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23 rd
year

HE NEWSWEEKLY
OF RADIO AND TV

KFMB-TV
ABC - DU MONT
SAN DIEGO, California...
still FIRST in
America's Fastest Growing
Billion-Dollar-Market!

SAN DIEGO, Nation's 24th
Largest City*

Bigger than...

- Indianapolis, Ind.
- Columbus, Ohio
- Jersey City, N. J.
- Miami, Florida
- Hartford, Conn.

*Sales Management, 1953, Population

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.
the first **Five** were **TOPS**
the next **FIVE** will be **BETTER**

**OBTAINED HIGHEST SET SATURATION FIRST YEAR**

**FIRST PLACE—COLGATE COMEDY HOUR CONTEST**

**INTER-FAITH AWARD FOR PUBLIC SERVICE**

**FIRST PLACE—BLOCK DRUG—AMIDENT PROMOTION**

**FIRST PLACE—BILLBOARD AWARD • AUDIENCE & SALES PROMOTION**

**FOR EVERY ADVERTISER**
**A PROVEN RECORD OF A WELL DONE JOB**

...the BIG STATION
with the BIG **PLUS**

- 100% full time merchandising
- WIKK - WICU - ERIE DISPATCH
- RATED 70% over all area competition
- 93% receiver saturation
- 85% evening sets in use
- 70% afternoon sets in use
- 60% morning sets in use
- 600 million dollar market plus
  - NBC • ABC • DUMONT

**ERIE, PA., choice of the tri-state viewers**

- WICU-TV—Erie, Pa.
  Edward Petry & Co., Inc.
- WMAC-TV—Massillon, Ohio
  Edward Petry & Co., Inc.
- WHOO—Orlando, Florida
  Farjoe
- WIKK-AM—Erie, Pa.
  H. R. Co.
- WTOD—Toledo, Ohio
  Farjoe
- The Erie Dispatch—Erie, Pa.
  Reynolds-Fitzgerald
When you track down the facts in PROVIDENCE

for Extra Profits
Extra Sales, it's

WHIM

WHIM gets results.
Ask Dick Hogue, Jack Hardingham,
Frank Grindley or Bob Troup at
Headley-Reed
To inspire
and further
inter-religious understanding...

Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Throughout its five years of service, WGAL-TV has striven to further inspire and strengthen inter-religious understanding with such programs as "Sanctuary Time." The complimentary mail response proves the value of this programming and its importance to the communities that WGAL-TV serves.

Represented by

**MEEKER TV, INC.**

New York  Chicago  Los Angeles  San Francisco

WGAL-TV
NBC • CBS • ABC • DuMont
LANCASTER, PENNA.
Steinman Station
Clair McCollough, President

Page 4 • April 5, 1954
WITHIN NEXT 30 days, NBC Spot Radio and Tv Sales reportedly will enter arrangement with Crosley Broadcasting on mutual radio and tv representation. NBC will take over West Coast representation for Crosley from Tracy Moore & Assoc. and also will represent Crosley stations in Detroit. Crosley will maintain its branch offices in New York and Chicago, expanding former, and also will represent NBC Spot in Crosley station cities: Cincinnati, Dayton, Columbus, Atlanta.

ANTI-TRUST probing of Justice Dept., whose agents are still scanning advertising industry files in search for conspiracy clues, now reportedly showing preference for consent-decree settlements in lieu of long and expensive litigation. According to sources close to policy-making level, anti-trust officials are becoming more court-shy as result of such setbacks as DuPont and investment trust decisions.

PRELIMINARY talks looking toward possible merger of competing applicants for St. Louis ch. 4 were disclosed last week with postponement of hearing until today (Monday) at request of attorneys. Contestants: KWK, KXOK and Missouri Valley Tv Co. Latter is half-owned by Stanley Hubbard's KSTP-AM-TV St. Paul. Whether deal will emerge is anybody's guess.

CONFERENCE with Mexico on standard band broadcasting allocations ended in stalemate in Washington last week. Delegation from Mexico, headed by Communications Minister Carlos Nunez, and from U. S., headed by FCC Chairman Rosel H. Hyde, agreed to recommend to their respective governments that delegations meet again in Mexico City beginning Oct. 28. No interim understanding was reached because of Mexico's objections to NARBA agreement on ground that it gives preferential assignments to Cuba.

COMMR. ROBERT E. LEE has served his first special assignment since joining FCC last October. He was designated by Chairman Hyde as vice-chairman of U. S. delegation dealing with Mexico on standard band broadcasting allocations. Because Mr. Hyde, as chairman of delegation, had to absent himself because of other duties, Mr. Lee several times served as acting chairman during sessions.

SALE of operating uhf property, ch. 19 WTVH-TV Peoria, Ill., has been negotiated by Hugh Norman (KSTT Davenport, Iowa) for about $225,000 to Peoria Journal-Star through Blackburn-Hamilton Co., broker. Contract was to be signed over weekend. WTVH-TV is ABC-TV, DuMont outlet.

IDEA of expanding vhf video band is arousing interest on Capitol Hill. Harassed legislators, on receiving end of complaints from unhappy vhf investors, have been told present sets could be adapted to new vhf channels in fm band or above ch. 13 by simple replacement of tuner, avoiding roof-scrumbling search for signals by crews installing uhf converters in vhf sets. Factory cost of all-channel vhf tuner, it's believed, would be less than vhf-uhf assembly.

NEXT step in remote operation of transmitters will be petition for experimental permit to test unattended service for directional and higher-powered equipment. Subject will come to head at NARTB Engineering Conference in May when objectives of projected tests are to be reviewed.

NORTH CAROLINA Congressional delegation said to be up in arms over FCC proposal to provide increased protection to Class I-A clear channel stations [B*T, March 15]. Backing protests are Rep. L. H. Fountain (D-N. C.), law partner of V. E. Fountain, president, WCPS-AM-FM Tarboro, and Sen. Alton A. Lennon (D-N. C.). Position taken is that home state "will be dumping ground for directional signals." Watch for possible filings with FCC with Tarheel legislators claiming economic injury and loss of satisfactory service.

IT may be the gruellng pace of tv hearings—or it may be good business protection, but North Dade Video Inc., one of applicants for Miami's ch. 10, has written a $40,000 insurance policy on life of its attorney, A. Harry Becker, to run until final action by Commission in its hearing. Premiums run more than $600 a year. Opposing Miami are three other applicants, WKAT, L. B. Wilson Inc. (WCKY Cincinnati) and Public Service Tv Inc.

BROKERAGE FIRMS report volume of uhf stations being offered at bargains is steadily increasing. In most instances, they say, the offers are from businessmen who invested in uhf probably figuring on quick capital gain. But they haven't been forthcoming and, in some cases, stations are being offered for balance due on equipment and other obligations.

CONFLICT between broadcasting and organized sports officials over spread of bans against radio-tv pickups will come to head at NARTB convention in May. Spokesmen for professional and amateur groups will take part in no-punches-pulled session at which such matters as unreasonable scholastic fees and monopolistic control over football telecasts will be threshed out.

SEN. HARLEY M. KILGORE's staffers working on West Virginia Democrat's "crusade" against alleged radio interests monopolizing communications field at expense of tv are thinking of compiling state-by-state ownership of all radio and tv stations for additional fodder to be used by Senator.

LEAD STORY
BAB sets record $687,000 budget for upcoming fiscal year, aims for $800,000 by next March. Page 27.

ADVERTISERS & AGENCIES

FILM

TELEVISION Programs of America signs Ronald Colman for $30,000 per program "Halls of Ivy" series. Page 32.

FACTS & FIGURES
Radio-tv billings gross for '54 is up over last year: Radio sales slump some, but tv gains more than make up the loss. Page 33.

Nielsen does a survey for Keystone which shows that small town listener loyalty is high. Page 34.

TRADE ASSOCIATIONS
SRA-AAAAA committee to study proposal for all-audio IDs on tv. Page 36.

Broadcasters pay tribute to retiring NARTB Board Chairman Justin Miller. Page 43.

GOVERNMENT
FCC Broadcast Bureau says tv hearings are too long, wants review of procedures. Page 46.

Senator Bricker says Congress will find answer to the license fee question. Page 51.

Senator Johnson says he won't seek re-election this fall. Page 51.

FEATURES

How to brighten tv programs with visual aids. Page 70.

EDUCATION
Ohio State U. Institute for Education by Radio-Tv is underway in Columbus this week. Page 78.

STATIONS
George Storer Jr. named vice president for planning and finance for the Storer Broadcasting Co. Page 81.


NETWORKS
NBC's controversial minute-spots plan awaits testing. It lacks both sponsors and affiliate approval. Page 88.

MANUFACTURING
Expanded operations in all divisions of CBS Inc. add up to make 1953 the company's record year. Page 90.

FOR THE RECORD
Weekly Teletstatus summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grants. Page 101.

April 5, 1954 • Page 5
BEAUTY IS AS BEAUTY DOES!

(AND KTHS DID IT!)

Here at KTHS we are mighty proud to be the only 50,000-watt station in Arkansas — the only station that can "deliver" most of the State.

That in itself is a pretty story. But prettier still are some of the selling jobs we do. Here's what O. J. Parham, President of O. J.'s Beauty Lotion Company of Shreveport, wrote us recently:

"Your know-how, your willing and efficient cooperation, and KTHS's power to deliver to all parts of Arkansas has proven tremendously effective in creating a greater demand for our product."

"As proof positive of your complete coverage of Arkansas, our sales volume figures show that each section of the State has contributed toward this substantial increase in the demand for O. J.'s Beauty Lotion."

KTHS gives interference-free daytime coverage of more than 3½ million people — primary daytime coverage of more than a million people! And those people LISTEN!

Ask your Branham man for the whole KTHS story.
Salaries of RCA Executives Shown in Proxy Statement

BRIG. GEN. David Sarnoff last year received salary of $200,000 from RCA for service as corporation's board chairman, according to RCA proxy statement sent stockholders notifying them of annual stockholders meeting, to be held at 10 a.m., May 4 in RCA Bldg., New York. Statement also reports that Robert W. Sarnoff, executive vice president and board member of NBC received $55,313 in compensation from NBC during 1953.

Corporation proposes re-election of four present directors whose terms expire this year—Frank M. Folsom, Harry C. Hagerty, George L. Harrison and Charles B. Jolliffe. Stockholders are asked to approve new incentive plan "for employees who contribute substantially to the success of the corporation," for which company's top executive officers would be eligible.

Other RCA directors whose remuneration television is not shown in proxy statement (early story page 31), include: RCA President Frank M. Folsom, $165,600 in salary; Lindsley W. Tesagarden, executive vice president of RCA and vice president in charge of technical products, RCA Victor Div., $131,096 in salary, $3,540 in incentive compensation; Walter A. Buck, vice president and general manager, RCA Victor Div., $90,625 in salary, $15,000 in incentive compensation; Charles B. Jolliffe, RCA vice president and technical director, $70,100 in salary, $30,000 in incentive compensation; Edward F. McGrady, consultant to RCA, director of RCA, NBC, RCA Communications, $16,100; Gano Dunn, consulting engineer who was killed in April 1953, for professional services, director of RCA, NBC, RCA Communications, RCA Institutes, $14,200; Harry C. Ingles, president, RCA Communications, director of RCA, NBC, RCA Communications, $13,564 in salary, $5,000 in incentive compensation.

RCA Declares Dividends

RCA board Friday declared quarterly dividend of $2.5 per share on common stock, payable May 25 to stockholders of record at close of business on April 25, and also dividend of $8.75% per share on first preferred stock for period April 1 to June 30, payable July 1 to holders of record at close of business June 14.

Disney-ABC Deal Signed; Shows To Start Next Fall

SIGNING of much-heralded agreement between ABC and Walt Disney, described as exclusive long-term contract under which Disney studios will produce at least 26 hour-long programs per year for ABC-TV and additionally give ABC exclusive rights to all present and future Disney television properties (early story page 31) was announced jointly Friday by ABC President Robert E. Kintner and Roy O. Disney, president of Walt Disney Productions. AB-PT, parent of ABC, and Disney also entered commitment for distribution of Disneyland Disneyland entertainment enterprise at as yet undetermined site in Southern California.

Hour-long programs to be produced by Disney will be produced under Disney's visual supervision—will be presented weekly on ABC-TV starting in October, with exact time period and sponsor yet to be announced. Speculation is that they will be scheduled Sunday evenings.

Maestro Toscanini Leaves 17-Year Symphony Post

ARTURO TOSCANINI, 87-year-old maestro who has conducted NBC Symphony Orchestra since 1917, is retiring following last (Sunday) night's final concert of winter season, Brig. Gen. David Sarnoff, RCA-NBC board chairman, announced. Gen. Sarnoff persuaded Maestro Toscanini 17 years ago to become musical director of NBC Symphony, created especially for him. Maestro Toscanini told Gen. Sarnoff that "the time has come when I must reluctantly lay aside my baton." Gen. Sarnoff replied, "I am saddened, along with millions of people in America, indeed all over the civilized world, at the thought that we shall no longer be privileged to look forward to your broadcasts and concerts." NBC will carry spring season of radio concerts by NBC Summer Symphony Orchestra, starting April 11.

Bernays Turns to Bar-Keeps For Second Go at TV Spots

EDWARD L. BERNAYS, public relations counsel, New York, who surveyed "influential men" earlier this year as kick-off to campaign to improve quality and effectiveness of TV commercials [B&T, Feb. 1], reported Friday results of similar survey of "bar and tavern keepers, bartenders, beauticians, and butchers." Where majority of "influential" or "intellectual" group found commercials "demoralizing," "insufferably repetitious," "anti-social," "unesthetic," "cheap," "bar keepers found them 'big-mouthed and low,' "cheap," "noisy," "air of limburger," "too much borax and bunk," Mr. Bernays said. Results of his first survey aroused sharp rebuttal.

Instructing he conducted these surveys "in the public interest," not for any client, Mr. Bernays reported "it is true that a few people like commercials" and that "a very small handful" accept commercials "as long as they keep out of admission pay- ment, but that, overall, "the people of the U.S., wherever their station or profession, are for a large part resistant to present tv commercials and that sponsors and advertising agencies are apt to pay 'surprising returns.' Among second survey group, he said, average listening time was 22.3 hours per week.

**EYE-FIDELITY**

NEW occupational barrier now faces persons who aspire to repair color tv sets—color-blindness. Admiral Corp., Chicago, holding nation's largest color television training schools for engineers and distributor personnel, specifies as passing requirement "ability to repair a color television receiver." Max Schinke, a technical service manager of Admiral Corp., said personnel discovered to be color-blind will be confined to black-and-white sets.

**BUSINESS BRIEFLY**

HOT WEATHER SPECIAL • Eskimo Pie, N. Y., seasonal advertiser, will place radio and television spot announcement campaign in more than 30 markets, starting April 15 and running May 30, of July. Radio frequency will average 15 spots per week and television seven per week. Buchanan & Co., N. Y., is agency.

PUSH FOR POLISH • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., is planning radio spot announcement campaign to be placed in 60 cities, starting mid-April for 13 weeks.

GASOLINE INTRODUCTION • Phillips Petroleum, through Lambert & Feasly, N. Y., introducing new gasoline with radio and television campaign starting today (Mon.). About four spots per week to be used on some 30 tv and more than 75 radio stations.

FIVE-WEEK SPOTS • Yardney & Co., N. Y., presenting radio spot announcement campaign in 50 markets starting May 17 for four weeks, through N. W. Ayer & Son, N. Y.

AGENCY NAMED • Carter Products names Robert Otto & Co., international advertising agency, N. Y., to handle worldwide advertising for Rubber-Band shave.

KATZ RENEWED • Democratic National Committee has renewed advertising contract with Joseph Katz Co., Baltimore and New York. Agency handled Stevenson campaign in 1952 and is working on plans for future campaigns.

'MARGIE' RENEWED • Philip Morris & Co. (Philip Morris cigarettes) renews My Little Margie (CBS Radio, Sun., 8:30-9 p.m. EST) for 52 weeks. Agency: Biow Co., N. Y.

**KFW Affiliates with CBS**

AFFILIATION of KFWO Lubbock with CBS Radio, effective June 1, announced Friday by William A. Schult Jr., vice president in charge of station relations, CBS Radio. KFWO, which operates on 790 kc with 5 kw day and 5 kw night, is owned and operated by Lubbock Avalanche-Journal with Gordon Thompson as general manager. It has been affiliated with ABC, which said station will operate as dual affiliate under new lineup.

**NBC Spot Data Outlined**

FIGURE showing 80% of NBC Radio affiliates apparently endorsing new spot announcement campaign (story page 88) was Campbell by Harry Bannister, network vice president, according to Robert D. Swezey, WDUS New Orleans, chairman of affiliate subcommittee that has studied spot proposal. Mr. Swezey told B&T he personally had received to date about a dozen suggestions by affiliates that meeting be held to discuss spot plan.

**ANA Meeting Dates Set**

ASSN. of National Advertisers' annual meeting will be held at New York's Hotel Plaza Nov. 8-10, ANA is announcing. In addition to advertiser members of ANA, invited guests will be advertising agency and media representatives.

**April 5, 1954 • Page 7**
The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
Families 359,150
Radio Homes 355,050
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
*Television Homes 279,029
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—$1,917,277,000
Per Capita $1,622
Per Family $5,338

RETAIL SALES
Total $1,409,122,532
Per Family $3,923

Spent For:
Food $332,271,000
Gen. Mdse. $137,070,000
Furniture & Household $72,696,000
Automotive $311,027,000
Drug $36,600,000

Toledo’s Metropolitan Area ranks high in the nation’s 200 leading areas—

Toledo ranks 41st in total retail sales
Toledo ranks 39th in food store sales
Toledo ranks 42nd in gen. mdse. store sales
Toledo ranks 49th in apparel store sales
Toledo ranks 44th in home furnishing sales
Toledo ranks 34th in automotive store sales
Toledo ranks 38th in filling station sales
Toledo ranks 57th in building material and hardware store sales.
Toledo ranks 44th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo’s high rating.

*January 1, 1954

Authority for above listening and market information:
Standard Rate & Data Consumer Markets
Nielsen Coverage Service
Television Magazine
KAKE-TV Wichita Wins Ch. 10, Schedules July Target Date

KAKE-TV Wichita, granted ch. 10 there in final decision issued by FCC Friday, plans July commencement with RCA equipment, according to Mark H. Adams, president. Final ruling on another suit by withdrawn competitive bid by Mid-Continent TV Inc. later to have 50% interest in new firm to assume ch. 10 operation, under merger agreement terminating litigation (story page 26, March 22). Network and work are representative in negotiation.

Wausau Applicants Merge; Other Actions at FCC
MERGER in Wausau, Wis., ch. 7 tv case set forth Friday in pleadings filed with FCC for dismissal of WSAU bid to clear Wisconsin Valley TV Co. of opposing interest. WTVI (St. Louis) proposes to buy WSAU for $175,000 from John R. Tomek (51%) and Charles Lemke (49%). Latter acquires option for 25% in tv venture. Mr. Tomek would be retained at consultant at $5,000 per year with total guarantee $15,000.

Zenith Case Back to Court
ZENITH Radio Corp. asked U. S. Court of Appeals Friday to order new hearing in its suit with Balaban & Katz Inc., not CBS—assumed by Continental Broadcasting Co.—for Chicago's tv station (story page 54). Zenith claimed court ruling earlier violation of broadcast emission hearing. Matter is to be between Zenith and Balaban & Katz, original litigants, with new hearing on condition of court's decision, FCC presumably will hold scheduled April 30 hearing in abeyance.

uhf KACY Goes Dark
KACY (TV) Festus-St. Louis, Mo., ceased operation Friday afternoon, asked FCC to permit station to remain dark pending "corporate reorganiza-
tion," according to Robert S. Kilker, secretary-governor-counsel, Ozark Television Corp., holder of uhf ch. 14 permit. Station has lost "in excess of $100,000 in five months of operation," Mr. Kilker said. Reason for suspension (station intends to return to air by April 30, at least 105 days is lack of affiliation with CBS-TV, Mr. Kilker said. Sta-
tion licensed to Marchman suit signed in 1951 and WTVI (TV) Belleville, Ill. (St. Louis) last month objected to renewal hearing. Station is owned by Jack G. Garrison, Carl G. McIntire and other local businessmen.

National Guild TV
CARDINALS, Yankees and Dodgers petitioned Federal Communications Commission to reconsider hearing which granted renewal of license to Trinity Broadcasting Corp.'s KRRD in Paso, Tex., and dismissed balli cloudy complaints (BT, March 8). Clubs held Trinity game re-creations illegal and deceptive.

IN CASE OF WAR
CONFIDENCE of general public in radio as source to confirm vital rumor, such as outbreak of war, was re-affirmed by results of survey made for WOR New York and announced today (Monday).

Last year Alfred Politz research made study of radio's effectiveness for 11 radio stations represented by Henry I. Christal Co., and one finding was that 54.8% of people queried would turn to radio for verification of rumor of war. WOR com-
missioned Pulse to conduct special sur-
vey on same "rumor of war" question in heavily tv-saturated New York market. Figures being released today show that 52.4% would turn on radio; 12.1%, either radio or television; 10%, television; 6.1%, call police or fire department; 5.3% call newspaper; 6.3% "don't know," 7.8%, miscellaneous answers.

Missouri U. TV Protested; Lester Cox Hits Action
INVESTIGATION to find if operation of commercial radio or tv station by U. of Missouri "is entirely in the best interest of a majority of the citizens of the state" will be conducted by Missouri Broadcasters Assn., according to Robert Neathery, KWPM Alton, MBA presi-
tent. Resolution adopted Friday at Jefferson City meeting, authorizing MBA directors to start inquiry. KOMU-TV already is being operated by school on ch. 8 at Columbia. Lester Cox, KWTO-AM-TV Springfield, Mo., and chairman of university board of curator's tv committee, said, "Association action is just a selfish dig at the university. The Attorney General has given us his ruling and the FCC has licensed us to operate in the public interest. If the broadcast-
ing industry wants to investigate, there is nothing we can do about it. The station is a vital part of the teaching program." The university has no intention of trying to sell KOMU-TV a profit-making commercial outlet, he said, but merely wants to defray expenses.

UPCOMING
April 5: NARTB Sports Committee, Ambas-
sador Hotel, New York.
April 5-7: CBS-TV Film Sales clinic, New York.
April 7-10: Ohio State U. Institute for Education by Radio-TV, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.
April 9: Virginia Associated Press Broadcast-
ers, National Press Club, Washing-
ton.
April 9-10: Washington State Assn. of Broadcasters, Ridgpath Hotel, Spokane.
For other Upcomings see page 109.

PEOPLE
RICHARD K. BELLAMY, for past eight years director of publicity and promotion for Benton & amp; Jones, N. Y., in charge of vast promotion of such accounts as General Foods, Procter & Gamble, McKesson & Robbins, joins Kenyon & Eckhardt, N. Y., as promotion de-
partment manager, responsible for operation of all departmental offices.

WILLIAM KING, account executive on Amazo Instant Dessert; RICHARD ALEWELT, ac-
count executive on Beech-Nut Packing; and ROBERT BARKER, account executive on RCA account, appointed vice presidents by Kenyon & Eckhardt, N. Y.

JOHN F. GILLIGAN, vice president in charge of advertising, Philco Corp., retired Friday. He had been with company 32 years, serving in sales, advertising and order departments. He was lauded by James H. Carmine, execu-
tive vice president, for "skill in directing Philco's expanded and diversified advertising." MOR-
GAN GREENWOOD, named general advertis-
ing manager last January, will supervise all advertising.

EDWARD W. STONE named district sales engi-
neering manager for Chicago by Standard Electronics Corp., Claude Neon Inc. subsidiary. He was transferred from similar position at Newark headquarters.

‘Omnibus’ Will Return, But ‘Excursion’ Is Ended
FOR Foundation Tv-Radio Workshop’s 90-
minute Omnibus will be to two stations (and CBS-TV) for third consecutive year Oct. 17, resuming on 80 CBS-TV stations at 5:60 p.m. Sundays for 26 weeks, Robert Saudék, Workshop head, is announcing today (Mon.). Program again will be offered for sponsorship by four advertisers, and it is learned that at least one of past season’s sponsors, Scott Paper Co., Chicago, has indicated willingness to renew. Scott agency is J. W. Thompson Co. Workshop’s present plans do not include resumption of Excursion, weekly half-hour program which has been carried on NBC-TV.

REEMA Adopts Plan to Cut Tv Receiver Interference
ALL SET MAKERS were urged Friday by Radio-Electronics-Tv Mfrs. Assn. to take part in voluntary industry program to minimize tv and fm radio set interference caused by radi-
ation and spurious emissions. Dr. W. R. G. Baker, General Electric vice president and chairman of special RETMA committee, said: "failure of factories to adopt plan would bring regulatory action by FCC.

REEMA plan calls for use of 41.25 mc as tv intermediate frequency; for adherence to proposed tv and fm radiation limits, and volun-
tary commission of manufactures. FCC’s ratifi-
cation by independent laboratory. Situation is ‘serious,’ Dr. Baker said, noting some set makers are not conforming to FCC’s 41.25 mc frequency or to tolerances.

FCC Chairman Rosed Hyde, after Commis-
sion studied RETMA plan, called it ‘significant advance’ but only starting point. Further notice of proposed rule-making planned, he said. FCC will get reports on laboratory tests of sets.

WJM Names McGilvra
WJM-AM-TV New Orleans have named Joseph Hershey McGilvra Inc. as exclusive re-
representative. WJM-TV is CBS, ABC and Dis-
Mont affiliate, according to James E. Gordon, vice president and general manager.

April 5, 1954 • Page 9

Broadcasting • Telecasting
Executive and Publication Headquarters
Broadcasting * Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL
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Duane McKenna, Art and Layout.

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

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

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

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (33d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING * TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; and 54th Issue: $2.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast 41¢ 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.

BROADCASTING* Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fift Estate.
Broadcast Advertising was acquired in 1922, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.
How to prepare for Color TV

The indispensable equipment guide for every TV Station planning color operations

What's in the Color Edition

- The RCA Color TV System
- What Color TV Means to the Broadcaster
- Television Transmitter Operation with Color Signals
- How to Plan for Color TV
- RCA Color Studio Camera, TK-10A
- RCA Color Slide Camera, TK-4A
- RCA Color Film Camera, TK-25A
- RCA 16mm Color Film Projector, TP-20A
- RCA Color TV Monitor, TM-10A
- RCA Colorplexer, TX-1A
- Test Equipment for Color Television
- RCA Color Sync Generator Equipment
- Video Amplifiers in Color Signal Transmission

This special 80-page issue of RCA Broadcast News has been prepared specifically for the TV station man who is getting ready to work with color. Filled with authentic information not found in its entirety anywhere else, this issue includes important facts you'll want to know about color. Now... such as general operating theory of the color telecasting system, how to plan studios and stations for color, types of equipments and systems required, how to make equipment changeovers for color.

Copies of this special color issue of Broadcast News may be obtained from your RCA Broadcast Sales Representative. Or write Section 503, RCA Engineering Products, Camden, New Jersey.

The only 100% engineering-operations journal for station men

Read by broadcasters and telecasters longer than any technical magazine of its kind in the industry, RCA Broadcast News is prepared specifically to keep station men up-to-date on equipment-and-station operations. It includes straight-to-the-point facts on planning installations, testing and operating station equipment—newsworthy stories about stations from the stations themselves—interesting articles on "how-it-works" and "how-to-do-it" for the everyday job—plus equipment information you can find in no other periodical. RCA Broadcast News is published every other month. Ask your RCA Broadcast Representative to put you on the list to receive it regularly.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
With four television stations now transmitting in the Houston-Gulf Coast area, KPRC-TV remains FIRST in everything that counts. Houston’s large, growing viewing audience (over 300,000 TV sets in the coverage area) consistently elects Channel 2 for the best in programming . . . the most and best in talent . . . tops in news and newsreel coverage . . . the best in performance!

Houstonians look to KPRC-TV for leadership . . . because Houstonians know KPRC-TV is FIRST.

For the lowest cost per thousand and the highest percentage of results, buy KPRC-TV. Call Edward Petry and Company, or write direct for availabilities.

FIRST in coverage
FIRST in circulation
FIRST in ratings
FIRST in local live shows
FIRST in news
FIRST in public service
FIRST in merchandising & promotion
FIRST in physical equipment
Four TV stations serve Houston. Only ONE sells it EFFECTIVELY! The proof: February, 1954, TV-Hooperatings show KPRC-TV with a Sunday through Saturday average evening share of audience 74%. The remaining 26% share of audience is divided among the remaining three Houston stations.

ALL TOP DAYTIME AND NIGHTTIME SHOWS ARE SEEN ON KPRC-TV!

Houston's Ten Top Daytime Shows*

<table>
<thead>
<tr>
<th>No.</th>
<th>Show</th>
<th>Ratings</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Superman</td>
<td>23</td>
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<td>2</td>
<td>Kit Carson</td>
<td>20</td>
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<td>3</td>
<td>Sky King</td>
<td>20</td>
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<td>4</td>
<td>Stu Erwin</td>
<td>19</td>
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<td>Today</td>
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<td>Ding Dong School</td>
<td>15</td>
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<td>7</td>
<td>Howdy Doody</td>
<td>14</td>
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<td>8</td>
<td>Welcome Travelers</td>
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Houston's Ten Top Nighttime Shows*

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<tr>
<td>1</td>
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<td>58</td>
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<tr>
<td>2</td>
<td>Dragnet</td>
<td>57</td>
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<tr>
<td>3</td>
<td>Ozzie &amp; Harriet</td>
<td>55</td>
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<tr>
<td>4</td>
<td>You Bet Your Life</td>
<td>55</td>
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<td>5</td>
<td>I Married Joan</td>
<td>54</td>
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<td>6</td>
<td>My Little Margie</td>
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<tr>
<td>7</td>
<td>Heart Of The City</td>
<td>53</td>
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<tr>
<td>8</td>
<td>Cisco Kid</td>
<td>51</td>
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<tr>
<td>9</td>
<td>Robert Montgomery</td>
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</tr>
<tr>
<td>10</td>
<td>Amos n' Andy</td>
<td>49</td>
</tr>
</tbody>
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*TV-Hooperatings, February, 1954.†ARB & Pulse Also Establish KPRC-TV Dominance.
WHERE'S RAYMOND?
Network: ABC-TV
Time: Thurs., 8:30 p.m. EST
Starring: Ray Bolger
Cast: Allyn Joslyn, Viv Janis, Dick Erdman, Maurice Kelly, Yvette Duca
Gloria Pall, Noel Neill and Dolores Graham
Producer: Jerry Dreucker
Script Writer: Paul Henning
Director: Sidney Landfield
Co-Sponsors: American Cigar & Cigarette Co. and Sherwin Williams Co.
Agency: Sullivan, Stauffer, Colwell & Bayles; Fuller, Smith & Ross

STRENGTH of a situation comedy, such as Where's Raymond rests in large part on the shoulders of the script writer. When the series was launched several months ago, even such a talented and versatile performer as Ray Bolger could not overcome the handicap of a stilted scenario. Happily, a second examination of the program (March 25) revealed that the storyline material has been reinforced to provide Mr. Bolger with a more appropriate framework for his showmanship.

There were chuckles aplenty and numerous opportunities for Mr. Bolger to capitalize on his particular brand of droll humor. But the program could have shown the star to better advantage had the producers exploited Mr. Bolger's rare gift for comic dancing. In only one scene was he allotted time for his particular specialty, and this was for an Apachio dance in which Mr. Bolger did not shine. In fairness, it must be pointed out that the dance fitted in naturally with the motif of the story line.

Mr. Bolger is supported by an excellent staff, particularly Allyn Joslyn, Viv Janis, and Dick Erdman.

GENERAL FOODS 25TH ANNIVERSARY SHOW
Networks: ABC-TV, CBS-TV, NBC-TV, DuMont
Time: Sun., March 28, 8:30 p.m. EST
Producer-Director: Ralph Levy
Musical Director: Harry Sonneck
Musical Arrangements: Robert Russell Bennett
Choreographer: John Butler
Set Designer: Richard Jackson
Sponsor: General Foods
Agency: Young & Rubicam

WHAT was planned as a spectacular celebration commemorating the 11th birthday of the Richard Rodgers-Oscar Hammerstein II team and the 25th anniversary of General Foods turned into spectacular disappointment. The General Foods 25th Anniversary Show, presented on all four tv networks March 28, was an occasion for wasting more money, more time and more talent than perhaps any other highly publicized one-time shot in tv history.

There were moments, of course, when nice things happened. Mary Martin can still enchant an audience when she concentrates her zestyful talent on "I'm in Love With a Wonderful Guy." But the magic touch that has come to be synonymous with Rodgers and Hammerstein was missing from this production. Except for a few of the excerpts from their six Broadway shows, the bad moments stacked up a rather noticeable majority.

These master craftsmen of the musical theatre apparently left their tools at home when they took on this assignment. Most of the errors were ones of omission. The first consideration in a show of this size should be a complete, workable, coherent script. In this case there wasn't one. Miss Martin, who narrated a good segment of the program, kept paraphrasing her original introductory comments about the great contributions Messrs. Rodgers and Hammerstein had made to the stage.

When Miss Martin was busy elsewhere the between-bits bits were filled by Jack Benny, Edgar Bergen and Charlie McCarthy, Ed Sullivan and Groucho Marx. Mr. Benny did one skit on the horror of paying $6.60 for a ticket for "Carousel." It had nothing whatever to do with the telecast but its inappropriate quality was diminished somewhat by the consideration that there wasn't much that passed before the camera that did have anything to do with building a strong showcase for R & H hits.

