras, $75,000; other tv technical equipment, $435,000; tv transmitter, including color, $265,000; new tower and tv antenna, $295,000; new radio equipment, $100,000; transfer of present radio equipment to new building $50,000; miscellaneous, $370,000.

Other contestants for ch. 11 include WCAE, WJAS and WWSW, all Pittsburgh.
Bishop's Fund Requests Time on Radio Stations

The Archbishop who recently suggested Catholics abstain from radio and tv for a time during Lent is an official of a charity group requesting free time by radio stations on behalf of its fund appeals. NARTB is told and a Catholic editorial reiterates that the archbishop's statement was misinterpreted.

ARCHBISHOP John F. O'Hara of Philadelphia, who suggested that Catholics abstain from radio and tv for a time during Lent [B*T, March 8] in order of a previous church statement he has confidence in the public service prowess of the broadcast media, judging from a recent appeal to stations for free time [B*T, March 8].

The Archi's treasurer of the Bishops' Fund for Victims of War under auspices of the Administrative Board, National Catholic Welfare Conference.

One radio station, WBUX Doylestown, Pa., announced it had declined the Bishops' Fund request for free time during the week of March 21-28. Richard J. Alliger, WBUX promotion manager, told B*T the station is "not using these announcements," referring to a series of six scripts prepared by the Bishops' Fund.

Director's Appeal

The appeal to stations, signed by the Rt. Rev. Msgr. Edward E. Swanstrom, executive director of the Bishops' Fund, read: "A mention of all-important work on your public service programs during the week of March 21-28 will be deeply appreciated and of tremendous value to us in our efforts to obtain the necessary funds to continue these programs of aid to the suffering victims of war. This campaign is one of the three appeals mentioned in the March-April radio-tv bulletin of the Advertising Council."

NARTB President Harold E. Fellows and Philadelphia broadcasters have been told by the Bishop's office that the Lenten statement had been misinterpreted and that it was not an appeal for radio and television.

The Standard and Times, Catholic paper of the Philadelphia diocese, printed the following editorial on Archbishop O'Hara's statement, following the wide publicity it received:

Missing the Point Completely

We can think of few Lenten suggestions that have created as much concern and comment in the print and radio and tv circles, and in general conversations as the suggestion made by Archi- bishop O'Hara in his Lenten Pastoral Letter that we try doing without radio or television for a time during Lent as an act of mortification.

It is a mystery that so many people could miss completely the point of the Archbishop's sug- gestion. Newsmen considered such a suggestion unusual but thought it a pretty au- tomatic and widespread as for many years we have heard the alarm of the Archbishop's words as if they were nicked and a broadside against radio and television. Newsmen and commentators on the airways showed considerable alarm that such a sugges- tion as turning off one's set should even be made. One was astounded for expressed activity in seeking out the Archbishop's Lenten suggestion with the result that Father O'Hara in his Lenten Pastoral Letter praised the wonders of television.

Conceived and intended—precisely because individuals had failed to grasp the point of the Archbishop's suggestion. Had they con- tinued abstaining from candy, or liquor, or meat products, or a thousand and one similar things, they would have understood. But that he should suggest "turning our appetites, not only by fast and abstinence, but by guarding our eyes, our ears, all the senses"—that we practice mortification and self-control with regard to radio and television—seemed beyond compre- hension.

Archbishop O'Hara did not say that we should turn off our sets, he imposed no obligation, but he did ask us to try doing that for a week, "and then take an honest appraisal." Have we really missed anything worthwhile? What have we gained? Perhaps a great many will find them- selves masters of their tv sets, instead of having it their master. Members of some families might find this really another way of spending a pleasant social evening besides sitting before a tv screen. They might even indulge in that in almost last art of reading a good book. They might shake loose the shackles of seeing, hearing and thinking things in patterns that others have set for them. They might be able to sit at home in peace and quiet without the blare of a loud- speaker, and . . . ear-pounding voices.

The Archbishop's recommendation was to no sense an attack on the radio-tv industry, even though some may have interpreted it as such. It was a suggestion to help us enter into the true spirit of Lent and Lent is, after all, a traditional time of self-denial and mortification. Without the interference of radio and television, at least for a while, we can better prepare ourselves for serious thought and meditation.

Lent should be a time for spiritual orientation, a time when we try to find out if we are on the right track, if we're going in the right direction. Since radio and television play such a large part in the lives of so many Americans, Archbishop O'Hara quite properly has asked that we put these items in their proper spiritual focus. The entire matter is as simple as that.

WTRF-TV Boosts to 316 Kw

WTRF-TV Wheeling will increase power from 100 to 316 kw during this week, according to Robert W. Ferguson, executive vice president/general manager of TriCity Broadcasting Co. The station's power will mean a greater service and increased coverage of the 26 counties served by WTRF-TV, Mr. Ferguson said.

A price tag written by the experience of Ampex users

There is no better buy than the best

AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted—but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have for more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new features of operation and an attractive new price. Recorders priced from $985.00; reproducers from $585.00. For further information write today to Dept. D-1472-B.

IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX CORPORATION

934 CHARTER ST. • REDWOOD CITY, CALIF. Distributors in principal cities; distribution in Canada by the Canadian General Electric Company

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PEARD NAMED V.P. OF WBAL-AM-TV

Leslie H. Peard Jr., manager of WBAL-AM-TV Baltimore since December 1951, has been elected vice president of the station, D. L. (Tony) Provost, head of the Hearst Corp.'s radio-division, said last week.

Mr. Peard's career began at WKBW Baltimore in 1933 and he joined the WBAL sales staff the next year, soon becoming one of WBAL's chief sales executives. He became WBAL sales manager in 1940 and went to KTBS Shreveport in 1944 as sales manager. He returned to Baltimore as assistant manager of WCAO in 1948 and joined WBAL-AM-TV as assistant manager the following year.

WSPA, WORD Spartanburg Ownership Change Hands

OWNERSHIP of WSPA and WORD Spartanburg, S. C., changed hands last week pursuant to transfers approved by FCC fostright ago [B'T, March 1]. Spartan Radiocasting Co., ch. 7 permittee there, took over WSPA and gave up WORD, whose operation was assumed by WORD Inc. Latter is headed by Irwin Kahn, chief owner of WNOK-AM-TV Columbia.

The ch. 7-WORD-TV call is changed by

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

Jim Define and the Gang

After 16 years, the Jim Define show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday,

9:15 - 9:55 a.m.
(Also 1:00 - 2:00 p.m.)

Headley-Reed, National Representatives

WSYR-ACUSE
NBS AFFILIATE

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WWCA Seeks Aid

WWCA Gary, Ind., facing possible denial of permission to carry a regular 9:05-10 a.m. broadcast from the Gary city court, is appealing for advice from other radio stations that have successfully coped with allegations that radio detracts from the dignity and efficiency of the courts.

According to Todd Branson, WWCA program director, the Gary Bar Assn. and the local press have opposed the program which stresses traffic safety and problems. City officials are scheduled to meet during the first week of April to decide the fate of the broadcasts.

Spartan Radiocasting to WSPA-TV to match the firm's newly-acquired WSPA. Walter Brown, president, said his firm is "going forward with its plans to operate the television station under a special temporary authorization for its transmitter plant on Paris Mt. near Greenville," with studios in downtown Spartanburg. The interim Paris Mt. site has been under protest by area uhf stations, whose petitions were rejected by FCC [B'T, March 8].

Mr. Brown reported the changes in ownerships did not involve any substantial shifting of personnel. Mr. Brown, continuing as manager of WSPA and John W. Kirkpatrick continuing as manager of WORD and its associated WDXY (FM), also included in the ownership change. WSPA-AM-FM sale price was $400,000; WORD-WDXY, $150,000.

WHIM Sets Sales Record In 1954's First 2 Months

SALES at WHIM Providence for the first two months of 1954 were "well ahead" of the same record-breaking months of 1953, it was reported last week by Robert T. Engles, president and general manager of the station.

Among the sponsors who renewed or signed for new business, Mr. Engles said, were Old Gold, Coca-Cola, Wildroot Cream Oil, Pateo, Buitoni Macaroni, New Haven Railroad, Star Wines, Reader's Digest, Buitoni Co., Monarch Wines and Statler Tissues.

In addition, Mr. Engles said, Elliott Lincoln-Mercury dealers, said to be New England's largest Mercury dealer, signed a contract for what was said to be the largest stock of time in Rhode Island history. Elliott has contracted for WHIM's Sunday, 2:30 p.m. segment for 26 weeks.

WNBC-WNBT (TV) Launches 'Operation Search Warrant'

AS A MEANS of finding new talent to provide a "talent bank" for the future, WNBC-WNBT (TV) New York last week announced that the stations have embarked on a project called "Operation Search Warrant" under which key personnel will serve as part-time talent scouts.

As outlined by Hamilton Shea, general manager of the stations, each executive will cover one event each week at which talent may be found, including the theatre, night clubs, out-of-town radio and television stations, road shows and summer theatre.

In addition to new faces, Mr. Shea said, WNBC-WNBT (TV) hope to develop some new concepts of local programming to meet the current-day demands of radio and television listening and viewing.

Richard Pack, program director of the stations, will head the new talent committee, of which Steve White, WNBC program manager, and Steve Krantz, WNBT (TV) program manager, will be co-chairmen. Johnny Stearns will serve as coordinator and will interview talent and talent agents.

Dyers Sell Interests In WAIT for $252,000.

WITHDRAWAL of Gene T. and Evelyn M. Dyer from active management of WAIT Chicago was reported last week in a transfer application filed at FCC for approval to the sale of their majority interest in the station for $252,000 to owners of WSBG Chicago.

Buyers of the WAIT interest are Julius, Oscar, Bertha L. and Gertrude Miller, who in turn have sold WSBG for $180,000 to Louis S. Lee [B'T, Jan. 11]. The WSBG sale also awaits Commission approval.

Mr. Dyer, WAIT president, sells his 31% interest for $87,500, while Evelyn Dyer sells her 47% interest for $164,500. Adele Mounds retains 10% holding and Louis E. Mounds and Grace V. McNell retain each 6%.

KBTB (TV) Offers Plan To Split Film Sponsorships

KBTB (TV) Denver has originated a "Four-Minute Plan" by which advertisers for a flat weekly price may buy four one-minute commercials on four different-syndicated film shows, among those available on the station under the plan.

Joseph Herold, station manager, said the plan was enthusiastically received when presented to some 150 agency people at a luncheon March 12.

The station classifies its offerings into five categories (each with four shows) at fixed weekly prices for each category. Thus, an advertiser may buy one-minute filmed or slide commercials on each of the four detective-mysteries for $250; comedies for $280; dramas for $280; adventure-westerns for $160, and sports shows for $150.

The four full minute participations cost less than three Class A chainbreaks and in addition provide the advertiser with a different vehicle to exploit his product on four different occasions during the week, Mr. Herold said. The advertiser may mix his selections of programs to include different categories, paying one-fourth of the flat weekly cost for each category in which one of his four commercials appears.
KGNC NAMES IZZARD AS KRITSER RESIGNS

KGNC-AM-TV Amarillo announced new management appointments last week following resignation of Tom Kritser, general manager and national sales manager.

In announcing his resignation, Mr. Kritser said that he plans to go into business for himself.

MacCrystall Named KOA-TV Sales Head

WILLIAM F. MACCRYSTALL, active in tv sales with KNBH (TV) Hollywood, NBC-TV 3&6 outlet, for the past year, was appointed sales manager of KOA-TV Denver last week, according to Don Searle, KOA-AM-FM-TV general manager.

Mr. Searle also announced formation of separate promotion departments or KOA-AM-FM and KOA-TV. Dick Farris has been named promotion manager for tv and John Alderman promotion manager for radio.

Mr. MacCrystall was a 20-year veteran of Debro-Goldwyn-Mayer Studios before joining NBC last year. Beginning as office boy, he received several promotions before joining the Air Force in 1942 to serve until 1946. Upon his return, he served in a sales capacity with M-G-M's WMGM New York and returned to Chicago in 1948 to construct and operate his company's KMGM-FM. He became West Coast sales manager for M-G-M Radio Attractions in 1950 and engineered sale of the entire package to MBS in 1952. He remained with M-G-M in an executive capacity until joining NBC in 1953.