Because the show lacked even a semblance of continuity it never did get off the ground. The pace was all off, the dialogue meaningless, the talent handicapped by the strain of knowing that things were going from bad to worse.

Even some excerpts were not up to the usually high Rodgers and Hammerstein production standards. "Oklahoma's" "Oh, What a Beautiful Morning," sung by Gordon MacRae, lacked the zip that made it an American classic. And the rousing "Oklahoma" number was given only a moderately enthusiastic production.

Rosemary Clooney's success as a pop singer can hardly be challenged, but she was never cut out to sing the ingenue lead in "Me and Juliet." The scene from that show when Miss Clooney sang "No Other Love Have I" was one of the show's more embarrassing moments. The other excerpts—scenes from "Carousel," "South Pacific," "Allegro" and "The King and I"—retained traces of the quality direction and staging that made them outstanding theatre.

Both Mr. Rodgers and Mr. Hammerstein made a brief appearance in a contrived situation with Groucho Marx who was worked into the telecast in his m.c. role on You Bet Your Life. A less artificial interview would have been more suitable.

From a commercial aspect it's estimated that time and talent charges for General Foods 25th Anniversary Show ran somewhere between $350,000 and $300,000. The whole business might serve to dispel the popular theory that you always get what you pay for.
A compelling radio program based on a great \textit{LIFE} series

No story ever written could be more fascinating than the story of "the world we live in." \textit{LIFE} made it into an outstanding magazine series. Now, in cooperation with \textit{LIFE}, we proudly introduce \textit{THE WORLD WE LIVE IN} as a compelling and outstanding radio program.

This weekly series explores the earth, sea and air, and the strange creatures which inhabit them... the fantastic drama of our world's misty beginnings, and the story of its probably violent end. All programs will be produced and directed by Peabody Award-winner Sherman H. Dryer, with original music composed especially for the series. Last week's première: "The Earth Is Born." Coming soon: "The Creatures of the Sea"; "The Land Beneath the Waters"; "The Great Age of Dinosaurs"; "The Angry Air."

Here is a program that is absolutely unique. It is the "something new" that stations and listeners have been waiting for: new in approach, subject matter, excitement, and new in importance.

It is \textit{THE WORLD WE LIVE IN}... heard every Friday at 9:30 PM (EST) on ABC Radio.

\textit{ABC radio network}
# Representing Leading VHF Television Stations:

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Primary</th>
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<td>WBZ-TV</td>
<td>Boston</td>
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<td></td>
<td>WPIX</td>
<td>New York</td>
<td>11</td>
<td>IND</td>
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<td>Philadelphia</td>
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<td>Columbia, S. C.</td>
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<td>WTVJ</td>
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<td>WHO-TV</td>
<td>Des Moines</td>
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<td>Duluth—Superior</td>
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<td>WDAY-TV</td>
<td>Fargo</td>
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<td>NBC</td>
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<td>Fort Worth—Dallas</td>
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<td>Boise—Meridian</td>
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<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
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KEEPS SAYING
'THese ARE THE TV STATIONS TO BUY FOR YOUR NATIONAL SPOT TELEVISION CAMPAIGN!'"

A few years ago not even we could have guessed that, as of today, Free & Peters would be representing VHF stations which cover over 10,000,000 U. S. television homes!

With National Spot Television you can cover any number of those TV homes you wish. You have complete flexibility in your planning — complete choice of markets, stations, time, programs, audiences, budgets and merchandising. Which of the markets at the left interests you now? All of them are "the TV stations to buy for your National Spot Television campaign"!

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
**OPEN MIKE**

Right and Wrong

EDITOR:

... We recently had the occasion to write to Mr. William E. Long, director of statistics at Radio-Electronics-Television, Mrs. Ass'n., requesting information about the number of radio sets shipped to dealers by manufacturers, each year, from 1950 through 1953. Although the 1953 figures that Mr. Long sent us completely agreed with the 1953 figures in your publication [March 1] there was a large difference between both 1952 figures. Mr. Long reports 7,776,651 sets for 1952, and your column quotes 7,066,794 sets ...

Edward W. Balicki
J. Walter Thompson
New York

[EDITOR'S NOTE: BT correctly quoted an official RETMA release which itself was in error. Mr. Long's figures are correct.]

Editorial Comment

EDITOR:

Your editorial "The Free-Time Grab Bag" March 22 was an excellent exposition of a vital and timely topic. I think you would create a lot of thinking and help mould honest public opinion if you were able eternally to promote the last four paragraphs.

Harry G. Westerfield
National Ass'n. of Manufacturers
Ardmore, Pa.

McCarthy Coverage

EDITOR:

In the deadline section of the March 22 issue of BT, in the box titled "Ten For McCarthy", there was a slight inaccuracy I would like to correct.

WISN, following a standard policy of covering all important public affairs, originated its own pick-up of the McCarthy speech and did not take the WGN feed. This was not a special effort on the part of our station which remains constantly alert to bring to the people of Milwaukee and the state any important question irrespective of the views expressed. I am sure that if Mr. Stevenson originated a talk in Milwaukee we would certainly make every effort to cover his remarks.

WISN Milwaukee

Non-Directional

EDITOR:

The article regarding television directional antennas in the March 22 issue of Broadcasting & Telecasting was in error on KRON-TV San Francisco. KRON-TV does not employ a directional antenna . . .

Several years ago KRON-TV did have a construction permit for a directional antenna, but, upon a thorough consideration of the economic and engineering factors involved, this permit was returned to the FCC . . .

I am of the opinion that there is a definite place for directional antennas in television and that they should be employed where the engineering and economic factors indicate. In fact, it is only reasonable to employ every practical engineering refinement to provide maximum public service . . .

Robert L. Hammett
Consulting Radio Engineer
San Francisco

...
announcing the NEW all NEW

"TENNESSEE ERNIE SHOW"

the Show that SPARKLES with
★ SONGS
★ MUSIC
★ COMEDY
★ VARIETY
★ GUESTS

BRAND NEW FORMAT WITH MUSIC THAT IS LIVE, LIVELY AND LIKEABLE!
...the songs that Tennessee Ernie does best...comedy, variety, many top-flight guests...all Emceed by Tennessee Ernie himself...in a way that keeps every show moving at a fast pace.

260 OPEN-END QUARTER HOURS IN THIS SPARKLING TRANSCRIPTION SERIES
...to bring your audience an endless variety of entertainment with a wide appeal to every age.

AVAILABLE AT A DOWN-TO-EARTH COST YOUR SPONSORS CAN AFFORD
...just as interesting as the show itself is the price for "The TENNESSEE ERNIE Show" in your market! It's low!...much lower than you'd expect to pay for this network type program!

PHONE, WIRE OR WRITE

RADIOZARK ENTERPRISES, INC.
606 ST. LOUIS STREET — PHONE 2-4422 — SPRINGFIELD, MISSOURI

America's Fastest Growing Production Company.

April 5, 1954 • Page 19
WASHINGTON radio attorneys are working round the clock these days, and lean, hard-driving Vin Welch—new president of the Federal Communications Bar Assn.—is no exception.

At the moment, he has four TV hearings going at the same time.

How does he do it? Simple. Work 24 hours a day, and have plenty of stamina.

That’s not too difficult for Mr. Welch. Even in his youth he was accustomed to keeping a dozen activities going at the same time.

At Bowdoin, in his native Maine, Mr. Welch was a seven-letter man—boxing, swimming, football, track, basketball, tennis, golf. He was captain of his boxing and swimming teams. Not content with sports, he was also a member of the debating team, was active in the dramatic society and was business manager of the college year book.

And, he was a Dean’s list honor student.

This profusion of energy was not new. Beginning at the age of eight, young Welch worked every summer until he finished law school. He was, not chronologically, a magazine salesman, caddy, bathhouse boy, dishwasher, bell hop, desk clerk, mechanic, service station attendant, traffic counter, waiter, insurance salesman, government clerk and prison guard.

Since then he has conserved his energies somewhat. But, the physical stamina and reserve is still there.

"He’s the only man I know," one of his colleagues said the other day, "who can work all night and still be fresh and alert next morning."

Vincent Bogan (his mother’s maiden name) Welch was born in 1917 in Portland, Me. He received his A.B. from Bowdoin in 1938 and his LL.B. from Harvard Law School in 1941.

At Harvard he cut down on his extra-curricular activities. He was active only in the Legal Aid Society which aided indigent Bostonians and gave young lawyers their first taste of law practice.

Washington was much in the minds of the budding barristers who attended Harvard classes in the 1938-1941 years. Many graduates had joined the ranks of the New Deal administration in those stirring times and young Welch did not escape the crusading spirit.

Following Harvard, the young attorney put in a spell in his father’s law office in Portland. But finding the practice not up to his expectations, he put in his bids for Washington and in the fall of 1941 joined the FCC as a special attorney in the common carrier division.

A year of tariffs, rate cases, and other common carrier legal problems and then Mr. Welch went into the Navy as an ensign, with six months at communications school at Harvard and to the Pacific—communications officer and operations officer for Task Force 71, which numbered among its submarine corps those who slid into Tokyo Harbor during the height of the war, and executive officer of Headquaters Squadron, Fleet Airwing No. 10. Lt. (j.g.) Welch was mustered out in October 1945.

Back to the FCC, but this time in the Broadcast Branch of the Law Dept. First on FM matters, then AM. During those months, he handled the first comparative hearings for grants on 550 kc and for 1600 kc.

In July 1946, with Harold E. Mott, an FCC associate, Mr. Welch left the FCC and formed the Washington radio law firm of Welch & Mott. In 1947, Edward P. Morgan, ex-FBI man and former counsel to the Tydings sub-committee investigating communism in the State Department, joined the firm, which became Welch, Mott & Morgan. Like its name, the firm grew from a two-room suite in the Occidental Bldg. to two floors in the Erickson Bldg. It now specializes in the whole field of administrative law. Among Mr. Welch’s major radio representations have been the Motion Picture Assn. of America, in the theatre TV hearings last year, and 20th Century-Fox in the acrid San Francisco pre-freeze TV hearing—forerunner of the bitter TV hearings today.

Mr. Welch married a Philadelphia girl, Barbara Gross, in 1941 while he was attending Harvard. They live on one and a quarter acres in Ravenwood, in Fairfax County, Virginia, 10 miles from Washington. His interest in sports continues high—he has just finished building himself a tennis court—and he golfs and swims whenever he has time. He’s developed a keen interest in skiing and both he and his wife journey to the snows of New England and Canada or to the waters of Florida whenever they can.

At the annual FCBA picnic outing, Vin Welch is the perennial pitcher for the lawyers in the regular softball game against the FCC.

Mr. Welch is vice chairman of the Radio-Communications Committee of the District of Columbia Bar Assn. He is also a member of the American Bar Assn. and the American Judicature Society. He is a member of the D. C. and Maine bars. He is active in the American Legion, Amvets, Variety Club, and the Washington Board of Trade.

As the 1954 president of FCBA, Mr. Welch has two hopes. He aims to bring to fruition a joint FCBA-FCC endeavor which involves codifying and bringing up-to-date that agency’s rules and regulations, including practices and procedures. He also hopes to get the FCBA to work on non-broadcast practices and procedures.
The locals in one part of Bavaria have an unusual way of determining whether the local beer is up to snuff. They pour a batch on a bench and have several prominent citizens apply their leather-covered posteriors to the puddle. If the bench sticks to them when they arise, the batch is declared a success and all hoist a few steins in celebration.

Personally, we aren't advocating the system, and besides we prefer our lager with a head on it... but it makes a good example of how tastes vary. Local tastes in radio fare vary too, and that's what makes America's strong independent stations such a good advertising buy. Only the independents program exclusively for the folks in their areas... give the home folks just what they want. A satisfied audience is a buying audience—and that's the result your selling message will get on any of nation's strong independents listed below. Write any of them for the facts.

<table>
<thead>
<tr>
<th>IND INDEP PROGRAM EXCLUSIVELY FOR THEIR AUDIENCE!</th>
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<td>WMIL — Milwaukee, Wisconsin</td>
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<td>KBYE — Oklahoma City, Okla.</td>
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<td>KOWH — Omaha, Nebraska</td>
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<td>CKNW — Vancouver, B. C., Canada</td>
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<td>CKY — Winnipeg, Manitoba, Canada</td>
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They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL'S-EYE results... with the AIMS GROUP
HARRY RENFRO

on all accounts

A SPORTS fan all his life, Harry Renfro seems particularly suited for his role as radio-tv director and account executive on Anheuser-Busch at D’Arcy Adv. Co., St. Louis, where baseball and beer go hand in hand on behalf of Budweiser.

In this capacity, Mr. Renfro, a veteran but youthful ex-broadcaster himself, has been the "contact man" for the owner of the St. Louis Cardinals National League club.

Mr. Renfro has been wrapped up most of his life in radio and television, dating back to his early days as a staff announcer at WEW St. Louis.

Harry Keeton Renfro was born in St. Louis on March 19, 1915, attended grade and high schools there, and later the universities of St. Louis and Washington. He landed his first radio job at WEW in 1934 and four years later moved over to KXOK when it first took the air. He subsequently became chief announcer, news editor, program director, public relations chief, director of sales service and, finally, assistant general manager.

While on the staff, Mr. Renfro once performed the considerable feat of announcing more than 3,000 dance-orchestra remotes in less than two years. He announced the pickups from St. Louis night club spots, which were piped to the old Blue Network.

During World War II Mr. Renfro served with Naval Intelligence from Australia to Okinawa. He was recalled to the Marines late in 1950 for another 18-month stretch as public information officer in Korea.

Early in 1952 Mr. Renfro returned to KXOK (which got Cards’ broadcast rights this year). Together with Dancer-Fitzgerald-Sample, he organized a large Midwest baseball broadcast network for Falstaff Brewing Co., which sponsored the St. Louis Browns games.

When Anheuser-Busch bought the Cards last year, Mr. Renfro joined D’Arcy as the baseball specialist. He has directed the burden of contact-and-contract duties involving plans for 350-station coverage of the Bill Stern show each weekday evening; broadcasts of all Cards games on a substantial regional network; 77 road telecasts of the Cards on WTVI (TV) Belleville (St. Louis); play-by-play of games of Cards’ franchises in minor league cities.

Mr. Renfro married the former Margaret Lydon. They have a daughter, Patti. Mr. Renfro is a member of the board of governors of the St. Louis Advertising Club and was an organizer and later vice president of the Missouri Broadcasters Assn.
It's No Draw... in Omaha

KMTV leads the race... by a mile... in the Omaha area. How do you measure a winner? If it is by audience ratings, we got 'em. The most recent Pulse Survey (January 4-10) gave KMTV 12 of the top 15 shows—in fact, 9 of the top 10, plus the top multi-weekly show, plus the highest rated local TV production. And, the most recent ARB Survey (February 8-14) revealed that KMTV once again led the parade with 11 of the top 15 shows and also the highest rated local show.

This championship performance isn't new to KMTV. *In every Pulse rating for the past two years, KMTV has proved to be the most looked-at, most listened-to television station in the Omaha area.*

In this rich 240,000-set area, KMTV offers you the biggest audience... the most dependable signal to reach this market... the sales results of some 300 satisfied local and national clients.

*Smart advertisers all agree: In Omaha, the place to be... is Channel 3.*
what channel do you view most?

this question asked by American Research Bureau, Inc.

the answer

**CHANNEL 10**

**WSLS-TV**

**ROANOKE** 96% for channel 10
**LYNCHBURG** 86% for channel 10
**DANVILLE** 61% for channel 10

a metropolitan market of 356,200 population—2.226% of USA

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**MILESTONES**

THIRTIETH anniversary with Westinghouse Broadcasting Co. for H. W. Irving (r) recalls many memories. Mr. Irving, transmitter supervisor for KDKA Pittsburgh, examines the microphone he used when KDKA broadcast to Admiral Richard Byrd's first Antarctic expedition. L. R. Rawlins (l), KDKA manager, has been with WBC 11 years; Ward London (c), station's studio supervisor, has begun his 35th year with Westinghouse.

► ASCAP celebrated its 40th anniversary last Tuesday with a banquet at the Waldorf-Astoria in New York, attended by some 1,500 members and guests.

► J. A. DUPONT, president-general manager of CJAD Montreal, marked his 30th anniversary in radio March 15. He joined CKAC Montreal as an announcer in 1924, later became manager and in 1932 joined the Canadian Radio Broadcasting Commission, continuing with its successor the Canadian Broadcasting Corp. as commercial manager for Quebec province. In 1945 he left the CBC to start CJAD.

► RUTH CRANE, women's director, celebrated her 10th anniversary with WMAL-AM-TV Washington March 17. She was honored by the Gas Appliance Manufacturers' Assn. with a cocktail party and the installation of an all-gas kitchen on the studio set where Miss Crane's Modern Woman program is produced.

► WTVJ (TV) Miami observed its fifth anniversary March 21.
My, how you've grown!

FISH STORY

... a true one!

Sam Del Vecchio, owner of Frank Del Vecchio & Son sporting goods store, had a problem. How could he get the good fishermen of Washington all the way over to his store in the Southeast section. He solved it the way so many others have found quick and profitable—he bought time on WWDC. Now he says:

"Art Brown and WWDC are my two best salesmen. Fishermen from all over town drop by here and stock up the very morning they're going fishing. My store is showing a healthy increase every year."

WWDC can help your business grow in the rich Washington market. Let your John Blair man give you the whole story.

In Washington, D.C. it's WWDC

Represented nationally by John Blair & Co.
Another Reason Why
WPTF is
North Carolina's
Number One
Salesman

Right Hand Man . . . . . Tom Maness

North Carolina's
Number 1 Salesman

Tom Maness is your right hand man at WPTF. He's our
Copy Chief (And yours, too!), responsible for maintaining
perfection in all on-the-air material. He's the one who
checks your selling messages—programs and announce-
ments—to make sure you will be putting your best foot
forward when you go on the air at WPTF. He makes sure
instructions from you and your agency are carried out.
He adds that extra polish which guarantees better results
when you buy WPTF. He's another member of the team
that makes WPTF the Number One Salesman in the
South's Number One State!

North Carolina rates more firsts
in recognized market surveys
than any other Southern state.
More North Carolinians listen to
WPTF than to any other station.
BAB SETS RECORD BUDGET, PLANS '54-'55 EXPANSION

Here are the major objectives for the new fiscal year:

- Membership drive aimed at producing $800,000 budget for the '55-'56 fiscal year.
- Expansion into Canada with limited BAB service to stations there.
- Research to find out where radio and tv sets are.
- A continuation of the exploitation of local revenue sources.
- A vigorous effort to sell national advertisers on radio.

A RECORD budget of $687,000 by BAB for the new fiscal year and a budget target of $800,000 per year by next March were approved by the BAB board at its semi-annual meeting last Tuesday in New York. BAB's fiscal year runs from April 1 to March 31.

The board, headed by Chairman Charles C. Caley, WMBD Peoria, also gave its approval to a series of new and expanded projects for the coming 12 months, including a plan to expand into Canada by offering a limited BAB service to stations there; new series of 37 area sales clinics to be conducted between June 7 and Aug. 31, but to be limited to BAB member stations; BAB participation in the NARTB convention next month with a May 27 program presenting major local and national radio advertisers in discussions of their success with the aural medium, and participation in the Advertising Research Foundation-Alfred Politz Research census of radio and tv sets, which BAB and the four networks are financing (see story, page 28).

Four Big Missions

Board approval also was given to four major objectives of the bureau's 1954-55 program. As outlined by Donald W. Thorburn of WCAU Philadelphia, chairman of the plans committee, and BAB President Kevin Sweeney, the objectives are:

1. To continue the "encirclement" of the principal sources of local radio business;
2. To attack the three "roadblocks" to selling radio nationally, which were described as questions posed by advertisers as to the "location" of the radio audience, the effectiveness of radio as against newspapers, and the desire of their dealers and distributors for radio against other media;
3. To complete the campaign to sell nighttime radio, and
4. To upgrade the caliber of radio salesmanship.

The attack on the three so-called "roadblocks" will be waged in large measure by research—such as the ARF-Politz study, which among other things is designed to show the locations at which people listen—and by continuing the campaign to sell radio to advertisers at both national and local-regional levels.

George Higgins, KMBC Kansas City, was named chairman of the membership committee—which is slated to undertake a concerted drive as part of the work toward the goal of an $800,000 budget by 1955—and John Patt of WJR Detroit was designated head of the nominating committee to propose a successor to Mr. Caley as board chairman and make other nominations for board vacancies occurring next November.

"Mr. Caley will have served 21/2 years as board chairman in November," appointed to serve with Mr. Patt on the nominating committee were Howard Lane, KOIN Portland, Ore.; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; H. Preston Peters, Free & Peters; Robert A. Schmid, Mutual, and Allen M. Woodall, WDAK Columbus, Ga.

William B. Ryan, who resigned as BAB president last November, was presented a scroll of appreciation for his services.

FOUR CRUCIAL TESTS OF RADIO

FOUR separate tests of radio's selling power in four different fields are currently in progress in campaigns worked out and being conducted in cooperation with BAB.

In New York, Macy's—one of the nation's largest department stores and a heavy user of newspapers—has completed the first phase of a test in which it entrusted to radio the entire build-up for one of its "Super Sales" and further tests are planned. (Closeup Circuits, March 22).

In Chicago, Goldblatt Bros. is using radio to test its effectiveness in selling appliances, and Henry C. Lytton & Co. is putting on a campaign to test the medium's power in selling regular and high-priced clothing for men.

And in Denver, the American Furniture Co. --described as the largest furniture store between the West Coast and the Mississippi—last Thursday launched a radio drive to find out how well radio sells furniture. Thus radio is being tried as a department store salesman, as an appliance salesman, as a salesman of higher quality clothes for men, and as a furniture salesman. In each case the campaigns were plotted and are being conducted in close cooperation with BAB.

Macy's, New York, is understood to be spending about $25,000 on radio time for its tests. In the phase just completed, the store placed schedules on the four network-owned local stations, WABC, WCBS, WNBC and WOR, and on the independents, WINS, WMCA and WOV. BAB representatives were on hand at the store during the campaign period to determine how many of the customers first learned of the sales through radio. Results currently are being tabulated by both BAB and Macy's.

In the Chicago experiments, Goldblatt's is using a 12-week saturation announcement campaign and Lytton's is placing a five-week schedule. The six BAB member stations in Chicago cooperated in working out the schedules, copy, and other arrangements: WBBM, WCFL, WGN, WIND, WLS and WMAQ.
MESSRS. INGRIM and COHAN

by Ward Ingrim of KJH Los Angeles, finance committee chairman, compares with $645,000
for the 1953-54 year. Financial objectives for the current year were said to include an increase
to a $750,000 annual rate by November as well
as an $800,000 rate by next March.

On hand for the board meeting were Charles
T. Ayres, ABC, New York; Joseph E. Baudline,
WGBH, Boston, Mass.; John P. Blair, John Blair & Co., New York;
Charles C. Caley Chairman, WMBD Peoria, Ill.;
Martin B. Campbell, WFAA Dallas; John C.
Cohan, KSDK St. Louis; Calvin; William E. Fine-
shirber Jr., NBC, New York; Simon Goldman,
WJTV Jamestown, N.Y.; Tom Harker, Stover
Broadcasting Co., Miami Beach (alt. for George
B. Stover); John B. Hayes, WTDR Washington;
George J. Higgins, KMBC Kansas City; Ward
D. Ingrim, KJH Los Angeles; Edgar Kobsak,
WTWA, Thomson, Ga.; Howard Lane, K.findOne
Portland, Ore.; William M. McGrath, WIND
Boston; Arch L. Madsen, KOVO Provo, Utah;
John F. Meagher, KYSM Mankato, Minn.; James
H. Moore, WEIS Roanoke, Va.; Adrian Murphy,
CBS, New York; John F. Patt, WJR Detroit; H.
Preston Peters, Free & Peters, New York; Wil-
liam C. Quantman, WMF Cedar Rapids, Iowa;
Robert A. Schmidt, MBS, New York; Kevin B.
Sweeney, president, BAB, New York; Robert D.
Sweeney, Detroit; Dan Shapiro, WJZ Baltimore;
WCAU Philadelphia; Allen M. Woodall,
WDAY Columbus, Ohio.

MESSRS. CALEY and SWEENEY

room would be called its living room. The term
"working order" as applied to a radio or tv set
means that it can actually receive a program
at the time of the interview. An unconnected
set which operates by house current will be
counted in working order if, on being plugged
in, it immediately begins receiving programs.

As it is unlikely that every interviewer
will be able to check on the working condition
of every set in every room in every home included
in the survey, a reliable quality control pro-
cedure is being set up with a sub-sample of 10%
to be used to determine the working condition
of all sets with a high degree of accuracy.
This research technique will serve as a guard against
inflation introduced by people claiming more
sets than they actually own, or deflation through
someone's failure to remember a set in a room
not used very often.

The sample for the survey will be a proba-
bility sample of households in 140 counties
clustered into 70 primary sampling units, with
interviews conducted in about 1,000 small seg-
ments within the primary units. A self-adjusting
design in the plan will compensate for changes
in the home population since the last census.
A primary objective is to secure completed in-
terviews in at least 90% of the designated
households.

The survey will be conducted with the coopera-
tion of the Federal Civil Defense Administra-
tion which is interested generally in the owner-
ship and location of radio and tv sets and
specifically in checking on the public's knowl-
dge of the special civil defense plans for using
radio in time of national emergency. Two basic
questions on the use of radio in civil defense
and the CDA program will be included in the
questionnaire.

The Alfred Politz firm conducted the recent
study, "The Importance of Radio in Television
Areas Today," on behalf of the Henry I.
Christof Co., and stations represented by that
national representative firm. This study was
made with emphasis placed on the motives
and attitudes of individuals, and sought to describe
radio rather than to compare it with other
media.

The study was based on 4,295 personal in-
terviews conducted in the period from Dec.
15, 1952 to Jan. 29, 1953, representing the
61,600,000 people aged 15 and over who live
in television areas. At that time 72% of the
people within the survey area had television
service. The findings were grouped into five
brackets: Who listens to radio? Where do they
listen? When do they listen? Why do they
listen? What do they think of radio today?

BAB & CITY STUDIES

UNDER an arrangement made last week with
Broadcast Advertisers Reports Inc., BAB will
get detailed reports on all radio advertising
activity of major stations in 14 metropolitan
markets.

BAR, which monitors advertising activity in
areas where it operates, will make available
to BAB tape-recorded bi-monthly reports on the
full, week-long broadcasting schedules of the
four network affiliates and two leading inde-
pendent radio stations in the 14 markets. These
are: Baltimore, Boston, Buffalo, Chicago, Cin-
cinnati, Cleveland, Detroit, Kansas City, Min-
neapolis, New York, Philadelphia, Pittsburgh,
St. Louis and Washington, D. C. Reports will be
made to BAB within 15 days after the end of
the survey period.

A BAB spokesman said the bi-monthly re-
ports will provide information on advertisers in
each market; stations being used; amount of
air time; days of the week and times in the day
the advertisers use, and the type of programs and/or announcements.

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WARD WHELOCK CO. TO CLOSE IN FALL; CAMPBELL SOUP LOSS IS MAJOR FACTOR

Adam Schiedt Brewing and Stephen F. Whitman & Sons, remaining accounts, to name successor agencies. Wheelock billed $10 million yearly but was practically a 'one account' agency.

As a result of the loss of the Campbell Soup Co. account, the 53-year-old advertising agency, Ward Wheelock & Co., Philadelphia and New York, will close its doors early next fall, officials said last week.

The agency was formed originally under the name of F. Wallace Armstrong Agency in 1901. On an eight-year loan, Wheelock bought the company and renamed it Ward Wheelock & Co. Mr. Wheelock was president of the firm until about three years ago, when he was elected chairman of the board and Arthur A. Bailey was named president. Mr. Wheelock personally was the account executive for Campbell Soup until three years ago.

The agency, which had billed about $10 million annually, was practically a "one account" agency, having serviced Campbell Soup's $8.5 million advertising campaigns for the past 18 years. In mid-February the company resigned from Ward Wheelock and named BBDO and Leo Burnett Co. to handle the account, while continuing to retain Compton Adv. and Dancer-Fitzgerald-Sample for portions of the business [B&T Feb. 15].

After the loss of the account, Ward Wheelock returned from a European assignment for the Eisenhower Foundation, and announced that the agency would continue in business and would be out to gather new clients. But the attempt at gathering in new accounts was not successful quickly enough to maintain the agency, it was reported.

The two remaining accounts, Adam Schiedt Brewing Co., Norriton, Pa., and Stephen F. Whitman & Sons, Philadelphia, have not yet appointed new agencies.

Personnel Seeks New Positions

Members of the agency staff, which had been reduced to about 35 in Philadelphia and five in the New York office, are currently in negotiations for other positions.

"Every effort is being made to help reestablish personnel," William A. Dunn, vice president and treasurer, told B&T.

Mr. Dunn himself, who has been with the agency since 1946, is also vice president-treasurer and a member of the board, plans to open a tax account business in the Lincoln-Mercury Bldg., present location of the agency.

William R. Farrell, first vice president and a member of the executive committee, has been named advertising manager of Monsanto Chemical Co., St. Louis.

J. R. Benedict, account executive, has joined Young & Rubicam, New York, in the same capacity.

Charles Geoffry, head of the research department, has moved to Lennen & Newell, in the research department. Paul Rose, assistant to the president of Ward Wheelock, joined N. W. Ayer & Son.

Rusty Johnston, vice president and director of radio and television, is currently on a vacation on the West Coast, and presumably will announce his plans on his return.

The New York office of the agency is expected to close on or about July 31.

Hi Neighbor

WHEN Compton Advertising Agency moved into the 261 Madison Ave. (N.Y.) building, it was welcomed by a block-long greeting from its neighbor agency, Cunningham & Walsh, across the street at 260 Madison Ave. The greeting read: "Hi Neighbor, Welcome Compton. C & W." A few days later Compton returned the greeting with window size letters: "C & W, You Satisfied." Cunningham & Walsh is the agency for Chesterfields. It also had sent to Compton on the first day several cases of beer along with baskets of fruit and flowers as a neighborly gesture.

KELVINATOR Division of Nash-Kelvinator Corp. will take over alternate sponsorship with Block Drug Co. of the weekly Danger with a Dollar radio show. Plans being made here by George Abrams (I), Block advertising manager, and Ralph Robertson, vice president-marketing director, Geyer Adv. Inc., agency for N-K.

Jones-Rill Contract Suit Settled - Out of Court

AN out-of-court settlement was arranged last week by Duane Jones, head of Duane Jones Agency, and Irving Rill, former account executive who has sued Mr. Jones for $13,762 for alleged breach of contract. The out-of-court settlement was understood to be about $10,000.

Mr. Jones reportedly had an oral agreement with Mr. Rill in which he was to get a percentage of commissions on the accounts he brought into the agency. Mr. Rill claimed to have brought in the Vitamin Corp. of America account (which since then has moved to BBDO), Farm Bureau Insurance, Kordol Corp. and Reddi distributors. Mr. Jones claimed he maintained losses on some of Mr. Rill's accounts and therefore he could not pay a full commission on those accounts.

LeBlanc Offers Media Stock-for-Time Plan

RADIO and television stations and newspapers will be offered $1 million in $1 shares of stock by LeBlanc Brothers in exchange for time and space for promotion of a new product to be manufactured by Dudley J. LeBlanc, organizer of Hadacol [B&T, Feb. 1].

This announcement was made last week by Winston S. Dustin, vice president of The Martin Co., Nashville, advertising agency for the new product. Mr. LeBlanc, a Louisiana state senator, in a letter to Mr. Dustin, said LeBlanc Brothers will offer five million shares of stock in the new firm, which he said has approximately $100,000 in assets.

The $1 million block of stock will be offered to stations and other media within a few weeks, Mr. Dustin said. He added that time purchases from stations will not necessarily be confined to those which subscribe to stock under the stock-for-time plan.

Mr. LeBlanc credited radio with doing more than any other medium in promoting his Hadacol [B&T, March 5, 1951] before he sold the firm, LeBlanc Corp., in 1951. The Hadacol firm soon afterward failed and went into receivership.

FTC Drops Complaint Against LeBlanc, Hadacol

AN initial decision ordering dismissal of a Federal Trade Commission complaint issued in September 1951 against LeBlanc Corp., manufacturer of Hadacol vitamin-mineral supplement, charging false and misleading advertising, was issued last week by FTC Hearing Examiner Abner E. Lipscomb.

The 1951 complaint had named the Lafayette, La., firm and its president at that time, Dudley J. LeBlanc. Mr. LeBlanc sold the firm in 1951. It later was dropped.

The initial decision was made on motion of counsel for the complaint, who noted that the firm's affairs are under a bankruptcy trustee, that Mr. LeBlanc no longer has any control in the business and that none of the advertising claims challenged by the FTC have been made since the complaint was issued.

Mr. Lipscomb's initial decision, made without prejudice to FTC's right to reopen the case, cited reasoning of the complaint's supporting counsel, in moving for dismissal, as follows: (1) if the firm is liquidated the complaint will be meaningless; (2) if it is reorganized it will have management, ownership and control different from that at the time of the complaint, and (3) if the firm is reorganized, complaints should be issued only on any new and future disputed advertising claim.

Mogul Promotes Dunier

LESLIE L. DUNIER, who has handled on-the-spot station relations with individual radio and television stations in markets throughout the country for the Emil Mogul Co., New York, has been promoted to business manager of the radio and television department. In this capacity he will supervise all the agency's radio and television time-buying activities.