Hal Niemann & Assoc., Denver, continues to represent KOA-TV. Ball & Davidson, Denver, represents KOA-AM-FM.

Washington 'Post' Buys McCormick's 'Times-Herald'

PURCHASE of the McCormick-owned Washington Times-Herald by the Washington Post was announced last week, with the first issue of the combined Washington Post and Times-Herald appearing March 17. The sales price was understood to be about $8.5 million.

Washington Post, which is owned by former Federal Reserve Board chairman Eugene Feyer, owns 55% of WTOP Inc., licensee of WMFM-AM-FM-TV Washington, and 100% of WMBR-AM-FM-TV Jacksonville, Fla. CBS owns 45% of WTOP Inc. Philip L. Graham is president-publisher of the Washington Post Co. John S. Hayes is vice president in charge of radio-tv. He also is president of WTOP Inc.


WOOD-TV Exhibits Color

FIRST public showing of color tv at Grand Rapids, Mich., was held at the city's Home Show March 13. WOOD-TV, Grand Rapids' only tv station, carried a colorcast of the opera, "Taming of the Shrew," from New York. A total of 8,381 people attended show.

Christal Leases New Bldg.

HENRY I. CHRISTAL Co., radio station representative firm, has leased the 15th floor of a new 15-story, penthouse building, being erected at 579 Fifth Ave., New York, and will move its executive office there June 1. Firm's New York office currently is at 270 Park Ave.

Citizens for Ike Raise Funds

A DRIVE by the Citizens for Eisenhower primary committee to raise funds for purchase of tv time throughout Illinois has been announced in Chicago. The committee plans to take part financially in a statewide series of tv time throughout Illinois has been announced in Chicago. The committee plans for the U. S. Senate. Alderman Herbert F. Geister, another candidate, has arranged for telecasts in eight Illinois cities.

WACR's Wingate Proposes Record Companies Buy Time

PROPOSAL that record companies proposing to offer disc jockey sampling service on a fee basis reciprocate by buying time on the station has been made by Charles J. Wingate, WACR Columbus, Miss.

Writing Herbert R. Liebeck, Decca Distributing Corp., Cincinnati, Mr. Wingate voiced surprise that Decca would attempt a fee plan. "We will be glad to subscribe to your service," he wrote. "We feel that you should also give us a contract for record plugs equal to the same amount per month. Any of our record dealers would be glad to work a deal of this nature."

Mr. Wingate told B&T he feels record companies offering a fee service "are biting the hand that feeds them." He said a number of retail stores would be glad to furnish records in exchange for plugs on the air.

WMGM's New Rate Card 'Stabilizes' Charges

WMGM New York last week announced details of a new station rate card (No. 15), effective March 1, which was described as representing "stabilization of rate rather than lower pricing or higher pricing." It also eliminates the differential between daytime and nighttime rates.

Bertram Lebhar Jr., director of WMGM, said that basically the card represents the publication of rates at which "by and large," the station had been selling time for the past year.

Do You Know This Man?

He is Charles Dillon, general manager, WOL, Washington, D. C.

He says—

"WOL's top tune programming depends upon the wonderful instrumentals from SESAC—a truly great recording service."

The SESAC Library is lowest in cost for a complete Program Service

SESAC INC.

475 Fifth Avenue New York 17, N. Y.
or two. He pointed out that one significant factor was that the discount policy was curtailed to a point where, for instance with a published basic rate of $60, full discounts will bring the end charge down to $30 while in the past a published rate of $100 still brought the rate down to $50.

"In the case of certain tested programs which have well proven their popularity and other effectiveness," Mr. Lebhar continued, "the station's rates have been increased."

He noted that although WMGM still maintains separate national and local rates, the difference between the two has been reduced.

KQV Appoints Raymer Co.

KQV Pittsburgh has appointed Paul H. Raymer Co. as its national representative effective April 1, Gunnar O. Wiig, station executive vice president, said last week. James F. Murray, station manager, will confer with Raymer officials this week in New York, Mr. Wiig said.

REPRESENTATIVE APPOINTMENTS

WHEN Syracuse (formerly WAGE) has appointed the Katz Agency, N. Y., as its national advertising representative. WHEN is owned by the Meredith Syracuse Corp., affiliate of the Meredith Publishing Co., which is parent organization for WHEN-TV Syracuse, KHPO-AM- TV Phoenix, KCMO-AM- TV Kansas City and WOW-AM-TV Omaha.

CKWS-TV Kingston, Ont., appoints All-Canada Television, Toronto, as exclusive representative.

ABC-TV'S 'GAME OF WEEK' HITS SNAG

Misunderstanding by club owners prompts cancellation of training season series.

TV STATIONS in all major league cities will not carry ABC-TV's Game of the Week baseball telecasts for the remainder of the spring training period or during the regular season, it was made clear last week.

That is the upshot of a situation which had ABC and some of its affiliates in a quandary last week after a false report that major league owners had decided to prohibit all such telecasts from their own respective cities. In some instances, too, the displeasure of local sponsors was incurred.

The Game of the Week schedule involves games of the Chicago White Sox, Cleveland Indians and Philadelphia Athletics under ABC-TV's agreement, in part, with Falstaff Brewing Co. as part sponsor. It pertains to all major cities, including Chicago and Milwaukee which were summarily blacked out during the first spring training games in the local leagues area where the local club is playing at home.

Thus, WBKB (TV) Chicago, WOYK-TV Milwaukee, KSD-TV St. Louis, WXYZ-TV Detroit and other stations have made other commitments, thus the situation of cancellation which arose from a misunderstanding over baseball TV restrictions. New York, Philadelphia and Cleveland had not planned to carry a pre-season slate of five games, and thus were not affected by the cancellation involving the Chicago White Sox-Philadelphia Phillies telecast March 13.

Confusion Described

The confusion was described in New York by Leslie Arries, sports director of ABC-TV, as a misunderstanding over the distinction between exhibition and regular season games.

Falstaff had contracted to sponsor ABC-TV telecasts of some 30 training and regular season contests in perhaps 65 or so markets, excluding all major league cities and games in minor league areas when the local club is playing at home. ABC-TV planned to sell the other markets—perhaps an additional 65—on a co-op basis.

It was reported March 12 that major league owners decided to prohibit all telecasts to major league towns, which was written in the contract but apparently it was not understood by ABC as covering individual pact for exhibition games. But this was denied subsequently by Warren Giles, National League president. He said such action would run afoul of FCC regulations, and

intimated it might be anti-trust in implication.

WBKB was cut off after the second inning of the Sox-Phillies game, with little advance warning and WOKY-TV after the third inning. Both had sold the telecasts locally. KSD-TV, WXYZ-TV and four of five unidentified outlets were advised in advance not to carry the game.

WOKY-TV said it advised viewers it had been informed by ABC that the National League requested the American League teams not be televised into NL territory.

Another report said the White Sox had sought and received permission from the Phillies to televise the game to Chicago because of the Sox' participation in the Game of the Week program. A Phillies spokesman was quoted as saying he understood the telecast would go only to Chicago and not coast to coast. He then withdrew permission.

DuMont Adds Hubbell, Kiser To Account Executive Staff

ADDITION of Richard W. Hubbell and Howard S. Kiser to the account executive staff of the DuMont Television Network was announced last week by Gerry Martin, director of network sales.

Mr. Hubbell has been active in the broadcasting and telecasting field since 1939 and has held posts in all phases of the industry. He served most recently as assistant to the president of the Easton (Pa.) Publishing Co. and as general manager of WGLV (TV) Easton and WEEK-FM Easton. He previously had been television development officer for the U. S. Dept. of State and also had served in executive posts with CBS, WOR and WOR New York. Mr. Hubbell is the author of 4,000 Years of Television and Television Programming and Production.

Mr. Kiser comes to DuMont from Hearst's American Weekly division where he has served since 1943 as an advertising sales executive. In that capacity, he handled such accounts as R. R. Squibbs & Sons, General Electric Corp. and R. C. Reynolds Tobacco Co.

'Oscar' Awards Slated For 100 NBC-TV Stations

AN ESTIMATED tv audience of 43,000,000 will view the 26th annual Academy of Motion Picture Arts & Sciences' "Oscar" presentation on 106 NBC-TV stations (also carried on 190 NBC-Radio stations, Thursday 10:30 p.m. to 12 midnight EST). Sponsored at a cost of $275,000 by Oldsmobile Division of General Motors, through D. P. Brother & Co., Detroit NBC paid AMPAS its reported $115,000 for radio rights. The two-hour awards ceremony was televised for the first time last year by NBC and sponsored by RCA Victor, was seen by approximately 34 million viewers on 61 tv station and heard by listeners on 191 radio stations.

Motion picture producer-director Mitchell Leisen is general director for the ceremony. Other credits include Donald O'Connor, m.c. for Hollywood portions originating from RKO Pantages Theatre; Frederic March, m.c. for New York segment from Centre Theatre; Richard Carlson, radio commentary; William Kayden, production supervisor on 1953 Academy telecast; and George McGarrett, Hollywood and New York producers, respectively; Williar Bennington and S. C. of C. Producers, Hollywood and New York directors, respectively; and Bill Daniel, active on recent NBC-TVs. Colgate
Comedy Hour, choreographer.

Robert W. Sarnoff

of New York State

het to Mr. Evans in the national advertising and promotion department are John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.

NBC Details Changes In Natl. Adv. Shift
Jacob A. Evans, now responsible for all national advertising, reports to Robert Sarnoff, executive vice president. Other personnel changes announced.

DETAILS of the consolidation of NBC's national advertising activities under Jacob A. Evans, newly named director of national advertising and promotion (B&T, March 15), were announced last week by Robert W. Sarnoff, NBC executive vice president.

In his new role Mr. Evans—who headed advertising and promotion for both radio and television before last summer's divorce of radio and tv activities, and who since then had headed the department for NBC-TV—will now be responsible for all national advertising and all national direct mail promotion for the various operating divisions of the company, for all NBC institutional advertising, and for all network audience promotion. He will report to Mr. Sarnoff.

Explaining the changes, Mr. Sarnoff said:

The operating divisions of the company will continue to be responsible for sales presentations, writing, planning, creative material, program and availability data and promotional material for sales development in their individual fields. The owned-and-operated stations will be wholly responsible for on-the-air promotion of local promotion campaigns on behalf of individual stations. All-owned and operated stations will be coordinated with the national advertising and promotion production and the planning staff and will be conducted by the individual stations in cooperation with a national pattern developed from such coordination.

Other appointments and responsibilities announced by Mr. Sarnoff:

Richard Hughes, who has been director of advertising and promotion for the NBC Radio network, becomes radio network sales presentation manager and is responsible for all sales presentations, sales and program availability information for the radio network. On these matters he will report to Fred Horton, director of radio network sales.

David Hedley, television network sales presentation manager, is responsible for similar functions for the tv network, reporting on these matters to Walter Scott, administrative sales manager.

Harold Shepard, who has been sales development, advertising and promotion manager for national spot sales, becomes manager of new business and promotion for the Spot Sales department. He is responsible for that department's sales presentations, research, sales and program availability information, promotion assistance to represented stations, sales planning and new business development. On these

matters he reports to Thomas McFadden, director of National Spot Sales.

Reporting to Mr. Evans in the national advertising and promotion department are John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.

**NBC NETWORKS ADD FOUR AM, THREE TV**

AFFILIATION of four radio stations and three television station with NBC Radio and Television networks was announced last week by Harry Bannister, NBC vice president in charge of station relations.

A new television affiliate, effective May 1, is WDE TV-7 Chattanooga, which will operate on ch. 12. It is owned by WDE TV Broadcasting Co., with Carter M. Parham as president.

Others are KBES-TV Medford, Ore. (ch. 5), owned by the Southern Oregon Broadcasting Co. and KIEM-TV Eureka, Calif. (ch. 3), owned by the Redwood Broadcasting Co.

Three of the four radio stations are in Hawaii and are known as the All Hawaiian Network. They are KFMM Maui, KIPU Hiilo and KTOH Kauai, and have joined NBC through an arrangement with KGU Honolulu, network affiliate there, whereby they will be "fed" programs by KGU. The other new NBC Radio affiliate is KFSW Roswell, N. M., effective June 1. It is owned by John A. Barnett and operates on 1230 kc with 250 w.

**DISCUSSING NBC-TV's new Home show** are (l to r) Joy Royen, director of publicity for NBC affiliate outlets WNBW-TV and WRC-Washington; Vice President Richard Nixon, who presented a box of Capitol Hill soil for the indoor garden of the Home set; and Carlton D. Smith, NBC vice president and general manager of WNBW-WRC.

**ACROSS NEW YORK STATE**

on EXTRA AUDIENCE OF THOUSANDS IS ON THE MOVE

All summer long, cars loaded with prospects for your products roll on in an unending procession along the new New York State Thruway and other thousands of miles of WHAM-covered highways. More than 70% of these cars are radio equipped thus creating a tremendous plus or extra audience.

The strongest radio station signal heard at all points along the new super highway and byways between Syracuse and Buffalo is WHAM.

The WHAM coverage area embraces 26 counties. In these counties there is a vast permanent audience riding in nearly a half million automobiles. In addition there is an annual influx of thousands of visitors. These listeners are ready to buy and shop anywhere along the route, motivated by your sales message on WHAM.

People succumb to the call of the open road, get out of the house during the summer months...reach them in their automobiles on the move, with a program or spots on WHAM.

50,000 WATT CLEAR CHANNEL

**WHAM ROCHESTER CITY RADIO**

Broadcasting • Telecasting

**GREAT WESTERN IN BLACK After First Six Months**

THE Great Western Network of 10 NBC-affiliated stations in Montana, Idaho and Utah has completed six months of operation in the black with the future business outlook optimistic, it was announced at a meeting of the 10-station group in Salt Lake City.

The station managers discussed the possibility of expanding the network to include additional Rocky Mountain market area stations and considered several new programming ideas and tentative schedules for saturation campaigns currently being planned by regional advertisers.

Station owners and operators at the meeting included: E. B. Craney and Arne Anjoun, representing

**THE STRABLING-CARLSOLN STATION**

AM-FM • NBC Affiliate

Geo. P. Hellingbery Co., Natl' Rep

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

March 22, 1954 • Page 89
**WCHS-TV, KSWM-TV Go CBS**

WCHS-TV Charleston, W. Va., will join CBS-TV as an affiliate July 15 and KSWM-TV Joplin, Mo., will join the network Aug. 15, it was announced last week by Herbert V. Akers, CBS-TV vice president in charge of station relations.

WCHS-TV (ch. 8) is owned and operated by the Tierney Co., with John T. Gilder Jr. as general manager. KSWM-TV (ch. 12) is owned and operated by Air Time Inc. with Austin Harrison as general manager.

**CBS, Kurlan Settle Suit**

OUT-OF-COURT settlement for a "very substantial figure" has been made in writer-producer Arthur Kurlan's $3 million damage suit against CBS, its Board Chairman William S. Paley and others.

The plagiarism suit, in the courts since 1947, charges CBS-AM-TV's My Friend Irma is a misappropriation of the Ruth McKenney "My Sister Sam" stories to which Mr. Kurlan claims all radio-tv rights.

**ABC's Harrison Sees Increased Simulcasting**

DURING 1954 there will be increasing use of the radio-tv simulcast by which an advertiser benefits by using complementary media and additionally can profit from a single merchandising operation in both media.

This prediction was voiced by Jerome B. Harrison, eastern television sales manager for ABC, in a talk before the New York U. advertising seminar in Pittsburgh. He cited studies of the CBS Arthur Godfrey morning show simulcast which showed, Mr. Harrison said, that over a four-week period a housewife both viewed and listened to the program in a pattern that delivered more home visits than would have been delivered by either medium alone.

**McIntosh Opens Lab For Hi-Fi Systems**

FRANK H. McINTOSH, Washington consulting engineer, has announced the opening of his second research laboratory in Chevy Chase, Md., under the name of McIntosh Electronics.

New firm, soon to be incorporated, will be devoted to electronic research and the construction of custom-type power amplifiers and modules using the McIntosh circuit for home high-fidelity systems.

Located at 5232 River Rd., Chevy Chase, and covering 2,000 sq. ft., McIntosh Electronics' operations will be headed by Kenneth Owen, formerly with Radio Free Europe in Germany, and Fred Blendinger, previously with the Air Force psychological research group. Mr. McIntosh stated. Associates of the McIntosh consulting engineering office will be available for research projects, he said, "and for designing of high quality modulators for broadcasters wishing to modernize their present plants."

Other McIntosh laboratory is located at Binghamton, N. Y. Mr. McIntosh's consulting office is in Washington's Wyatt Bldg.

**Goldberg Consultancy Office Opened in D. C.**

MELVIN A. GOLDBERG, who resigned as acting executive secretary of the Uhf Tv Assn. (CLOSED CIRCUIT, Feb. 1), has opened a Washington, D. C., office as communications and research consultant. Mr. Goldberg was director of sales planning and research for the DuMont Television Network and was deputy director of the Office of Research and Evaluation, U. S. Information Agency, before joining the uhf group last year. Mr. Goldberg will specialize in tv and radio programming and research. His office is at 1515 Ogden St., N.W. Washington, telephone Tuckerman 2-0968.

**RCA Announces New Color Film Camera**

A NEW color film camera, using three Vidicon tubes and dichroic mirrors, was announced by RCA last week.

Priced at an estimated $37,700, the new "3-V" camera is scheduled for initial delivery late this year, RCA said.

"With the 3-V camera, many broadcasters can use present black-and-white film and slide projectors with only minor modifications," A. R. Hopkins, manager of RCA broadcast marketing, said. "Equally important, they can use a single 3-V camera to select up to three picture sources and shift from one to another simply and instantaneously."

The new camera will be used with a special optical multiplexer, also being placed in production by RCA. This unit can be used with two motion picture projectors—either 16mm or 35mm—and a dual-disc, single-lens, 2x2-in. slide projector.

Selection of the 3-V camera followed months of development and comparative studies of three methods of televising film subjects in color. Others involved use of a flying spot scanner and phototubes with either a special 16mm fast-pulldown projector or a special 35mm continuous film projector. With either of these two systems, a separate signal generating system would be required for each projector in use.

**Federal's New Film Camera**

FEDERAL Telecommunication Labs, Nutley, N. J., announced last week it has added a newly developed camera for televising film to its line of television broadcast equipment. The camera chain (FTL-105A) uses a small photopConductive camera tube and is said to produce "high definition and excellent picture performance at reasonable cost." The camera contains a small camera head weighing 71/2 pounds, a control-monitor and a rack-mounted power supply.

**RCA Color Bar Generator Developed for Set Testing**

A COLOR bar generator which transmits a single, narrow color strip that is hardly noticeable on black-and-white screens but which tells an installer whether the color set is correctly installed, was announced by RCA Service Co. last week.

The device, which will cost stations $275-$300, was developed by RCA in answer to a requirement for an on-the-air color signal to aid servicemen installing color sets. It obviates the need for any breaks in black-and-white transmissions in order to broadcast a color test pattern. Color signal can be broadcast intermittently, or at station breaks, at the will of the station, according to E. C. Cahill, RCA Service Co. president, who showed the device to FCC commissioners and staff in Washington two weeks ago.

RCA already has developed two instruments for servicemen for color installation work. One is a color dot generator and the other is a color bar generator. These are used by servicemen in home installations. An off-the-air bar generator was required in order to check transmission path, antenna conditions and transmission line installation, possible only with broadcast signal. The bar signal could also be used by a home.
viewer to check performance of his color set prior to a colorcast, Mr. Cahill pointed out.

Bar showed up on color receiver at Washington demonstration as a greenish-yellow stripe. On a monochrome receiver, the bar showed up as a cross-hatch area, so indistinct that it had to be pointed out to many viewers at the demonstration.

GE ANNOUNCES COLOR TV PRICES

GE has announced its prices for color TV equipment for stations.

Divided into three packages, the equipment and prices are:

Phase I—for transmitting network colorcasts, including special equipment but no charge for modification of existing black-and-white transmitter, $7,258 for vhf, $8,758 for uhf.

Phase II—for broadcasting color slides and films, including flying spot scanner, slide scanner for 25x-in. slides and continuous motion film projector and miscellaneous equipment, $68,178.50.

Phase III—for originating live studio color programs, including portable camera chain, monitor, mixer, etc., $28,000, plus Chroma-coder which takes field sequential output from camera and encodes it into NTSC standards, $44,000. The camera and Chromacoder are CBS developments, licensed for manufacture by GE [B*T, Feb. 1].

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Government Files $593,938 Tax Lien Against Muntz TV

TAX LIEN FOR $593,938 was filed by the federal government against Muntz TV Inc. last Tuesday, claiming withholding taxes for the period ended Dec. 31, 1953, and unspecified excise taxes for December.

At the same time trustees and creditors of Muntz TV, which is being reorganized under the Federal Bankruptcy Act [B*T, March 15], have agreed to keep the firm operating rather than liquidate it.

Wick to CBS-Columbia Post

APPOINTMENT OF Merle Wick as financial administrator of CBS-Columbia, television and radio receiver manufacturing division of CBS, was announced last week by Seymour Mintz, president. Mr. Wick will be in charge of the financial, accounting and general office administration at CBS-Columbia. For the past two years, Mr. Wick had been comptroller of CBS Inc. No successor has been named to fill that post.

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RCA DETAILS NEW UHF TRANSMITTER

DETAILS of its new uhf transmitter [B*T, Jan. 25] were made public last week by RCA, which calls it "the first high-power uhf transmitter to use conventional type tubes throughout." The unit (Type TTU-12A) was made possible, RCA said, by development of the RCA 6448 tube, "most powerful uhf beam-power tube so far produced as a standard type."

The new uhf transmitter provides a full 125-kw output at the low end of the uhf band, with a 10% allowance made for losses in the filterplexer. As losses are usually less than 10%, the actual output on some channels is nearly 14 kw, the company stated. With a non-directional high-gain uhf Pylon antenna the transmitter is capable of an effective radiated power of 300 kw; with a directional Pylon it can produce up to 500 kw in one direction.

A. R. Hopkins, manager of broadcast marketing activities of the RCA Engineering Products Division, pointed out that the uhf beam-power tubes used in both visual and aural power amplifiers are small and easy to handle, fitting into a "glide-in" cavity assembly for rapid interchange. "Power consumption of the TTU-12A is lower than that of any other uhf transmitter of equivalent power," he said, "and tubes cost only about half as much. On the basis of conservative estimates, these factors offer savings up to $34,000 on a 10-year operation." The transmitter is designed for color as well as for monochrome telecasting.

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Emerson to Lease Color TV Receivers for $75 Monthly

EMERSON Radio & Phonograph Corp., New York, last week announced a $75 monthly rental charge for Emerson color receivers, although the fee for the initial month will be $200 for delivery and installation expenditures.

Deliveries under the plan will start the first week in April, Mr. Abrams said, with initial deliveries to be confined to New York, Philadelphia, Chicago, and Los Angeles.

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Stromberg-Carlson Gain

ANNUAL report of Stromberg-Carlson Co., Rochester, N. Y., released last week, showed that 1953 consolidated net sales of all divisions, including broadcasting, amounted to $65,241,861 as compared with $48,098,209 in 1952 and earnings were $1,667,316 as against $1,240,756 in 1952.

The 1953 consolidated gross income of radio and television stations operated by the company's broadcasting division [WHAM-AM-TV, WHFM (FM)] was said to be "the highest in its history," with the greatest gain reported from the sale of time on WHAM-TV Rochester. The reports noted that the clear-channel WHAM showed about the same gross income as in 1952; "despite local competition from television and five radio stations," but expressed confidence that the radio station will "continue to operate at a good profit."

Zenith Reports 1953 Sales 'All-Time High'

ZENITH Radio Corp., Chicago, last Thursday reported consolidated net profits of $5,631,701 and consolidated sales of $166,733,276 for the fiscal year ending Dec. 31, 1953.

In a statement accompanying the stockholders' report, Eugene F. McDonald Jr., Zenith president, said profits reflected a reduction of $376,656 covering damage and loss from a flood that struck the Wincharger Corp., its Sioux City tower construction subsidiary, last year. Before the reduction, net profits were $6,208,357, compared to $5,845,933 for 1952. Sales set "an all-time high," topping the previous record set in 1952 by 21%.