Richfield Favors Spot Radio

SPOT radio is a 4-to-1 favorite of Richfield Oil Corp. of New York's independent distributors in their selection of media for cooperative advertising, company officials said last week. Radio advertising and sales promotion manager, said that for the fourth or fifth year the distributors had made spot radio an overwhelming media choice. The 4-to-1 ratio, he explained, represents radio's lead in terms of dollar volume.

While declining to provide a further breakdown of the findings or to indicate the number of distributors involved, company officials noted that Richfield tallies up, each year, the number of distributors using each of the various media available to them under the company's cooperative advertising plan, and said the current estimates were based on such a study.
Rhoades & Davis Opens
New Building in S. F.

Rhoades & Davis, West Coast advertising agency, is now operating from its new building at 642 Commercial St., San Francisco, according to an announcement by Robert O. Davis, partner.

The new building is equipped with modern radio-tv facilities for the agency and its clients, including a monitoring room and a custom-built film editing desk.

The agency does over a million dollars in radio-tv billings annually, according to Mr. Davis.

SPOT NEW BUSINESS

General Cigar Co., N. Y. (White Owl Cigars), starts spot radio announcement campaign in a few selected markets April 15 for two weeks. Agency: Young & Rubicam, N. Y.

Emerson Radio and Phonograph Corp., N. Y., is offering cooperative advertising plan to its distributors for radio spot campaign for its portable radios in some 90 markets through the country, May 15 through June 27.

California Winey Co. (Schapiro's Kosher Wines) planning to use minute announcements, station breaks and station identification spots on WNBT (TV) WCBS-TV WABD (TV) and WABC-TV New York. Campaign to start immediately through Ben B. Bliss Co., N. Y.

NETWORK NEW BUSINESS

Tast-I-Diet Foods Inc., Stockton, Calif., starts quarter hour of Sunday News Desk on 23 CPRN stations (Sun., 5:30-6 p.m. PST) for 52 weeks from April 25. Agency: Erwin Wasey & Co., Ltd., L. A.

Liggett and Myers Tobacco Co., N. Y. (L & M filters), has extended sponsorship of The Spike Jones Show (NBC-TV, Wed., 8-8:30 p.m. EST) for six weeks, running through May 8. Agency: Cunningham & Walsh, N. Y.


Jackson & Perkins Co., Newark, N. Y., will sponsor Tues. segment of Gabriel Heater news commentary program (Mutual, Mon.-Fri. 7:30-7:45 p.m. EST), starting April 6. Agency: Maxwell Sackheim & Co., N. Y.

D. E. Sanford, S. F. (Descoware cooking utensils), enters tv for the first time as alternate sponsor of Amaz 'n' Andy on KNXT (TV) Hollywood, for 14 weeks from April 6. If successful, firm will expand to other tv markets, according to Carroll Ray, account executive, Neale Adv. Assoc., Los Angeles agency servicing the account. Series is a CBS-TV package.

Rountree's Dairy Box Chocolates, imported from York, England, has started radio spot announcement campaign on limited number of radio stations. Agency: Abbott Kimball Co., N. Y.


Rhoades & Davis has moved into this new building at 642 Commercial St., San Francisco, the firm announces.

Davis, which includes the following accounts: Star-Kist Foods, Riviera Packing Co., Yellow Cab Co., Bonnie Dog Food, Denalern Dental Plate Cleanser, and Seven-Up, among others. Tom D. Scholts, partner, heads the agency's other office in Los Angeles.

Merchandising Contest
Set for 'Janet Dean' Show

A CONTEST among the promotion managers of the 21 television stations carrying Janet Dean, Registered Nurse, sponsored by Emerson Drug Co.'s Bromo-Seltzer, will be held during April, it was announced last week.

Cash awards of $250, $150 and $100 will go to the promotion managers of the three stations which submit the most conclusive evidence of merchandising accomplishment for Bromo-Seltzer and Janet Dean during April, it was said. Deadline for this evidence is May 15. Judging will be done by the merchandising department of Lerner's & Newell Inc., advertising agency for Emerson. L. & N is sending each station a list of 18 suggested ways to merchandise the program and product.

Renuzit Turns to TV

RENUZIT Home Products Co. has put the bulk of its spring advertising budget into spot participations in local daytime tv shows in over 20 markets from coast to coast. Feigenbaum & Wernem Advertising Agency, Philadelphia, handles the account.

The company's schedule began on 45 tv stations March 1 with substantial results in sales of its new Erase-Away Cleaning Kit already reported. The campaign will continue through early summer.

White Rock Plans Radio-Tv

WHITE ROCK Corp., New York, through its new agency, David J. Mahoney, same city, is planning a saturation campaign using television and radio spots. Details of the campaign for White Rock's Sparkling Water, Ginger Ale, True Fruit Flavors, Quinine Water and Dietonic are being worked out.

AGENCY APPOINTMENTS

General Mills (O-Cel-O Sponge div.) names William Esty & Co., N. Y., to handle its advertising. Media plans are as yet undetermined.

Indian River Medicine Co., La Follette, Tenn. (Scall's Indian River Medicine, herb tonic, Nu-Becot's vitamin-mineral dietary supplement), appoints Claude Harrison & Co., Roanoke, Va. Radio, television and newspapers are being used.

Buick Dealers of Calif., L. A. and S. F., appoints Ruthrauff & Ryan Inc., same cities, to handle advertising. Spot radio-tv will be used.


Swift & Co., Chicago, appoints McCann-Erickson to handle Premium Ham and Premium Bacon accounts effective Nov. 1 and agricultural research advertising immediately. Swift also names Bert S. Gittlen, Milwaukee, to handle animal feeds, farm plant foods and hatcheries advertising June 1.

Hannah Laboratories, Carmel Valley, Calif. (women's toiletries), names Beaumont & Hohman Inc., S. F. Firm will soon market third skin cream.

Long Island Duck Growers Marketing Cooperative Inc., appoints Williams-Adv. Agency, N. Y. Y. Radio and television will be used starting in April locally, and will expand to the national level as distribution warrants.

Fritos Inc., Dallas (packaged corn chips), appoints Ruthrauff & Ryan Inc., L. A., to handle western division advertising. Radio and tv will be used.


Starlit Products Co., S. F. (Starlit Shampoos), names Sidney Garfield & Assoc., that city.

Stouten & Son, L. A. (Stanwall hardwood paneling), names Len Woolf Co., that city, to handle advertising, with emphasis on do-it-yourself market.


AGENCY SHORTS


Showalter Lynch Advertising Agency, Portland, Ore., moves to 711 S. W. Alder St. Telephone is Broadway 0525.

Keenan, Hunter & Dietrich, S. F., move to 1014 Alma St., Menlo Park, Calif.


Al King Adv., 7818 Forsyth Blvd., Clayton, Mo., has been formed by Alvin M. King. Mr. King was formerly vice president-commercial manager, KSTM-TV St. Louis.

BROADCASTING • TELECASTING
ABC DISNEY SET WEEKLY TV SERIES

Multi-million-dollar deal would have as its main objective a weekly one-hour Disney-produced program for showing on ABC-TV. Contract details, including collateral goals, are being withheld until fully completed.

ABC and Walt Disney Productions were reported definitely set last week in what was seen as a multi-million-dollar deal which would bring the Disney organization into television in a long-term exclusive tie-up with ABC. The terms, settled in Hollywood during the past 10 days, now are subject to approval by the Disney board, it was said.

Production of a one-hour weekly series of ABC-TV programs—starting this fall—by the creator of Mickey Mouse was regarded as the prime consideration in the transaction from ABC's standpoint. But it was understood several collateral objectives were involved, including (1) acquisition by ABC of rights to some of the Disney film characters; (2) rights for ABC-TV use of some of the older Disney theatrical productions; including some of his "true life adventures" films, and (3) an ABC tie-in with the projected $10 million Disneyland "World's Fair" amusement park of 160 acres in southern California [CLOSED CIRCUIT, Mar. 15].

While it is known ABC President Robert E. Kintner, reportedly handling network negotiations, was in Hollywood and returned the weekend of March 27-28 after a series of meetings with Roy Disney, president of Walt Disney Productions, contract details are being closely guarded pending an official ABC-TV release in New York. The contract, which also carries the signature of Walt Disney, board chairman of Disney Productions, makes the latter the first important motion picture studio to enter television under its own name.

It was reported Disney Productions has been surveying the video medium for the past three years. Conjecture is that the one-hour series will be basically live, possibly using parts of early cartoons and films with no theatrical re-release market value.

Commenting on reports that a "large food packaging firm" would become a third partner in the deal, a Disney spokesman declared the partnership is between Disney and ABC-TV and the signing of a third party is not necessary at this time.

He said that while a food firm would be a natural advertiser to tie up with the show, since the Disney product always has appealed to the family trade and not to just a segment of the family, the ultimate sponsor conceivably could be "say, an automobile firm."

This spokesman said that despite numerous inquiries from sponsors and advertising agencies, details of the program format would be presented to sponsors only when fully worked out. He said Disney would make each program new and unusual, with "surprise elements."

The Disney spokesman said the 160-acre tract in southern California probably would serve as an origination point for this series and others. It is scheduled to open early in 1956.

It was understood the contract with ABC would in no way interrupt Disney Productions' theatrical film production schedule.

ABC REALIGNS FILM DIVISION

ABC FILM Syndication has been set up as a wholly-owned subsidiary of AB-PT Inc. Robert F. Kintner, ABC president, announced last week. It will operate as a self-contained unit of ABC, which is an AB-PT division.

The organization formerly operated as ABC Syndication, which ABC established as a fifth division of its network in August 1953, at which time George Shupert joined the network as vice president in charge of the unit.

In the reorganization, Mr. Shupert becomes president of ABC Film Syndication and Don Kearney, national sales manager, assumes the title of vice president in charge of sales. Other officers of the new subsidiary are Edward Graesle, treasurer, and Raphael Scobey, secretary.

Directors of ABC Film Syndication are Messrs. Kintner, Shupert, Kearney, and Graesle, and Robert H. O'Brien, ABC executive vice president.

Actors Charge Wrather With Breach of Contract

TWO SUITS totalling $9,000 and charging breach of contract were filed in Los Angeles Superior Court Wednesday against Jack D. Wrather Jr., tv film producer and president-co-owner of KOTV (TV) Tulsa and KFMB-TV San Diego, by actors Virginia Field and her husband William Faversham.

Plaintiffs contend they signed contracts on April 4, 1952, to portray the leading roles in "Boss Lady," series of 12 half-hour films to be produced by Mr. Wrather for Procter & Gamble's summer replacement on NBC-TV.

The suit charges the defendant repudiated the contract two weeks later and subsequently made the series with other actors.

With payment set at $450 and $300 per film, respectively, Miss Field and Mr. Parker claim they were to receive 7% and 3%, respectively, of the re-run profits and asked the court for an accounting as the series is in reissue.

Tv Down on the Farm

TELENEWS Productions, N.Y., has announced it has completed the first program of a new, weekly 15-minute tv film series titled Farm Report, described as "a tv journal of agriculture."

Charles Burris, general manager, said the series represents opening of a campaign to "capture the farm tv market," which is said to have grown in tv set saturation from 9% in 1952 to more than 45% in 1954.

UFP Elects Nathan

ELECTION of Wynn Nathan, national sales manager of United Television Programs Inc., Hollywood, to the post of vice president in charge of sales, was announced last week by Lee Savin, executive vice president of the television organization.

April 5, 1954 • Page 31
Ronald Colman, TPA Plan 'Ivy' Film Series

Film series budgeted at $50,000 per show, with 39 shows set the first year.

SIGNING of Ronald Colman by television Programs of America for a "Halls of Ivy" film series to be produced at a cost of $50,000 a show, or almost $2 million for the 39 films planned for the first year's showing, was announced last week. Mr. Colman and his wife, Benita Hume, will appear in the roles they played in the "Halls of Ivy" radio program, and the radio format will be followed in the television version. Production is scheduled to start late this month, for early fall release.

TPA President Milton Gordon said "Halls of Ivy has "always been considered a natural for television and it has not been done until now because of the high cost. It is only recently that television has attracted sufficient funds and the high calibre talent needed to put on "Halls of Ivy."

Bill Frye, who was associated with the radio program, will produce the series. Leon Fromkess will be executive producer; Norman McLeod and William Cameron Menzies will direct, and Don Quinn will be editor of the series. TPA purchased the rights for "Halls of Ivy from Ivy Productions, which will continue to have an interest in the show.

CBS-TV Claims 'First' Showing of H-Films

CBS-TV claimed a "beat" last week with the "first presentation to the general public" of the Government film showing the first hydrogen explosion, held in the Pacific in November 1952. The network reported that two minutes after the film was released by the Federal Civil Defense Administration last Thursday to tv networks, stations and newsreels, excerpts were presented on The Morning Show, beginning at 7:02 a.m. EST. It also scheduled the film for 6 p.m. and 11 p.m.

ABC-TV said it presented the first complete showing of the film, "Operation Ivy" 10:10:30 a.m. Thursday. ABC-TV also showed the motion picture at 8 p.m. NBC-TV carried the film at 8 a.m., 7 and 11:15 p.m. DuMont said portions of the film were shown at 8 p.m. together with interviews.

The film, 28 minutes in length, and in black-and-white, was released to all tv outlets. The film was prepared by the Defense Dept. and the Atomic Energy Commission. Actual production was by a Hollywood "task unit" of the U. S. Air Force.

The tv film is 16 mm. Also released by FODA was a series of black-and-white 16mm film clips for tv "news" use; a sound tape of about 14 minutes for radio "news" taken from the "Operation Ivy" film and containing commentary and music.

FCDA said it has set up a tv distribution plan, details of which were contained in a memo sent to video stations across the country. Stations can contact regional civil defense centers for information.

FILM SALES

Midwest Timberman Co. has contracted to sponsor Cowboy G-Men film series in five new markets—Ames, Des Moines, Waterloo, Davenport (all Iowa) and St. Joseph, Mo. Series, filmed by Telemount-Mutual Productions, Hollywood, is distributed by National Telefilm Assoc. Regional sponsors include Dixie Cup C0., Easton, Pa., and Purity Bakers Corp., Chicago (Toytoe Braud).

WNA-C-TV Boston has acquired telecasting rights to 8 theatrical films from George Bignall & Assoc., Beverly Hills. Similar deals have been reported concluded with WAAM (TV) Baltimore and WMJ-TV Milwaukee.

KCP (TV) Hollywood has acquired The Visitor, NBC Film Syndication package of 44 half-hour programs.

FILM DISTRIBUTION


Brandon Films Inc., N. Y., announced that "Diary of a Country Priest," prize-winning full-length feature film in French with English titles, will be released for television following theatrical presentation.

George Bignall & Assoc., Beverly Hills, which recently took over active management of Consolidated Television Sales for new owner, Sull Rossall, in a separate transaction has acquired tv distribution of two Jerry Fairbanks feature films. They are "The Windjammer," starring Bob Burns, and "Doctor Jim," starring Stu Erwin.

Jerry Fairbanks, Hollywood producer of some 500 tv films, 300 theatrical shorts and 50 feature length commercial films, is preparing his first theatrical motion picture venture, "Project Saucer." Scheduled as a wide-screen feature in color, it is based on documented flying saucer material from government and aviation files.

Jerry Fairbanks Productions, Hollywood, is shooting three one-minute tv commercials for Oldsmobile Division of General Motors Corp., Detroit, with announcer Bob LeMond. Agency is D. P. Brother, Detroit.

Christ-Kopul Productions, Hollywood, is making a series of two-minute films clips in front of retail stores of dealers handling Zenith and Norge home appliances for integration in Harry Kopul-Rosemary Laplancher Show, live tv package telecast by KHI-TV (that city, which is sponsored by Sues, Young & Brown Inc. (S. Calif. distributors of Norge and Zenith lines). Use of film clips, according to Mr. Kopul, "can bring the public and the dealers who sell our sponsor's product into much more intimate and friendly contact with our shows. We are putting on audience participation stunts in front of our dealers' stores and the thing is paying off with a greater amount of public interest than we had anticipated," he said. Agency is Dan B. Miner Co., L. A.

Telecraft Productions Inc., Hollywood, with new headquarters at Ted Allan Studios, 6230 Yucca, is shooting a new group of 13 films in color for Hank McCune Show.
RADIO, TV NETWORKS' COMBINED GROSS EXCEEDS $35 MILLION FOR FEBRUARY

PIB figures show month was 23.6% over the preceding February. Totals for the first two months of '54 are ahead of the '53 pace.

COMBINED gross time sales of the four nationwide radio and four tv networks in February amounted to $35,232,583, an increase of 23.6% over the gross for February 1953 of $28,092,162. For the January-February period, this year's total was $73,510,216, a gain of 23.2% over the gross of $59,656,564 for the same two months of last year. Figures are taken from the accompanying tables, compiled by Publishers Information Bureau.

Radio network billings in February continued their slight decline, down 4.1% from February a year ago, with the January-February total 4.6% below that of the opening two months of 1953.

TV network billings advanced much more rapidly than the radio billings fell off. February's tv network gross was 45.8% ahead of February 1953; the January-February total was 45.5% up from that of the same two months of 1953.

Also from PIB came the analysis of radio and tv network advertising revenue in January, including tables showing the 10 advertisers that month for each type of network, the leading advertisers in each product group and the total combined time purchased of each product group on both radio and tv networks, with data compared to January 1954 compared to that of last year.

In line with the billings trends, the PIB records of network advertising also show that the number of advertisers using the radio networks in January declined from 166 a year ago to 153 this year, while tv network clients increased from 149 to 184.

Leading Radio Network Advertisers

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Time Sales (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>3,176,849</td>
</tr>
<tr>
<td>CBS</td>
<td>2,564,055</td>
</tr>
<tr>
<td>ABC</td>
<td>2,287,564</td>
</tr>
<tr>
<td>Mutual</td>
<td>1,695,804</td>
</tr>
</tbody>
</table>

Leading TV Network Advertisers

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Time Sales (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>1,375,000</td>
</tr>
<tr>
<td>Hall Brothers</td>
<td>1,365,185</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>1,063,165</td>
</tr>
<tr>
<td>E. R. J. Reynolds Tobacco Co.</td>
<td>845,913</td>
</tr>
<tr>
<td>Gillette</td>
<td>707,818</td>
</tr>
<tr>
<td>Standard Tobacco Co.</td>
<td>707,818</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>556,213</td>
</tr>
<tr>
<td>Lipton</td>
<td>2,258,672</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>492,087</td>
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</table>

Leading Radio Network Advertisers By Product Groups For January 1954, Compared To January 1953

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1954</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>3,176,849</td>
<td>3,037,875</td>
</tr>
<tr>
<td>Food</td>
<td>2,287,564</td>
<td>2,170,451</td>
</tr>
<tr>
<td>Apparel</td>
<td>1,695,804</td>
<td>1,695,804</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,375,000</td>
<td>1,375,000</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>707,818</td>
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Leading TV Network Advertisers By Product Groups For January 1954, Compared To 1953

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<td>Mutual</td>
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</tr>
</tbody>
</table>

Broadcasting • Telecasting

May 3, 1954 • Page 33
KBS FINDS SMALL-TOWN AUDIENCES LOYAL

Small-town residents listen to their local stations more than residents of larger cities do to theirs, according to an analysis of Nielsen Coverage Service data.

Radio families in the nation's small towns and the surrounding countryside are loyal listeners to their home-town radio stations, according to an analysis of Nielsen Coverage Service data made by Keystone Broadcasting System, a recent NBC subscriber. The study shows that approximately three-fourths of the total audience of these small town stations is made up of regular daily listeners rather than occasional tuners-in, KBS said.

Elimination from KBS' list of 700 affiliates all stations of more than 5 kw power, those in cities of 20,000 or more population and those in metropolitan areas, leaves 479 KBS affiliates in small city areas. Of these, KBS pointed out:

- 74% of the homes listening weekly in the stations' total coverage areas are also part of the stations' audience on the average day.
- 79.1% of the homes listening weekly in the stations' home areas are also average daily listeners to their home-town stations.
- Compared with these figures a similar study of 36 major market stations showed a total coverage area loyalty index of 68% and a home area loyalty index of 68.9%.

As the adjoining tables show, the small town station loyalty figures are relatively unaffected by the size of the community, with little difference percentagewise between towns of less than 5,000 inhabitants and those of more than 15,000. Nor does the number of stations in the community make any significant change. In all cases, the home area audiences are slightly more loyal to their local stations than are the total audiences.

The study also shows that stations in the smaller towns appear to build up a pattern of listenership and audience loyalty in which a larger share of their total audience comes from outside their home NCS areas than is the case for stations in larger towns. This probably is explained by the fact that most stations in smaller towns are in regions where stations are quite some distance apart. In these cases, each station performs an important community service over a relatively large geographical area, indicating its total audience may be far in excess of the size of its home town.

Translation of the percentage figures into the number of families reached by the 479 small town stations reveals a combined average daily audience of 4,770,410 homes, which rises to a total of 6,444,980 homes reached per week. Background data on these affiliates is as follows:

<table>
<thead>
<tr>
<th>Number of KBS Stations Located in Various Size Towns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population of Town (1,500 Census)</td>
</tr>
<tr>
<td>No. of Stations</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Table II**

<table>
<thead>
<tr>
<th>Number and Percentage of KBS Stations in the Study Located in Towns with Varying Numbers of AM Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of AM &amp;C Stations in Study Located in Towns with Varying Numbers of AM Stations</td>
</tr>
<tr>
<td>No. of Stations</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>One</td>
</tr>
<tr>
<td>Two and Three</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Table III**

<table>
<thead>
<tr>
<th>Regional Location of the 479 KBS Stations Included in this Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Northeast</td>
</tr>
<tr>
<td>North Central</td>
</tr>
<tr>
<td>South</td>
</tr>
<tr>
<td>West</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Table IV**

<table>
<thead>
<tr>
<th>Average Loyalty Index for Daytime Audiences to the 479 Stations in this Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalty Index</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>All Stations</td>
</tr>
<tr>
<td>By Home-Town Population:</td>
</tr>
<tr>
<td>Under 5,000</td>
</tr>
<tr>
<td>5,000-9,999</td>
</tr>
<tr>
<td>10,000-19,999</td>
</tr>
<tr>
<td>20,000-39,999</td>
</tr>
<tr>
<td>By No. of Stations in Home-Town:</td>
</tr>
<tr>
<td>One</td>
</tr>
<tr>
<td>Two or Three</td>
</tr>
</tbody>
</table>

Nielsen Radio List Puts 'Benny' at Top

CBS Radio's Jack Benny Show led the A. C. Nielsen Co. list of top evening, once-a-week evening network radio shows for the week of Feb. 21-27. Next in order were CBS' Amos 'n' Andy and Lux Radio Theatre. The listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Days Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jack Benny Show (CBS)</td>
<td>4,167</td>
</tr>
<tr>
<td>2</td>
<td>Amos 'n' Andy (CBS)</td>
<td>4,338</td>
</tr>
<tr>
<td>3</td>
<td>Stella Dallas (NBC)</td>
<td>3,012</td>
</tr>
<tr>
<td>4</td>
<td>Our Miss Brooks (CBS)</td>
<td>2,485</td>
</tr>
<tr>
<td>5</td>
<td>People Are Funny (CBS)</td>
<td>2,498</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Keen (CBS)</td>
<td>3,219</td>
</tr>
<tr>
<td>7</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>3,173</td>
</tr>
<tr>
<td>8</td>
<td>My Little Margie (CBS)</td>
<td>3,123</td>
</tr>
<tr>
<td>9</td>
<td>You Bet Your Life (NBC)</td>
<td>3,079</td>
</tr>
<tr>
<td>10</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>3,079</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Days Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>News of the World (NBC)</td>
<td>2,229</td>
</tr>
<tr>
<td>2</td>
<td>One Man's Family (NBC)</td>
<td>2,192</td>
</tr>
<tr>
<td>3</td>
<td>Fibber McGee and Molly (NBC)</td>
<td>1,959</td>
</tr>
<tr>
<td>4</td>
<td>Romance of Helen Trent (CBS)</td>
<td>3,073</td>
</tr>
<tr>
<td>5</td>
<td>Aunt Jenny (CBS)</td>
<td>2,845</td>
</tr>
<tr>
<td>6</td>
<td>Our Gals, Sunday (CBS)</td>
<td>2,845</td>
</tr>
<tr>
<td>7</td>
<td>Guiding Light (CBS)</td>
<td>2,733</td>
</tr>
<tr>
<td>8</td>
<td>The Prince (CBS)</td>
<td>3,147</td>
</tr>
<tr>
<td>9</td>
<td>This Is Your Life (CBS)</td>
<td>2,425</td>
</tr>
<tr>
<td>10</td>
<td>The Big Broadcast (CBS)</td>
<td>2,426</td>
</tr>
</tbody>
</table>

Direct Mail Gains

DIRECT MAIL advertising expenditures for the month of February were reported by the Direct Mail Advertising Assn. last week to have amounted to $103,902,873, said to represent a gain of 5.86% over expenditures for February 1953. DMAA noted the total amount for the first two months of 1954 was $209,412,970.
Buy WHO
and Get Iowa’s Metropolitan Areas...
Plus the Remainder of Iowa!

TAKE AUTOMOTIVE SALES, FOR INSTANCE!

<table>
<thead>
<tr>
<th>Percentage</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.4%</td>
<td>CEDAR RAPIDS</td>
</tr>
<tr>
<td>4.5%</td>
<td>TRI-CITIES</td>
</tr>
<tr>
<td>13.3%</td>
<td>DES MOINES</td>
</tr>
<tr>
<td>2.6%</td>
<td>DUBUQUE</td>
</tr>
<tr>
<td>4.3%</td>
<td>SIOUX CITY</td>
</tr>
<tr>
<td>4.0%</td>
<td>WATERLOO</td>
</tr>
<tr>
<td>65.9%</td>
<td>REMAINDER OF STATE</td>
</tr>
</tbody>
</table>

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.3% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 65.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1953-'54 Consumer Markets

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
**Jan.–Feb. Radio-Tv Output Drops Back to '52 Level**

RADIO and tv set output at factories dropped during January and February from the 1953 level to about the 1952 point, according to Radio-Electronics-Tv Mfrs. Assn. Production in the two months of 1954 totaled 847,504 television sets compared to 1,449,831 in the same 1953 period and 814,269 in 1952.

Output of radios totaled 1,641,213 sets in January-February compared to 2,285,581 a year ago and 1,566,590 in the first two months of 1952. Of 769,232 radios made in February, 12,258 had fm tuning circuits, with another 1,297 tv sets having fm circuits.

Uhf tuning facilities were built into 92,275 of the 426,933 tv sets produced in February, or a little less than one-fourth of the output.

Radio and tv set production during the first two months of 1954 follows:

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Televis-ion</td>
<td>Radio Sets</td>
<td>Portables</td>
</tr>
<tr>
<td></td>
<td>420,571</td>
<td>242,063</td>
<td>862,334</td>
</tr>
<tr>
<td></td>
<td>420,932</td>
<td>223,063</td>
<td>844,165</td>
</tr>
<tr>
<td>TOTAL</td>
<td>841,503</td>
<td>465,126</td>
<td>1,306,629</td>
</tr>
</tbody>
</table>

**'Lucy' And Groucho Lead ARB's Lists for March 1-7**

AMERICAN Research Bureau rated CBS-TV's *Love Lucy* as the top evening, once-a-week network tv show for March, based on viewing for the week of March 1-7. ARB reported NBC-TV's *You Bet Your Life* was No. 1 of the top 10 shows in television viewers reached during the same period. The ARB list:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Love Lucy</em> (CBS)</td>
<td>67.2</td>
</tr>
<tr>
<td>2</td>
<td><em>Dragnet</em> (NBC)</td>
<td>65.1</td>
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<tr>
<td>3</td>
<td><em>You Bet Your Life</em> (NBC)</td>
<td>57.2</td>
</tr>
<tr>
<td>4</td>
<td><em>Talent Scouts</em> (CBS)</td>
<td>53.2</td>
</tr>
<tr>
<td>5</td>
<td><em>Jackie Gleason</em> (CBS)</td>
<td>49.0</td>
</tr>
<tr>
<td>6</td>
<td><em>Life of Riley</em> (NBC)</td>
<td>46.1</td>
</tr>
<tr>
<td>7</td>
<td><em>Ozzie &amp; Harriet</em> (CBS)</td>
<td>44.6</td>
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<tr>
<td>8</td>
<td><em>This Is Your Life</em> (NBC)</td>
<td>44.1</td>
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<tr>
<td>9</td>
<td><em>Fred &amp; Rosey</em> (ABC)</td>
<td>44.1</td>
</tr>
<tr>
<td>10</td>
<td>*Kraft <em>Tv Theatre</em> (NBC)</td>
<td>41.4</td>
</tr>
</tbody>
</table>

said that "we are contemplating the production of new commercial spots within the next two weeks" and asked for an early reply. Late last week an agency spokesman said that it was too soon to know how many stations would go along with the proposal. Mr. Flanagan said that he had heard from a number of stations, which, so far as he knew, were "unanimous in opposition to the proposal."

**Budget Figures**

In his letter to stations, Mr. Harrington pointed out that 93% of the entire Brown & Williamson advertising budget is devoted to television and 85% of all spots used for Kools are 10-second ID announcements. "While the use of 10-second spots is an economical way to reach consumers," he said, "it is equally true that 10 seconds does not afford the advertiser very much time in which to deliver his message, either visually or on the sound track."

the cooperation of a committee of tv station representatives and agency timebuyers in consultation with stations and advertisers." Aimed at simplifying and standardizing mechanical requirements for IDs and establishing an ID rate based on video-audio time shared by advertiser and station, the committee's efforts produced a standard that had helped to create more national tv spot sales, he said.

"SRA's suggestion," the bulletin concluded, "is that the current and future questions of related nature be resolved by a continuing joint committee of SRA and 4A members. That would assure a simple, convenient and businesslike procedure for handling such mutual problems in the light of tv's ever changing scene and with due consideration for the real problems of all concerned."

"The accent should always be on how best to use spot tv to sell more goods and services."
CBS IN PITTSBURGH

the new

K Q V

announces the appointment

of

Paul H. Raymer Company INC.

as

NATIONAL REPRESENTATIVES

KQV CBS RADIO 5000 WATTS 1410KC
TELEVISION CODE problems are discussed with Chairman John W. Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Committee, by the NARTB Television Code Review Board at a conference last Monday. Seated: Sen. Bricker and Mrs. A. Scott Bullitt, KING-TV Seattle. Standing (l to r): Ewell K. Jett, WMAR-TV Baltimore; J. Leonard Reinsch, WSB-TV Atlanta, review board vice chairman; John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman; Thad Brown, NARTB tv vice president; Robert K. Richards, NARTB administrative vice president, and Edward H. Bronson, director of tv code affairs. The board also met with other senators.

**RADIO-TV HIGH ON AAAA AGENDA**

American Assn. of Advertising Agencies has given broadcasting a top position for study at the upcoming White Sulphur Springs convention. Color tv to come under scrutiny of delegates.

**TELEVISION** and radio have a primary role on the agenda for the 36th annual meeting of the American Assn. of Advertising Agencies, to be held April 22-24 at the Greenbrier, White Sulphur Springs, W. Va.

A panel on color television is slated to launch the April 22 meeting, according to an appraisal of "Agency Services and Compensation in Television" by J. Davis Codere of the AAAA board, chairman of the AAAA special committee on labor relations, will examine "Labor Relations in Radio and Television." His address will be followed by an address of the AAAA's membership. The meeting will be held at 9:45 a.m., April 23.

**Labor Relations**

In the April 22 morning session closed to all but agency people, Edward G. Wilson of J. Walter Thompson Co., New York, chairman of the AAAA special committee on labor relations, will examine "Labor Relations in Radio and Television." His address will be followed by an appraisal of "Agency Services and Compensation in Television" by J. Davis Danforth of BBDO, New York, chairman of a special joint subcommittee.

Other highlights of the April 22 morning meeting, aside from elections and reports, will be a discussion of the Justice Dept.'s current investigation of advertising, by George Link Jr., AAAA counsel, and a report on "What the Advertising Research Foundation Has Produced So Far."

Theme of the Thursday-Saturday sessions is "Keeping Business Good—Making Advertising Better." The program is being planned by the operations committee of the AAAA board, headed by Chairman Earle Ludgin of Earle Ludgin & Co., Chicago, and Vice Chairman William R. Baker Jr., of Benton & Bowles, New York. Total attendance will be limited to 500, including members, guests and ladies. Meetings of April 22-24 will be open to invited advertiser and media guests.

Except for April 22, when sessions will not be open to guests, mornings will be devoted to business, afternoons to sports.

The April 22 meeting, starting at 10 a.m. with Chairman Ludgin presiding, will include election of officers and directors; reports by President Frederic R. Gamble and Treasurer Winthrop Hoyt of Charles W. Hoyt Co., New York. Mr. Hoyt also will present proposed amendments to the constitution and by-laws. John P. Cunningham of Cunningham & Walsh, New York, will present the report of the committee to nominate officers and directors, while August A. Nelson of the AAAA will present nominations of sectional councils.

After the reports on the Justice Dept. investigation, AFR progress, radio-television relations and agency services and compensation in tv, the members will divide into three groups, according to size of agency, for luncheon and afternoon meetings. Louis N. Brockway of Young & Rubicam, New York, will head the over-$15 million group; Charles L. Rumrill of Charles L. Rumrill & Co., Rochester, the $2-$15 million group, and Arthur G. Rippey of Arthur G. Rippey & Co., Denver, the under-$2 million group.

An organization meeting of the new board is set for 5 p.m., followed by cocktails and dinner for AAAA members and ladies.