Comdr. McDonald also noted that the Rauland Corp., Zenith's cathode ray tube subsidiary, "continued to be faced with unrealistic

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SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

---

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.
New GE Color TV Tubes

GENERAL ELECTRIC Co. has announced development of four new receiving tube types for color tv sets—the 6V2 high-voltage rectifier, the 5AU4 high-output, full-wave rectifier, the 6AR8 sheet-beam synchronous detector and the 6B5U high-voltage pentode for shunt regulation. These tubes, along with the 6B17 D-C restorer for color tv sets announced by GE some months ago, will be on display at the IRE engineering show in New York this week. Production will begin during the next 60 days at two GE tube plants.

Transmitting Equipment

<table>
<thead>
<tr>
<th>STATION</th>
<th>POWER</th>
<th>BAND</th>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSEE (TV) Erie, Pa.</td>
<td>12 kw</td>
<td>tv (ch. 35)</td>
<td>new station</td>
</tr>
</tbody>
</table>

Newfoundland TV Bid To Be Heard by CBC

APPLICATION for the first television station license in Newfoundland will be heard at the next meeting of the board of governors of the Canadian Broadcasting Corp. on April 29 in the Railway Committee Room of the Canadian Parliament Bldgs. at Ottawa.

Applicant is Newfoundland Broadcasting Co. Ltd., St. John’s, owner of CJON St. John’s. Application is for ch. 2 with 1.06 kw video and 0.634 kw audio, with antenna 359 feet above average terrain.

Application for a tv station at Peterborough, Ont., deferred from the Jan. 29 meeting, will be heard with CHEX Peterborough requesting a license on ch. 12 with 102 kw video and 61.2 kw audio, and another group headed by H. H. May, radio announcer of Toronto, requesting a station at Peterborough on ch. 12 with 32.4 kw video and 17.5 kw audio power.

New Am Station

A new am station is being applied for by Gibson Bros. Ltd., for North Vancouver with 1 kw on 1070 kc. CFGP Grande Prairie is asking for an increase in power from 1 kw to 5 kw on 1050 kc, and CKBL Matane has a similar power increase before the board on its present 1250 kc frequency. CKDA Victoria is asking for increase from 250 w on 1340 kc to 5 kw on 1200 kc; CKLIC Pincher Creek is requesting an increase from 350 kw on 1240 kc to 5 kw on 1350 kc; and CKVL Verdun is asking for increase from 1 kw on 980 kc to 10 kw on 850 kc. CKLC-FM Kingston is a request for change of frequency from 88.9 mc to 99.5 mc.

CBC board also will hear applications from CHOK Sarnia and CJIC Sault Ste. Marie, Ont., for corporate name changes, and for share transfers by CKBW Bridgewater, CFEN Fredericton, CKBB Barrie, CKOH Ottawa, CIAD Montreal, and CF QC Saskatoon.

A number of am stations whose licenses expire this year will have their activities reviewed in connection with recommendations of the CBC board for a further three year license term. The CBC has not announced which stations come in this category or whether personnel from these stations will appear before the board to answer questions.

India’s 1954 Radio Annual

THE Radio Times of India—India’s own radio magazine—has published its 1954 annual edition. Celebrating its ninth year of publication, the Radio Times is owned by Lakhapal Ltd., Bombay. The annual is written by well-known Indian radio personalities and also covers radio and tv news of the world.

Broadcasting • Telecasting
NABET Leader in L.A. Quits; Supports IBEW

CHARGING the CIO National Assn. of Broadcast Employees & Technicians with having “inner faults and weaknesses” which make it “inherently too weak” to provide radio and TV workers with the strong national union he deems necessary, KTTV (TV) Hollywood engineer Robert F. Goldman resigned last week as member of NABET’s Fifth Region executive board, vice president of its Hollywood chapter and unit chairman of the station.

He urged members to give their support to the AFL International Brotherhood of Electrical Workers (IBEW). His letter of resignation was to National President Clifford Rothery.

“One union for all radio-television men” is necessary in the larger picture nationally, Mr. Goldman told KTTV engineers last week in a statement. He stressed that “NABET will never be that union” and “NABET will never assimilate the IBEW.”

After Mr. Goldman’s blast, IBEW Broadcasting-Television Recording Engineers, Local 45, through Harry Stillman, business manager, announced it will petition the National Labor Relations Board for a collective bargaining agency election for KTTV engineers. The local already has a similar petition on file for stagehand employees of KJI-TV Hollywood.

WOR Without Musicians For Third Straight Week

WOR-AM-TV New York continued operations without musicians last week as the dispute between the stations and Local 802, American Federation of Musicians, entered its third straight week.

Spokesmen for both parties acknowledged there were no prospects in sight for an immediate settlement because of a basic difference in philosophy on the method of employing musicians. The dispute began at midnight Feb. 27 when an extended contract expired and the stations notified the local that their relationship had terminated. The stations had offered to hire musicians on a “per program” or “as needed” basis, but rejected a union demand for continuance of musicians’ staff. The local, however, accused WOR-AM-TV of “locking out” 40 staff musicians who had been employed there.

Several meetings with the Federal Mediation and Conciliation Service failed to reach an agreement.

The local, which had claimed a “moral victory” 10 days ago when the New York State supreme Court denied a motion by the stations for an injunction against picketing [B&T, March 15], revealed Friday that it plans to ask “the right fight to the public.”

Present plans call for half-page newspaper ads in the Times, News, Mirror and Post and several trade publications, under the heading, “WOR Wants Music But Not the Musicians Who Created It.”

NLRB Orders Vote By P.R. Performers

ELECTIONS will be held to give certain performers in Puerto Rico the right to decide if they wish to be represented by Gremio de Pressa, Radio, Teatro y Television de Puerto Rico, Independent, under a ruling by the National Labor Relations Board in a case involving McCann-Erickson and other agencies.

NLRB ruled the agency is the employer under certain contracts, the role of employer depending on the actual function performed by the various parties involved in the programs.

The case was described as an interesting point in broadcasting labor relations but not likely to alter industry bargaining patterns.

In the U.S., agencies frequently are employers of talent, usually signing a letter of adherence to network contracts. In some cases the sponsor is the employer, but generally passes negotiation rights to the agency which in turn follows the network patterns in AFTRA negotiations.

For tax purposes, U.S. agencies take the position, as a rule, that the sponsor is the employer and the agency merely acts as agent for the sponsor.

NLRB is to reopen the Puerto Rican cases to take further evidence.

SAG Appeals to AMP After M-G-M Won’t Pay

4-G-M’s refusal to give Ann Blyth added payment after permitting Colgate Palmolive to, without cost, to use film clips of the movie “Rose Marie,” starring the actress, for Lustre Treme TV commercials, has resulted in Screen Actors Guild turning the controversy over the Assn. of Motion Picture Producers for adjustment.

SAG contends M-G-M’s action may set a precedent that would spread to other TV advertisers. M-G-M, however, maintains it is well repaid in exploitation of the feature movie by allowing the clips to be used and further declares its contract with the guild contains no such added payment provision.

**PERSONNEL RELATIONS**

**UPCOMING**

March 22-24: Canadian Assn. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.
March 25: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.
March 26: 1953 duPont Radio & Television Awards dinner, Mayflower Hotel, Washington, D.C.
March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.
March 31: Testimonial dinner for Judge Justin Miller, retiring NABTB board chairman, Mayflower Hotel, Washington, D.C.

APRIL
April 1: Comments due on FCC proposed license fees.
April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

SPECIAL LISTING

BMI Program Clinics
March 22: Birmingham, Ala.; Nashville, Tenn.
March 24: Atlanta, Ga.; Louisville, Ky.
March 29: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
[Other clinics scheduled through June 25]
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B & T)
March 11 through March 17

Includes data on new stations, changes in existing stations, ownership changes, cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit; DA—directional antenna; ERP—effective radiated power; ETL—studio-transmitter link; synch, sync—synchronous amplifier; uhf—very high frequency; vhf—visual; kHz—kilowatts; w—watts; mc—megacycles. D—day; N—night; L—local; s—second; C—commercial; —transmitter; unlimited—unlimited hours; kc—kilocycles; STA—special service authorization; STA—a special temporary authorization; (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,322</td>
<td>525</td>
</tr>
<tr>
<td>CPs on air</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>125</td>
<td>19</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,339</td>
<td>544</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,657</td>
<td>577</td>
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<tr>
<td>Applications in hearing</td>
<td>193</td>
<td>185</td>
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<tr>
<td>New station requests</td>
<td>154</td>
<td>3</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>141</td>
<td>108</td>
</tr>
<tr>
<td>Licenses deleted in Feb.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>CPs deleted in Feb.</td>
<td>9</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations

Am and Fm Summary through March 17

<table>
<thead>
<tr>
<th>On</th>
<th>Air</th>
<th>Licensed</th>
<th>FM</th>
<th>Ping</th>
<th>Hear</th>
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<tbody>
<tr>
<td>AM</td>
<td>2,322</td>
<td>131</td>
<td>155</td>
<td>129</td>
<td></td>
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<tr>
<td>Fm</td>
<td>566</td>
<td>531</td>
<td>48</td>
<td>2</td>
<td>14</td>
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Television Station Grants and Applications
Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.:</td>
</tr>
<tr>
<td>vhf</td>
</tr>
<tr>
<td>Commercial on air</td>
</tr>
<tr>
<td>Noncommercial on air</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

- New Amend. uhf Total
  - Commercial | 511 | 337 | 748 | 925 | 1,238 |
  - Educational | 25 | 26 | 26 | 26 | 52 |

** *Fifty-eight CPs (11 vhf, 47 uhf) have been re-authorized.
- CP Wilcquant did not specify channel.
- Includes 23 already granted.
- Includes 146 already granted.

NEW TV STATIONS

Actions of FCC

GRANTS

Montgomerely, Vt.—WCAX Bstg. Corp. (WCAX Burlington, Vt.), granted vhf ch. 3 (90-96 mc); ERP 183.3 kw visual, 9.65 kw audio; antenna height above average terrain 2.36 ft. above ground 118 ft. Estimated construction cost $280,000, first year operating revenue $70,000, revenue not estimated. Post office address 139 Main St., Burlington, Vt. Studio location on Main St., near School St. Transmitter location on Mount Mansfield, 8.3 mi. east of Underhill. Geographic coordinates 44°16'43" N., 72°44'60" W. Long. Transmitter Gates, antenna RCA. Legal counsel: Hanson, Lovett & Dale (Klotz C. Loveltti, Washington Consulting engineer, and George E. Gaultney, Washington. Principal owner is President and Treasurer C. P. Hasbrook (96.7%), whose only business interest is WCAX. Granted March 12.

EXISTING TV STATIONS

Actions of FCC

KSAN-TV San Francisco, Calif.—S. H. Patterson granted STA to operate commercially on uhf ch. 32 for the period ending July 23. Granted March 5; announced March 16.

WBTV (TV) Elkhart, Ind.—The Truth Pub. Co., granted VHF to operate commercially on uhf ch. 33 for the period ending Aug. 3. Granted March 4; announced March 16.


WWLO (TV) New Orleans, La.—New Orleans TV Co. granted modification of CP for uhf ch. 20 to change ERP to 191 kw visual and 102 kw audio. Granted March 8; announced March 16.

KFMB-TV Grand Falls, Mont.—Byrd Broadcasting Inc. granted STA to operate commercially on vhf ch. 5 for the period ending Sept. 21. Granted March 11; announced March 16.

WMUR-TV Manchester, N. H.—Radio Voice of N. H. Inc. granted STA to operate commercially on uhf ch. 9 for the period ending April 26. Granted March 5; announced March 16.

WJTV-TV Bemidji, Minn.—Associated Brostr. Inc., granted modification of CP for uhf ch. 51 to change ERP to 7.41 kw visual, 3.98 kw audio; antenna height above average terrain 600 ft. Granted March 11; announced March 16.

WAPA-TV San Juan, P. R.—Jose Ramon Cal- niones granted STA to operate commercially on uhf ch. 4 for the period ending April 12. Granted March 5; announced March 16.

STATIONS DELETED

KCTV (TV) Kansas City, Mo.—Allen B. Dun- mont Labs Inc. granted request for cancellation STA for uhf ch. 35 and deletion of call letters. Deleted March 11.

WEOK-TV Poughkeepsie, N. Y.—Mid-Hudson Broadcaster Inc. deleted SPL on uhf ch. 21 at request of attorney. Dismantled March 16.

WWNY-TV Watertown, N. Y.—The Brookway Co. FCC deleted tv station on uhf ch. 48 at request of attorney. Deleted March 16.

CALL LETTERS ASSIGNED

KTRV-TV Modesto, Calif.—CFTM Broadcasting Co., uhf ch. 14.


WPOT (TV) Clearwater, Fla.—Pioneer Gulf TV Broadcasting, uhf ch. 57.

WNEX-TV Macon, Ga.—Macon Television Co., uhf ch. 37. Changed from WEXT (TV).

KHTV (TV) Hibbing, Minn.—North Star Televising Co., uhf ch. 58.

WHEN-TV Syracuse, N. Y.—Meridian Syracuse Television Corp., uhf ch. 8. Changed from WGET (TV).

WLBD (TV) Bloomington, N. Y.—Great Northern Television Inc., uhf ch. 5.

WTRF (TV) Parkersburg, W. Va.—The West Virginia Corporation, uhf ch. 5.

WOOL-TV Elighia, Ohio—Ellighia-Lorain Broadcast- ing Co., uhf ch. 5.

KETA (TV) Oklahoma City, Okla.—Okla. Educ. Television Authority, uhf ch. 13. Changed from KOK (TV).

WSHA Sharon, Pa.—Leonard J. Shatts, uhf ch. 39.

WCHS-TV Charleston, W. Va.—The Tierney Co., uhf ch. 8.

WBLK-TV Clarksville, Va.—Ohio Valley Broadcasting Corp., uhf ch. 18.

WTLB (TV) La Crosse, Wis.—La Crosse Telegraph Co., uhf ch. 38.

APPLICATIONS

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer seeks modification of CP for uhf ch. 53 to increasing ERP to 7.8 kw; antenna height above average terrain 533 ft. Filed March 10.

KTHC-TV Abilene, Tex.—Reporter Bstg. Inc. seeks modification of CP for uhf ch. 9 to change antenna height above average terrain 571 ft. Filed March 15.

WKHR-TV Marietta, Ohio—W & M Bstg. Co. seeks modification of CP for uhf ch. 11 to change transmitter location to 0.8 miles west southw. Filed March 15.

WETM-TV Charlotte, N. C.—Eagle Broadcast- ing Co., uhf ch. 53.

New Am Stations...

Actions of FCC

Broken Bow, Neb.—Gateway Radio & TV Inc. granted 1400 kw, 250 w unlimited, antenna height 172 ft. Estimated construction cost $20,000; first year operating cost $30,000, revenue $60,000; Mr. Michalak is former sales manager for manufacturer of building transmitters. Post Office address 871 Clifton Blvd., N.E., Atlanta, Ga. Granted March 17.

Kaney & Co.—Kaney Bstg. Co., granted 900 kw, 250 w daytime. Estimated construction cost $10,000, first year operating cost $25,000, revenue $40,000. Granted March 17.

LAMAR 2036

For the purchase and sale of radio and television stations

1701 K St., N. W. • Washington 6, D. C., N. 8-3233
Lincoln Building • New York 17, N. Y., M. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAMAR 2036

Allen Kander

Negotiator

(Continued on page 99)
PROFESSIONAL CARDS

JANSKY & BAILEY
Executive Offices
National Press Building
1329 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Phone District 7-1205
Member AFCCE

—Established 1886—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
International Bldg., D1. 7-1319
Washington, D. C.
O. Box 7037
Jackson 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years Experience in Radio Engineering
Munsey Bldg., Republic 7-3247
Washington 4, D. C.
Member AFCCE

GAUTNEY & JONES
Consulting Radio Engineers
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
Consulting Engineers
710 14th St., N. W. Executile 3-5670
Washington 5, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 Wytall Bldg
Washington, D. C.
Metropolitan 8-4477
Member AFCCE

KEAR & KENNEDY
102 18th St., N. W., Hudson 3-9000
Washington 6, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
111 G St., N. W. EX 3-0073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Electronic Communications
1610 Eye St., N. W., Wash., D. C.
Executive 2289—Broadcast 1-3591
(Night-time holidays: Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV Broadcast Allocation
FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6446
Washington 5, D. C.
Member AFCCE

A. E. CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abrom
Arlington, Texas

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
30 Bankers Investment Bldg.
San Francisco 2, California
Member AFCCE

W. DAWKINS ESPY
Engineering
620 Wilshire Blvd., 88922
Los Angeles, Calif.

LOVELL W. RAYTH
Aeronautical Consultant
(formerly Dept. of Commerce C.A. Member Washington Aerial Submarines) Offers specialized consulting service to the Radio and Television Industry on aeromedical problems created by tower construction.
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Herndon, Va.
Member AFCCE

QUALIFIED ENGINEERING
is of paramount importance in getting
your AM, TV, or FM station on the air. Publish a Professional Card and join these engineers, among the foremost in their field.

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Member AFCCE

Vandivere, Cohen & Wearn
Consulting Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

SPOT YOUR FIRM'S NAME HERE, To Be Seen by 75,936 Readers among them, the decision-making station owners and managers, chief engineers and technicians-applicants for am, fm, tv and facsimile facilities. * 1953 AMR Projected Readership Survey

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5002
P. O. Box 7037
Kansas City, Mo.

TO ADVERTISE IN THE PROFESSIONAL OR SERVICE DIRECTORY—Contact
Broadcasting-Telecasting
1733 DeSales St., N. W., Washington, D. C.

March 22, 1954 • Page 95
HELP WANTED

Salesmen


Commercial manager—if you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 794C, B.T.

Thoroughly experienced, successful salesman for excellent opportunity. Intangible, dealing with broadcasting station, South. Some travel. Salary, plus. Send references (checked only by Buffalo, New York), record, complete details. Box 764C, B.T.

Assistant sales director for established $5,000 midwest radio and NBC-DuMont television operation. Job with great potential for ambitious person with excellent background. Send complete information, experience, photo, salary requirement, availability to Box 750C, B.T.

Commercial manager needed for 1 kw full-time midwest independent. Immediate experience and successful sales record required. Box 760C, B.T.

New southern station with excellent prospects for future needs good salesman. Must be hard worker. Send letter asking for an interview. All replies to Box 191, Monroe, Georgia.

ANNOUNCERS

Combe announcers, 1st engineers or salesmen. Immediately, Indiana. Box 488C, B.T.

1,000 watt daytimer has openings for two first class engineer-announcers. Emphasis on good announcing. $75 per week for 48 hour week. Eight weeks vacation, liberal sick leave. Send resumes (kept confidential) to Box 794C, B.T. Marvelous opportunity for right men.

Announcer needed by midwestern radio-television station, especially interested in a morning man. Please send audition background and salary requirements. Box 764C, B.T.

Top-flight announcer, no drinkers or floozies, CBS affiliate, hospitalization, life insurance, bonus and vacation. Starting salary $75.00 weekly. Send picture with first letter. Box 768C, B.T.

Combe—announcer-engineer needed. Large midwest independent regional. Box 760C, B.T.

Good basic voice; willing to learn; good attitude; give full details first week. Prefer man under 25. Military status. Location S.E. Washington State. Box 768C, B.T.


Don’t apply unless you’re ambitious. Good job for young man. First phone, top voice required, $40.00 first week. Will go overtime, future. Send particulars, audition, KREM, Spokane.

Immediate opening. Top combo man with 3 years experience and hit ticket. Capable of good news and delivery commercials with sales punch. Send tape and background to KSTT, Davenport, Iowa.

Experience desired, strong on news and commercials, talented staff work on long established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WPFD, Flint, Michigan.

SITUATIONS WANTED

$100.00 per month start, for good (married) combo-man, 37 hours week. ABC station, interview required. WGFV, Greenville, Alabama.

Staff announcer needed for $5,000. Single and from state west due to Dick French, WILS, Lansing, Michigan.

Announcer, with or without first class ticket, wanted immediately by full-time NBC station in beautiful Western North Carolina. WPNI, Brevard, N. C.

Salesman—announcer, who has successful early morning show, wanted by San Diego Independent. Send tape and record and type of accounts sold at retail. 6:00 am-9:00 am, Monday-Friday. Shift only, balance of time selling and servicing. Salary plus commission. Send to General Manager, 630 7 Street, San Diego, Calif.

Midwest $5,000 radio NBC-DuMont television operation, desires experienced technical director, or associate opportunity. Send full details to Box 790C, B.T.

Good local newsmen. Progressive news, special events, announcing ability essential. Besides news “know-how” real newsmen with experience to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B.T.

Opportunity male copywriter. Some announcing. Submit samples. Texas. Box 630C, B.T.

Immediate opening for associate director of 5000 watt college station. Applicants need college, administrative ability, wide interests, congenial personality and first-class writer. Salary $4000-$5000 11 months. Box 711C, B.T.

University assistant professorship, effective September. Master’s degree and station programming or sales experience. Nine months’ instruction: $4000. Box 760C, B.T.

Copy writer needed for 1kw full-time midwest independent. Box 764C, B.T.

Copywriter with ability to write hard-hitting commercials and concept development. Individual or group. Must be able to write and produce spots and jingles for our sales organization and have ability to announce. Salary $3000, guaranteed raise with ability, hospital plan, good fringe benefits. Send resume and pay stubs first letter including pictures, samples of copy and stamps. Write Manager, KYOK, Houston, Texas.

Experienced copywriter, WEAV, Plattsburgh, New York.

News editor for WPAZ, Pottstown, 1000 watt daytime, to gather, edit and broadcast local news. Contacts with regard to promotions. Salary open. Personal interview required.

TELEVISION

Have immediate opening for tv station technician. Start at $75.00 per week. More if qualified. Experience on video maintenance required. Contact immediately if interested. Box 721C, B.T.

Director of engineering for vh station soon to go on air in thriving southern market and will have CBS regional radio station. Desired within short time. Box 760C, B.T.

HELP WANTED (Con’d)

Production-Programming, Others

Sales manager—radio or tv—12 years excellent sales. Operation—Planning; Radio-FM and TV. Prefer early morning news. Respectfully solicit personal interview. Box 686C, B.T.

Successful, thoroughly experienced, mature manager available because of tv merger. Top results, nationally expected. Worth investigating. Box 651C, B.T.

Combination manager-salesman-program director. Experienced. Prefer Florida or south. Box 662C, B.T.

Successful manager with 12 year record of strong sales and programming background. Presently NBC $5,000 which grossed 141 thousand aces. Age 34. Want independent station post in south or east. Box 759C, B.T.

Radio sales and management. Presently employed. Seeking better opportunity. Box 756C, B.T.

Presently employed manager of 250s desires move to operation with greater opportunities. Excellent background and experience. Permanency important. All replies considered in confidence. Box 750C, B.T.

Result getting manager with knowledge and showmanship. Interesting programming that sells洛 opportunity. Long, mature, managerial and sales in small and medium markets. Has kind of experience essential to owners who are learning that the listener and experience won’t pay profits. Stop that downward slide. Available about May first because of tv change. Box 762C, B.T.

Manager, 37, married, 13 years with company in allied field. Strong sales, has limited capital. Wishing to take over or assist manager of independent station. Invest and participate. No large salary requirements. Box 784C, B.T.

SALSAinen

Good salesman seeks good job. Box 713C, B.T.

Sales manager, salesman—can substantiate twelve years successful record. Station changed ownership, sold my stock, desire any connection. Thorough knowledge radio-television, college, business administration, diversified experience in sales approach. Top references. Box 717C, B.T.

Salesman—Sportscaster. Have experience in both. Can supply tape, sales record. Married veteran, college graduate. Box 720C, B.T.

16 years experience selling radio time. Interested in permanent job, radio or tv. Box 712C, B.T.

Salesman—successful sales and service of local, regional and national accounts. Key, medium and small market background. Married, 29, B.A. Excellent references. Radio or tv, Box 795C, B.T.


Midwest only! 12 years commercial department. Preferably Illinois or vicinity. Box 786C, B.T.

ANNOUNCERS

Baseball announcer. Seven years experience. Fine voice, best of reference. Box 341C, B.T.

Combe man, 2nd class permit, college graduate. Look on experience, strong on news and sports, can do play-by-play of baseball and football. Can travel anywhere. Draft exempt. Box 690C, B.T.