The April 23 session, slated at 9:45 a.m. to noon, will open with the panel on color tv, followed by a session in which Fairclough M. Cone of Poole, Cone & Belding, Chicago, will speak on the need for developing interest and best skills to the field of creative advertising, and Robert J. Keith, vice president of Pillsbury Mills, will discuss better integration of sales and advertising.

The annual reception and dinner will get underway at 6 p.m., April 23.

The April 24 program, starting at 9:30 a.m., will open with a showing of the joint AAAA-Assn. of National Advertisers film on "The Future of America," followed by a talk on "Who's Having the Fun?" by Charles H. Brower of BBDO and a slide presentation by Walter Marguiles, president of Lippincott & Marguiles, New York, industrial designers. Final session will feature a "Newsweek Periscope" panel on advertising and other Washington developments, moderated by Ernest K. Lindley of Newsweek, and a speech by Roy E. Larsen, president of Time Inc., director of The Advertising Council, and chairman of the National Citizens Commission for the Public Schools.

The annual meeting will be preceded, on April 21, by the fifth annual council and chapter governors' day, with governors of six AAAA sectional councils and 16 chapters meeting in an all-day conference to exchange information.

**Fetzer Says Tv Code Is Improving Programs**

SELF-REGULATION of tv by means of the NARTB code is improving caliber of programs and advertising, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Television Code Review Board.

"That progress can be seen by high on the board's expanded program of staff monitoring, he said Wednesday after a Monday-Tuesday board meeting at NARTB Washington headquarters. The monitoring project was started early last autumn and has had what Mr. Fetzer called "a salutary effect upon the educational processes which are so essential to a self-examination process of this sort."

Edward H. Bronson, director of television code affairs, reported to the board that in more than half of the cases where changes had been proposed those recommended had been put into effect by stations and networks involved.


Membership Drive

With the number of industry code subscribing stations having increased from over 100 to over 200 in a year the board decided to conduct a membership drive to bring in more stations. All network stations were included. This message has been sent to non-subscribers:

The Television Code Review Board has just completed its 10th meeting since its formation on March 1, 1952. We are encouraged to urge that this code in this difficult period of formation and administration has gained substantial acceptance among its subscribers. The service rendered by the board and its staff in an advisory capacity has assisted station operators in their genuine effort to establish basic tenets for good taste in advertising and programming.

However, the total effect of such an individual effort in the last analysis depends upon the total effort put into it by all broadcasters. The board sincerely believes that those who subscribe serve not only their self-interest but the larger and more significant public interest. It respectfully solicits your support in this movement toward continuing improvement of the profession through continuing self-examination of its product.

Board members who attended the quarterly meeting besides Chairman Fetzer were J. Leonard Reinsch, WMAR-TV Baltimore, vice chairman; Ewell K. Jett, WMAR-TV Baltimore, and Mrs. A. Scott Bullitt, KING-TV Seattle. Walter J. Dann, WMJ-TV Milwaukee, was absent.

Taking part in the meeting were NARTB President N. Brockway; Earl F. Post, administrative vice president, and Thad H. Brown Jr., vice president and tv counsel.
WLS NOW FULL TIME STATION

FCC APPROVES MERGER RADIO STATIONS WLS AND WENR

BETTER SERVICE FOR CHICAGO AND MIDWEST LISTENERS

Leading Stars of Both Stations and ABC Network, Plus Popular New Features, to Bring Listeners the Best of Everything on the Air

SEE FOLLOWING PAGES FOR DETAILS

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY BLAIR & CO.
The WLS National Barn Dance has been broadcast every Saturday night since April 19, 1924, making it the longest continuously broadcast program in radio. Although it has had many imitators through the years, this granddaddy of folk music shows is still the best of them all.

Right from the start the show was so popular the listeners wanted to see it, so WLS became the first station to have a studio theater. But by 1932 reservations there were being made 7 months in advance.

In that depression year WLS chalked up another radio “first” with its record-breaking show. It took over Chicago’s 8th St. Theater, broadcasting the Barn Dance in two complete shows and charging admission. Since then more than 2,350,000 people have paid to see it.

In 1934 when the Barn Dance was 10 years old, it was asked to put on one show at the Century of Progress Exposition. Fair officials expected 10 to 15 thousand to attend but between 25 and 35 thousand arrived. This one-time engagement was expanded to five weeks.

In 1944 when the show was twenty years old, the cast went to Hollywood to appear with Robert Benchley in the Paramount picture “National Barn Dance” which was premiered at the 8th Street Theater.

As a star-maker the Barn Dance has had no equal. Even a partial list of artists who got their start or appeared as established performers on the program reads like a “Who’s Who” of show business. There was Ruth Etting, Les Paul, Win Strake, Curt Massey, Gene Autry, Fibber McGee and Molly, Sam and Henry (later Amos ‘n Andy), George Goebel, Smiley Burnette, Red Foley, Rex Allen, Pat Buttram and Max Terhune, to mention only a few.

Sponsor-wise the show has always been a record-breaker. Altogether the present sponsorship adds up to 74 years of advertising, with two advertisers having been with the show since 1933.

With the listeners it’s a record-breaker, too. Last year such stars as Bob Acker, Lulu Belle and Scotty, Capt. Stubby and the Buccaneers, Woody Mercer, The Beaver Valley Sweethearts and Dolph Hewitt, played before more than 1,500,000 in the Midwest. In addition, the “SRO” sign is up almost every Saturday night at the 8th St. Theater.

As it enters its thirty-first year of entertaining, this friendly, folksy show is the listening “must” in the homes of the Midwest that it has been for more than a generation.

The new full-time WLS began broadcasting on its clear channel frequency of 890 kilocyles with 50,000 watts on April 1st and is a full-time ABC affiliate.

**WLS NATIONAL BARN DANCE CELEBRATES THIRTY YEARS ON AIR 24th OF THIS MONTH**

School Time, a program feature on WLS since 1937, has been recognized nationally by seven citations, including Freedoms Foundation and the DuPont Award.

The picture shows Josephine Wetzler and School Time cast, broadcasting to an estimated audience of 1,360,000 pupils in Midwest grade schools. The programs, prepared in cooperation with an Advisory Board of nationally known educators, teaches good citizenship and cultural and social relations.

WLS has always had programs of special interest to its home-maker audience, too. Kitchen Club is one such welcome visitor in our listeners’ homes.

**MANY WLS LOCAL PROGRAMS ARE NATIONALLY FAMOUS**

Because of her long experience in planning homemaker shows, Martha Crane’s programs are women’s magazines of the air as she discusses home decoration, child rearing, entertainment and food preparation.

WLS prides itself on the fact that it is the only Chicago radio station that has a radio pastor—Dr. John Holland. More than a generation has grown up listening to his “Little Brown Church of the Air” since it started March 18, 1929.

WLS is proud of “Dr. John” and the other WLS personalities the listeners love—who give them service and fun in the high WLS tradition.
By continuing the policies that have been successful for WLS, the new full-time station will render an even greater service to both listeners and advertisers.

WLS FARM PROGRAMMING IS COMPLETE, AUTHORITATIVE AND UP-TO-THE-MINUTE

WLS broadcasts the most complete and authoritative farm programs because the WLS farm program staff is made up of some of the best informed agricultural leaders in the Midwest.

Taking part in this service to Midwest agriculture, are members of the editorial staff of Prairie Farmer, one of the nation's top farm publications. Headed by Paul Johnson, editor-in-chief, Prairie Farmer writers and field reporters, are not only "on the air" giving first-hand information on agricultural development, but maintain a steady flow of important farm news to WLS.

Dinnerbell, the oldest continuous farm service program in radio, started in 1924 and broadcast during the noon hour. Keep the vast farm audience informed concerning important farming events and up-to-the-minute developments. Agricultural leaders from all over the world have spoken to the WLS Dinnerbell audience from WLS studios, state fairs, agricultural meetings, farm youth rallies, community festivals, or simply from a farm home.

The WLS radio personalities who conduct the farm programs include Maynard Bertsch, who is well known through his past work as Indiana Field Editor for Prairie Farmer; Dix Harper, farm specialist and WLS Farm News Editor; and Harry Campbell, farm expert and formerly Information Specialist with the United States Department of Agriculture.

Since marketing is the key to successful farming, WLS has the most complete schedule of market reports in the Midwest, including the latest livestock, grain, poultry, butter and egg reports, broadcast at the time of day that the farmer wants them.

WLS broadcasts a complete livestock market report each day, direct from its own studio at the Chicago Livestock Yards, and grain market reports directly from the Board of Trade in Chicago.

Because "on-the-farm" sales of poultry and eggs are more important than terminal market sales, reports of these sales are telegraphed to WLS just prior to broadcast time each day. Another important service is the report of future markets on the Chicago Mercantile Exchange. Direct lines to the U. S. Weather Bureau give WLS listeners the latest authentic weather information throughout the entire day.

It is little wonder that so many of Mid-America's best farmers turn to WLS for service, for information, and for the most accurate and objective reporting of farm developments.

WLS BRINGS LATEST NEWS ON ALL IMPORTANT EVENTS

WLS, recognizing the importance of news, is one of America's leading radio stations in the amount and quality of news broadcast daily. The facilities include news wires from the Associated Press, United Press and special news services. In Chicago, the WLS news staff often reports on-the-spot events, frequently recording the voices of the people in the news.

All WLS newscasts are carefully edited by experts to see that both sides of the story are told accurately and objectively. WLS does not "take sides" in its news programs.

Pictured here is a telephone recording of "news on the spot." Using a recording like this...
N. Y. METROPOLITAN OPERA
HEARD REGULARLY ON WLS

WLS listeners are privileged to attend a performance of the Metropolitan Opera in New York City every Saturday afternoon during the opera season.

Millions of listeners, by a twist of their radio dials, are transported to the world-famous opera house for hours of enchantment as the world's greatest artists perform the dazzling duets and arias of the master composers. It is estimated that in the WLS area an audience of more than 343,000 people in 181,000 homes take advantage of this great cultural treat.

DON MCNEILL & HIS FAMOUS
BREAKFAST CLUB HEARD ON
WLS WEEKDAY MORNINGS

On June 23, 1933 Don McNeill looked over a morning show called "The Pepper Pot", introduced a new format—four calls to breakfast, March Time, and Memory Time—and the Breakfast Club was founded.

The show's original format has remained through the years, with now and then an added feature. In 1944 Don introduced the "Minute of Silent Prayer" for a "world united in peace". The "Sunshine Shower" which was started in 1946 has resulted in thousands of cards being sent to patients in hospitals by faithful Breakfast Clubbers.

June 23, 1953, the twentieth anniversary of the program was proclaimed "Don McNeill Day" in Chicago by Mayor Kennelly.

That year the program was named the top radio variety show by Radio-Television Daily, and ended its anniversary year by establishing a new studio attendance record.

Three years before, ABC signed Don to a 20 year contract, assuring his services for the Breakfast Club until 1970. So the show's loyal fans can look forward to enjoying the fun for a long time to come.

Following the popular Breakfast Club, WLS features story programs which are favorites with the women listeners. "My True Story", "Whispering Streets" and "Modern Romances" relate complete stories each day. "When a Girl Marries" is a long-time favorite serial which relates true-to-life episodes in the married life of Joan and Harry Davis.

When it's "Time for Betty Crocker", America's First Lady of Foods crowds a lot of fresh, zesty ideas into her five minute shows with valuable homemaking tips and culinary how-to-do's.

Moppets will continue to hear their favorites—the inter-planetary adventures of their friends of "Space Patrol" and the stories of frontier days with "The Lone Ranger" and his pal, Tonto.

Older listeners enjoy the songs of Jack Berch, the gay troubadour, reports of sports caster Bill Stern, and fearless commentator Walter Winchell. The Nelsons, America's favorite family, air their hilarious adventures in "The Adventures of Ozzie and Harriet."

All these programs provide shows for all tastes. They make certain that WLS listeners in the future will do as they have always done—"Just leave the radio at the 890 spot on the dial."
Nation's Broadcasters Laud Judge Miller

JUDGE JUSTIN MILLER, for 8½ years president and board chairman of NARTB, headed westward to his Pacific Palisades home Friday bearing the best wishes of the broadcasting industry and leading figures in the nation's political and economic life.

He left Washington at the wheel of a Chevrolet station wagon presented by 600 guests (for list of guests, see page 92) at a Wednesday testimonial dinner at the Mayflower Hotel. The dinner marked Judge Miller's retirement from active service at NARTB, though he continues as legal consultant on call.

Tributes to his industry and legal attainments were paid at the dinner by G. Richard Shafto, WIS-AM-TV Columbia, S. C., who presided and who was a member of the original committee that selected him to become NAB president Oct. 1, 1945; Chief Judge Bolitha Laws of the U. S. District Court (D. C.); Arthur B. Church, president of KMBC-AM-TV Kansas City, pioneer broadcaster, and NARTB President Harold E. Fellows.

At the head table, besides the speakers, were Mrs. Miller; FCC Chairman Rosel H. Hyde; Associate Justice Tom C. Clark, U. S. Supreme Court; Fred Gamble, president, American Assn. of Advertising Agencies, and Carl Haverlin, president of BMI. Mrs. Miller was presented a silver candelabra.

Frank M. Russell, NBC Washington vice president, and Ben Strouse, WWDC Washington, were co-chairmen of the dinner committee. Clair R. McCollough, Steinman Stations, and Robert D. Swezey, WSDU-AM-TV New Orleans, were co-chairmen of the reception committee. Mr. Haverlin was chairman of the entertainment committee. Other members were Paul W. Morency, WTIC Hartford, and J. Leonard Reinisch, WSAB-AM-TV Atlanta.

Entertainers at the dinner were Marguerite Piazza, soprano, and Ruggiero Ricci, violinist. The orchestra was conducted by Dino Cortese.

Mr. Shafto recalled the industry's regulatory and legislative problems in 1945 as a special committee sought a leader to replace J. Harold Ryan, Storer Broadcasting Co., who had agreed to serve as interim president after leaving the wartime Office of Censorship as assistant director in charge of broadcasting censorship. Members of that committee also included William B. Way, KVOO Tulsa; Mr. Reinisch; Frank Stanton, CBS; T. A. M. Craven, consultant; and the late John J. Gillin Jr., WOW- Omaha.

Judge Laws, a personal friend of the guest, paid tribute to Judge Miller's legal contributions, saying that many important legal precedents in his rulings have attained wide acceptance. "Obscurity will never overtake his distinguished name," Judge Laws said. Mr. Church lauded Judge Miller for his leadership during the postwar period, with its Blue Book, restrictive legislative proposals and television debut. He called him "our friend, counselor, executive and champion of a new era." He emphasized the efforts of Judge Miller to lead the industry to professional stature in the American scene. Mr. Fellows, who became NARTB board chairman during the judgment period, presented Judge Miller with a scroll containing the names of 200 broadcasting leaders, which Judge Miller said he would cherish.

TESTIMONIAL dinner to NARTB's retiring chairman, Judge Justin Miller, included this head table group (l to r): Fred Gamble, president of the American Assn. of Advertising Agencies; NARTB President Harold E. Fellows; Judge Bolitha Laws, Chief Justice, U. S. District Court (D. C.), and Judge Miller.

The Judge at the Wheel

chairman and president in a dual role Thurs.
day. He told the assembled audience: "The ages have known them before and will know them again—but I should not be surprised that history will record appropriately Judge Miller's unwavering and courageous contribution to freedom of broadcasting. One who admires him as I do can only hope humbly that he can emulate that sturdy resolve and constant purpose. I take heart in the fact that he still is in the association with all of us broadcasters as a consulting counsel and that thus we will lose neither the genius of his mind nor the companionship of his person."


Public Relations Assn.

Elects Smith President

JOHN H. SMITH Jr., NARTB promotion manager, today (Monday) becomes president of the American Public Relations Assn., at the association's 10th anniversary convention, being held at the Hotel Biltmore, New York. He is a past president of APRA's National Capital Forge, in Washington, and has been a national board member.

Mr. Smith was elected in a mail ballot. Others elected were J. E. Drew, Lever Bros., eastern vice president; H. F. Williams, Manufacturers & Employers Assn., midwestern vice president; Larry Crosby, Bing Crosby Enterprises, western vice president; Joan Shumway, Bryn Mawr, Pa., secretary, and Yates Catlin, American Waterways Operators, treasurer.

Among the speakers at the convention will be Lee H. Bristol, president and director of the Bristol-Myers Co.; Elmo Roper, director of International Public Opinion Research Inc.; Barry Wood, NBC-TV color coordinator, and Galen Drake, CBS Radio commentator.

Va. AP Broadcasters to Meet

ALL-DAY meeting of the Virginia Associated Press Broadcasters will be held April 9 at the National Press Club, Washington. Ben McKelvey, editor of the Washington Star, will speak at the evening banquet. A series of awards for commentary, sports, farm, women's and other programs will be given. John M. Hightower, AP State Dept. reporter and winner of Pulitzer, Raymond Clapper and Sigma Delta Chi awards, will be luncheon speaker.

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STANTON POINTS TO RADIO, TV GROWTH, CBS INITIATIVE IN TALK TO BANKERS

Citing growth of radio and tv in general and that of CBS-AM-TV in particular, the CBS Inc. president sees 90% U. S. tv set saturation and $1.25 billion in tv revenue by the end of 1957.

RADIO continues as a healthy industry with a fundamental, long-term vitality, and television faces tremendous growth based on extended service to national advertisers and the impact of color, Dr. Frank Stanton, CBS Inc. president, asserted last week.

Dr. Stanton also cited a steady sales increase in the record industry and a challenge to CBS Inc. in the transformation of the set and tube manufacturing field caused by color tv.

Dr. Stanton spoke before the Investment Bankers Assn. of America, Central States Group, at a luncheon last Wednesday at the Drake Hotel in Chicago.

He said figures for the first two months of 1954 show CBS Radio's gross sales are running 50% higher than those of "its nearest competitor," adding that CBS carries 9 out of 10 of the most popular evening programs and all 10 of the most popular daytime shows.

The CBS president observed that, while there has been some sloughing off in network radio gross time sales since tv, the aggregate figures are overbalanced by the continued upward movement of spot and local time sales.

"Nothing, it seems to me, illustrates the continuing vigor of radio, more dramatically than the fact that during the entire period of television's phenomenal growth, virtually two radio sets have been sold for every television set purchased," Dr. Stanton commented.

The CBS president conceded that, compared to radio, "television's growth has been nothing short of explosive," with 29 million American families owning tv sets after eight years of the visual medium.

"This rate of growth shows every evidence of continuing until all but 5% to 10% of the families in the country have at least one television set... by the end of 1957."

He predicted colorcasting will stimulate both advertising and viewing, and reported advertising expenditures on tv have adhered closely to the curve of tv set ownership. He felt "we can look forward to aggregate television advertising expenditures of... $1.25 billion by 1957 or 1958."

CBS Television's own growth has been greater than that of the industry as a whole, he declared. The network's gross billings rose from 30% of the overall industry total in 1949-51 to over 40% last year. In January 1954 alone, he said, CBS television gross was 100% greater than that of the same month in 1949. And last year CBS-TV edged into first place in tv network billings, he added.

Citing CBS Television's initiative in the daytime tv field, Dr. Stanton stated:

"There is no better illustration of the interdependence between program and sales leadership than the recent announcement that an additional $9 million worth of daytime business will be placed on CBS Television by Procter & Gamble. . . ."

Dr. Stanton pointed out that all media grew in expenditures from 1948 to 1953. Television did not cut into any competing medium and was financed "out of the increased aggregate advertising expenditure rather than at the expense of other media."

Fewer Clearance Problems

He said CBS Television will grow because clearance problems "should substantially disappear" with development of multiple station markets. Advertisers in the future will desire 100 to 225 stations. Gross time revenue, which hit $16,000 for an evening half-hour in 1951, can be expected to increase "to something over $60,000 in the not too distant future," he said.

The realization of color tv will not be easy, Dr. Stanton said, alluding to technical characteristics of the color system. Noting the complexities, and cost of present receivers, the CBS president said, "The history of black and white television affords an encouraging example of the possibility of simplification of circuitry and the reduction in the cost of the components."

Dr. Stanton asserted that until 17-inch or 21-inch tubes are manufactured commercially, there will be little demand for color receivers. He predicted the CBS-Colortron "205" "will go a long way toward providing the basis for a general go-ahead for color television."

CBS' confidence in the Colortron is further bolstered with its development of the Chromacoder (color) camera system to be manufactured by General Electric Co., he reported.

In the next seven or eight years, he added, 30 to 40 million color receivers may be sold at prices considerably higher than those which pre- valued for monochrome.

Ohio Broadcasters Seek Libel and Tax Reforms

OHIO broadcasters are expected to seek legislation at the next session of the state General Assembly to obtain relief from the use-tax imposed on radio and tv equipment. Speaker William A. Saxbe, Speaker of the Ohio House, lauded the Ohio Assn. of Radio & Television Broadcasters last Tuesday for the successful effort to obtain passage of a libel relief bill.

Robert W. Ferguson, WTRF Bellaire, presided as executive vice president at the spring meeting, held in Mansfield. Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, spoke on "Human Relations in Broadcast- ing."

Lansing Lindquist, radio-tv director of Ketchum, MacLeod & Grove, Pittsburgh agency, discussed radio-tv special events. Ralph W. Hardy, NARTB vice president, reported on current legislative developments affecting broadcasting at the national level. Carlton Dargusch Jr., OARTB counsel, reviewed proposed legislation to come before the 1954 General Assembly and outlined association activities.

Rogers Elected President of W. Va. Broadcasters

LAWRENCE H. ROGERS II, WSAZ-AM-TV Huntington, was elected president of the West Virginia Broadcasters Assn. at its spring meeting, held March 27 at Huntington. He succeeds Alice Shein, WBTB William- son, only woman to head a state broadcaster's association.

John Phillips, WHYN Huntington, was elected vice president and Alice Ferris, WMMN Fairmont, secretary-treasurer. Elected to the board were John A. Saxbe, WAJR Morgantown; John P. Grover, WKYR Keyser; Melvin Barrett, WLOH Princeton; John T. Taylor, WMOD Moundsville; Andrew W. Vickers, WMON Montgomery; P. T. Planagan, WHIS Bluefield; Joe L. Smith Jr., WILS Beckley, and Paul Miller, WWVA Wheeling.

A legislative committee was formed with Miss Shein as chairman. Other members are Harry Brawley, WCHS Charleston; Mr. and Mrs. C. T. Garden, WSAZ Huntington, and George Gray, WKNK-TV Charleston.

Attorney Retained

Zane Grey Staker, Williamson attorney has been retained to state the industry's position on Canon 35 of the American Bar Assn., now before the W. Va. Supreme Court. The canon covers publicizing of court proceedings.

"It is the position of WVBA in this case," Mr. Staker said, "that with utmost respect to the organized bar the substantive content of Canon 35 constitutes an approach to the matter of publicizing of court trials which is fundamentally contrary to the legal organic of the United States; "That the public has the right to know what is going on in the court and should not be denied that right arbitrarily and without the most compelling reasons; that trials in our courts are public in the fullest sense of that word and with application to modern means of communication should remain that way."

Resolutions were adopted urging reappointment of FCC Chairman Rosel H. Hyde and opposing a proposal to place a consumer sales tax on the sale of advertising. The association decided that talk about economic gloom should be met by a positive approach to business news. Ashland Oil & Refining Co. was host at a Friday reception.

Chicago AAAA Chapter Names Cominos Chairman

JAMES G. COMINOS, vice president and radio- tv director of Needham, Louis & Broby Inc., has been selected chairman of the AAAA's Chicago chapter.

Other officers elected at the annual meeting a fortnight ago were George B. Bogart, vice president, J. R. Pershall Co., vice chairman, and F. Strother Cary, administrative vice-presi-
One Moment, Please

Tearing apart a television camera may not be Paradise to Harold Holland—but it's within walking distance. Technical master of all he surveys, Mr. H. supervises engineering operations for WFBM AM & TV, plus affiliates WFDF, Flint; WEOA, Evansville; and WOOD AM & TV, Grand Rapids. This adds up to a lot of tubes, condensers, resistors, tv cameras, (a dozen of which he made himself) and technicians (nine dozen to be exact).

H. H. blends into his surroundings like a fast dissolve; he has been known to spend three weeks at a stretch out of his office. At such times secretaries locate him by looking for a smoking soldering iron. While unable to crawl completely into a camera, those closest to him swear that only his shoes remain visible when on safari.

Since few men have had more impact on electronic behind-the-scenes hereabouts, it seems fitting to set forth a few of his contributions—not to make you buy more time, but to suggest that the Hollandized time you do buy is technically Grade AAA, with every minute full of rosy-cheeked, pear-shaped seconds.

Through thick and a certain amount of thin, Holland pursues his better-equipment ideas to dead-end or happy ending. Among the latter are our Holland-made tv cameras, complete with synchronizing generators and amplifiers; a shadow box for pix or commercials which illuminates any one or more of twenty cards and allows direct pick-up of illuminated cards, saving burn-outs, card shuffling and temps; a power-driven, operator-ridden mike dolly, peripatetic with live camera; an adapter which permits superimposed slides on remote sportscasts and saves lugging poster-size cards around.

Because a broadcasting factory is not exactly placid, Holland relaxes at home—with a machine shop. He has two sons in the Air Force, a daughter whom he adores (and vice versa), and a wife whose only complaint is that neither of their home tv sets works properly.

Holland is now getting ready to put up a thousand-foot stick and boost power to 100 kw for WFBM-TV. He is also working with color equipment for both tv stations. He'll build it himself, of course.

WFBM WFBM-TV
INDIANAPOLIS • CBS
Represented Nationally by the Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

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Color Tv Top Subject For Engineering Meet

COLOR television will highlight the eighth annual NARTB Broadcast Engineering Conference to be held May 25-27 during the annual industry convention in Chicago, while aural broadcasting and black-and-white tv also come in for expert attention by leading electronic specialists.

Since industry technicians are interested in the development of new equipment and services, additional new colorcast equipment will cover all the way from equipment operation to studio and transmitter development.

A. Proe Walker, NARTB manager of engineering, last week announced the three-day conference agenda. Mr. Walker said the agenda format was compiled first, and then industry specialists were selected to prepare papers on these subjects.

Engineering luncheons will be held jointly with the main NARTB Management Conference. A joint management-engineering meeting will be held the afternoon of May 25, with operating problems to be discussed from the management standpoint. An engineering reception will be held after this joint session. Engineering delegates will participate in the industry banquet the evening of May 27.

Registration fee for the conference, including banquet and luncheons, is $25.

Radio discussion will include the recent FCC proposal to permit multiplexing on the fm broadcast band. Remote control of am and fm transmitters with high power and directional arrays will be discussed. Curtis B. Plummer, chief of the FCC Broadcast Bureau, will talk on the Commission's allocation philosophy.

Members of the conference committee are Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Earl M. Johnson, MDS; Fred Leydor, WRJ Detroit; Willard J. Dunlap, WGY Schenectady; Karl Hoffman, WGR Buffalo; A. James Ebel, WMBD Peoria, Ill.; and James D. Russell, KTTV TV Colorado Springs.

Conference Agenda . . .

May 25-Raymond F. Guy, NBC manager, radio and allocations engineering, presiding; "The Story Behind the NRTC Color Standards.
Donald G. Fink, Philco Corp.: "Equipment Operating Characteristics for Color Television.
Charles E. Page, Hazeltine Corp., aided by Knox Melvin; "Preparing the Television Transmitter for Network Color Television."


NCAA Retains Strict Football TV Policy

Thirteen games will be allowed for network tv, at least one from each district. Big Ten opposes the plan.

NCAA will retain its grip on telecasts of 1954 college football games, following an outline of stringent control laid out at its annual convention in Cincinnati earlier this month.

The new plan was released by NCAA's tv Committee Wednesday and sent to members earlier for their approval. It is substantially similar to the pattern used by NCAA last year.

Again, without prejudice to the Big Ten, through its tv committee, which Tuesday called on its members to "record their protests against the inadequacies" of a blueprint which failed to adequately reflect any of the Big Ten principles for regional control.

The NCAA 1954 plan will become effective if approved by two-thirds of its members in a mail referendum by midnight April 9. Within 30 days thereafter, the plan is scheduled to meet in New York to hear bids from networks and sponsors, who in turn will deal directly with colleges for game telecasts.

Here are the highlights of the 1954 NCAA tv plan:

- There will be 13 national or network "game of the week" telecasts between Sept. 18 and Dec. 4 inclusive, covering 12 Saturdays and Thanksgiving Day (Nov. 25).
- Only on Thanksgiving Day may there be unlimited football telecasts, but small or non-major college games may telecast under certain conditions at other times.

- At least one of the 12 Saturday contests will originate in each of the eight NCAA districts and no more than three from any one college district.

- The agreement, which was reached at a conference of colleges which did not take part in network telecasts in 1952 or 1953. Member colleges may appear only once on live tv, but may rearrange live tv telecasts from Saturday night and holidays but the appearance counts against them. There will be no live tv of college games on Sundays.

- Member colleges may proceed to arrange for theatre and subscription television coverage, with the committee's approval; both methods are exempt from the plan.

- In contrast to the 1953 plan, no provision is made for "panoramic" coverage and for permitting telecasts of sellout games.

The Western Conference had proposed that national network football telecasts be limited to early September and post-Thanksgiving and that during a nine-week period certain regional telecasts would replace one network pickup each Saturday in designated regions.

There was so immediate indication as to what members of the conference would give as advisors as to a workable plan on "selecting the "game of the week" that is, how far in advance. But it was made plain that sponsors will choose the 13 contests unless made other than sellout.

NCAA's tv Committee said it had discussed the Big Ten plan at length and recognized "commendable features of two subject regions of local television." The group concluded, however, that its own plan "better satisfies the objectives of the NCA's program and better serves the interests of inter-collegiate football and the nation's universities and colleges generally."

The committee said it rejected the sellout exception because of reports of resentment among people who bought end-zone seats on the premise the game would not be telecast. Also, it felt that many potential ticket buyers hold off purchases in the thought the game will be a sellout and thus telecast.

Handlan Named President of W. Va. AP Radio Assn.

WCOM Parkersburg President Joseph M. Handlan was elected president of the West Virginia AP Radio Association's spring dinner meeting March 25 in Huntington.

Other officers, all re-elected: Vice presidents, Paul A. Myers, assistant managing director, Wheeler; J. Patrick Beaumont, president, WVWW, WJBF-TV Fairmont, and P. T. Flanagan, general manager, WHIS Bluefield; treasurer, Flen J. Evans, general manager, WPLW Huntington, and secretary, Richard K. Boyd, Huntington AP correspondent.

Dave, assistant to Oliver S. Gramling, AP general manager in charge of the radio division, outlined to 30 delegates the formation of the AP Radio Members Committee and discussed sales and promotion of the news.

McKinney Elected ABA Head

W. N. McKinney, KIEL El Dorado, was elected president of Arkansas Broadcasters Assn. at the last week's convention at Little Rock. He succeeds W. V. Hutt, KLRA Little Rock. Other officers elected were L. B. Tooley, KKYJ, vice president; W. S. Nance, KWAK Stuttgart, secretary-treasurer. Directors are W. M. Bigley, KVMV Magnolia; C. J. Dickson, KFWC Hot Springs; C. R. Horne, KXJ Russellville, and Messrs. Spann and Tooley.
UPSTATE N.Y. STATION HAS "FORMULA FOR UHF SUCCESS." Capital District's WTRI on air Feb. 28th

"We feel the cards are 'stacked in our favor,'" says Richard B. Wheeler, general manager of WTRI, the New York Capital District's newest television outlet, on the eve of his opening. "There are 70,000 TV sets in the Albany-Troy-Schenectady area ready to receive our top-flight CBS and local programs. Our equipment is not only the finest, but it's located in a perfect position so engineering brains can determine. Most important of all, WTRI opens as the highest powered UHF station in the area."

Wheeler's optimism was well-founded. A week after WTRI began operating, dealers reported that WTRI had definitely stimulated set and converter sales, and credited the spurt to the excellent quality of WTRI's picture signal. One distributor, Fort Orange Radio Co., Albany, reported that dealers were 10-deep at the counter on the sixth day after WTRI put its test pattern on the air, and that it was not able to keep converters in stock. Other distributors reported equally strong enthusiasm.

The three principal cities in the area-Albany, Troy and Schenectady-and the important outlying markets of Amsterdam, Glens Falls, Saratoga, Johnstown, Gloversville and Lake George (all New York), Bennington (Vt.), and North Adams and Pittsfield (Mass.) all report excellent reception.

The industry's most powerful UHF transmitter... a General Electric 12 kw unit... has been installed on Mount Rafflesique, just northeast of Troy. The antenna is 1500 feet above sea level, and affords exceptional line-of-sight contact with the station's natural market area.

The half-million dollar cost figure includes all WTRI facilities. At present, studios are set up temporarily in the new transmitter building. Two General Electric camera chains, two 16 mm film projectors and film channel, plus slide facilities and a rear-screen projector, are in use. The station's original plan to spot studios in Schenectady, New York was altered by determination of the final transmitter site. Rather than risk disturbance of its microwave relay by locally operated radar equipment, WTRI has applied to the FCC for another studio location.

WTRI officials began laying ground work last October, holding meetings with TV receiver dealers and distributors in the area to acquaint them with WTRI's anticipated coverage and the latest techniques in conversion of receivers to UHF. Reports have poured in to the station attesting to the clarity and strength of the picture. Chief Engineer A. H. Chismark credits this initial success to the equipment, its location, and the fine cooperation he received from both his staff and the General Electric field engineers who helped install the equipment.