Newsman looking for western station that appreciates solid local coverage. Radio, newspaper experience. Box 341C, B.T.

Deejay, announce and sell, 6 years experience. Want permanent deal. Sober, reliable, available immediately. Box 683C, B.T.

Announcer—6 years experience all phases of announcing, news, sports, music, narration. Hold first phone license. Box 684C, B.T.
Situations Wanted—(Cont’d)

11 months experience, all phases of radio. Have third class license. Desire employment in south or west. Box 707C, B.T.


Announcer. Experienced all phases. Relaxed personality. DJ. Smooth newsmen. Presently employed top-rated major market mid-Atlantic industry. Married, veteran. Wants permanent northeastern location! Box 768C, B.T.

Recent broadcasting school graduate. Light on experience. Needs full-time job. General staff announcing family man, willing to work. Box 715C, B.T.

Announcer-disc jockey and newscaster! Broadcasting school graduate. Very conscientious and dependable and make good. Korean veteran, single. Box 722C, B.T.

News, commercial, DJ. recent graduate broadcasting school. Board work, continuity, sports. 25, single, veteran. Disc available. Preferably midwest. At present DJ on fm. Box 723C, B.T.


Announcer: 1 year staff experience, strong on news and sports. Fine play-by-play potential. College graduate. Box 728C, B.T.

Heavy play-by-play sports, commercials, interview news: light board, sales; air experience. Air Force and network. SRT graduate. Prefer central west and northeast. Box 731C, B.T.

Experienced staff announcer looking to further career. Heavy on play-by-play sports. Four years on all phases of radio broadcasting. Box 732C, B.T.


Baseball broadcaster. Six years experience up to AA. Highest recommendations. Box 738C, B.T.

Sports announcer. Due to unusual situation in "Hillbilly" sports, announcer. Right sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran with 5 years experience. Excellent voice, and good experience. Best reference is current employer. Write Box 740C, B.T.

Can you offer greater pay? Announcer, 3 years experience, strong on DJ, news, ad-lib, emcee. Wants radio-tv. Box 741C, B.T.

Versatile announcer with ambition, ability and 7 years experience, seeks permanent position with future. Tape, resume. Box 741C, B.T.

Versatile announcer desires position on am-tv network operation. 10 years experience. Draft exempt. Young, currently employed. Car. State salary. Box 744C, B.T.

Saleman-announcer. Ambitious, light experience, desires sales opportunity. Will travel. Box 766C, B.T.

Combino: 3rd class license. Ambitious, draft exempt, progressive 250-500 watt station. Box 767C, B.T.

Announcer. Recent broadcasting school graduate. News, commercials, popular and classical DJ. Tape. Box 768C, B.T.


What you need is a good versatile announcer! Experienced staff, play-by-play. Presently employed independent station. Tape, resume on request. Try me! Box 771C, B.T.

Well trained negro DJ, announcer, copy writer, ambitious, reliable. Box 772C, B.T.

Situations Wanted—(Cont’d)


Announcer; disc, commercials, control board operator, newswriting and editing. Ad-libbing. Limited experience. Edward Pirro, 15 Smith Street, Stamford, Conn.


Young reliable, experienced indie station. Excellent ability. Single. Box 733C, B.T.


All I want is a chance! No praise, send for tape, then judge. James Whiteky, 446 School, New York, Ohio.

Announcer-control board operator, station staff. Experience: DJ, commercials light, potential asset. Sober, reliable, stable, continuous professional. Resume, tape. 703 Amboy Avenue, Perth, N. J.

Technical


WW2 radio operator with 1st class telephone job in small midwest city. Write Box 738C, B.T.

First phone. Announcing experience with independent and sw network. Box 733C, B.T.

Engineer, first phone, technical school graduate. Radio engineering and tv. Some am experience, seeking permanent position. Box 735C, B.T.

Chief engineer, ten years experience. Prefer Texas, Louisiana area. Family, age 39. Box 772C, B.T.

Tatak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No, we can produce. Box 773C, B.T. Broadcast Equipment Corp., 136-01 Liberty Ave, Richmond Hill, N. Y.

Production-Programming, Others

Newswriter, employed, 22 months experience newspapers, radio, Journalism graduate, veteran, single. Box 760C, B.T.

Supervisor-director—4 years radio-4½ yrs tv. Destines position with more progressive station. Box 761C, B.T.

Male copywriter! 7 years of top-notch copy. Not just words, but copy! Samples on request. Box 790C, B.T.


Two men available! One-8 years gathering, editing, writing and editing news. 10-10 years versatile staff programming and DJ work. Both married, settled, not afraid of work, employed in one of top 10 markets. Looking for announcer-pd/news ed. Combination together if possible-alone if not. Prefer tape, pictures, etc. on request. Box 751C, B.T.


Experienced, reliable radio newsmen desires switch to am-tv operation in midswest. 15 years broadcasting experience. Top recommendations. Married. Box 746C, B.T.

(Continued on next page)
Television

Situations Wanted

Managerial

Management team—Two men highly specialized for television production and broadcasting experience in station construction and operations. Excellent opportunity for creative director of station. Qualified for programming and national spot sales. Can also staff station on short notice with trained tv personnel. Box 768C, B-T.

Former part owner, director, executive officer and general manager, who conceived, planned, built, organized and operated one of country's most successful uhf stations—on black at end of financial year. Desires executive or administrative position with national network. Knowledgeable in all phases of this field. Years of experience with FCC, leading Washington radio and television law firm and stability and character well known and highly respected in all branches of broadcasting industry. An interesting, challenging opportunity more important than compensation. Box 782C, B-T.

Announcers


Technical

Chief engineer—Seven years experience in television, all phases. Permanent. Box 746C, B-T.

First class engineer, technical school trained in all media of communication. Correctly qualified, capable, available. Two weeks. Box 790C, B-T.

Tv studio engineer, first phone, graduate of RCA Institutes. Seeking permanent position. Will travel. Box 715C, B-T.

Production-Programming, Others

Experienced three years television news, Desire connection major market to produce daily news. Position is restricted to all phases of operation. Will furnish all necessary equipment. Operations immediately upon arrival. Open proposition. Box 725C, B-T.


Tv film department manager. Thorough experience, all phases with top station. Box 768C, B-T.

Woman, college grad with six years radio experience as copywriter, commercial manager, program director, wants job in tv or radio anywhere going well within year. Rosemary Custor, WLWX, LaCrosse, Wis.

Production graduate. All phases—switcher, lighting, sound on top. Limited experience. Unlimitted ability: Midwest, south, southeast. Announcing experience. Bill Connor, 3006 Dudley, Nashville, Tenn. Tel. 7-3023.

For Sale

Stations

Texas radio station, 1000 watt day-time, located in city over 100,000, population 400,000, population within radius of 5 miles. Highly industrial, tremendumous payrolls. Owner retiring. Reasonable down payment, balance on terms of five years or longer with 5% interest. More interested in character, ability of operator than the amount of down payment. Would consider partner if qualified to assume complete management. Boxes 698C, B-T.


250 watt network station, southeastern industrial market. Box 728C, B-T.

Pacific northwest (nearly 1 million population market) 1 kw station. Offers an excellent opportunity as owner, or part owner for right person. Box 735C, B-T.


For Sale—(Cont'd)

Equipment, etc.

Five kilowatt am transmitter complete with some spare tubes, $2,000. Box 535C, B-T.

Complete Collins equipment for 20kw fm station. All new transmitting antennas, frequency and modulation monitor. Box 525C, B-T.

Have spare zoomar lens: perfect condition. Box 643C, B-T.

UHF equipment available for sale. Write for list and prices. Box 705C, B-T.

RCA 44B microphone in perfect condition. Purchased two years ago, $60.00 f.o.b. Guilderland. Also 23 UTC Linear Standard pre-amplifier and line transformer and 7 tubes furnished upon request. KUTE, Box 726, Glendale, California.

Modulation monitor—Gaetze MO-326, good condition, $136. f.o.b. Chief Engineer, WFLD, Farmville, Virginia.

Best offer, 270 ft. Truscon self-supporting tower, type B-30 with lights. WOXY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the waltz tape station. No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-91 Liberty Ave., Richmond Hill 19, N. Y.

Interested in films? For public reaction through screening committee. Board of Review of Motion Pictures, plus authoritative articles, for a combination feature. Box 9, Dept. 1A. Box 109, Gracie Station, New York 28, N. Y.


Wanted to Buy

Stations

236-1000w west of Mississippi. Prepared to negotiate immediately. Replies confidential. Box 656C, B-T.

All or part of 1000-watt or under in Tucson of Phoenix, Arizona, area. Box 747C, B-T.

Southeastern am station. Medium or small market. Red or black ink or invest and assume managerial position. Box 782C, B-T.

Equipment, etc.

UHF 1kw transmitter: antennas, cameras and all other tv equipment. Will pay cash. Write Box 555C, B-T.

Want field strength meter, RCA model WX-SC. Box 602C, B-T.

Used 10k fm transmitter or 10 kw fm amplifier. Box 636C, B-T.

Everything for 500 watter. Used tower, transmitters, power equipment and turn-tables. Describe fully. Box 782C, B-T.

2-250 foot antennas. 3-kw-am transmitters. 1-kw-am transmitter, 2-consoles, 4-turntables and associated equipment. 2-remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bains- bridge, Ga.

General Radio type WM-45A modulation monitor. Good condition. For use on 1600ke. WNEX, Bihb Building, Macon, Georgia.

250 Watt am transmitter in good working condition. Please give full details first letter. Howard C. Gilbreath, Radio Station WVOP, Vidalia, Georgia.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 18th, Portland, Oregon.

Miscellaneous

A complete application for a television hearing to be held in Los Angeles. Descriptions, including the latest and best thinking of the recognized top tv minds presented 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 565C, B-T.

Television

Situations Wanted

Television Salesman

Proven Am-TV Ability Sought. Executive with complete operational experience with both AM and TV seeks Commercial Station Management experience. New employer coming major Eastern effort, bills over $100,000 annually. Family man. Top station, aggressive, references. Box 735C, B-T.

Production-Programming, Others

Exclusive for TV News!

• Exclusive, authoritative newscaster available.

• Distinctive "Murrow manner."

• Impressive international assignments.

• Let's build prestige news program to-gether!

Box 780C, B-T.

For Sale—Equipment, etc.
APPLICATIONS

Beaufort, N. C.—March 6, Ray Cummins, 1400 kc, 250 w unlimited. Post office address General Delivery, Beaufort, N. C. Estimated construction cost $150,000, year of operation 1940, revenue $30,000. Principals include President, Manager, Secretary John Lanier MacLean (65%), insurance and real estate.

For Sale—(Cont'd)

FOR SALE

One Wincharger Tower—207 feet high—does not have lights—must be dismantled. WJPG Green Bay, Inc. Formerly call Main 365. Write to Mike Turk, Inc. East Liverpool, Ohio.

WANTED

Will buy all or part of local independent station. Must be ONE STATION market. Was co-owned with management station 15 years. Post 6 1/2 years manager present position. Will accept General Managers' position if attractive. All replies held strictly confidential. Box 7983, B-T.

APPLICATIONS

Broadcasting

New Fm Stations . . .

ACTION BY FCC


Existing Fm Stations . . .

ACTION BY FCC

KRJC-FM Beaumont, Tex.—The Enterprise Co., granted CP to change from 275 kc to 274 (75.7 mc). Granted March 11; announced March 18.

Ownership Changes

NEW ENGLAND

$60,000.00

New England

$60,000.00

Only station in an outstanding New England market with retail sales in excess of $50,000.00. Needs a capable owner-operator. Liberal financing.

Southern Network

$15,000.00

Currently growing $65,000.00 per year with $15,000.00 profit. Single station market of 15,000 population surrounded by good farming lands, oil production and excellent fishing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TELEVISION BROKER

WASHINGTON, D. C.

Ray V. Hamilton

Tribune Tower

Washington 1-3505

STERLING 3-4314

CHICAGO

Chicago 2-4930

SAN FRANCISCO

215 Montgomery St.

Exmouth 2-5672

the application of Orange Belt Telecasters for a construction permit for new tv station in San Bernardino, Calif., on ch. 30 March 15.

ACTION


OTHER ACTIONS


Am Hearing Dates Scheduled—FCC scheduled hearing dates in 10 proceedings hereinafter designated for hearing. See B-T, March 15, for complete list. Action March 11.

Am Skyline Measurement Provisions Deemed—By report and order, the Commission finalists its rule making proposal of May 6, and deleted the sections in its Standards of Good Engineering Practice Concerning Standard Broadcast Stations which provide that the intensity of skywave broadcast signals may be computed on the basis of individual measurements and which prescribes the method of making such measurements. This conforms to Commission practice in holding that measurements of this nature are not proper for consideration in connection with the processing of individual am broadcast applications. Action March 11.

Am rules amended—Class IV stations. By order, the Commission amended its class IV station broadcast rules, effective immediately, with reference to applications for Class IV station licenses to be filed before Dec. 18. These exceptions to the rule which bans grant of Class IV station construction permits have been disposed of and the proviso is no longer needed. Action March 11.

Rogers, Ark.—New am, 1370 kc. By order, the Commission dismissed with prejudice for failure to proceed with application of Rogers Broadcasting Inc., for new am station in Rogers, Ark., on 1306 kc, 1 kw, dkw, and removed from hearing docket the application of Radio Station KAAM for new am station on 1370 kc, 1 kw, dkw. Action March 15.

Escanaba, Oceenide, Calif.—By memorandum opinion and order, the Commission denied petition filed in a proceeding involving rehearing and reconsideration of Commission decision denying application of Escanaba Broadcasting Co. for construction permit for new tv station in Escanaba, Michigan, on new tv station at 1450 kc, 250 watts, unlimited time. Action March 12.

Sacramento, Calif.—Vhf ch. 10 proceeding. FCC scheduled oral argument on April 6 on applications for new tv stations for new tv station on vhf ch. 10. Action March 11.

Fm Allocation—By order, the Commission amended its revised Tentative Allocation Plan for Class I stations of Section 309(b) of the Act to designate new ch. 287 from Beaumont, Tex., and adding it to the states of Texas, Louisiana, Arkansas and Oklahoma, and designating new ch. 288 from Jacksonville, Fla., and adding it to the states of Florida and Georgia. This exchange of channels between the two states was requested by the Enterprise Co., licensee of station KRKN-AM Beaumont, Tex., and the conditions of interference caused by the new station operating on ch. 11 in Galveston, Tex. Action March 11.

Fl. Wayne, Ind.—Vhf ch. 69 proceeding. FCC scheduled oral argument on April 6 on application of Anthony Wayne Beet, Co. for new tv station on vhf ch. 69. Action March 11.

Weichita, Kan.—Vhf ch. 10 proceeding. FCC scheduled oral argument on April 6 on applications of Mid Continent-TV Inc. and KANCE for new tv stations on vhf ch. 10. Action March 12.

WKTK, Toledo, O.—Vhf ch. 6 proceeding. FCC schedules oral argument on April 6 on the application of WKTK, Toledo, O., for construction permit and for new station. Action March 12.

FL. Fort Myers, Fla.—Radio St. Louis, Fla. By memorandum ruling, the Commission granted petition to dismiss without prejudice its application to change Class II to Class III status. Action March 12.

KSTV, Costa Mesa, Calif.—Radio St. Louis, Fla. FCC George E. Sterling granted petition to dismiss without prejudice its application to change Class II to Class III status. Action March 12.

KRTV, Columbus, Ga.—By order, the Commission assigned new vhf ch. 44 for new tv station in Columbus, Ga., in light of the issue of Section 309(b) of the Act and proposals for new tv stations in Columbus, Ga. Action March 12.


Pittsburgh, Pa.—Vhf ch. 36 proceeding. By order, the Commission reversed and vacated its order of ch. 36 for new tv station in Pittsburgh, Pa., which had caused interference to another station. Action March 11.

Lawton, Okla.—Lawton Beet, Co. FCC designated for hearing new tv station at 1300 kc, 1 kw, unlimited in a consolidated hearing with applications of two other companies. Action March 11.


Proposed Minimum Power for Vhf—The Commission proposed, to amend the rules governing tv broadcast stations so as to require radiated power of 5 kw for vhf stations. Comments will be received on or before April 18. The Commission expresss its concern that uhf broadcast stations not be authorized to use radiation of power greater than 1 kw. Applications for television broadcast permits for new tv stations at 1600 kc, 1 kw unlimited in a consolidated hearing with applications of two other parties were rejected by the court in Washington, D. C. Action March 11.

Provided that it be so designated by the Commission in determining construction permits, except upon a showing that to require Bone Special Temporary Authorization for operation without a Special Temporary Authorization is not available. Action March 11.

Provided that it be so designated by the Commission in determining construction permits, except upon a showing that to require Bone Special Temporary Authorization for operation without a Special Temporary Authorization is not available. Action March 11.

Provided that it be so designated by the Commission in determining construction permits, except upon a showing that to require Bone Special Temporary Authorization for operation without a Special Temporary Authorization is not available. Action March 11.


March 16 Decisions

BROADCAST ACTIVITIES

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

March 12
Remote Control
The following stations were granted authority to operate transmitters by remote control:

Applications Returned

March 13

March 14
License

March 15
Applications

Acceptable for Filing

Remote Control

March 16

Remote Control

March 17

March 18

March 19

March 20

March 21

March 22

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March 205

March 206
Builds wider-spread acceptance for your brand than does any other Atlanta TV outlet because WSB-TV is

The great AREA station of the Southeast

Account executives picking WSB-TV assure their client of a deadly competitive advantage over brand opponents on any other Atlanta station. WSB-TV's coveted channel 2 dial spot, plus 100,000 watts power boomed out from a 1062 ft. tower delivers far more total audience, and far more audience per dollar invested. In Georgia only WSB gives you the mass circulation you need if you want to build mass sales volume fast. Ask Petry for availabilities.
TELESTATUS

March 22, 1954

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 have educational outlets and (2) grantees. Triangle (△) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective figures for their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Preliminary U. S. set in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

**Newest Starters**

Listed below are the newest stations that have started commercial operation:

- **KSAN-TV** San Francisco (ch. 23), March 13
- **WSJV (TV)** Elkhart, Ind. (ch. 52), March 13
- **KDAL-TV** Duluth, Minn. (ch. 3), March 14
- **KCBK (TV)** Tulsa, Okla. (ch. 23), March 13

**Modesto**

- **KTRF-TV (14) 2/17/54-Unknown**

**Monterey**

- **KMBY-TV (8) CBS; Hollenberg: 190,513**
- **Sacramento**
  - **KBIE-TV (48) 7/28/53-Spring '54**
  - **KCCIC (TV) (10) 5/23-Unknown**
  - **McCleary: Besty. Co. (10), Initial Decision 11/6/53**

- **Selma**
  - **KSSW-T (8) CBS, NBC; Hollenberg: 301,694**
  - **San Bernardino**
    - **KFTO-TV (12), 11/6/54**

- **San Diego**
  - **KPFMB-TV (8) ABC, CBS; Petry: 206,382**
  - **KBSD (TV) (10) NBC; Katz: 206,382**
  - **KUSC (81) 12/23/53-Unknown**
  - **San Francisco**
    - **KBAT (TV) (10), 2/11/53-Unknown (granted STA Sept. 15)**
  - **KGO-TV (7) ABC; Petry: 838,600**
  - **KPIX (5) CBS, DuM; Katz: 825,000**
  - **KION (7) ABC, Free & Peters: 839,600**
  - **KSAN-TV (32) McGUilla**

**San José**

- **Standard Radio & TV Co. (11), Initial Decision 11/6/53**
- **San Luis Obispo**
  - **KVOC (TV) (6) DuM; Grant: 65,468**
- **Santa Barbara**
  - **KEVT (3) ABC, CBS, NBC, DuM; Hollenberg: 450,192**

**Stockton**

- **KTVU (38) Hollenberg**
- **Radio Diabolic (123) 9/1/54-6/15/54**
- **Tulare (Fresno)**
  - **KXV (27) DuM; Forjoe: 122,000**
- **Yuba City**
  - **KAGK (TV) (53), 3/13/53-Unknown**

**COLORADO**

- **Colorado Springs**
  - **KCTV (11) ABC, CBS, DuM; Hollenberg: 193,767**
  - **KRDQ (TV) (13) NBC; McGUilla: 35,960**
- **Denver**
  - **KTVX (9) ABC, CBS; Free & Peters: 197,516**
  - **KPEL (TV) (3) NBC; Blatt: 197,516**
  - **KLZ (TV) (7) KB; Katz: 197,516**
  - **KDCA (TV) (4) NBC; Petry: 197,516**
  - **KRAMA (TV) (41), 7/1/54-1/54**
- **Grand Junction**
  - **KFXJ (TV) (5) Holman; 3/28/53-May '54**
- **Pueblo**
  - **KCOY (TV) (5) NBC; Avery-Knodel: 30,960**
  - **KDZA (TV) (3) McGUilla: 40,000**

**CONNECTICUT**

- **Bridgeport**
  - **WJTC (771), 1/29/53-Unknown**
  - **WJCT (TV) (43) ABC, DuM; Young: 59,127**
  - **WSUL (49), 8/14/53-Unknown**
- **Hartford**
  - **WEDH (246), 1/29/53-Unknown**
  - **WGTH (TV) (14), 10/21/53-Unknown**

Directory information is in following order: call letters, channel, network affiliation, national representation, market set count for operating stations; date of grant and commencement target date for grantees.
New Britain—
  › WCNB-TV (30) CBS, DuM; Bolling; 146,280
New Haven-
  › WELI-TV (38), H.R.; 6/24/53-Summer '54
  › WNHC-TV (8) ABC, CBS, NBC, DuM; Katz: 72,600
WNLG-TV (26) 12/31/52-Unknown
Norwich—
  › WCYN (43), 1/29/53-Unknown
Statefort—
  › WSTP (27), 5/27/53-Unknown
Waterbury—
  › WATR-TV (53) ABC, DuM; Stuart; 110,600

DELAWARE

Dover—
  › WJAN (46), 3/11/53-Unknown
Wilmington—
  › WDRL-TV (12) NBC, DuM; Meeker; 153,287
  › WILM-TV (39), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
  › WMAL-TV (7) ABC; Katz; 559,600
  › WJLA (11) ABC, DuM; Vanard; 107,100 (also Miami)
  › WMRV—TV (11) ABC; Weed; 3/11/53-3/18/54
  › WDVM (54), 1/27/53-Unknown

Jacksonville—
  › WJXT (28) ABC, NBC, DuM; Perry; 32,000
  › WMBV-TV (4) ABC, CBS, NBC, DuM; CBS Spot Slf: 222,600
  › WOBX—TV (30) Stars National; 4/18/53-5/1/54

Miami—
  › WTVJ (17) See Fort Lauderdale
  › WMIE—TV (27) Stars National; 12/23/53-3/1/54
  › WHTS—TV (32), 11/12/53-Unknown
  › WTCA (4) ABC, CBS, NBC, DuM; Free & Peters; 230,000

FLORIDA

Clearwater—
  › WPTQ (33) 12/23/53-Unknown
Fort Lauderdale—
  › WFTL—TV (23) NBC; Weed; 161,116
  › WCPT—TV (13), 1/21/53-DuM; Vanard: 110,700 (also Miami)
Fort Myers—
  › WINK—TV (11) ABC; Weed; 3/11/53-3/18/54
  › WJCH—TV (24), 3/28/53-Unknown
Jacksonville—
  › WJAX—TV (13) ABC, DuM, CBS; Holt; 28,960
  › WMBV—TV (4) ABC, CBS, NBC, DuM; CBS Spot Slf: 222,600
  › WOBX—TV (30) Stars National; 4/18/53-5/1/54

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  › WHTS—TV (32), 11/12/53-Unknown
  › WTCA (4) ABC, CBS, NBC, DuM; Free & Peters; 230,000

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, (250,361)

Les Johnson, V.P. and Gen. Mgr.