Co-owner Also Operates "Cinerama"

The Stanley Warner Theatre Corporation, of "Cinerama" fame, jointly owns this new TV outlet with radio station WTRY. CBS affiliate in Troy, N. Y. Under operation of the Van Curler Broadcasting Co., WTRI boasts an impressive array of station facilities, headed by Colonel Harry C. Wilder as president.

Top CBS programs such as Studio One, the Jo Stafford Show, Red Buttons and many others with mile-high ratings provide the opening line-up of national programming over WTRI. This already impressive roster will grow as negotiations with sponsors of other leading shows are completed. Syndicated film and sports events are also lined up to give added variety.

WTRI will provide extensive spot news coverage. The film news department is headed by Bill Hartigan, who covered the Korean combat zone and subsequent peace talks for CBS Television News Department. News equipment includes an Auricon film camera and Zoomar lens. In its first week of operation, the new station scored two news scoops of area interest.

Other members of the station staff have extensive backgrounds in television work and came from widely separated sections of the country to give WTRI a well-rounded, experienced crew.
TV HEARINGS TOO COMPLEX, BROADCAST BUREAU TELLS FCC

Appeal in Miami ch. 7 case puts expediting procedures and practices of examiners and attorneys under review. Policy was to cut contests to essentials, pleading says.

FUTURE of the FCC's expediting procedures for TV hearings was put squarely up to the Commission last week by its own Broadcast Bureau.

Using the Miami ch. 7 hearing as a test case, the Broadcast Bureau officially asked the Commission to overrule a hearing examiner who had accepted points of reliance submitted by the four applicants for the Miami vhf channel.

The points of reliance, the Broadcast Bureau said, were broad and general and lacked the "specificity" required in order to narrow a hearing down to essentials. This defeats the whole purpose of the hearing procedures adopted early in 1953, the Broadcast Bureau said, and unless examiners and applicants are required to abide by the rules hearings will return to the pre-1953 mold.

At the same time the Broadcast Bureau also asked FCC Hearing Examiner James D. Cunningham to suspend all further moves in the Miami hearing until the Commission rules on its proposal.

The Broadcast Bureau also is preparing a similar appeal in the Charlotte, N. C., ch. 9 case involving three applicants.

The Bureau's 16-page document asked the Commission to reverse Examiner Cunningham in the Miami case, order him to require that points of reliance be more particular to the part of all applicants so that the hearing will be occupied only with essential and vital points of difference among the four applicants.

Purpose of the new procedures, the Broadcast Bureau recalled, was to cut down the length and complexities of comparative hearings. To this end, it said, the Commission established the hearing conference technique, at which time the applicants were to establish their points of reliance—differences between their case and that of their opponents—which was to be accepted by the examiner and on which the testimony was to be heard.

Policy Was Supported

This had the backing of such groups as the Advisory Committee on Procedure Before Administrative Agencies of the Judicial Conference of the U. S., and of the President's Conference on Administrative Procedure, the Broadcast Bureau said.

Vital issue regarding facts in points of reliance was determined by the Commission in the Evansville case last year, the Broadcast Bureau noted, in that it "sharpened points of difference." It recalled. It also pointed to a Commission decision a week after the Evansville ruling which required exchange of information.

The Broadcast Bureau said it is "the duty of the Examiner to control the conference, to rule upon points of reliance and to issue an order for the conduct of the hearing . . . ." In referring to the Miami ch. 7 case, the Broadcast Bureau claimed that all the applicants agreed upon points of reliance that were lacking in the particulars which would highlight points of difference among them. In essence, the Broadcast Bureau characterized the points as being "conclusory in nature, too general, not tending to sharpen the issues and lacking reasonable specificity."

Acceptance of these points by the examiner is a "rejection or an abandonment" of the "letter and spirit" of the Commission's procedures, the Broadcast Bureau said. It "frustrates" the Commission's objectives, it added.

"It is immaterial that all applicants have agreed on such a source of action," the Broadcast Bureau said. "Here, as under all pre-trial procedures, it is up to the hearing officer to impose limitations on the conduct of the hearing, regardless of any agreement by the parties not to be limited. As in any litigation, the contesting parties can settle their case out of court if they wish, but if they use the forum they must abide by its procedure."

"... The points of reliance accepted by the Examiner in this proceeding will necessarily result in the admission of any evidence which is relevant to 'every conceivable issue' of possible comparative difference among the parties . . . Such a result is illogical and absurd. The so-called points of reliance adopted herein permit the applicants to do exactly what applicants did under the old "boiler plate" issues, which were discarded in favor of a procedure which required that the evidence be restricted to the actual significant differences."

The four Miami ch. 7 applicants are Biscayne TV Corp., comprising Niles Trammell, former NBC chairman, and WQAM and WIOD Miami; South Florida TV Corp., including former FCC Chairman James Lawrence Fly; East Coast TV Corp. and Sunbeam TV Corp., composed of businessmen.

The Charlotte ch. 9 applicants, being heard by Examiner H. G. Goodwin, are WSOCC, Piedmont Electronics, with WTVI (TV) Miami principals as major stockholders, and Carolina TV Corp., owned principally by WIS Columbia, S. C., interests.

Discussion of how well the new procedures have been working is the subject of a staff report which is being coordinated with broadcast subcommittee members of the Practices and Procedures Committee of the Federal Communications Bar Assn. It is believed that a stern expression from the Commission, perhaps revision in some elements of the procedures, might be forthcoming. The Broadcast Bureau's appeal last week may give the Commission the lever with which to act. It is no secret that many attorneys are not in sympathy with the Broadcast Bureau's definition of how the procedure is to work.

FCC PROPOSES 'EXCLUSIVE' AREA LIMIT

The Commission's proposal, which would restrict a station's "exclusive" right to a network program to the community where its channel is allocated, is considered an effort to help struggling uhf outlets.

MORE STRICT interpretation of the territorial exclusivity provision of its chain broadcasting proposal was proposed by the FCC last week in what is considered an effort to shake more network programs loose for struggling uhf outlets.

The Commission noted that under the present provisions of Sec. 3.658(b) of its rules, "a network affiliate which renders coverage to a substantial portion of the service area of a station located in another community may, if it has so contracted with the network, preclude the station in that other community from carrying particular network programs, even though the programs' sponsors and the network desired that they be broadcast by the latter station also."

The change would forbid an affiliate to keep programs from stations in another community.

The proposed revision would substitute "community" for "area," presently used in the rule, with such community being that listed in the tv allocation table. Hence, an affiliate's "exclusive" territory would be decreased from its present contour area to the principal community it serves.

The Commission, however, said, "It does not appear that adoption of this proposal would require any drastic revision of present network-affiliate relationships. In this connection, we note that two of the four major networks, in most instances, now grant their affiliates 'first call' or 'the right of first refusal' limited substantially in the manner specified by the proposed revision, while one does not appear to grant any 'territorial exclusivity.'"

FCC did not identify the networks discussed.

Comments are requested on the proposed change by May 3.

The suggested rule change follows.

Sec. 3.658 (b) Territorial exclusivity. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station located in the same community 15th from broadcasting the network program not taken by the former station, even if it prevents or hinders another broadcast station located in a different community from broadcasting any programs of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between the station and a network organization pursuant to which the station is granted the first call in its community upon the programs of the network organization.

15th As employed in this paragraph, the term "community" is defined as the listed city to which the channel of the station is assigned in the Commission's Table of Assignments and all other cities not listed in the Table of Assignments located within 15 miles of the listed community.

Senators See Color

CAPITOL HILL got an eyeful of color television Wednesday. Senators, administrative assistants and others on the Senate side of the Capitol watched the 11 a.m. to noon, NBC-TV program, the "Home" show, which was broadcast in color. Senators appeared satisfied with color entertainment. The telecast was shown on an RCA color set in the Senate Inter-State & Foreign Commerce Committee hearing room.

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nothing Works Like Wantmanship

Putting the yearn on everyone to want something more, new or better. That's Wantmanship, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

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Exclusive Sales Offices:
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6th in CSI
Per Household
Metropolitan Wichita ranks sixth highest in Consumer Spendable Income per Household in the entire country.

59th in Total Retail Sales
Retail sales in metropolitan Wichita rank 59th in the entire country.
Source: SRS 1954 Consumer Markets

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Coming Soon
254,000 Watts
Highest Power in Kansas

Wichita
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St. in
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KANSAS
MARKET,
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Serving
WICHITA
HUTCHINSON
AND
THE GOLD
COUNTIES

Stanley H. Durwood
President

Broadcasting • Telecasting

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BRICKER SAYS CONGRESS WILL COME UP WITH ANSWER ON LICENSE FEE QUESTION

This is the Senate Interstate & Foreign Commerce Committee chairman's follow-up to the committee's resolution requesting FCC to postpone its license fee proceeding.

The Senate will have to act on the proposal of July 1, 1955, according to Sen. John W. Bricker (R-Ohio).

Sen. Bricker is chairman of the Senate Interstate & Foreign Commerce Committee.

The Ohioan said he was confident that "standards and guidelines" for the agencies to follow would be set up by that date.

The Senate committee has asked FCC and other agencies under its jurisdiction to hold up action in setting fee schedules for services rendered until July 1, 1955. A resolution Tuesday by the committee went a step further that it issued previously on FCC (B+T, March 29).

Sen. Bricker said his committee felt "Congress should set up the basic standards for each agency to follow in imposing charges for licenses. Those charges must be fair and equitable."

"The committee is not hostile to the idea of assessing fees and charges. But committee members are of the unanimous opinion that any proposal raises basic questions with regard to the fundamental philosophy of regulation," Sen. Bricker said.

Along with the resolution, Sens. Bricker and Edwin C. Johnson (D-Colo.) co-sponsored a bill ($320) that would prohibit all administrative agencies under the committee's jurisdiction "from prescribing more than nominal fees for charges for inspections, certificates, registractions, licenses, permits, or applications issued or provided by them."

This bill was similar to a measure introduced by Sen. Johnson affecting only the FCC.

SEN. LENNON OBJECTS

At the same time, it was revealed to B+T that Sen. Alton A. Lennon (D-N. C.) had informed broadcasters in his home state that he is unalterably opposed to any levy of fees on radio or TV stations.

Sen. Lennon's office said that since the Senator had given this assurance on March 27 to the North Carolinians, the lawmaker has received a "lack of endorsement from station people and single criticism." His office added that the Senator was preparing material he expects to send to the FCC in opposition to the fees plan.

The Senator was said to be concerned that the small station operator would be burdened with fees payments. And, Sen. Lennon's office said, the Senator is aware of "the public service contribution of the broadcasters and of other media as well."

The Senator, it was emphasized, would be compelled to come to the aid of any other media which was "so imposed."

FCC has been gathering comments on its proposed schedule of fees which proposes a basic charge of $325. By deadline Thursday, NARTB, the U. S. Information Agency and others had filed—all in opposition.

Under the Budget Bureau directive (Nov. 5, 1953) FCC and other agencies of the Government had until next May 1 to report their fee schedules. Bureau spokesmen told B+T that so far as they knew agencies were expected to comply with the directive which was issued as a result of an authorization by Congress contained in the Independent Offices Appropriation Act of 1952 (Title V).

The spokesmen noted, however, that the Senate committee resolution would have to be considered alongside the appropriations act.

At FCC, officials were mum as to what action, if any, would be taken on the license fee proposal in the light of the Congressional demand for a postponement.

The new commerce resolution covers the Interstate Commerce Commission; Civil Aeronautics Board; Federal Trade Commission; Dept. of Commerce including the Civil Aeronautics Administration and the Federal Maritime Board; Federal Power Commission, and the U. S. Coast Guard.

It had been indicated previously that the

JOHNSON SAYS HE WILL EXPLORE U. S. SENATE

SEN. EDWIN C. JOHNSON (D-Colo.) said Friday he "will not be a candidate again for the U. S. Senate." His current term expires at the end of this year (Jan. 3, 1955).

The Senator said he would retire from the political arena because his wife longed for their return to Colorado. "Mrs. Johnson has developed a complex about living longer in Washington, so retirement is a must. This is our 18th year here and she insists on spending the rest of our days in Colorado."

He said the decision is "now final and irrevocable." The Senator also quashed reports he was leaving the Senate "for baseball or any other reasons."

Johnson, the former chairman of the Administration and the Federal Maritime Board; Edward M. Johnson (D-Ohio). Johnson was the acting chairman of the Senate Commerce Committee for two days last year when the Senate was out for the December recess.

Johnson was the author of major communications legislation (the McFarland Act) passed by the Congress in recent years. That measure, an overhaul of the Communications Act of 1934, was cleared by Congress in 1952.

Since the second session of the 83rd Congress began last January, Sen. Johnson has reached something of a new high in communications activity by placing himself on record on multiple ownership, uhf and the license fee proposal.

In the baseball field, the Senator has offered a bill that would bring professional organizations engaged in interstate commerce and who own baseball clubs under the anti-trust laws. He also is author of a bill that would permit the big leagues to restore rule 1 (b), which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. The bill failed to pass the Senate last year after it had cleared the commerce committee.

Sen. Johnson is president (without pay) of the minors' Western Baseball League.

Sen. Johnson was 70 on Jan. 1, 1954. The veteran lawmaker served as chairman of the Senate Commerce group in the 81st and 82d Congress (January 1949-January 1952).

His full name is Edwin Carl Johnson. He was born in Scandia, Kan., raised on a cattle ranch in western Nebraska, became a farmer in northwestern Colorado and operated a farmers' cooperative milling elevator and produce business for 10 years at Craig, Colo.

The Senator served four terms in the Colorado House, a single term as lieutenant governor and two terms as governor. He has held his Senate seat since 1937.

He married Fern Armitage of Kenesaw, Neb. They have two daughters, Janet Grace Howsam and Mrs. Henry Arrance of Denver.

GOVERNMENT

BROADCASTING + TELECASTING

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The KNZU stockholder has been meeting with the uhf operators to urge them to appear in Washington. According to Mr. Green, “Meetings have been called in many sections across the nation of uhf operators in their particular section to discuss their problems.” Mr. Green was to be in Houston over the weekend and said “uhf television station operators can contact me at KNZU-TV.” The Washington rally would be at 2 p.m., April 26 in the Statler's Michigan Room.

Meanwhile, a blustering attack on FCC policy affecting uhf, clear channels, and the license fee proposal among others, was made by Farris Rahall of West Virginia.

Rahall Charges Monopoly

He said that Philadelphia uhf stations, all with networks, have signals penetrating the Lehigh Valley. The Commission was advising CBS that WCAU-uhf would not permit them [CBS] to establish a CBS-affiliate station in the Lehigh Valley because WCAU-uhf was claiming it covered the market. An engineering study revealed that WCAU-uhf has very poor coverage in the market. He noted that WPTZ TV, an affiliate, and WFIL-TV, an ABC affiliate, “have some coverage” and also covered all stations.

“Congress or the FCC is going to permit power stations like WCAU to dictate to the networks, we can expect approximately 35 uhf stations to claim coverage to the U.S. population which I think establishes monopolistic operations,” Mr. Rahall asserted. He asked how a Philadelphia station, some 60 miles away, could be expected to offer local programs to a uhf station.

Mr. Rahall said he supported Sen. Johnson “for opposing the network and more power stations ‘demand’ for more tv stations.” He said he believed FCC “committed an error” in permitting power stations “to claim coverage—It is like establishing 50 km am stations.”

He also alluded to the clear channel group, saying “apparently, past experience and hearings on the breakdown of the Clear Channel group was of no value to the FCC” and that he could not understand why the FCC has not broken down the channels.

Mr. Rahall said that when he was objected, he wanted to comment on the license fee proposal: If the Government was to collect a charge then broadcasters ought to charge government agencies for airing public service shows.

HILL READIES LIST OF WITNESSES ON UHF

KNZU-TV's Green reports uhf operators are responding to call for united and prepared front. Farris Rahall attacks FCC policy on uhf.

The SENATE Communications Subcommittee soon will be busy preparing a list of witnesses to appear at the scheduled April 27-29 hearings on the status of uhf (B&T, March 29).

Sen. Charles E. Potter (R-Mich.), subcommittee chairman, has announced the hearings will be on uhf and also its relationship with multiple ownership in tv.

At least part of the subcommittee's desire to have manufacturers, station operators, networks and others rendered will be fulfilled already, according to indications last week.

Radio-Electronics-Tv Mfrs. Assn. reported its president, Glen McDaniel, will testify. RETMA also has been contacting transmitter and receiver manufacturers. Practically all set makers have indicated an interest in the hearings, according to RETMA, although it was not definite just how many would testify. It is possible that M.C. manufacturers will speak for all the receiver manufacturers.

Major Manufacturers Expected

Manufacturers of transmitters, however, are expected to come into the hearing individually. Most likely all the major manufacturers in this field will be represented.

Thus far, the subcommittee expects to hear the FCC Chairman, Rosel H. Hyde, although other Commissioners may be invited to give their views.

There is no doubt that there will be many uhf station operators asking to testify. No list has been drawn up yet.

Among the organizations or individuals expected: the Ultra High Frequency Tv Assn., its president, Lou Poller, general and commercial manager of WCAN-TV Milwaukee (ch. 25); Leon Green, KNZU-AM-TV Houston stockholder (KNZU-TV is on ch. 39).

Mr. Green reported that a fortnight ago by B&T of this planned Washington, D. C., uhf rally, he was advised to be called on two days before the hearings began “has brought me many inquiries by telephone.” Mr. Green was in New York last week. He met with Harold Burke of WRTV (TV) Asbury Park, N. J. (ch. 59). Mr. Green, on a tour of some key markets in the U. S., said he also would visit Chicago.

General Teleradio Violates Rules—FCC

The Commission says General Teleradio appears to be violating the new multiple ownership rules. FCC indicates confusion over "Gordon Grays" and "William O'Neills."

On the heels of its precedent ruling in the Westinghouse case, FCC last week advised General Teleradio Inc. that the latter appears to be in violation of the new multiple ownership rules limiting holdings to seven am, seven fm and one tv station.

The Commission said its records show that General Teleradio and its parent firm, General Tire & Rubber Co., and their officers and directors own or have interests in 10 am, 4 fm and 5 tv stations, and hence violate the am limit. Reply by May 10 is requested.


The letter pointed out that, in addition, I. B. Potter, General Teleradio director, owns WARE Ware, Mass.; Gordon Gray, General Teleradio vice president and director, "is principal owner of WSJS-AM-TV Winston-Salem, N. C.," and William O'Neill Jr., stockholder in General Tire and rubber, is president of WJW-AM-FM Cleveland. [Editor's note: General Teleradio's Gordon Gray and that of WSJS are not the same person.]"
Three doors to bigger sales...

Homemaker's Institute

Knock on your customers door with Homemaker's Institute... there's a friendly "welcome" every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular women personalities, cover almost every subject of interest to homemakers... from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From 1:30 to 2:30 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes... Homemaker's Institute, packing a three star sales punch for you!
FCC ORDERS CH. 2
CHICAGO HEARING

Zenith must go into contest with CBS, not Balaban & Katz, FCC says in order designating hearing pursuant to its interpretation of a mandate by the U. S. Court of Appeals.

COMPARATIVE hearing between CBS and Zenith Radio Corp. for Chicago's ch. 2 was ordered by the FCC last week. Hearing is scheduled to begin April 30.

In its order, the Commission turned down a Zenith objection following with CBRS ([*], March 15). Zenith claimed that the Court of Appeals ruled that it had a right to a hearing with Balaban & Katz, former owner of the facilities now being used by WBBM-TV.

The Commission said it believed that the "totality" of the Court of Appeals ruling "clearly contemplates a comparative hearing between Zenith and CBS." The Commission said that since Balaban & Katz's sale of the former WBBKB (TV) facilities to CBS was final, "we do not understand that the past or present merits of Balaban & Katz as a licensee could properly be in issue."

Emphasizes Hearing Subject
The Commission also emphasized that the hearing was to consider the "proposed show-cause order moving the former WBBKB from ch. 4 to ch. 2 should be final or whether the Zenith application for ch. 2 should be granted. Also involved, the FCC pointed out, is the renewal application for the station now operating the channel, WBBM-TV.

No consideration will be given CBS' operation on ch. 2 in Chicago in the hearing, the FCC said. The Commission said in line with its opinion that the status quo should be maintained as much as possible—even though it approved permitting the Commission granting a temporary authority for WBBM-TV to operate on ch. 2.

Hearing order resulted from a two-year legal fight by Zenith to overturn an FCC decision dismissing its 1948 application for Chicago's ch. 2. The FCC said that it had "waived" its rights by not participating in the allocation proceedings or in the WBBKB renewal proceedings in 1952. The Court of Appeals ruled in January that the Commission erred in dismissing the Zenith application without a hearing.

During the course of its appeal, Zenith pointedly asked the court to order the Commission to grant it a hearing with Balaban & Katz, and not CBS. Whether Zenith will accede to the Commission's order setting its application for a hearing with CBS, or whether it will return to court for further litigation, was not known at week's end.

Five TV Contests Set for Hearing

RIVE more comparative television proceedings, including the Pittsburgh ch. 11 contest, were discussed for hearings by FCC last week, all to commence April 30.

Cities, channels and applicants follow: Pittsburgh Ch. 11—Westinghouse Bestg. Co. (KDKA); WWSW Inc. (WWSW), and Pittsburgh Radio Supply House Inc. (WJAS). Odessa, Tex., ch. 7—Ector County Bestg. Co. (KOSA); Odessa Gas Co., (under common ownership with KOSA there), and the Odessa TV Co., a co-partnership.


Hatfield, Ind. (Owensboro, Ky.), ch. 9—Owensboro on the Air Inc. (WVJS Owensboro) and Owensboro Pub. Co., under common ownership with WOMI Owensboro.

Indianapolis Bidders File Counter Charges

QUALIFICATIONS of all four applicants in the Indianapolis ch. 13 tv contest were put in dispute last week in counter-petitions filed with FCC.

Mid-West TV Corp. asked the Commission to direct Indianapolis Broadcasting Inc. (WIRE) and WIBC Inc. (WIBC) to elect which one of their respective two applications is to be prosecuted in the contest, charging common interest in both is involved through stock and bond holdings in Indianapolis Newspapers Inc. In a separate pleading, Mid-West challenged the availability of the proposed transmitter sites of WIRE and WIBC, plus Crosley Broadcasting Corp.—WLWA (TV) Atlanta, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati—the fourth applicant.

In turn, WIRE asked FCC to enlarge the issues to determine whether Mid-West is financially qualified and whether both WIBC and Mid-West can be expected to perform their financial proposals. WIRE contended Mid-West's proposal on leasing and/or purchasing its studio building through agreement in part with Union Federal Savings & Loan Assn. involves "self-dealing" contrary to banking laws since George Sadlier is president of both Mid-West and Union Federal.

WIBC Petition

WIBC petitioned FCC to question Mid-West's financial qualifications and took issue with Mr. Sadlier's statement of personal assets. WIBC alleged the figures involve "blown-up or watered down values and give rise to a reasonable doubt as to his ability to meet his stock subscription."

Mid-West's first petition said WIRE is owned by the Pulliam family, which owns 100% of the Class B stock issued by Indianapolis Newspapers, constituting 70% of the voting stock in the newspaper firm. On the other hand, the petition asserted, WIBC is owned by the Fairbanks family, which owns 100% of the Class A stock of Indianapolis Newspapers, representing 30% control.

In addition, Mid-West contended, the Fairbanks family owns $3.8 million in bonds of Indianapolis Newspapers, and the latter owes $347,000 worth of notes executed by members of the Fairbanks family. The bond holders elect a majority of the board in event of default, it was noted.

"From the above facts, it is clear that the Fairbanks family and the Pulliam family are in close business privity and have substantial common interests in Indianapolis Newspapers Inc. ... as well as the success of one another's radio stations, the Mid-West petition held, "whichever of these two applicants is successful in this proceeding, Indianapolis Newspapers Inc. will be associated with its ownership."

FCC's Budget Passes House, Goes to Senate

THE MONEY bill containing FCC's budget for its fiscal 1955 operation is rolling through the congressional mill. The House passed the measure Wednesday and sent it to the Senate. Because the appropriation includes many other agencies and functions of Government operation, it can be expected the Senate will come up with different figures than the House. And, thus, the bill most likely will be headed for joint congressional conference once the Senate considers it.

The House did not change a penny of FCC's request as approved by the House Appropriations Committee [At Deadline, March 29]. Total FCC budget for the year beginning next July 1 is $6,694,000 which includes $150,000 the agency did not spend in fiscal 1954 [BT, March 15]. Under the budget, the FCC would trim $372,704 from its current spending on broadcast activities, giving the Commission about $1,231,190 for its radio-tv work.

Cut from the overall appropriation was a $950,000-request for a frequency usage monitoring program.
How to Tie Up Long Distance!

To climax its sponsorship of the 1954 Vanderbilt basketball games on WSM-TV, the Third National Bank in Nashville, through the Doyne Advertising Agency, presented on March 9 the Kentucky-LSU Conference Championship Game — and was promptly swamped with expressions of gratitude, including no fewer than 25 long distance telephone calls immediately after the game.

In a letter to WSM-TV, Third National Vice-President J. W. Clay called the venture "one of the finest advertising and public relations efforts we have ever made . . . it is impossible to count the expressions of thanks . . . they ran into the hundreds."

And he adds: "We are already looking forward to next season!"

It's a pretty good clue, we think, to the power of WSM-TV's sports coverage—something you'll want to investigate for your own clients. Contact Irving Waugh or any Petry Man for details.

WSM-TV Channel 4, Nashville
WSPA-TV GIVES UP STA FOR PARIS MT.

Action follows stay order by Court of Appeals on interim operation. Station tells FCC it will rush plans for regular operation.

WSPA-TV Spartanburg, S. C., last week turned back to FCC its special authority to operate on an interim basis from Paris Mt., near Greenville, S. C. Action followed a U. S. Court of Appeals order earlier in the week staying effectiveness of the STA until the court could hear an appeal brought by WAIM-TV Anderson and WGV1 (TV) Greenville, both South Carolina [B*T, March 22].

In notifying the Commission that it was turning back the special authorization, WSPA-TV (formerly WORD-TV) said it was obvious there could be no final decision by the court on the appeals until after the interim authorization expired. The STA had an expiration date of July 27.

"In the light of these facts, it would obviously be idle to devote any further time and energy to contesting what is in effect a moot case," the station declared. "The company is therefore forced with great reluctance to abandon this attempt to render service in the Spartanburg area at an early date. . . . In the interest of serving that public is the intention of the Spartan Radio-Casting Co. to devote its efforts single-mindedly to instituting at the earliest possible date a regular rather than an interim television service for Spartanburg," wrote station president Walter J. Brown to the Commission.

WSPA-TV holds a construction permit for a ch. 7 installation on Hogback Mt. It had planned to begin service from the existing tower of former WBBC-FM Greenville on Paris Mt. But its Hogback Mt. construction could be completed. Paris Mt. is six miles from Greenville.

The Paris Mt. plan move brought objections from the uhf stations in the surrounding area. In a new application of WAIM-TV and WGV1 (TV), the original request was protested to the Commission by WSCC (TV) Spartanburg, S. C. The Commission granted the special authority [B*T, Feb. 1]. Protestants claimed that WSPA-TV was required to move to Paris Mt. in order to secure a CBS-TV affiliation. They also claimed economic injury to what they said would be the implication that WSPA-TV was a Greenville-Spartanburg station.

WACH-TV Ceases on Ch. 33, Plans Fall Resumption

WACH-TV Newport News, Va., ceased operation on ch. 33 March 26, because of continued operating losses. FCC told last week, but the uhf station plans to resume transmitting sometime in the fall after reorganization.

Meanwhile, another uhf station in the Norfolk market, ch. 27 WTV-O-T, petitioned the Commission last week to allocate a new uhf channel there, indicating ch. 33 could be assigned to Princess Anne, Va., a county seat southeast of Norfolk [CLOSSED CIRCUIT, March 27].

WACH-TV reported that Harold Seville, onetime with WCAF Norfolk, has been appointed general manager of WACH Newport News (formerly WHYU) to succeed Fred Clair, who resigned as manager of WACH-AM-TV two months ago to establish his own consult-
LOCAL 802 STRIKE SPREADS TO WINS

DIFFICULTIES of Local 802, American Federation of Musicians, were intensified last week when the union declared a strike against WINS New York while its labor dispute with WOR-AM-TV New York completed its fifth week.

The local voted a strike against WINS at midnight Wednesday because agreement could not be reached on a new contract. Spokesmen for the stations and the union reported that WINS wanted to retain only one of eight musicians who had been employed at WINS. Al Manuti, president of Local 802, declared that this offer was "something that we cannot countenance."

Pickets were installed at WINS studios early Thursday.

Another session was to be held last Friday before the Federal Mediation and Conciliation Service in New York in an effort to resolve the WOR-AM-TV dispute.

Last Monday, Thomas F. O'Neil, president of General Teleradio, replied to a challenge by the local for a debate over the two stations on the issues of the dispute. In a signed telegram, Mr. O'Neil said:

Upon return to my office today, I find your telegram of March 26. In view of the fact that this dispute is not in the courts, I believe that I must respectfully decline your invitation to debate the dispute over WOR and WOR-TV.

On Wednesday, Mr. Manuti sent the following telegram to Mr. O'Neil:

Thank you for your reply to my telegram in which you decline to debate the issues involved because "the dispute is now in the courts." As you know, the only legal aspect of this dispute is on the question of whether Local 802 has the right to picket WOR. You also know that the New York State Supreme Court has upheld us in this right, and that your current appeal to the Appellate Division is on this aspect of the dispute only.

The basic issues involved in our dispute with you, and on which my proposal for a public discussion was made, therefore, have nothing to do with this legal phase, and remain regardless of any decision the courts make. I therefore repeat my original proposal of March 26th and again insist that the public, which has a vital stake in the matter, be presented with your version and ours. I will appreciate an immediate reply.

The dispute at WOR-AM-TV began on midnight Feb. 27 when the stations dismissed 40 staff musicians because agreement could not be reached on a new contract.

RTDG Strike Threatens Radio, TV Networks

STRIKE threat was directed last week against all radio and television networks by the Radio & Television Directors Guild following the expirations of contracts last Wednesday.

A spokesman for the union explained that a new contract covering the radio networks was "virtually set," but that one for TV networks may result in difficulties. He said the union had set today (Monday) as a deadline for acceptance of union's demands. Networks currently are studying the union's proposals, he said, and have until today to make counterproposals, which will be evaluated at a meeting of RTDG tonight.

The demands of the union, he said, are not for a wage increase although certain proposals might benefit some members financially. Among them are demands that directorial employees on local TV shows be paid commercial fees as is the practice on network programs; that associate directors be hired at the time of pre-production planning instead of at "on-camera" rehearsal as at present; arbitration of discharges of associate directors and floor man-

There's a Difference Of Opinion!

Of 16 Top Once-a-Week shows
TV Hooperratings give WABT 12
Telepulse only gives WABT 11

On Top Multi-weekly shows
TV Hooperratings give WABT 11 out of 12
Telepulse gives WABT 8 out of 10

On Quarter-hour wins
Telepulse gives WABT 391 out of 441
TV Hooperratings, WABT 365 out of 440

But, any way you look at it
WABT is WAY Out in Front!
Play it SAFE
Put your Shirt on the FAVORITE

Alabama's Best in Television 316,000 Watts
Represented by CBS-TV Spot Sales
AFTRA Appeals to NLRB
After Dispute With AFM

AMERICAN Federation of Television-Radio Artists in Chicago has filed a complaint with the local National Labor Relations Board office alleging that AFM President James C. Petrillo and Local 30 Secretary Edward Benkert had coerced its members by preventing them from joining AFTRA. The complaint was signed by Ray Jones, executive secretary of AFTRA's Chicago office.

The AFTRA complaint claimed that musicians who qualify for AFTRA membership by delivering spoken words on television were discouraged from joining the actors guild. It said musicians had been warned and advised they would be thrown out of professional music pursuits if they joined AFTRA.

The fight has been brewing locally for several weeks as an aftermath of a dispute involving the appearance of Homer & Jethro, music-comedy team on ABC's WBKB (TV). Latter's Courtesy Hour program was cancelled a fortnight ago by the ABC outlet because of fear the jurisdictional issue might break out into open warfare. Earlier they were dropped from ABC's Breakfast Club.

UK ROLE CITED IN EUROPEAN TV NETWORK

B&T presents this special report by L. Marsland Gander, radio-tv editor of the 'London Daily Telegraph,' on the United Kingdom's part in the eight-nation European TV hookup planned this summer, and on the importance of British tv equipment to other video systems.

This summer eight European countries are to join for about a month in June and July to inaugurate the first European television network. These are the United Kingdom, Europe France, Belgium, Holland, Western Germany, Switzerland, Italy and possibly Denmark. Five of the eight will be using British-made equipment to some degree, perhaps the best tribute to United Kingdom television.

Improved economic circumstances have enabled the British Government to permit the British Broadcasting Corp. to build another 14 stations, which by 1957 will make a total of 18 permanent stations in operation, covering 97% of the population, or more than 48 million people. By that time licensed TV sets, now numbering some three million, will have reached nearly six million.

Britain, because of its smaller area, already has a better television coverage than the U. S., although the latter, with three times the population, has hundreds of stations and millions more viewers. At present the UK has only one national network, but a second is about to be authorized for competitive commercial television, to be run by a corporation which will rival the BBC. BBC itself may possibly have a second network.

Immediately after World War II the difficulties of selling British tv equipment to other countries seemed insurmountable. Other nations could not be persuaded to adopt UK standards. Today UK firms are making television equipment adapted to standards used anywhere in the world. Moreover, practicable methods of converting from one to another definition have been discovered, together with means of relaying the programs over any distance, provided microwave links are convenient and resources are available.

Overseas Orders

Equally important has been the development by UK firms of cameras with ever-increasing fidelity and sensitivity. There are probably no more than a dozen firms in the world today capable of supplying television studio equipment and transmitters on any scale, and three of these are British; namely, Marconi's Wireless Telegraphy Co. Ltd., Pye Ltd., and Emitron Television Ltd., a subsidiary of Electric & Musical Industries.

Marconi's has sold nearly $2.8 million in television transmitting equipment overseas since the end of the war, the bulk being cameras and associated equipment and outside broadcasting vans. In Canada the company secured $700,000 in orders for supplying Toronto and Mont-
real studios, besides transmitters for Ottawa and Vancouver. Other orders include studios for Vancouver, Winnipeg and Halifax, and two "televans"—mobile stations used largely for outside tv broadcasts.

Venezuela has been supplied with the largest television station in South America. Marconi's also has sent $840,000 in equipment to Italy, including studios in Milan and Rome and transmitters in Rome and Pisa. A televan unit has just been delivered to Switzerland.

Pye, of Cambridge, has supplied two complete studios for Brussels costing $196,000, plus a $50,400 outside broadcasting unit. The firm also has provided camera and studio equipment for Munich and Hamburg, cameras for Zurich, an outside broadcasting van for Turin and another van for Toronto. Pye cameras and other studio equipment have been sold widely in America through the company's associate General Precision Labs, and in Asia it has equipped two Japanese stations. Pye also has constructed in Casablanca the first complete television station in Africa. Two complete Pye mobile units are being sent there.

Emitron Television's most important overseas orders recently have been film scanners for Rome and six microwave links for the newly inaugurated Swiss service. The links will make it possible for Switzerland and Italy to join the European network for the "Eurovision" hook-up this summer, when millions of viewers in the eight countries will watch, for example, international football played in Switzerland.

**Starts Tv Representation**

RADIO REPRESENTATIVES Ltd., Toronto and Montreal, is expanding operations to include representation of Canadian television stations, following a meeting of west-

**CANADA** en Canadian stations represented by the organization at Quebec. Wilf Dippie continues as manager of the Montreal office and Alec Bedard, who has been temporarily in charge of the Toronto office for the past year, becomes manager, succeeding the late Jack Statter. In addition to expanding into television, the firm also will take on additional stations for Canadian representation.

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**you can't get lost in the Piedmont...**

All you need to do in 29 of the most important counties of our Prosperous Piedmont is seek out the nearest TV antenna. It will be pointed toward WFMY-TV. Navigate from there, and you'll be headed straight toward the favorite television station of a huge multi-market TV region where more than $1,500,000,000 a year waits to be spent.

All across these Piedmont counties, with their many well-known cities and towns, is a humming pattern of factories and farms, of payrolls and prosperity, of vast selling opportunity. The only TV station that taps all of this potential is WFMY-TV — and with a degree of persuasive influence that makes it top choice of so many advertisers.

Advertising-wise, you can't get lost in the Piedmont. Not if you tell your story via its favorite TV station. The sooner you find WFMY-TV, the sooner you get your share of this $1,500,000,000 buying power.

**wfmy-tv**

Basic CBS Affiliate — Channel 2

Greensboro, N.C.

Represented by

Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco

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THOMPSON CO. CITES CANADA TV GROWTH

Five CBC and three privately-operated Canadian TV outlets now have 2½ million viewers for 625,000 TV sets. J. Walter Thompson Co. Ltd. reports, predicting 14 more TV stations will commence this year.

TELEVISION in Canada is in the "growing pains" stage, with TV set ownership at more than 625,000 as compared with 100,000 a year and a half ago and TV stations now numbering eight in contrast with two in operation a year and a half ago.

This pattern of growth is shown in a report on Canadian television by J. Walter Thompson Co. Ltd., Montreal, made available to B&T last week. The rate of growth is on the ascendancy, according to the report, which predicts that at least 14 more TV stations will go on the air before the end of 1954.

Stations already on the air have an estimated audience of 2½ million, the report states. Five of the stations are operated by CBC and the remainder are privately owned. There are five stations in the province of Ontario, with four more slated to begin operations, and two in Quebec, where three more stations will go on the air.

Canada's bi-lingual composition is reflected in the programming, the report shows, with live programs in English originating from Toronto and in French from Montreal. Ottawa's CBC-operated station telecasts a mixed French-English schedule but there are indications that a separate French station may be established in this area. Programming from the U. S., the report points out, is relayed live or by kinescope through Buffalo, or is distributed as a film package.

Currently Kraft Foods is the only Thompson Co. client placing a television program in Canada, with ABC-TV's Kraft TV Theatre (Thurs. 9:30-10:30 p.m., EST) picked up live from Buffalo and relayed to Toronto, Ottawa, Montreal and Kitchener. It was reported that the Hamilton (Ont.) station also will carry the program live by the end of April. Stations in Vancouver and Sudbury currently carry a kinescope of the NBC-TV Kraft TV Theatre and it is planned to make this kinescope available to other TV stations as they go on the air.

Absorbine Spots

Other television activity by J. Walter Thompson in Montreal is a 20-second spot campaign for Absorbine Jr. The Toronto office has purchased a newcast in Hamilton for Shell Oil Co., and this series will be used on other independent stations as they start telecasting.

A television panel study, the report stated, indicates that U. S. programs currently out-pull Canadian shows in the Toronto area where viewers have a choice of programs. It was pointed out that in Montreal where viewers can tune into local stations only and where English programs have been in operation for a couple of months only, there are no figures available on the relative popularity of Canadian versus U. S. programs.

Do You Know This Man?

He is Jack Shefrin, general manager, WRNY, Rochester, New York

He says——

"SESAC fits perfectly into our needs for a really outstanding transcription library. SESAC selections are well balanced, and arrangements and fidelity are perfect for our policy of programming only the best. We have built many hour-blocks of programs around SESAC artists and music, and the praise from our listeners is tremendously gratifying. Personally, I wouldn't be without SESAC. The SESAC Library will make any station's programming a 'quality plus.' It's truly the very finest of 'Good Music.'"

The SESAC Library is lowest in cost for a complete Program Service

SESAC Transcribed Library

475 Fifth Avenue New York 17, N. Y.
KVOA-AM-TV COLOR BROCHURE
THREE-color promotional brochure from KVOA-AM-TV Tucson, Ariz., points out the stations serve a "completely self-contained market, not covered by any 'outside' radio or tv," with $212 million in retail sales and a 170,000 population. Moreover, brochure tells of "bonus" offered advertisers, community antenna systems in Bisbee, Ajo and Prescott, Ariz., Nogales, Mexico and soon to start in Douglas, Ariz., which give clear reception far out of normal signal radius.

MODEL T KICKOFF
JACK MCELROY, host of new, five-weekly 45-minute McElroy at Sunset programs on KNBH (TV) Hollywood, started that show by making his appearance in a 1921 Model T Ford. Part of the first program March 29 originated from famed corner of Hollywood Blvd. and Vine St., with host McElroy, singers Barbara Logan and Phil Gray, and station organist Eddie Baxter arriving nostalgically in the "tin lizzie." Daily features of program include representatives from local charities selling products, donated by various of 37 participating sponsors, on Hollywood streets with proceeds going to that charity, and aspiring high school journalists presenting the day's news.

HOST TO TEACHERS
TWENTY Lansing, Mich., teachers were the guests of WILS-AM-TV there on the annual B-I-E Day (Business-Industry-Education). The B-I-E Day program was sponsored jointly by the Lansing Chamber of Commerce and the Lansing Board of Education. Host WILS provided the teachers with a resume of the activities of the station and then took them on a tour of the station to watch the actual operation. The station reports that the teachers expressed amazement at the amount of work that goes into radio and tv programming and production.

RHYME IN TIME
THE improvisation of two Lynn, Mass., disc jockeys saved WLYN that city's The Record Man from serious deficiencies in continuity, recently according to Don Sherman, one of the d.j.'s concerned. Two of four turntables used on the five-hour show conked out, leaving only one serviceable table in each studio. Sherman and Jack McDermott, the other d.j., invented a gimmick—rhyming introductions for each record. Listeners were asked to phone in rhymes and for each listener contribution his request was played. The turntables were repaired in 45 minutes, but the rhyming game had caught on so much, according to Mr. Sherman, the lines were practically jammed during the repair period. Both d.j.s were glad to get out of a tight spot and listeners were requesting them to continue the rhyming game.

RADIO BOOSTS RADIO
WCUE Akron, Ohio, is sending to appliance dealers, distributors and department stores a letter signed by Tim Elliot, president-general manager, which describes the promotion that station is undertaking to help boost the sale of radios, especially portables. A minimum of 20 spot announcements daily will be broadcast pointing out the value of radio as a constant companion. Spots are aimed at retailers also, urging them to equip their establishments with radios for their customers' and employees' en-

"It's not genuine—
but ain't it BIG?"

When it comes to radio coverage of Kentucky, it's easy to go overboard on "bigness". Kentucky is big, all right—so big that you need many of the State's 50 radio stations to reach it all. 5000-watt WAVE offers you a smarter tack—concentration in the big Louisville Trading Area, exclusively. This densely-populated market accounts for 53.9% of Kentucky's retail sales, 50.8% of its food sales, 59.2% of its drug sales—and you get it all with WAVE alone!

Ask NBC Spot Sales for all the facts.

5000 WATTS
NBC AFFILIATE •
WAVE
LOUISVILLE

NBC Spot Sales, Exclusive National Representatives

Broadcasting • Telecasting

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joyment. The letter ends by saying that the promotion will last a month and is designed to tie in with the addressee's seasonal promotion of portable radio sets.

**KFBB FARM BROCHURE**

KFBB Great Falls, Mont., has published a brown and white promotional brochure for distribution to agencies, distributors and national and regional accounts. The booklet points out that 20,000 farm families in 20 Montana counties rely on KFBB farm programs and lists programs and availabilities. A list of prominent advertisers who use the station's facilities is shown with the statement: "You're in the finest company on KFBB." Station personalities and various special events covered by KFBB are emphasized by pictures and the last page tells the reader that for availability on "the station that serves the richest farm-city market of Montana," write to KFBB or contact a Headley-Reed representative.

**TV PROMOTES MOVIES**

TWENTY-THREE different movies have been successfully promoted on WLWA (TV) Atlanta in the past nine months, according to that station. Latest given the WLWA promotional treatment was "The Creature From The Black Lagoon," being shown at the Paramount Fox Theatre there. Station reports that the theatre was frequently compelled to put up the "Standing Room Only" sign, in spite of the fact that the theatre is the fourth largest in the world. WLWA reports that its "Draw the Creature" contest, with a 21-inch Crosley tv set as top prize, helped to spark the promotional campaign. The Fox Theatre has been used in 12 of the 23 movie promotions and several times, WLWA says, the station-plugged movies were held over for an extended run.

**COLLEGE CAPSULES**

CAPSULES of college-level subject matter are being presented over KCMO-TV Kansas City in an alternate-Monday series titled "Door of Knowledge," according to that station. Programs utilize a demonstration technique as against the lecture and panel format and students and teachers from Rockhurst College in that city participate in the programs. Topics range from biology to public speaking. KCMO-TV says the series is being presented as a public service with an objective of presenting the subjects in a manner that is both interesting and educational.

**SAFETY COUNCIL AWARD**

NATIONAL Safety Council presented to the U. S. Steel Corp. an award of honor in recognition of the low accident frequency rate among the corporation's employees during 1953. The presentation was made on the United States Steel Hour (ABC-TV, Tues., 9:30-10:30 p.m. EST) by Ned H. Dearborn, president of the Council, to Clifford F. Hood, president of the corporation.

**WKY-TV NEWSPAPER AD**

A REPRODUCTION of an advertisement that appeared in the Sunday Oklahoman and Oklahoma City Times which boosts WKY-TV that city, is being sent to agencies by that station. The ad reports that in the Hooper ratings for the 15 top tv shows, 14 are carried over WKY-TV. Pictures of the WKY-TV staff, a typical day's program schedule and a description of the station's facilities are also shown.

**KOTV (TV)'s 'SHERIFF SAM'**

HARRY STRANG, Hollywood motion picture star, plays the feature role in Sheriff Sam, a new series on KOTV (TV) Tulsa. The series, which is produced locally and is televised live from KOTV, centers around the days of the wild West when familiar sights were sheriff's posses, wagon trains and attacking Indians. Mr. Strang, as "Sheriff Sam," takes time out from his story-telling each week to show the children how to make things out of wood, clay and paper.

**'HORSE RACE' PROMOTION**

TO HELP promote the 18 radio and television stations represented by NBC Spot Sales, the unit last week sent to advertising agency executives throughout the U. S. a promotion piece centering around a game called "Magic Race." Imprinted on each game is the copy, "You pick a winner when you choose the radio and television stations represented by NBC Spot Sales . . .!"

**KCEB (TV) NEWS PROMOTION**

THE Tulsa (Oklahoma) Tribune dedicated a 14-page section to new KCEB (TV) there, which went on the air March 11. The section is mainly devoted to KCEB personalities with biographies and pictures of each. Parts of the section cover programs that are being carried by KCEB and a diagram shows the station coverage area. Portions of the feature are concerned with the station's facilities and many facts about television are included.

**SCHOOL IN KPTV(TV) STUDIO**

TELEC cast of actual classroom sessions have been started in the studios of KPTV (TV) Portland, Ore., under direction of H. T. Santes, superintendent of the Lake Oswego school system. A nine-week schedule got under way last week, with final program to be staged May 12, according to Russell K. Olsen, KPTV general manager. Children are given a 15-minute pre-talect period to get used to studio surroundings. Classroom settings are used.

**KBID-SPANISH PROGRAMS**

PROGRAMMING block aimed at estimated 200,000 Spanish-speaking population in central San Joaquin Valley of California occupies a 3 1/2-hour KBID-TV Fresno, time segment each Saturday. Participating sponsors include San Francisco Brewing Co., S. F. (Burgeister Beer), Pepsi-Cola Bottling Co., Santa Fe Vintage Co., L. A., (Santa Fe Wines), and Betty Shoppe, Fresno, (ladies apparel). The block consists of two live variety programs, Ben Ramirez y Sus Amigos, and The Juan Mercado Hour, and a full length Spanish motion picture.
OVER 100,000 SETS... 

50% SATURATION

WINDY, the bright spirit of TV in Central Kansas, can hardly believe his eyes! Now...more than half the homes in the KTVH area have TV®. Besides, a recent Pulse report shows KTVH has 15 night-time and 10 multi-weekly shows with top ratings. A golden opportunity awaits you at a KTVH sales office in Wichita or Hutchinson. Studios in Hutchinson; Howard O. Peterson, General Manager.

KTVH
HUTCHINSON - WICHITA

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

Official certified set count made by non-bias company for Kansas TV stations.
218 OILMEN COMPETE FOR MILITARY CONTRACTS

Keen Bidding Assures Armed Forces of High Quality Oil Products at Lowest Possible Cost to Taxpayers

The Armed Services Petroleum Purchasing Agency reports that a recent invitation for bids on military contracts was answered by 218 oil companies.

Military spokesmen point out that highly competitive bidding by hundreds of oil companies—large and small—makes it possible every year to buy the finest oil products at the lowest possible cost to U.S. taxpayers.

These facts may be news to those who think the oil industry is made up of only a few large companies. But this is just an everyday example of the way keen competition among America's oilmen pays off for everybody in the U.S.

One example close to your daily life is the competition for the motorist's business. In their efforts to reach the public first with finer motor fuels than their rivals, oil technologists have improved gasoline quality so much that 2 gallons of today's gasoline do the work 3 gallons did in 1925. Yet gasoline still costs about the same—only taxes are higher.

Every day you and your family benefit from the competition among America's oil businesses.

LOWEST BIDDERS WIN. Col. Douglas R. Brown, USAF, Director, Armed Services Petroleum Purchasing Agency, here awards a contract to John H. White, a South Carolina oil jobber. Col. Brown says: "The public is the real winner of this competition. I've watched it with great satisfaction—seen how it always lets us buy the best oil products at the lowest possible price."

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y.
A radio classic continues to grow on WLS Chicago. Page 66.

How to brighten tv programs with inexpensive visual aids. Page 70.
ONE SATURDAY evening, three decades ago, in a tiny mezzanine studio in Chicago's Sherman Hotel, WLS Chicago, a new radio outlet, went on the air for the first time with a special program transmitted from New York over leased wires through WEAF and rebroadcast by WLS.

The date was April 12, 1924. For its initial broadcast WLS had promised 'the most witching, sumptuous, glorious, ear-glaadening and impressive show ever heard on the air.' There were musical numbers, songs and addresses by public officials. Such names as Gloria Swanson, Cornelia Otis Skinner, Ethel Barrymore and Rudolph Valentino were associated with that first show.

Response from listeners was enthusiastic. Telephone calls, letters, postcards and telegrams assured WLS that its initial venture had been "ear-glaadening" indeed. The following Saturday, April 19, a variety of local entertainers gathered in the studio to do a folk music show. One of the performers was William Hart, one of the first of a long line of cowboy personalities, who stymied his "mike" fright long enough to sing a few songs.

That broadcast was to be the genesis of a new era in American folk music and more specifically the WLS National Barn Dance, which celebrates its 30th anniversary this month as a Saturday evening WLS broadcast. The show currently is aired in two segments: 7:30-9:30 p.m. and 10-12 midnight.

It is not difficult to ascertain what makes the WLS National Barn Dance the institution that it is. The broadcast has listener loyalty and advertiser acceptance. The growth of Barn Dance has paralleled that of WLS itself.

Despite the impact of television, Barn Dance keeps growing in popularity. One measurement of its success is its ability to attract studio audiences—which pay to get in. More than 2,360,000 people have paid $5 cents for adults and 50 cents for children to see the show since it moved into Chicago's Eighth Street Theatre in 1932.

Sponsor acceptance of the Barn Dance has been gratifying to WLS. Present sponsorship represents some 74 years of Barn Dance advertising. A weekly half-hour in the show costs an advertiser about $40,000 in time and talent per year.

WLS also has had a way of putting its advertisers on the business map, particularly in the early days of radio, and gaining rural acceptance of new products like Miles Labs' Alka-Seltzer. Companies such as Miles have grown with the Barn Dance and WLS by staying with the station and program.

Currently sponsoring the show are Keystone Steel & Wire Co., Peoria, Ill., since Jan. 14, 1933; Miles Labs Inc., Elkhart, Ind., since Feb. 14, 1933; Warp Bros., Chicago, since Oct. 8, 1938; Phillips Petroleum Co., Bartlesville, Okla., since Sept. 16, 1944; d-Con Co., Chicago, since Jan. 11, 1953. Murphy Products Co., Burlington, Wis., was on Barn Dance from 1936 until last year.

On the Networks

Because of its bucolic appeal and roster of artists, the Barn Dance also was aired for several years on NBC Blue and Red networks. Additionally, one segment (for Phillips 66 gasoline) was carried on a selected ABC hookup for years. Today the WLS 50 kw clear channel signal assures the show a considerable audience.

Probably the greatest success story associated with WLS National Barn Dance advertisers through the years is Miles Labs Inc. The Barn Dance is generally credited with helping to build this firm (Alka-Seltzer, One-A-Day vitamin tablets, Bactine) to its present place of prominence in the national field. It ranks 19th among top network radio-tv advertisers, according to Publishers Information Bureau figures for December 1953, with expenditures of nearly $9 million.

All told Miles has been a Barn Dance sponsor 21 years. When it bought an hour of the program in 1933, it introduced Alka-Seltzer to that segment of the buying public harassed with the normal complaints of heartburn and acid indigestion.

The public bought in great quantities and Alka-Seltzer sales shot up phenomenally. "Where they had been negligible, they became important," according to Larry David, son of Geoffrey Wade Adv., which handles the account.

Miles had purchased the one-hour segment on a local basis, extended the show to three NBC Blue outlets and then gave the program national network coverage for about 11 years until 1946.

Miles finally cancelled "regretfully" but continued a series of station breaks each Saturday evening. Last May, Miles returned to the WLS National Barn Dance with a half-hour plugging Bactine Antiseptic. Miles took the 8:30-9 p.m. period vacated by Murphy Products Co. and put in Bactine Hayloft Party.

Miles' success with the Barn Dance has proved what every good radio broadcaster knows: If you have a good product and a good program, people will hear about it and you will have repeated sales. That's what happened to Miles and Alka-Seltzer.

The story of Phillips Petroleum Co. is a case in point that the Barn Dance has been a commercial success for advertisers it has lured into its select family through the years.

Ten years ago, Phillips bought a half-hour segment. On March 19, 1949, the Phillips 66 National Barn Dance portion, only now in the 9-9:30 p.m. slot, was extended to nearly 1,000 ABC outlets in the midwest, western and southern regions. This coverage was later abandoned.

Another satisfied sponsor is Keystone Steel & Wire Co., which has advertised fencing products for some 21 years on the Keystone Barn Dance Party. Keystone takes apparent pride in the knowledge that, just as farmers love square-dancing and WLS, so too they have indicated a tangible preference for its fence products through Keystone dealers.

Keystone spends about 25% of an esti-
IS A CLASSIC AMONG FOLK MUSIC SHOWS IN BROADCASTING

BROADCASTING • TELECASTING

mated $75,000-$100,000 budget on the Barn Dance each year in time and talent, in addition to other sums for about 24 quarter-hour shows on other stations in the firm's 11-state area. Its overall radio budget: between $50,000 and $65,000.

"We know that going through the country, farmers do hear the program and that it must be valuable for Red Brand fence or we wouldn't have the program," Harold Hayes, account executive at Fuller & Smith & Ross, told B*T. Keystone's volume has held up extremely well in the face of its competition, he added.

The d-Con Co. which uses very little magazine space and no newspapers but is sold on radio, is a relative newcomer to the Barn Dance advertisers' circle. Now in its fourth year, d-Con (insecticides, rat poisons, etc.) reports a steady sales climb in Illinois (about 20% each year) since it bought a half-hour each week in 1950. Says Alvin Eicoff, d-Con vice president:

"We're very satisfied with the show. We feel there are a certain number of stations in the country necessary to reach the rural audience. WLS is one of the basic four or five with its Barn Dance." And with rising sales, d-Con's revenue has risen too.

At present d-Con has the 10-10:30 p.m. segment but alternates its sponsorship of periods in each 13-week cycle.

Current sponsor of the 7:30-8 p.m. segment is Warp Bros. Mfg. Co. The firm has used the Barn Dance for about 16 years.

Warp uses the broadcast on behalf of its Flex-O-Glass, Glass-O-Net and Wy-O-Glass. It selected the program "as the best suited to tell the greatest possible cross section of Midwest America about the merits of its cheaper-than-glass window materials," according to Marquis Smith, Presba, Fellers & Presba Inc., which handles the account.

"What do we think of the Barn Dance?" asks Harold Warp, the company president.

"The best answer to that question is to tell you that for many years, every one of our advertisements in all the national magazines we use has prominently mentioned the WLS National Barn Dance."

The list of agricultural advertisers who have stuck with WLS and its folk music programming is a lengthy one. Some of the more impressive farm advertisers and their records of longevity with WLS: Keystone (over 25 years); Oshkosh B'Gosh (over 21); Little Crow Milling Co. (over 20); Allied Mills (over 18); Warp Bros. (over 18); DeKalb Agricultural Assn. (over 17); Funk Bros. Seed Co. (over 17); Pioneer Hi-Bred Corn Co. (over 17); Dr. LeGear Medicine Co. (over 16); Oelwein Chemical Co. (over 15); Crow's Hybrid Corn Co. (over 13); Pfister Associated Growers (over 11); Nutrena Mills (over 10 years).

Primary farm advertisers are not the only ones to use WLS facilities, however, and to capitalize on listener loyalty with quick acceptance of advertised products. Examples of spot announcement buyers who use WLS are Metropolitan Life Insurance Co., Peter Paul Co., Procter & Gamble, Lever Bros. and Colgate-Palmolive, among others.

WLS Spot Accounts

WLS also stresses a breakdown on advertiser comparisons for 1953, which tends to put the station in good company. Its sales promotion department reported that last year, 209 non-network advertisers used WLS facilities; that 125 or 59.8% of non-network advertisers had used the station some time in the past, and that 84 new non-network advertisers used WLS in 1953.

The confidence of advertisers seems justified on the basis of Chicago Area Radio Station Share of Minutes compiled by the Nielsen Radio Index, despite its then part-time status. In December 1953 WLS emerged second in the daytime 6 a.m.-6 p.m. and morning 6-12 noon periods with 6.2 and 8.1, respectively. It came in third in local time listings with 6.2 for the 6 a.m.-12 midnight spread.

In a comparison of the four network-affiliated or owned stations, the Barn Dance in the same month also pulled down some impressive ratings. WLS ranked first from 9:15 to 12 midnight, according to Nielsen, in terms of total audience homes (per 1,000) and share of audience. At 9:15 it commanded 16.5% of audience share and at 11:45 it got a whopping 31.8%. It took second place at 7:30 and 7:45 p.m. in both categories—at a time when the Barn Dance just begins to roll.

The Barn Dance is doubtless responsible for keeping WLS' mail volume high each year. From 1934 through 1951 it ran substantially over the million mark.

The early days of the Barn Dance were grounded in the philosophy of the late Burridge Deveral Butler and the Prairie Farmer which he bought and operated in 1909. When broadcasting started in 1920, it was Mr. Butler who felt it ought to be made to serve the farmer. In October 1928 the newspaper took over WLS and Mr. Butler put his philosophy to work for a common purpose. Mr. Butler, a native of Louisville, Ky., thus "added the tools of radio to the working tools of Prairie Farmer."

Until the farm paper took over the reins, folk music entertainers had been featured only on the Barn Dance. Sears, Roebuck & Co., which operated the station from April 12, 1924, until Oct. 1, 1928, had not attempted to commercialize either the Barn Dance or other WLS programs, but used the properties to build good will.

With the concurrent advent of commercial radio, Prairie Farmer incorporated some changes, employing a sales department and extending programming hours. It set out to retain and increase the WLS farm audience, and to spread the talents of Barn Dance entertainers to other programs.

In the fall of 1928, Mantle Lamp Co. (Aladdin Lamps) bought the first Barn Dance segment, which it later abandoned because of rural electrification techniques. Mantle, Purina Mills and other advertisers..."
The Barn Dance was drawing more and more out-of-towners to its doors. Groups of 60 people were admitted into the Hotel Sherman's "Little Theatre" for 30-minute "looksees" at their favorites. Removal of WLS studios to larger quarters in the Prairie Farmer Bldg. tripled accommodations, but ticket requests mounted and tickets were issued six and eight months in advance.

In March 1932 WLS moved the show into the Eighth St. Theatre for four weeks—and it has been there ever since.

The development of radio was, of course, accompanied by a similar revolution in music that finally took hold in the aural medium. Folk music came along slowly but surely and the WLS National Barn Dance was on hand to make the most of it with people who felt Tin Pan Alley didn't quite "ring true." The Barn Dance parlayed simple traditional and nostalgic melodies of the southern mountains and western ranges—folk songs, cowboy ballads and oldtime square dance tunes.

Folk Music Popular

Today the popularity of American folk music is at an all-time high. WLS has a carefully nurtured formula that has helped establish this popularity.

(1) A format built around one act with a large, loyal and responsive audience. (2) A program well-balanced between bright and sure-fire folk ballads. (3) A program that moves along easily and naturally. (4) An announcer who fits into the format of the show, his commercial messages delivered in an "across-the-fence" conversational manner.

Just as the popularity of the Barn Dance has grown, so too has WLS power through the years. The station went to 5 kw in 1925 and became a 50 kw clear channel outlet in 1931.

Glenn Snyder, general manager of WLS since 1931, joined the staff of Prairie Farmer in 1930 and, after a year as commercial manager, moved to his present post under James E. Edwards, WLS president. Under the recent WLS-WENR merger, Mr. Edwards is president and Mr. Snyder first vice president of WLS Inc., new corporation which replaced the Agricultural Broadcasting Co.

As program director of WLS, Harold A. Safford has contributed considerably to building the station's acknowledged listener loyalty and programs to fit their needs and interests. Mr. Safford joined WLS over 25 years ago and originally was an m.c. on the WLS National Barn Dance as well as publicity director. Sears, Roebuck lured him away for five years but "leaving radio was too doggone tough," he recalls, and he returned to the fold. He has proved especially solicitous of listeners' suggestions and criticisms through his own show, Around Radio, a sort of question box program.

Work on the Barn Dance itself is handled now by Herb Howard, a former WLS production man who rejoined the station last October after a program director's stint with WNAX Yankton, S. D. He returned to the station as assistant to the program director, George C. Biggar, now president, general manager and part owner of WLBK DeKalb, Ill., was director of the Barn Dance for five years and a program executive for 15 with WLS.

Within the past fortnight, WLS began operation as a full-time affiliate of ABC under a managerial and organizational realignment that had been brewing for years and finally culminated in the merger of WENR and WLS under WLS Inc. effective April 1.

But what of the future? And of the WLS National Barn Dance? And television? There probably will be no changes in what has become one of radio broadcasting's most enduring features.

Says Glenn Snyder:

"We're still in the broadcasting business. The next 30 years will be a lot of fun... It's a grand and glorious feeling."

HOW RADIO MAKES RECORD HITS

Within a few days, retail record dealers were calling WBNS to ask for the source of the record. It was for sale at the Carolyn Club under the newly created Carolyn label. Dealers began buying it up in 200 lots on both speeds and orders are still going strong.

The prompt success which Mr. Bryant and his new recordings enjoyed outgrew Columbus when Mr. Fullen spread the word to Walter Phillips of WLW Cincinnati, and Bill Randle, a Cleveland d.j.

With the record being pushed in Ohio's three key cities, radio has been instrumental in establishing Rusty Bryant's first record as a hit. The air publicity which the Bryant version of the tunes has received has already attracted major recording company representatives who have contacted the band in hopes of turning a state-wide success into a national one.
Are you bothered with one or both, Mr. TV Executive?

There are two "occupational diseases" harassing every TV executive today—Green Hands and Red Hot Flashes. Sounds rather ominous, doesn't it? But, there's a cure—even when things look darkest.

First it is important to understand the maladies. Green Hands, perhaps the more prevalent of the two, is manifest in the form of the inexperienced neophyte who wants to be in television because it is glamorous. It's a "game" and would be fun—training and experience are believed unnecessary.

Red Hot Flashes, undoubtedly insidious because hard to detect at first, can be diagnosed as the would-be "expert" with the big front and, so he says, vast experience. He's a floater with all the answers except the one on how to do a good job and hold one.

Now you recognize the two and you know you've had "it" (both of them, that is). For the big problem in television is "competent people." The selection of key personnel, of course, isn't easy, but finding qualified assistants is equally difficult.

Here we believe we can help you. Northwest Radio and Television School has successfully served directors and station managers for many years. We are known as the school graduating qualified students... the school that trains for Production... Engineering... Arts and Talent covering radio speech, control room operation, writing, production, news editing, research, lighting, make-up and a host of other subjects.

We instill in the student the realization that Radio-TV is a serious business, demanding hard work at all times. We foster the will to succeed by working up to the top. Our concept is not to make "experts" of our graduates but to give them a workable, fundamental background, plus proper attitude toward television so they BLEND into the operation of a TV station.

Maybe you need willing, eager, energetic, and "competent" assistants now—TODAY. If so, why not call or write us? We can refer qualified graduates for any phase of TV-Broadcasting to you immediately, at no charge. If you write, use the handy coupon.

Let us help you banish Green Hands and Red Hot Flashes.

Northwest Radio and Television School
527 S/W 12th Avenue • Portland 5, Oregon

One of the Nation's Outstanding Radio and Television Schools.

[Handy coupon for sending for information on qualified personnel]
brightening tv programs with cheap visual aids

MORE than ever, the need for program improvement without added costs becomes a vital factor to successful station operation. Single station markets are rapidly disappearing and camp of film for viewers is on the increase. No longer will "captive audiences" gaze in rapture at anything presented on the tv screen. Now, both advertisers and audiences demand quality and interest in programs.

One can almost hear the small station operators and limited budget program directors wince in recognition of these facts. There is no need, however, for despair; for skilful use of simple and inexpensive visual aids plus a little ingenuity can produce the most startling results.

Let us take stock and analyze the visual aid situation. It is to be remembered, first, that the primary purpose of a visual aid is seldom related to the cost. There is a tendency on the part of many directors to accept price as an indication of quality. This premise is basically untrue. As a matter of fact, frequently a "five and dime store" can provide material to produce an effective visual aid model, capable of telling a more effective story than elaborate art work or expensive scenery and props.

Another factor to be remembered is that visuals which appear effective to the eye may or may not be effective on television. Any number of things influence the actual effectiveness of a visual aid on television. For example, a visual aid depending upon several pastel colors to distinguish its parts may be pleasing to the eye but may wash out completely on the screen.

Good television is sight, motion and sound, in that order of importance. Good visuals, therefore, perform a vital function in tv programming. To take full advantage of the power of television, a program director is always aware of this factor.

However, low budgeted shows frequently cause producers to eliminate visual aids entirely which may be disastrous to audience building and eventual sponsorship.

The major objective of an economy-minded producer should be to obtain effective visual aids at a minimum cost. Some stories and programs are easier to visualize than others. Choice obviously should relate to the subject matter and the manner of use and not to the limitations of the visual aid itself.

Let us analyze some of the factors which make for effective visual aids.