Page 104  *  March 22, 1954
Newport-
WKOK-TV (74) 12/24/53; Unknown
Paducah-
WFLK (43), 9/16/53; Unknown

LOUISIANA
Alexandria—
KLBE-TV (5) Weed; 12/30/53/0-1/1/54
Baton Rouge—
WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 4:00
WBIZ (2) HOLLERING; 1/28/54-0/1/54
Lafayette—
KVOV-TV (10) 9/10/53-7/1/54
KFLY-TV (10) Ramneau; 9/16/53-7/1/54
Lake Charles—
KPLC-TV (7) Wee; 11/12/53-8/1/54
KATG (26) ABC, CBS, DuM; Young; 10:00
Monroe—
KFXL (8) CBS, NBC, ABC, DuM; R-H; 101.0
KFQZ (51) Pearson; 16,000
New Orleans—
WCWG (28) Gill-Perma; 4/1/53-Late '54
WCOV-TV (32) Foe; 4/3/53-Spring '54
WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 338,693
WJYO-TV (61) DuM; Bolling; 65,691
WTLO (20), 2/26/53; Unknown
Shreveport—
KAZL (42) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE
Bangor—
WABI-TV (8) ABC, CBS, NBC, DuM; Hollering; 53,000
 Lewiston—
WLMAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 17,800
 Portland—
WMTW (8) 7/15/53-7/1/54
 Portland—
WCSH-TV (6) NBC; Weed; 8.927
 WGAM-TV (13) Avery-Kindel; 11/19/53-8/16/54
WPMT (33) ABC, CBS, NBC, DuM; Everett-McKinney; 33,400

MARYLAND
Baltimore—
WJZ (12) ABC, DuM; Harrington, Righter & Parsons; 33,900
WBAL-TV (11) NBC; Petry; 339,503
WTVM (76) 12/28/52-0/1/53
WJZ (76) 12/28/52-0/1/53
 WMAR-TV (5) CBS; Katz; 339,503
WTLP (18) 12/8/53-Summer '54
Cumberland—
WTSO-TV (17) 11/15/53-Summer '54
Salisbury—
WBOC-TV (18) Burn-Smith; 3/11/53-6/15/54 (promoted STA Feb. 18)

MASSACHUSETTS

Adams (Pitfield)—
WMGT (74) Walker; 152,000
 Boston—
WBOY-TV (50), 3/25/53-Unknown
WBZ-TV (6) NBC: Free & Peters; 1,154,406
WBZ-TV (4) NBC; Free & Peters; 1,154,406
WJJD (44), 8/15/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R; 1,154,406
Boston—
WBBZ-TV (61), 7/30/53-Fall '54
Cambridge (Boston)—
WTOC-TV (61), DuM; 104,285
 Lawrence—
WGBK (72), 6/10/53-Unknown
 New Bedford—
WBBM (24), 7/15/53-Summer '54
 Pittsfield—
WBCC-TV (64), 11/12/53-Unknown
 Springfield—
WWTT-TV (55) CBS, DuM; Braehead; 154,000
WWLP (61) ABC, NBC; Hollering; 124,000
Worcester—
WWAS-TV (15) Hollering; 12/15/53-April '54
WWCR-TV (14), ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
WPAG-TV (29) DuM; Everett-McKinney; 15,000
WCGM (74) ('98), 11/15/53-Unknown
Battle Creek—
WCKY-TV (38) Headley-Reed; 11/20/53-Summer '54
WBKZ (64) ABC; We'd; 55,924

INDIANA'S MARKET SOUTH BEND-ELKHART

BELK /KTVF -ELKHART, INDIANA

1. Food Sales
2. Retail Sales
3. Automotive Sales
4. Household Furn.
5. Radio Sales

$1,194,000,000 Annual Retail Sales

118,000 U H F Sets in Use
AN EXCLUSIVE U H F MARKET

Population...750,013
Families...230,000

JSJS-TV South Bend-Elkhart
Channel 52
ABC-NBC-DUMONT
John E. Keenan, Commercial Manager

Nationally represented by
H-R TELEVISION, INC.
New York, Chicago, San Francisco, Los Angeles

March 22, 1954 Page 105
Rhode Island

Providence-
- WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,008,180
- WNET (16) ABC, DuM; Raymer; 4/8/53-4/1/54

WPRO-TV (11) Blake; 8/2/53-Unknown (granted STA Sept. 22)

South Carolina

Columbia-
- WISC-TV (23) ABC, NBC, DuM; Headley-Reed; 41,350
- WIS-TV (10) NBC; Free & Peters; 94,656
- WNOK-TV (87) CBS, DuM; Raymer; 40,107

Florence-
- WPDE (8), CBS; 11/25/53-Sept. '54

Greenville-
- WPBC-TV (4) NBC; Weed; 287,226
- WSVL (52) ABC, NBC, DuM; H-R; 40,683

Scrubidoo-
-悭-WORD-TV (7) CBS; 11/25/53-Unknown
- WSCV (17) 7/30/53-Unknown

South Dakota

Rapid City-
- The Hills Bstg. Co. (1) 2/24/54-Unknown

Sioux Falls-
- KELO-TV (11) ABC, CBS, NBC; Raymer; 53,076

Tennessee

Chattanooga-
- WOCU (99) Pearson; 8/11/53-Unknown
- WTVT (42), 8/21/52-Unknown

WDEP-TV (12) Branham; 1/28/54-8/15/54

Jackson-
- WDIX-TV (9) Burn-Smith; 12/3/53-Summer '54

Johnson City-
- WJHL-TV (11) Pearson; 67,927
- WATE (8) ABC, NBC; Avery-Raymer; 61,630
- WPTK (36) CBS, DuM; Pearson; 58,106

Memphis-
- WHBQ-TV (13) CBS; Blair; 297,000
- WMCT (5) ABC, NBC, DuM; Branham; 287,000

Nashville-
- WSM-TV (8) CBS; Hollingbery; 184,122
- WSM-TV (4) ABC, CBS, NBC; DuM; Petry; 184,122

Old Hickory (Nashville)-
- WLAC-TV (2) Katz; 8/4/53-4/1/54

Texas

Abilene-
- KEBC-TV (9) Pearson; 20,810

Amarillo-
- KFDA-TV (30) ABC, CBS; Branham; 45,803
- KCNC-TV (4) NBC, DuM; Katz; 45,803

KTRY-TV (7), 5/12/52-Unknown

Austin-
- KXBC-TV (7) ABC, CBS, NBC; Raymer; 58,481

Beaumont-
- KMFM (11), 12/14/53-Unknown

KTRM-TV (8), Initial Decision 7/2/53

Corpus Christi-
- KVOC (22) 1/6/53-6/15/54

KTHL (45) 1/5/53-Unknown

Dallas-
- KDST (29), 1/15/53-Unknown

KLIF-TV (39) 3/12/53-8/1/54

- KRAL-TV (4) CBS, DuM; Branham; 368,500
- WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso-
- KODJ-TV (4) ABC, CBS, DuM; Branham; 48,102

KTEV-TV (9) NBC; Hollingbery; 97,420

Fort Worth-
- KTTCO (20), 3/11/53-Unknown

KSWAP-TV (8) ABC, CBS; Free & Peters; 306,323

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March 22, 1954 • Page 107
Best..... Over Puget Sound!

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

KTNT-TV
Covering Seattle, Tacoma and the Puget Sound Area
CHANNEL II

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

<table>
<thead>
<tr>
<th>City of Seattle</th>
<th>37.65%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td><strong>TOTAL (1,250,000)</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people.
FOR THE RECORD

Vancouver—
 KFVTV (1)-Bellingham; 9/35/53-Unknown
 Yakima—
 KIMA-TV (20)-CBS; Weed; 18,450
 WEST VIRGINIA
 Beckley—
 WVEF (81)-5/25/53-Unknown
 Charleston—
 WSHA-TV (14)-ABC, DuM; Weed; 36,900
 WCHS-TV (6)-Braxton; 1/11/47-7/15/54
 Charleston—
 WLBKTV (12)-Braxton; 2/17/54-8/15/54
 Fairmont—
 WJBPX (55)-ABC, NBC, DuM; Gil-Petra; 34,000/54
 Huntington—
 WWAJ-TV (3)-ABC, CBS, NBC, DuM; Kats; 300,443
 Parkersburg—
 WNOH-AM (155)-Kats; 5/7/53-Unknown

Here, Virginians earn more, spend more and live in greater numbers than in any other metropolitan area of the Old Dominion State. Here, too, are four TV stations, but only One is serving 380,000 earn-more, spend-more Virginians.
R E C E S S I O N talk is highly contagious. Most economists say we’re talking ourselves into one. They contend that 1954 will be our second best year, eclipsed only by 1953.

What effect is this talk having on the business of broadcasting? So far, none. All indices are up for both radio and tv. The percentages intramurally have been shifting as between network and spot, but the overall volume is increasing. It costs more to do business, so the net may be less. But there’s some tax relief ahead.

In depressed periods, the business of broadcasting traditionally has benefited. This seems a non sequitur, but the records prove it. Radio has been through two such sieges, the “black depression” of the 1930’s and the 1948-49 “recession.” TV, till now, hasn’t had time even to look back, as each month brings new volume records.

In all its quarter-century of statistical history, radio has recorded a volume loss just once. That was at the very bottom of the depression, when gross dipped from $61,900,000 in 1932, to $57,000,00 in 1933. But it bounced back to $72,887,000 the next year, and has continued to improve since.

In the 1948-49 recession, radio’s gross continued upward, having been $616,500,000 and $672,551,000, respectively. Last year, the radio tab was $767,391,000.

So, if history means anything, radio and television should flourish in the year ahead, whether there’s a recession, dip, levelling off or the status quo. Advertising is needed to move inventories. And the broadcast media have demonstrated their prowess to the point where more and more advertisers are using both media in saturation campaigns to get jobs done at minimum costs per thousand.

In tempo with the times, the Advertising Council next month launches its campaign to stimulate purchase of durable goods. Fact-sheets are out. As always, broadcasters will cooperate to the hilt, adding countless “listener” and “viewer” impressions to the billions already contributed to Government campaigns.

This, incidentally, is the kind of campaign that all hands in advertising and marketing—advertisers, agencies and media—can relish. In addition to selling the public on the soundness of the national economy, it will be a refresher course on selling advertising to advertisers.

Hi Fi—An Economic Resource

F O R years, broadcasters have been boasting of their cultural achievements, particularly in music where the nation’s tastes have been developed and elevated by the performance of the more enduring selections by talented artists.

But until quite recently they have failed in most cases to transform this attainment into an economic resource. A few days ago a Washington, D. C., station staged a Hi-Fi Fair. The venture was conceived by WGMS as an appropriate promotion for its good-music program service, with incidental benefits anticipated from a stimulated sale of good audio reception gear. Optimistically, 12,000 registration cards were printed in case the idea caught fire.

Practically all of the advance buildup was radio promotion, supported by newspaper supplements. What happened? Over 30,000 persons went through the WGMS studios and looked at three dozen exhibits in adjacent hotel rooms.

The lessons must be obvious to any broadcaster who lives in fear of tv. First, aural stations can create business by promoting specialized programming. Second, the hi-fi fair and many other ideas can be utilized to broaden merchandising strategy. Third, broadcasters obviously have overlooked in many cases the economic value of good technical quality.

Whether it’s am, fm or both, the public is starting to get fussy about the quality of reproduced musical sounds and manufacturers are producing and pricing their audio merchandise accordingly. With fm, high quality is easy. With am, the electronic problem is more difficult though FCC Comr. George E. Sterling told the Washington Hi-Fi Fair that the 10 kc channel can be stretched so long as it doesn’t set up too much interference.

Obviously high-fidelity has long since passed out of the basement tinkerer’s hands into many living rooms. A growing audience is there for those who care to solicit it.

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IN ORANGE COUNTY, FLORIDA

WLOF ORLANDO
5000 watts—950 kc—MBS
is
"The Sweet Music Station"
covering the Fabulous
Mid-Florida Citrus Belt
represented nationally by
Paul H. Raymer Co., Inc.
TULSA is a QUALITY market

TULSA is a STEADY market

Tulsa Payrolls are constant the year 'round with no seasonal layoffs, as in many centers. The Effective Buying Income of Tulsa families is $5,368, compared to only $5,086, the U.S. average.

*Salesmanagement's Survey of Buying Power

KOTV Channel 6

76.8% of all homes in the KOTV coverage area have TV sets that DO receive Channel 6 (215,000 sets)

Represented by

Edward Petry & Co., Inc.

Network Affiliations

KOTV Channel 6

WRATHER-ALVAREZ, INC.
TULSA, OKLA.