1. The most important qualities of effective visuals are (a) to get attention and (b) to maintain attention. To get or maintain attention best, motion must be employed. For example, moving pictures are usually more interesting than stills and still pictures showing action are better than non-action stills. In other words, "motion" is almost a must. If a static visual must be used, it should be combined with visuals that have motion. The television camera itself can be used to add motion to static visual aids. Panning, tilting, fades, superimpositions and other techniques lend motion and action to what otherwise might be static material.

2. A combination of visuals is usually more effective and provokes more attention than one alone.

3. Simplicity is equally important. Since a visual aid remains on the screen for only a few seconds, it should be clearly and quickly understood.

4. Each visual should have a definite tie-in with the program, convey a specific point and make a contribution to the telling of the story.

5. Visuals for television should be dependable, durable and transportable. They should be easy to light up, display and manipulate before the camera. They should be inexpensive to reproduce and readily available.

If we keep in mind the three principles below there will be less difficulty in choosing the right kind of display for a specific program. First, a visual aid should add motion to static material; second, it should provide variety to the method of presentation; third, it should be used to cut production costs. Obviously, there are hundreds of types and variations of visual displays. However, space limitations require that we mention only a few.

The easel is the most elementary of display devices and should be used as often as possible. It must be adjustable and sturdy. Display maps of, for example, the United States and of the world can be used over and over again to visualize regional events, weather forecasts, etc. A well-equipped studio should possess maps, from simple outline drawings to three dimensional models.

A flannelgraph can be made with three-quarter inch plywood board 36 by 48 inches and covered with high quality flannel cloth. The cloth is stretched tightly over the wood and tacked down to make a smooth surface. Cut-outs of heavy cardboard and backed with flannel or strips of sandpaper will adhere to the flannel surface of the board, permitting easy movement of display pictures anywhere on the board without pins or tacks.

The size of the cut-outs and lettering, and the light reflection from the surface are important factors. The cut-outs should be large enough, no less than six inches in diameter and stiff enough to prevent warping and buckling under the heat of the lights. They depend on surface contact and if one should bend, it may not only reflect light into the camera but also may fall off the board. Artistic drawings can be used to tell a visual story that will have motion and arouse interest and curiosity on the part of the audience.

A magnetic board is a board similar to the flannelgraph which uses magnetic attraction instead of friction to hold the cut-outs. Usually the board is magnetized and the cut-outs are backed with metal strips. Although more expensive than the flannelgraph, the magnetic board is more dependable and creates more interest.

An endless roll-up, consisting of two rollers, works on a vertical frame about four feet high. Canvas or oil cloth makes an endless belt around the rollers which can be turned by hand or machine. This device is particularly good for displaying credits and titles.

Other important visual aids that should

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Mr. Settel is sales promotion consultant in film syndication of the DuMont TV Network, advertising manager of Concord's Inc., a retail store chain, and instructor in radio-television at Pace College, New York.

[Advance Schedule Of Network Color Shows]

**CBS-TV**
- The New Revue every Friday, 5:30-6 p.m. (sustaining).

**NBC-TV**
- April 9: Ding Dong School, 10-10:30 a.m. (General Mills through Ta-tham-Laird Inc.).
- April 11: Youth Wants to Know, 1-1:30 p.m., Sunday (sustaining).
- April 18 (Easter): Easter Parade, 12 noon-1 p.m., Sunday (sustaining).
- April 18: The Catholic Hour, 1:30-2 p.m., Sunday (National Council of Cath-olic Men).
- April 21: Kraft Tv Theatre, 9-10 p.m. (Kraft Foods through J. Walter Thompson Co.).
- April 25: American Forum of the Air, 2-2:30 p.m., Sunday (sustaining).

(Note: This schedule will be corrected to press time of each issue of B-F.)

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NOW...try the revolutionary new Soundcraft MicroLac® RECORDING DISCS

After months of exhaustive pre-testing in leading recording studios throughout the country, Soundcraft brings you its all-new MicroLac Recording Discs. These revolutionary new discs:

1. Are unmatched for play-back perfection.
2. Carry a far quieter, wider range signal straight through from your cuttings to your final stampers.

Check these qualities to see why the new MicroLac Discs are the finest high-fidelity recording discs in the world:

- Noise level well below that of your own recording equipment.
- Perfected thread throw, especially for microgroove recordings.
- Quieter with cold stylus than most discs with hot stylus.
- Unsurpassed silvering qualities, for finer masters, mothers and stampers.
- Mirror-flat surfaces providing...
- Constant depth of cut, with or without advance ball.

Soundcraft MicroLac Discs are made on the finest aluminum bases, optically tested for flatness and smoothness...degreased for permanent lacquer adhesion,...deburred for perfect edge seal.

Their new lacquer coating is forced through eight stone filters to a maximum particle size of less than one micron. It is applied automatically in a 250-foot-long sealed tunnel in which four air conditioners in series, each with a Precipitron, remove the last possible traces of dust.

Revolutionary as the new MicroLac Discs are their brand new, high strength, parcel post and tumble tested shipping containers. They deliver your discs factory new. They open easily as a drawer. They make ideal permanent storage chests, with numbered spaces for individual disc titles.

Try the sensational new Soundcraft MicroLac Discs right away. See and hear for yourself why we believe them to be the world's finest!

REEVES SOUNDCRAFT CORP.
Dept. Q4, 10 East 52nd Street, New York 22, N. Y.
10 REASONS WHY YOU SHOULD BUY A SCHAFER REMOTE CONTROL SYSTEM

$1000 you save as compared to the average cost of other systems.

$1570 total price for the basic system ready to install.

the basic schafer system is a complete system. no expansions later. 24 metering circuits . . . 40 control circuits . . . uses two phone lines.

no tubes in the schafer system . . . sure-fire, dependable, dc dial, metering and control circuits . . . directly calibrated meters.

no extra frequency or modulation monitor to buy for any installation . . . external relays, tuning motor all furnished as part of the basic system.

parts replacement never a problem . . . all parts made by national manufacturers. available through your local jobber now or 20 years from now.

any transmitter or group of transmitters can be controlled by one system . . . thirty page manual covers complete instructions for installation and maintenance.

no engineering compromises . . . no circuits worked against ground . . . no high voltages or currents on phone lines. telephones built in.

we specialize in remote control! we sell direct from the factory to you . . . you save the difference, and you get immediate delivery out of stock.

every schafer remote control system unconditionally guaranteed for one year.

Paul Schafer Custom Engineering

2279 Allesandro Street
Los Angeles 39, California
Phone: Normandy 2-2161
be used in television stations include: Opaque and overhead projectors, title drums, animated books with pages attached to levers underneath a table permitting taring of pages "off camera," blackboards and transparencies. Incidentally, dramatic effects can be obtained with transparencies if handled with care. Made of transparent plastic sheets or film, they are prepared photographically or by free hand drawing with an ordinary grease pencil. Their versatility is their most attractive feature. Drawings and figures made on plastic sheets and used to show cumulative stages add motion and a magical effect to what otherwise would be uninteresting video.

Value of Charts, Maps

Charts, maps and graphs are "musts" when other visual aids are not available. Cleverly prepared, they add substance to static programs. For example, the "strip tease" chart always adds interest and movement. Here, parts of a chart, map or graph are covered with pieces of paper and removed on camera as particular parts are discussed.

Posters and placards can be effectively employed, and slides, projected on screens, always add "color" to shows.

These are just a few of possible visual aids which can and should be used on slow moving, static programs. With a little ingenuity, plus some materials from your art department, there need never be a television show which lacks movement because of "low budgets."

Advertisers

Jack Canaan, account executive, Barnes Chase Co., L. A., to Sunset Oil Co., that city, as director of advertising and public relations.

James D. North, vice president, Market Research Corp. of America, to Associated Products Div., General Foods Corp., N. Y., as manager of marketing department.

J. C. Haley, co-founder and president, Brown & Haley Co., Tacoma, Wash. (candy manufacturer), died in that city March 25, following a long illness.

Agencies

Edwin H. Bagder, assistant general manager, Foote, Cone & Belding's Houston office, elected a vice president of the agency.

Carlton W. Hartness to Sherman Adv., S. F., as vice president and account executive.

Amon B. Godshall, formerly with N. W. Ayer & Son, to McCann-Erickson Inc. Detroit office, as account executive.

Robert F. Ohrnshall, account executive, McCann-Erickson Inc., N. Y., to Wank and O'Rourke, S. F., in similar capacity.

William J. Geissinger and William J. Gilliam, account supervisors, Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents.


William S. Friday, account executive, WONI Dayton, to Bridges-Sharp & Assoc., that city, in same capacity.

William F. Marleib, formerly with Grey Adv. Agency, N. Y., to Storm & Klein Inc., same city, as assistant to media director and account executive; Sheldon J. Karlan named assistant to director of publicity and account executive.

Fred Ziegler to Brow Co., N. Y., as account executive on Bulova Watch Co. account.

Lawrence D. Dunham, formerly advertising and sales promotion manager, Wine Growers Guild, Lodi, Calif., to Dancer-Fitzgerald-Sample, S. F., as account executive.


Guild Copeland, former vice president and copy director, Cecil & Prebrey, N. Y., to Blow Co., N. Y., in creative dept., where he will work on special copy assignments.

Albert W. Hellenthal, director, production department, KCCC-TV San Francisco, to Clark & Elkus, that city, as head of commercial TV production dept. and account executive.

Ronald J. Foster named creative copy supervisor, Betteridge & Co., Detroit.


Arthur Lewis Zapel, creative head, Kling Studios Inc. Chicago, to copy group, J. Walter Thompson Co., same city, on tv commercials.

Bob Marcato, free lance film producer, to radio-TV dept., Kenyon & Eckhart, N. Y.

Sheldon Bonnewell, formerly with Foster & Kleiser Co., L. A. (billboard advertising), to Speer Adv. Agency, that city, as head of copy department.

Charles Gadbsy, advertising and public relations manager, Merchant Calculators, S. F., to Jean Scott Frickleton Adv., that city.

John R. Hurley, public relations counsellor, to N. W. Ayer & Son, Hollywood, with assignment to handle special publicity campaign for CBS-TV That's My Boy which starts Saturday (April 10).


Stations

James Allen, director of tv promotions, Crosley Broadcasting, takes on additional duties as di-
rector of publicity for the four Crosley TV stations, as well as WLW Cincinnati.

William H. Youry, former promotion and merchandising director, WGLV (TV) Easton, Pa., appointed sales service supervisor, WBZ-TV Boston.

Paul Mills, program staff, WISE Ashville, N. C., to WISE-TV, as program director.

Bill Anderson, sports director, KVOO Cheyenne, Wyo., promoted to general manager.

Mike Kirmeyer, sports director, KONG Visalia, Calif., named general manager that station.

Jerry Burns appointed general manager, KIVA (TV) Yuma, Ariz.

Jack R. Satterfield, WKNA-TV Charleston, W. Va., to WSAZ-TV Huntington, as assistant to regional manager.

Otis H. Segler, sales manager, KOLN-TV Lincoln, Neb., to WDEF-TV Chattanooga, Tenn., in same capacity. The following also move from WOLN-TV to WDEF-TV; David Andrews, as production director; Rich Miller, as floor manager; Emory Williamson, as art director, and Richard Phipps, as director of continuity.

Andy Anderson, announcing-sales staff, KABQ Albuquerque, N. M., appointed sales manager, same station; James Van Osten to KABQ sales staff.

Dick Sanders, news and promotion director, WORD Spartanburg, S. C., to WJDX and WLBT-TV Jackson, Miss., as assistant news director for both stations.

Kenneth Leslie promoted to sales manager-assistant station manager, WCTC New Brunswick, N. J.; John Allen Potts, chief announcer, promoted to program director.

Clayton Kaufman, assistant director of promotion and publicity, WCCO Minneapolis-St. Paul, promoted to director of promotion and publicity, succeeding Fred S. Heywood who resigns to join CBS Inc.

Frances V. Guidice is the new program manager of WFGG (TV) Washington, D.C., named assistant manager, as announced last week (B&T, March 29).

Sterling P. Madding, formerly with National Biscuit Co. and Schmidt Lithographing Co., appointed promotion and merchandising manager, WBRC-TV Birmingham.

Arthur L. Harper Jr. appointed merchandising manager, WOAI-AM-TV San Antonio, succeeding John Baade; Frank R. Holloway, program director, KFYO Lubbock, Tex., to WOAI-AM-TV announcing staff.


Paul C. Munroe, formerly with Biow Co., N. Y., to sales staff, WPXJ (TV) New York.

Eileen Mark, formerly coordinator of The Bob Elson Show and Chef Paree program, WMAQ Chicago appointed public relations director, WCFL, same city, handling all promotion, publicity and advertising.

Jack Murphy, news editor, KPHO-TV Phoenix named executive producer, that station.

Peter Roberts, news commentator and announcer, WNBC New York to WINS same city, as director of news and special events.

J. W. R. Graham, formerly assistant supervisor, national farm broadcast service of CBC, to CBTL (TV) Toronto, as assistant director.

Jack Wiggins, formerly film director, WTOM-TV Winston-Salem, N. C., to WFMY-TV Greensboro, in same capacity.

Dorothy Lombardo, assistant in sales service div. WPXJ (TV) New York, promoted to newly-created post of sales service supervisor.

Tom Osborne appointed office manager, WBKB (TV) Chicago, succeeding Ken Christiansen, who resigns to join NBC.

George Goyan, formerly with Walter Schiwmer Productions, to sales staff of WBBM-TV Chicago. Art Hein, sales service manager, to sales dept. same station. Robert Reblinger, formerly salesman, Continental Copper & Steel Co., succeeds Mr. Hein.

Everett Karas, Moore Equipment Co., Dayton, to sales staff, WLWD (TV) same city.

Phyl and Lu Dumont, formerly of WHEB Portsmouth, N. H., to WMUR-TV Manchester, N. H., in copy dept., as announcer-producer, respectively.

Eleanor McK Pontius named copywriter in public relations dept., WKY-AM-TV Oklahoma City.

Jo Anne Noll, WKY-AM-TV to KLTZ-TV Denver, as public service director and conductor of afternoon woman's program.

Lothar Loewe, with Berlin, Germany Der Abend newspaper, named exclusive European radio correspondent, KGW Portland, Ore.

Paul E. Millen, formerly sales manager, National Co., Boone, Iowa, to sales staff, Lee Broadcasting Inc. (KHQA-TV Hamhill, Mo., WATD Quincy, Ill., and KGLO-AM-TV Mason City, Iowa.)

Edward J. Lynott, WION St. Cloud, Minn., Warren Rhyner, WSAU Wausau, Wis., and Sheldon Burke, WTVO-TV Rockford, Ill., join WNAM-AM-TV Neenah, Wis.

Charles Winkler, chief engineer, KFOR Lincoln, Neb., to KLMS same city, in same capacity.

Carlton Bortell, formerly with WBMZ Boston, to educational WTUN Tampa, Fla., U. of Tampa outlet, as associate director of radio.

Tom Sutton, formerly of WWJ-TV Detroit, to production staff, CHCH-TV Hamilton, Ontario.

Barbara Norman to traffic dept., KKY Philadelphia; Shirley Rubin named assistant record librarian, same station.

Donald Holden, formerly with WROK Rockford, Ill., named announcer, WHBF Rock Island, Ill.; Jacqueline David to publicity staff, and J. C. Bruggeman to technical staff, same station.

Gail Kathleen Manning named to traffic dept., WPEN Philadelphia.

James Brown, announcer, KFDA Amarillo, Tex., to KSON San Diego, in same capacity.

Lou German, disc m.c., WORL Boston, to WHBC Rochester in same capacity.

William B. Caskey, general manager, WPEN Philadelphia, named radio-tv director, Philadelphia Cerebral Palsy Drive.

Gene Wilkey, general manager, KMOX St. Louis, named chairman, radio-tv committee, Speech Assn. of America.

Bob Flemming, promotion-public relations director, WCKY Cincinnati, named chairman of radio-tv, local Easter Seal sales campaign, conducted by Hamilton County Society for Crippled Children and Adults.

Spencer Allen, news director WGN-AM-TV Chicago, appointed member of Illinois AP Freedom of Information Committee.


Paul Marion, Carolina sales manager, WBTV (TV) Charlotte, N. C., father of girl, Patricia Harden, March 23.

Bob Miller, account executive, WHLI Hempstead.

The best way to sell the KANSAS FARM MARKET use the KANSAS FARM STATION WIBW CBS RADIO in Topeka


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Television's Finest
PORTABLE CAMERA MOUNT
for Complete Mobility

HOUSTON-FEARLESS ALL-METAL TRIPOD
Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height — lock positively to prevent slipping. Folds compactly. Two sizes: % and full length.

HOUSTON-FEARLESS FRICTION HEAD
Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY
Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially built equipment for your specific needs.

The HOUSTON FEARLESS Corporation
"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on □ Friction Head □ Tripod □ Tripod dolly □ Panoram dolly □ TV Crane □ Camera pedestals □ Film Processors □ Remote control parabola.
Name ____________________________
Station or firm ______________________
Address __________________________
City __________________ State ________
people

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The Happy Family!

Join the happy family!

Now available under a new selective
Low cost family plan

That's practical, flexible and economical. Send for details and
rates without obligation.

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Kaufman, secretary; Richard Jensen, treasurer, and Ed Scheid, sergeant-at-arms.


Blount Slede, vice president and director of creative services, Brooke, Smith, French & Dorrance, N. Y., elected chairman of board, Michigan Council of American Assn. of Advertising Agencies.

Albert D. Hecht, account manager, Bill Sturm Studios Inc., N. Y., named vice president in charge of production, National Television Film Council.

Frank Burke Jr., president and general manager, KFVD Los Angeles and president, Southern California Broadcasters Assn., named to executive committee for 1954 observance of Invest in America Week (April 25-May 1) in southern California. Sally Smalley, public service representative, SCBA, named to selection committee for Alexander Hamilton award, to be presented to a southern California firm best publicizing the American way of life.

Ann Roberts and Emory Dennis appointed to fill vacancies on Screen Extras Guild board of directors. Ben Bancroft named sergeant-at-arms replacing James Gonzales.

George J. Flaherty, business agent, IATSE Studio Projectionists Local 165, elected a Hollywood AFL Film Council trustee succeeding James Noblitt, resigned.

Norman Land, former account executive, Frederic W. Ziv Co., to Television Programs of America in similar capacity, covering Philadelphia, Baltimore and Washington.

Government

David Bellino, NBC copywriter before Army induction, promoted to first lieutenant prior to discharge this week. He expects to return to NBC in April.

Representatives

Philip D'Antoni, formerly with CBS sales and research, to sales staff, Weed & Co., station representatives.

Personnel Relations

Hilda Black, director of public relations, Publicists Guild, Hollywood, author of "The Eternal Miracle," published this month (March) by Dodd, Mead & Co.

D. L. Daniels installed as president of Hollywood Sound Technicians Local 695, IATSE. Other officers include Tom Carman and Francis Scheid, first and second vice presidents respectively; John Stack Jr., secretary; E. Weldon Cole, treasurer.


From where I sit
by Joe Marsh

Easy Does It — Again!

The Ladies Aid Society had their annual rummage sale the other night — and as soon as the doors opened, "Easy" Roberts was inside.

Without a word, he headed straight for the coat counter, picked out a shabby old tweed jacket, and paid for it. "Easy" told me a little later that buying his jacket back was getting to be a regular habit.

"That's been my favorite smoking jacket for years," he said. "And my wife talks me into giving it away regularly. Then I get to thinking how much I like it and hurry down to buy that jacket back. This is the third time I've done it!"

From where I sit, everyone's entitled to his own preferences — whether it's a sports jacket, a baseball team, or the beverage he likes to have with dinner. For example, the wife likes coffee along with Saturday night spaghetti while I like a glass of beer. We never try to "sell" each other on our personal preferences.

Joe Marsh

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Ohio State Radio-TV Institute Underway

Formal sessions begin Wednesday, with allied groups beginning meetings today.

HIGHLIGHTS of Ohio State U.'s 24th annual Institute for Education by Radio-Television, to be held Wednesday through Saturday at the Dobbler-Hilton Hotel, Columbus, have been announced. Allied groups, in conjunction with IERT, have scheduled meetings beginning today (Monday) and lasting to Sunday.

Two featured speakers at IERT general sessions will include NARTB President Elias Godofsky, who will address the Institute's annual dinner Friday evening, and U.S. Information Agency Chief Theodore C. Streibert, who will be main speaker at the Thursday evening dinner in cooperation with the National Assn. of Educational Broadcasters.

FCC Chairman Rosel H. Hyde will speak at an NAEB luncheon Thursday.

Other general sessions are those Wednesday evening, when talks will be made on "What Future Broadcasting?—Radio in a Television Age"; "How Good Is UHF?" and "Have Educational Television Stations a Future?" and on Saturday morning when educational television programming will be discussed and outstanding U. S. local educational programs demonstrated, in cooperation with American Council for Better Broadcasts.

The first day's preliminary sessions will include a morning meeting by Assn. for Education by Radio-Television; an AERT luncheon to be addressed by William Hodapp, executive director of Teleprograms Inc.; an afternoon AERT session, and an evening meeting for chairmen and secretaries of work-study and special interest groups.

Work-study groups will convene Thursday, Friday and Saturday mornings and special interest groups will meet Thursday and Friday afternoons. Allied groups have scheduled meetings as follows:

Today (Monday)—All-day NAEB board meeting.

Tuesday—All-day meetings of Assn. of Junior Leagues Inc., NAEB board, Alpha Epsilon Rho (national radio-tv fraternity) and an evening meeting of NAEB's In-School Committee.

Wednesday—Breakfast by Junior Town Meeting League's board of trustees, all-day meeting of Alpha Epsilon Rho and morning "coffee hour" by AERT.

Thursday—Breakfast by JTL's board, council, consultants and representatives; all-day meeting of Alpha Epsilon Rho and morning "coffee hour" by AERT. Followed by an ACBB panel meeting on "Oriental-Centric Understanding Through Radio and Television."

Friday—Morning meeting of IBS board of directors.

WHLI Scholarship Fund Honors Elias Godofsky

ESTABLISHMENT of a scholarship fund for Long Island High School students in the memory of the late Elias Godofsky, founder and first president of WHLI Hempstead, has been announced by Paul Godofsky, president and general manager of WHLI. A $500 scholarship will be awarded to an outstanding student for attendance at Hofstra College, Hempstead.

A station spokesman said that Elias Godofsky had planned the creation of annual scholarship awards by WHLI before his death in November 1951. He added that the station intends to hold an essay contest dealing with the fostering of brotherhood in the Long Island community, a project to which Mr. Godofsky had given much of his time and effort, as a basis for choosing outstanding high school students. Final selection of the scholarship winner will be made by Hofstra College.

Emerson's Abrams Gives WQED (TV) Educ. Grant

EDUCATIONAL television "cannot be a charity patient dependent upon the benevolence of commercial interests," Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Thursday night in presenting to WQED (TV) Pittsburgh the third of the $10,000 grants offered by Emerson to the first ten non-commercial educational tv stations in the U. S.

Speaking at the dedication of WQED, Mr. Abrams said educational programs on commercial stations are "just a drop in the bucket, and a very unsatisfactory drop, at that." He asserted: "It is obvious that commercial television exists to make money, and that it as it should be. But, more and more non-commercial educational stations must be created to exist side by side with commercial television. They must be independent."

Earlier recipients of $10,000 Emerson educational television grants were KUHT (TV) Houston and KTVE (TV) Los Angeles.

USC Students Organize Television Fraternity

WITH intentions to expand nationally, four U. S. Southern California students have formed Tau Alpha Sigma tv fraternity. Believed to be the first national tv fraternity, it was founded for the advancement of tv arts and sciences "and to bring together academically trained students and professionals of the industry; and foster cooperation between students and faculty for the advancement of television, both artistically and scientifically; and to provide honorary recognition to those engaged."

Associate members include Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles; William Sener, head of USC's telecommunications department; Seymour Klute, art director, ABC-TV Hollywood; Ernest Lee, personnel director, KTTV (TV); and Ivan Campbell, program director, KTVE (TV) Los Angeles.

Founding students are Dave Worth, Barbara Lindemann, Ken Himes and Tom Pilfin.

N. Y. School Tv Charter Due

SPOKESMAN for Metropolitan Educational Television Assn., N. Y. has reported that with passage of legislation granting power to New York Board of Regents for establishment of non-commercial, educational tv stations in the state, the group is expected to receive its charter from regents within the next few weeks. META filed for the charter several months ago but was advised by regents that enabling legislation had to be approved.

Last fortnight, Gov. Thomas E. Dewey on March 25 signed a bill giving regents full authority to incorporate groups for constructing, owning and operating educational tv stations in the state. META hopes to operate a tv station in the New York metropolitan area and will begin a campaign for funds after the charter is issued.
O. S. U. IERT CITES RADIO STATIONS

Annual awards to be made in Columbus this week.

RADIO awards and honorable mentions of the 18th American Exhibition of Educational Radio & Television Programs, held in conjunction with the annual Ohio State U. Institute for Education by Radio-Television being held this week in Columbus (see story page 78), are being announced today (Monday).

Similar awards in television were to be announced. The radio awards are based on programs entered by U. S. and Canadian stations, networks and organizations in 10 categories. Awards were as follows:

Group I. National—Network or Transmission
CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.
First Award: Trans-Canada Matinee, CBC, on CBC Toronto and CBC Trans-Canada Network. Special Award. The Eternal Light, NBC in cooperation with the Jewish Theological Seminary of America, N. Y.
CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)
First Award: WOR, Wednesday Night, CBC, on CBM Toronto and CBC Trans-Canada Network.
CLASS 3—Honorable Mention. NBC Lecture Hall, CBC.
CLASS 4—Public Affairs
First Award. Press Conference, CBC, on CBO Ottawa and CBC Dominion Network. Honorable Mention. Travel Documentaries, CBC, on CBO Toronto and CBC Trans-Canada Network.
CLASS 5—Basic Freedoms
First Award. Letter From Father, UN Radio and UNESCO, on various stations in the English-speaking world and on ABC.
Honorable Mention. Broadcasts from the Concluding Conference, CBC, on CBM Toronto and CBC Trans-Canada Network.
CLASS 6—Special One-Time Broadcasts
First Award. The Vigil, CBC, on CBM Montreal and CBC Trans-Canada Network.
First Award. Peace on Earth, UN Radio, on WNBC New York City and NBC.
CLASS 7—Children and Youth (Out-of-School Listener)
First Award. Roundabout, CBC, on CBV Vancouver, B. C., and CBC Trans-Canada Network.
First Award: Cycoo Clock House, CBC, on CBM Toronto and CBC Dominion Network.
CLASS 8—For In-School Use by Pupils in Primary Grades
No awards.
CLASS 9—For In-School Use by Pupils in Intermediate Grades
No awards.
CLASS 10—For In-School Use by Pupils in Junior and Senior High School
No awards.

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations
CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.
No first award.
Honorable Mention. Happy Home, KMBC Kansas City, on KMBC and KFUM, Kansas City.
CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)
First Award: The Classical Tradition, KUOM Minneapolis (U. of Minnesota).
Honorable Mention. Let's Think for Ourselves, KMBC and KFUM, Kansas City in cooperation with U. of Kansas.
CLASS 3—Personal and Social Problems
First Award. Martha Speaks, WIL, Urbana, Ill. (U. of Illinois), on the KAFB tape network.
Honorable Mention. Youth Town Forum of the Air, KLX and KLX-FM, Oakland, Cal.
CLASS 4—Public Affairs
First Award. Opinion Unlimited, KXG Portland, Ore.
First Award. Why Do They Do It?, CKWX Vancouver, B. C.
Honorable Mention. This Week, CFAC Calgary, Alberta.
Special Award. World Affairs Forum, KOMO Seattle in cooperation with Seattle World Affairs Council.
CLASS 5—Basic Freedoms
First Award. They Fought Alone, WUOM Ann Arbor.

The only television program beamed exclusively to the great Negro audience of Memphis and the Mid-South

AMATEUR NIGHT
AT THE HANDY

Another first for WMCT. Telecast direct from the stage of the Handy Theatre, Memphis' leading Negro theatre, each Saturday night from 11:10-12:00 Midnight over WMCT—an all-Negro amateur program.

Emceed by Dick Cook, and featuring outstanding Negro amateurs from the entire Mid-South area, the program has developed a tremendous audience among Memphis' and the Mid-South's vast Negro population.

Results? Let us tell you about the success stories now being enjoyed by those advertisers who are cashing in on this outstanding "first."

participating spots now available...

see your nearest Branham man...

SDX to Present Awards in Ceremony April 13 ANNUAL awards presentation of Sigma Delta Chi, national professional journalistic fraternity, for radio, television, press and research will be made at a dinner in New York April 13. Victor E. Bluedorn, executive director for SDX awards, announced judging of entries and selection of winners have been completed in all divisions. Nominations were submitted by radio-station stations, newspapers, magazines and other groups.

Honor will be received by 10 individuals on their own behalf, while representatives of a radio and television station each, as well as two newspapers and a magazine, will accept honors extended to their organizations. Winners will receive the Bronze Medallion and plaque for distinguished service in journalism.

The national awards have been presented annually since 1932. Fifty-two judges participated in nominating winners from 674 nominations in all divisions. General arrangements for the ceremony are being handled by a committee under Kenneth Kramer, editor of Business Week. Sidney Eiges, NBC vice president for press and publicity, will serve on a program committee.

Johnson, Murrow Win TV Reporting Awards GERALD W. JOHNSON, WAAM (TV) Baltimore commentator, and CBS newscaster Edward R. Murrow last week received $300 Sidney Hillman Foundation Awards for outstanding television reporting in 1953.

Mr. Johnson was honored for telecasts dealing with the government security program, Congress and civil liberties. Mr. Murrow's award was for "splendid examples of the use of television as a medium." It was received in his behalf by Fred W. Friendly, who is Mr. Murrow's co-producer on See It Now.

Sidney Hillman Foundation is a joint industry-union venture established in 1947.

CITATION from the Jewish Theological Seminary of America is presented by Emil Hirschfeld (I.), program chairman, to Ward Quaal, vice president and assistant general manager of Crosley Broadcasting Corp., who accepts for Crosley Board Chairman J. D. Shouse, for carrying on WLW Cincinnati the NBC program, which was dropped last year. The award recognizes efforts of the Jewish faith and culture for "brotherhood and intergroup understanding."

Davis, Murrow Top Overseas Press List OVERSEAS Press Club at its annual dinner last Monday in New York presented to Elmer Davis, ABC news analyst, its award for the "best radio interpretation of foreign affairs" during 1953 and to Edward R. Murrow, CBS commentator, a companion award for the "best television interpretation of foreign news."

Award for the "best consistent radio reporting from abroad" went to Howard K. Smith, European news chief for the CBS Radio and TV networks. David Schoenbrun, CBS Paris correspondent, was runner-up to Mr. Smith; Eric Sevareid, CBS chief Washington correspondent, was runner-up to Mr. Davis; John Daly, ABC vice president in charge of TV news, special events and public affairs, was runner-up to Mr. Murrow.

Mr. Murrow, who arrived at the dinner late because of his regular 7:45 p.m. newscast, was greeted by a spontaneous ovation, the entire group standing and applauding until he was seated. For heading the campaign to raise funds for a Memorial Press Center, to be opened in New York in August, Mr. Murrow was given a gold membership card.

Porter to Present Awards PAUL PORTER, Washington radio-television attorney and former FCC Chairman, will make the presentation of this year's Peabody Awards for the outstanding programs of 1953 at the Radio & Television Executives Society luncheon April 14 at New York's Hotel Roosevelt. Mr. Porter, a member of the Peabody Committee, will substitute for the committee's chairman, Edward Weeks, who is in England. Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, under whose auspices the awards are made, will announce the winners.
GEORGE STORER JR. ELECTED AS V.P.

KGBS-AM-TV managing director will head Storer's planning and finance division.

ELECTION of George B. Storer Jr., managing director of KGBS-AM-TV San Antonio, as vice president in charge of planning and finances of the Storer Broadcasting Co. is being announced today by SBC President George B. Storer.

Bill Michaels, manager of KGBS-AM-TV and former Texas sports broadcaster and newspaperman, was promoted to succeed Mr. Storer as managing director of KGBS-AM-TV.

The new Storer Broadcasting vice president will assume his new duties immediately at the Miami Beach headquarters of the company. The office of planning and finance, it was explained, is a newly-created division dealing with the future expansion program of Storer Broadcast-

ing, which operates multiple broadcast properties and is the largest entity in the industry, aside from the networks.

Before he became managing director of the Storer stations in San Antonio, Mr. Storer had been in charge of WAGA-TV Atlanta from its inception. He is a director of Storer Broadcasting and the Standard Tube Co. of Detroit.

Blayton Buys KREL-AM-FM FROM MATHERNE FOR $75,000

SALE of KREL-AM-FM Baytown, Tex., from Robert Matherne and associates to J. B. Blayton Sr. and associates for $75,000 was announced last week. Sale is subject to FCC approval.

Mr. Blayton owns WERD Atlanta, Ga., and is part owner of a new national Negro network. The transaction was handled by the Atlanta office of Allen Kander and his associate, Paul Chapman.

Seven-year-old KREL operates on 1360 kc with 1 kw fulltime, directional. Baytown is a suburb of Houston.

Clark Expands in Chicago

EXPANSION of quarters and appointment of Hub Jackson to Chicago office as account executive has been announced by George W. Clark Inc., radio-television station representative firm. The firm moved from 10th to 18th floor at 333 N. Michigan Ave. April 1. Mr. Jackson has been in charge of the Chicago office of Joseph Henshaw McGillhers, station representative firm, for the past two years, and previously was vice president at Russel M. Seeds Co. there. Other expansion plans are to be announced in the near future, according to Mr. Clark, head of the firm and Chicago manager.
WRATHER-ALVAREZ SELL KOTV (TV) FOR $4 MILLION TO WHITNEY FIRM

New York investment firm turns to broadcasting field after capital ventures in other growth industries. Sale is subject to FCC okay.

ENTRY of John Hay (Jock) Whitney interests into television broadcasting station ownership was announced last week with the signing of a $4 million contract to buy KOTV (TV) Tulsa by Helen Alvarez, Jack D. Wrather Jr. and Mazie Wrather, subject to customary FCC approval.

A new firm organized and wholly owned by J. H. Whitney & Co. acquired the 4½-year-old ch. 6 station in a transaction negotiated by Howard E. Stark, radio and television station broker, New York, and announced Friday by the Whitney firm and the sellers, Mrs. Alvarez, Mr. Wrather and Mrs. Wrather, his mother.

Individually and through General Television Inc., the Wrather-Alvarez group owns all stock of KOTV. They also are principal owners of KFMB-AM-TV San Diego. Additionally, Mr. Wrather has a grant for ch. 44 in Boston and he and Mrs. Alvarez have interests in a bid for ch. 10 at Corpus Christi.

Although for the present, there are no indications of the Whitney organization acquiring other broadcast stations, news of the KOTV purchase kindled speculation that such an interest may be aroused at a later date.

The purchasing company is Osage Broadcasting Corp. and is headed by C. Wrede Petersmeyer, a Whitney partner who represented his firm in the negotiations.

Mrs. Alvarez and Mr. Wrather will be members of the Osage Broadcasting board of directors, along with President Petersmeyer and two other Whitney partners, William H. Jackson and Robert F. Bryan.

Mr. Wrather is an independent oil producer of Dallas and Los Angeles and has served as president of KOTV. He is also a film producer. Mrs. Alvarez of Tulsa has been general manager as well as co-owner.

In a statement for himself, his mother and Mrs. Alvarez, Mr. Wrather said: "We are very proud of KOTV and are relinquishing our ownership reluctantly in order that we may devote more time to other interests we have acquired since our first venture into television in Tulsa."


Mr. Wrather and Mrs. Wrather, his mother.

No. 1 Radio Buy in New Haven
Merchandising
more guaranteed in-store food display than any other New Haven station.

Programs
live wire local plus NBC affiliation = proven audience.

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.
— three steps cover — New Haven's ultra-rich market on

WNHC radio • ASK KATZ

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dominant position in eastern Oklahoma and adjacent areas. Tulsa is an exceptionally attractive television market because of its high economic level and growth prospects.

"KOTV has been well managed and we expect to continue to operate with present personnel. Plans are now in the blueprint stage to expand the station's power and facilities so that the highest quality of service can be provided to the maximum area. We hope to become an integral part of the Tulsa community and look forward to the opportunity of working with its citizens."

KOTV commenced operation in October 1949 and currently is one of two television stations there. The other is KCEB (TV) on ch. 23. Additionally, a grant has been issued for KSPG (TV) on ch. 17. KOTV is a basic affiliate of CBS-TV and also is served by other networks.

Mr. Whitney is married to Betsy Cushing, sister of Barbara Cushing, who is married to CBS chairman William S. Paley. Both families live in Manhasset, L. I., New York suburb.

The New York law firm of Cahill, Gordon, Zachry & Reindel represented the Whitney firm in the negotiations, while Monte Livingstone, Los Angeles attorney, represented Wrather-Alvarez. Washington counsel representing the Whitney group in preparing the FCC application is Hailey, Doty & Schellenberg; representing Wrather-Alvarez is Welch, Mott & Morgan.

Bowley Named Chief Eng.
For WBC's WPTZ-KYW
RAY J. BOWLEY, chief engineer of WPTZ (TV) Philadelphia since its purchase by Westinghouse Broadcasting Co. last June, has been named chief engineer of the combined WPTZ-KYW radio-tv operation, according to Ralph N. Harmon, WBC's engineering manager.

Sidney V. Stadig, tv technical supervisor of WBZ-TV Boston, has been named assistant chief engineer at WPTZ-KYW. Mr. Harmon said his chief responsibility at the outset will be technical operation of KYW. Thomas T. Ely, chief engineer of KEX Portland, Ore., will be transferred to Boston as assistant chief engineer of WBZ-WBZA.

Bowley Named Chief Eng.
For WBC's WPTZ-KYW
RAY J. BOWLEY, chief engineer of WPTZ (TV) Philadelphia since its purchase by Westinghouse Broadcasting Co. last June, has been named chief engineer of the combined WPTZ-KYW radio-tv operation, according to Ralph N. Harmon, WBC's engineering manager.

Sidney V. Stadig, tv technical supervisor of WBZ-TV Boston, has been named assistant chief engineer at WPTZ-KYW. Mr. Harmon said his chief responsibility at the outset will be technical operation of KYW. Thomas T. Ely, chief engineer of KEX Portland, Ore., will be transferred to Boston as assistant chief engineer of WBZ-WBZA.

Boston-Springfield and WBZ-TV, reporting to Willard H. Hauser, radio-tv chief engineer in Boston.

Jack Erwin, technical supervisor at KEX, has been named acting chief engineer during Mr. Ely's tour in Boston, where he is to gain experience in tv. Joseph Patterson will be KEX technical supervisor.
Providence and Weslaco TV Stations Start Today

TWO more TV stations were scheduled to begin regular operations today (Monday). WNET (TV) Providence, R. I. (ch. 16), on test patterns since March 25, is ready to go commercial today as a CBS-TV affiliate. The station is represented by Paul H. Raymer Co. KKGV-TV Weslaco, Tex. (ch. 3), first station there, is due to start commercial operation today, after construction difficulties had delayed its start many times. It will be affiliated with NBC-TV and DuMont networks and also is represented by the Raymer company.

Another two stations began commercial programming April 1, bringing first local video to as many cities. The new stations are: WALB-TV Albany, Ga. (ch. 10), and WMFD-TV Wilming-nton, N. C. (ch. 6).

Starting date of June 1 has been announced by K TEN (TV) Ada, Okla. (ch. 10). Erection of its 750-foot tower has already started. K TEN (TV) held a meeting last month with representatives of chambers of commerce from surrounding cities, explaining that the new station will bring community programming to the area emphasizing conventions, farm programs and sports events.

WINO-TV West Palm Beach plans to commence in August on ch. 5 with both indoor and outdoor studios, Walt Dennis, general manager, reported last week. Indoor studios will be in what are now the formal gardens of the Playhouse, whose theatre facilities also will be available to the station. Outdoor studio will be located on the south side of the building. The station will be affiliated with NBC-TV and represented by Meeker TV Inc.

The following stations have reported they have joined forces to share a common antenna tower, scheduled to rise 1,521 ft. above the Texas flatlands.

An application to secure FCC approval for changes in antenna sites was filed last week by KRDL-TV on ch. 4 and WFAA-TV on ch. 5. Both stations also intend to increase their power to the maximum 100 kw and 316 kw on their respective channels upon approval and completion of the tower and antennas.

The new antenna structure to rise higher than the Empire State Bldg., is one mile west of Cedar Hill, Tex., about 16.5 miles southwest of Dallas. The triangular, guyed tower will be 1,438 ft. above ground, surmounted by a platform on which will be mounted two 83 ft. superstructures; a camera tower for KRDL-TV, and A. Earl Cullum Jr., consulting engineer for WFAA-TV.

The camera tower is that of K WTV (TV) Oklahoma City, which is 1,572 ft. above ground. The Empire State Bldg. antennas, which are used by all of New York's seven TV stations, are 1,465 ft. above ground.

KRDL-TV, owned by the Dallas Times Herald, is a CBS affiliate. WFAA-TV, owned by the Dallas Morning News, is affiliated with NBC, ABC and DuMont. The stations began operating late in 1949. There are estimated 325-370,000 tv receivers in the area.

L. A. May Rescind Ban On Charity Telethons

WITH PROTESTS mounting and legal action threatened, Los Angeles City Council may rescind the city Social Service Commission's edict that fund raising telethon charity appeals be confined to "emergency purposes" only [BWT, March 29]. The public health and welfare committee has been ordered to make a "thorough investigation" of the situation.

Fear was expressed by local officials of many national organizations making annual charity appeals that if SNC's ban holds, it may be adopted by other cities with added restrictions.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday, 7:05 - 9:15 a.m.

Headley-Reed, National Representatives

WSYR Timekeeper, Elliott Goele

KATV (TV) Pine Bluff Opens Facilities in Little Rock

KATV (TV) Pine Bluff, Ark., operating on ch. 7, is now using additional studio facilities of KRTV (TV) Little Rock, which it recently acquired, the station reported last week. KATV maintains studios in both cities and is affiliated with ABC-TV and CBS-TV networks. Several of the KRTV staffers will be maintained as part of KATV's seven operation. John Fugate, former KRTV general manager, has been named manager of the Little Rock facilities. Bruce Compton, KATV national sales manager, remains in Pine Bluff.

James P. Walker is KATV general manager.

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96 Pages crammed with the boys of newest PHOTO TOOLS, CAMERAS, LABORATORY, ELECTRONICS, Special Purpose LENS, PROJECTORS, Lighting Equipment, Light Measuring Equipment, Etc. Enlargers, Etc., for Amateur, Commercial, Scientific or Industrial work.

Write for Catalog No. 134. Mr. White, Dept. B-7

BURKE & JAMES INC. 3215 Van Buren Chicago 12, Ill.
thus cutting off needed funds.

Terminating the edict "a form of censorship which has not been condoned by any court in recent years," Milton J. Brock Sr., president, United Cerebral Palsy Assn. of Los Angeles County, declared his group feels it has legal grounds for protest. He said the ruling is a "denial of the rights of freedom of speech and free enterprise."

"Present day telethons are simply television advertising," he said, pointing out that in the UCPA fund-raising appeal "station time is purchased outright" with "music and all phases of production paid for at union rates."

Following last year's telethon, expense reports show UCPA gave $30,045 to theatre authorities, which cleared entertainers for the events and in turn distributes its receipts to organizations of actors, crafts and other workers; $1,699 for station time; $7,084 for advertising and publicity.

Three NBC Cleveland Executives Get Promotions

PROMOTIONS of three WTAM-WNBK (TV) executives were announced last week by Lloyd E. Yoder, general manager of the Cleveland NBC stations.

Lawson Deming, WTAM operations supervisor, has assumed the additional duties of WTAM program manager. George W. Cyr, operations supervisor of WNBK, has also been named program director of that TV outlet. Mr. Walz, creative program manager for NBC Cleveland, has been appointed manager of continuity acceptance and public affairs for both WTAM and WNBK.

WTVR (TV) at Mid-Point Of Color Expansion Plans

WTVR (TV) Richmond's $200,000 program covering installation of color telecasting equipment at the station is 50% complete and the station should be ready to introduce color television by early summer, Wilbur M. Havens, president-general manager, said last week.

He said the additional equipment needed by the station for color television broadcasting will be installed as soon as it arrives. Ch. 6 WTVR, WMBG and WCOD (FM) Richmond are licensed to Havens & Martin Inc.

WNBW (TV) Sets Sales Record

A RECORD sales day was recorded March 25 by WNBW (TV) Washington, NBC affiliate. The station received bookings of over $50,000 for program sponsorship and spot announcements, setting a new record for a single day business, according to Joseph Goodfellow, director of sales.

Mr. Goodfellow also reported that the volume of business for March 1954 is "considerably in excess" of the same month last year.

Among the program sponsors that were signed are: Sunnybanks Margarine, Joe Pa- looza; Eversharp, Eversharp Theatre (film drama), and Safeway Stores, Ludlam's Lodge.

Cowling Named Gen. Manager Of KAVR; May Start Planned

CHARLES H. COWLING, West Coast manager of AM Radio Sales Co., and national sales manager of KMPC Hollywood, has been appointed general manager of KAVR, new 5 kw station on 960 kc, now being built in Apple Valley, Calif.

Appointment was announced by Newton T. Bus, president of the Apple Valley Broadcasting Co. and Apple Valley Building & Development Co. He estimated that the studio building, erected as a wing of Apple Valley Inn, represents an investment of more than $50,000. Station is scheduled to start operating May 25, preceded by an extensive promotion campaign, according to Mr. Cowling.
Fetzer Says TV Industry Will Profit by Ch. 12 Sale

Sale to the U. of Nebraska would promote new techniques in educational television and in training personnel.

A REAL contribution for the entire television industry will occur if new techniques in the presentation of educational programs and the training of qualified personnel are accomplished through his offer to sell ch. 12 in Lincoln, Neb., to the U. of Nebraska, John E. Fetzer, owner, said last week.

"My purpose in setting up a trusteeship under the direction of Mr. Byron J. Dunn as temporary custodian of ch. 12, was to make it possible at the option of the U. of Nebraska to operate a television station for the express purpose of developing new techniques in the field of educational programming," Mr. Fetzer said.

"My observation of the University indicates that it is amply qualified to carry on such a program. It has been my feeling for many years in radio and later in television that the problem of trained personnel was most acute. If the U. of Nebraska can accomplish these two purposes, then I believe a real contribution will have been made for the entire tv industry."

Mr. Fetzer explained that in setting up the trust agreement, Mr. Dunn will be the licensee of the ch. 12 facilities and that the U. of Nebraska will have first call to purchase the properties for $100,000. If the University is unable to accept this offer, Mr. Dunn has the authority to offer the facilities to other educational or charitable institutions, Mr. Fetzer explained.

If Mr. Dunn is unable to find a buyer by the end of two years he will return the ch. 12 permit to the FCC, Mr. Fetzer emphasized.

The U. of Nebraska has not bought the ch. 12 facilities, Mr. Fetzer made clear, nor will the grant revert to Mr. Fetzer if Mr. Dunn is unable to dispose of the station as reported in B&T last week [B&T, March 29].

Agreement

Mr. Dunn and Mr. Fetzer provide that, until the University decides whether to buy the plant or not, it may operate the ch. 12 transmitting facilities under Mr. Dunn's supervision, in cooperation with a Television Advisory Board to be appointed by the Chancellor of the University. Mr. Fetzer also offered the facilities of KOLN-TV studios to the students and faculty of the University in operating the ch. 12 installation during this interim period. Maintenance costs would be borne by Mr. Fetzer, it was made clear.

Mr. Fetzer bought KOLN-AM-TV Lincoln, Neb., last summer for $650,000. KOLN-TV, which operates on ch. 12. Last month, the FCC approved his purchase of KFOR-TV on ch. 10 in the same city for $300,000 on the condition that he dispose of his present ch. 12 facilities.

The arrangement with Mr. Dunn is the proposed compliance with that condition. Upon FCC approval, Mr. Fetzer will move his KOLN-TV, maintaining those call letters, to ch. 10. KOLN-TV will become a full NBC affiliate. It is now affiliated with ABC and Dumont.

In balance sheets submitted with the KFOR-TV transfer, the KOLN stations were shown to have total assets of $332,000 and Fetzer Broadcasting Co., the parent company, total assets of $2.4 million, both as of Nov. 30, 1953.

Gen. Clark Associates
With Jefferson Standard

THE ASSOCIATION of Gen. Mark W. Clark, president of The Citadel and former supreme commander of UN forces in the Far East, with the Jefferson Standard Broadcasting Co. [Closed Circuit TV, Nov. 30, 1953], was confirmed last week in an announcement by J. M. Bryan, president of the company.

Gen. Clark becomes a special consultant to the company on international affairs and will serve in an advisory capacity on matters relating to South Carolina educational and cultural affairs, Mr. Bryan said. He said Gen. Clark also has agreed to broadcast over Jefferson Standard radio and television facilities from time to time on public interest subjects.

Mr. Bryan said the arrangement was negotiated by Charles H. Crutchfield, executive vice president and general manager of the company.

Jefferson Standard owns WBT-WBTV (TV), Charlotte, N. C., and WBTW (TV) Florence, S. C., scheduled to start this summer.

Sun Oil Co. announced that Gen. Clark has been retained as guest commentator on its NBC Three Star Extra [At Deadline, March 29].

Irene Anthony, KFI V.P., Dies

FUNERAL services for Irene Kelly Anthony, 66, wife of Earle C. Anthony, owner of KFI Los Angeles, were held Wednesday in Forest Lawn Memorial Park, Glendale, Calif. Mrs. Anthony, who died March 27 after a heart attack, was a vice president and board member of Earle C. Anthony Inc., licensee, and Packard distributor. A son also survives.

BLAIR PROMOTES EASTMAN, DILCHER

ELECTION of Robert E. Eastman as executive vice president of John Blair & Co. and Charles F. Dilcher as vice president was announced Thursday by John Blair, president of the national station representative firm, following a meeting of the board. The appointments were effective Thursday, 21st anniversary of the company. Mr. Blair also announced that 1953 had been the largest sales year for John Blair & Co. and its associate company, Blair TV, culminating for the radio company 21 successive years of volume increases.

Mr. Eastman joined the Blair organization in 1943 as a radio salesman, later becoming national sales manager and a vice president. He will continue to serve as national sales manager of Blair & Co. in addition to his new duties as executive vice president.

Mr. Dilcher, newly named vice president, will continue as manager of the Chicago office of the Blair organization, a post he has held for the past two years.

Perley Named Manager Of KYOK Houston

CAL PERLEY, veteran broadcaster, has been appointed manager of KYOK (formerly KATL) Houston. Mr. Perley has had 19 years radio experience and was once manager of KLEE Houston (no longer in operation).

It also was announced that Robert Mabry, formerly with KNUZ-TV Houston, will be KYOK's commercial manager, and Webb Hunt, formerly with KATL, will be program director. KYOK was purchased more than a month ago by Jules J. Paglin and Stanley W. Ray Jr. It becomes the fourth station to carry their "OK" call.

Frigidaire Success

FRIGIDAIRE used a spot campaign on KELO and KELO-TV Sioux Falls to promote a cooking school in a theatre with such success that at its first session it had to turn away more than 3,000 people because the capacity of the theatre was only 1,000. Frigidaire repeated the show the next day to take care of the overflow. The firm was so pleased with the successful sessions that it is sponsoring a one-hour cooking school show on film on KELO-TV next Sunday at 2 p.m. As a merchandising assist, Red Owl Stores, a local chain of super markets, tied in all the products used on the show.

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WCAU-TV Increases Rates

WCAU-TV Philadelphia has announced general rate increases, effective April 1, to apply to all time categories except class D. This is the first general rate increase since September 1951. The new rate structure calls for a basic class AA rate of $2,400, and an overall increase of 20%.

$75,000 Paid for WGKV; Buyers Identified with WSAZ

ACQUISITION of WGKV Charleston, W. Va., by individuals identified with WSAZ Inc., Huntington, W. Va., for $75,000, was consummated last Thursday, subject to usual FCC approval.

Purchase of the NBC outlet is from Kanawha Valley Broadcasting Co., headed by R. M. and B. W. Venable, principal stockholders and Willard H. Erwin Jr., 30% stockholder. The station, established in 1939, operates on 1490 kc with 250 w. The transaction was arranged through the Blackburn - Hamilton brokerage firm.


WGMS to Handle Series For Library of Congress

WGMS Washington has reached agreement with the Library of Congress to handle broadcast distribution of the Library's internationally famous record concert series. The agreement was worked out between M. Robert Rogers, station president, and Harold Spivacke, chief of the Library's music division, with the approval of Verner W. Clapp, acting librarian of Congress.

Under the plan, WGMS will distribute the programs to stations by several means: Network lines, fm relay between stations and delayed broadcast by high fidelity tape recordings. WGMS is authorized to recover its costs in providing the service and participating stations will pay a fee of from $5 to $20 per program depending upon the size of the market. The programs last about 90 minutes and include as an intermission feature a round-table discussion on a literary subject moderated by the Library of Congress.

Since 1948, WGMS, known as the Good Music Station, has broadcast all of the Library's concerts in their entirety, and in December 1951 the station started to feed the concerts as a public service to an east coast network.

In February, WGMS began to identify the Library broadcasts as a noncommercial service of their new fm network, known as the Good Music Network. Immediately requests came to the station from all parts of the country asking if they could participate in the service. Mr. Rogers then proposed the new distribution plan.

STATION SHORTS

KSL-TV Salt Lake City announces the installation of a United Press facsimile machine in its newsroom, claiming it to be the farthest one West and the only such machine operating West of the Rockies.

KLZ Denver, Colo., moves to new building at 131 Speer Blvd., that city.

WTYP Decatur, Ill., announces rate increase effective April 15th, which raises from $200 to $250 one-time class A rate.

Strong Pull

... keeps viewers tuned to

KMJ-TV

Fresno • Channel 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. KMJ-TV is your best buy in the Valley.

Paul H. Raymer, National Representative
**NETWORKS**

**NBC WAITS SPONSOR BEFORE TESTING CONTROVERSIAL MINUTE-SPOTS PLAN**

Network is scheduled to begin the idea this week, but member stations haven't indicated they'll accept. Swezey, affiliates committee chief, says 80% have endorsed the plan—but this statement, too, is controversial, according to spokesmen for the network.

The success of NBC in winning acceptance of its plan for selling one-minute announcements in network radio programs, tentatively scheduled to start this week [B&T, March 1, et seq.], comes up to the target date still undetermined.

Network officials said they would not solicit affiliate approval until they have made a sale under the plan, which they had not done as of last Thursday. When a sale is made, they said, stations will be asked to clear it and thus will make their reactions known.

On the other hand, Robert D. Swezey of WDSU New Orleans, chairman of the NBC Radio Affiliates Committee and leader of a subcommittee which endorsed the plan, wrote stations that NBC sources had told him "that over 80% of the affiliates have already accepted it.

NBC spokesmen explained this seeming contradiction as either a misunderstanding or perhaps a reference to informal discussions which network authorities undoubtedly have held with some stations individually to appraise the plan's prospects. They reiterated that affiliates have been informed about the plan but have not been asked to indicate acceptance or rejection.

Mr. Swezey's statement was contained in a letter, made public last week, which he sent to stations to report that he had received seven requests for a general meeting of affiliates to discuss the spot-announcement proposal but that "in the circumstances" he saw no justification for such a session—that indeed, he thought affiliates showed themselves in "the thinking" about a more fundamental problem.

While there is "no reason why any group of affiliates cannot meet and discuss the immediate proposal or any other matters of mutual interest," he said it seemed to him that "there is at the moment less need for congregation than for celebration." He said he considered the network participation proposal "merely one small facet of a much larger question" that he asked the affiliates individually to ponder and submit suggestions on.

That question:

"What major changes will occur in the radio industry in the years and what steps can we as network affiliates take to assure ourselves and our network strong competitive positions in the changing pattern of the industry?"

Affiliates had evidenced that question, if submitted to the affiliates committee, might well result in "some concrete proposals for thorough consideration by a general meeting of the affiliates and possible recommendations to the network officials," Mr. Swezey wrote.

Nevertheless, protests against the spot-announcement plan continued to be heard, with reports that affiliates in at least 15 major spots have made up their minds to reject it even though it carries the blessing of most members of the seven-man group, headed by Mr. Swezey, who discussed it with NBC officials in advance.

Hanna Opposes Plan

One member of that subcommittee who has openly opposed it is Robert Hanna of WOY Scheneectady, who branded it "another short-range expense," measure that "cannot begin to solve the network's financial problems" and "will lead to a weakening of the stations and consequently of the network and the radio medium as a whole." [B&T, March 8]

The proposal provides that NBC may sell one-minute participations in certain programs—not more than four programs in addition to its present Weekend (Sun., 4-6 p.m.), Road Show (Sat., 2-6 p.m.), Big Preview (Sat., 7:30-9:30 p.m.), and the three-quarter-hour strips that constitute the "Three Plan."

Last week NBC designated one of the additional programs that will come under the plan. It is a new Sunday night show that will start April 18 and feature Dave Garroway, and will be heard at 8-10 p.m. An advertiser may buy one or more participations in this program at $2,000 gross for time and talent per participation, and 16 such participations will be available in each two-hour period.

The program probably will include taped excerpts from NBC-TV's early-morning Today program, which also features Dave Garroway, but will also have new material, records, news, etc.

Meanwhile, NBC announced last week that it had just signed Carter Products to the longest contract yet placed on the "Three Plan," but officials said the contract did not come under the participation proposal which is in controversy. Carter Products signed on a 52-week basis for a participation per week of one of the three "Three Plan" strips involved—Second Chance (11:45 a.m. to noon); Fibber McGee and Molly (10:40-10:50 p.m.); and It Pays to Be Married (5:45-6 p.m.).

A distinguishing feature of the sales format for "Three Plan" is that its advertisers have been required to buy at least three participations per week, whereas in other participations programs they have bought only one.

Mr. Swezey told B&T he had been informed by NBC "that 80% of affiliates had indicated apparent willingness to go along with the spot plan."

No Oratory Contest

"What happens next?" Mr. Swezey asked. "I have no reluctance to call a meeting. But I have no interest whatever in summoning an oratorical contest or gripe session. Can anybody offer any ideas?"

Text of Mr. Swezey's letter to affiliates follows:

At this writing I have received seven requests that the general meetings of network affiliates group be held to consider the NBC network participation proposal. Mr. Swezey, in his letter to you, set the subject-matter of your affiliates Committee report (Feb. 24, and Mr. William Fineshriber's letter of March 5).

In my view the NBC affiliates have already accepted the plan. In the circumstances, it seems apparent that your Committee would not be needed for a general meeting of the affiliates, particularly in view of the inconvenience and expense involved.

There is, of course, no reason why any group of NBC affiliates could not meet as a group to discuss the network participation proposal or any other matters of mutual interest; freedom of the press, for example, is still one of our Constitutional privileges. It seems to me, however, that there is at the moment less need for congregation than for celebration.

The network participation proposal is merely one small facet of a much larger question which lends itself to this simple division: (1) changes which will occur in the radio industry within the next few years; and (2) what steps can we, as network affiliates, take to assure ourselves and our network a strong competitive position in the changing pattern of the industry.

This dichotomy will find no solution in meetings, empty talking, and resolutions. The solution lies in hard thinking—a solitary and distasteful task.

May I respectfully suggest that each one of us interested constitute himself a committee of one to study the question proposed above, and that he send for further information to the NBC Committee a memorandum of his reasoning and conclusions. Your Communities and your Committee can then integrate the suggestions, and may well end up with some concrete proposals for thorough consideration by a general meeting of the affiliates and possible recommendation to the network officials.

In the meantime, I am still confident that, as I said in a previous letter, NBC can be reasonably expected to do under its present plan some permanent and beneficial work upon our business and our medium.

**Color Interconnection Dates Given by NBC's Shelby**

The SCHEDULE of color tv interconnections, promised by AT&T, was made known last week by Robert E. Shelby, NBC director of color tv system development.

Following cities are due to be color-interconnected on date listed:

April 1: Providence, Calif.; April 15: Providence, Boston; May 1: Kansas City; Oklahoma City; Port Worth, Dallas, Tex.; Columbus, Ohio; June 1: Jacksonville, Fla., and Miami; June 15: Syracuse, Utica, N. Y., Schenectady, N. Y., Dayton, Ohio, Columbus, Ohio, Hamberton, W. Va., Richmond, Atlanta, N. Y., San Antonio; August 15: Winston-Salem, N. Y., Atlanta, Memphis, New Orleans, Jackson, Miss.; Aug. 1: Louisville, and Grand Rapids, Mich.; Sept. 1: Fort Lauderdale, Fla.

Mr. Shelby made the announcement at a news conference prior to NBC's Washington pickup of its Home show in color March 31. He also expressed the belief that, for color, said that the network would begin charging for color telecasts this fall. He also said that on May 9, all of NBC's major live programs, with some exceptions, will have been colorcast at least once. Production costs for
color programs have been about what was expected, Mr. Wood said, about 25% above black and white outlays. However, he pointed out, as producers, directors and scene designers become more skilled in color work, that figure will come down somewhat.

Among the 90-minute color "spectaculars" which are due to be presented beginning this fall [B&T, March 29] will be the closing night of the Barnum & Bailey circus in New York, Mr. Wood said. He also said the "spectaculars" would run every fourth week on Mondays from 8 to 9:30 p.m., and Saturdays from 9 to 10:30 p.m.

WLS on ABC Fulltime
After Merger with WENR
Chicago station promises programs of both WLS and WENR stars, ABC Radio and new features. It will air news and weather reports every hour.

WLS Chicago last Thursday became a fulltime affiliate of ABC Radio on 890 kc, amid salutes from network programs and WBKB (TV) Chicago, ABC一颗. Using the identification, "the new fulltime WLS, your Prairie Farmer station," WLS promised readers, in full-page newspaper ads, leading stars of WLS and WENR, with which it previously had shared time, and of ABC Radio, as well as new features. It plans to stress news, and weather reports every hour on the half-hour, as well as its traditional farm programming format. It will sign on at 5 a.m. weekdays and 6:30 on Sundays, signing off at midnight.

Among the programs welcoming the station as a full timer were The Jack Bench Show, Bill Stern's sports review, Captain Starr, Three City Bysine and Turner Calling. WBKB also contributed greetings and short salutes throughout the day.

WLS is carrying about three or four hours of ABC Radio shows each weekday, including the network's block of morning serials after the traditional Breakfast Club. These include My True Story, Whispering Streets, Modern Romances, When a Girl Married, and Ever Since Eve. Popular ABC features will number Walter Winchell, Town Meeting of the Air, The Metropolitan Opera, The Adventures of Ozzie & Harriet and The Greatest Story Ever Told.

WLS will carry Ulmer Turner and Paul Harvey, two former WENR newscasters, but some WENR programs were dropped. Only three persons, including Arthur Harre, former WENR manager and new second vice president of WLS, and salesman John Norman, moved to WLS.

The station reported Thursday it is completely sold out after 8:30 p.m. weekdays, with Polk Bros, having bought a 10:30-12 midnight strip for its Western Jamboree. Another program, Harry Jackson, will fill the remaining hours. WLS artists will blanket the 2-5 p.m. period.

WLS expects to report its plans at a luncheon in the Sheraton Hotel today (Monday).

The WLS-WENR merger was announced in February and approved by the FCC, with a new corporation emerging as WLS Inc. in March [B&T, March 15, Feb. 8].

AT&T Adds TV Service
WTRI (TV) Schenectady and WSLV-TV Jackson, Miss., have been connected to the AT&T nationwide network of TV facilities, making TV network program service available to 287 stations in 182 cities, AT&T reported last week.

HARRY KOPF DIES;
NBC CHICAGO V.P.
FUNERAL services were held last Tuesday for
Harry C. Kopf, 51, vice president and general manager of NBC odo WMAQ and WNBQ (TV) Chicago and 25-year veteran with that network.

Mr. Kopf was stricken with a heart attack late on the evening of March 26 at the home of Mr. and Mrs. Rolla Priddle, his sister and brother-in-law. Funeral services were conducted at Hebblewaile Funeral Home in Evanston, Ill., with interment at Oak Woods Cemetery.

A native of Shawnetown, Ill., where he was born Dec. 26, 1902, Mr. Kopf joined the NBC Chicago sales staff in 1931. He was appointed NBC Central Division sales manager in 1939 and became general division manager the following year. He was elected a vice president of NBC in 1941 and transferred to New York in 1946 as vice president in charge of sales.

In 1950 Mr. Kopf returned to Chicago as vice president in charge of WMAQ and WNBQ and through the years was credited with keeping both outlets in the forefront of broadcasting. WNBQ achieved stature as one of the most successful TV operations in the country, under his administration, winning prominence as originating station for many NBC-TV shows.

Mr. Kopf also was recognized as one of the leading radio-TV sales executives in the industry, working closely with such advertisers as General Mills, Procter & Gamble, Woolbury, Andrew Jergens Co., & Brown & Williamson Tobacco Co., among others.

Mr. Kopf attended school in Chicago, including the U. of Illinois where he majored in advertising and sales and received a B.S. degree. He joined the old Chicago Herald-Examiner in local advertising display and later was sales-advertising representative of System magazine and the Literary Digest.

Mr. Kopf is survived by a brother, John, and sister.

Lowe to Head DTN News,
Public Affairs Department
REORGANIZATION of the News and Public Affairs Department of the DuMont Television Network was announced last week by James L. Caddigan, director of programming, with David Lowe, producer-director, appointed acting manager.

Mr. Caddigan said the department will cover the entire field of public affairs, news and special events, excluding sports programs. He said the move is designed to increase live coverage of special events and news by the network, and added that the regular schedule of news shows four times a day will continue.

On Mr. Lowe's staff will be Cameron Cornell, news editor; William Dalzell, staff writer, and Ann Powell, who will handle scheduling of public service announcements.

WBEN has personalities-plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.

Call or Write any CHRISTAL Office in New York,
Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION
April 5, 1954 • Page 89
CBS INC. REPORTS '53 WAS BEST YEAR, WITH EXPANSION IN ALL DIVISIONS

Company's revenue reached $313 million while net income hit $8.8 million. Chairman Paley and President Stanton cite three developments affecting the future: tv station growth, color tv and high-fidelity. They express confidence in 1954 CBS and industry outlook.

WITH EACH of its operating units increasing its sales volume over the preceding year, CBS Inc. enjoyed "the most successful year" in its history in 1953 and looks for "continuing growth" in 1954, Board Chairman William S. Paley and President Frank Stanton said last week in the annual report to stockholders.

They said gross revenues and sales reached a record $531,908,000, up 24.6% from 1952, while consolidated net income, also at a new high, totaled $8,894,642 ($3.80 a share) as against $6,445,506 ($2.75 a share) for the preceding year.

The report covered the activities of CBS Radio, CBS Television, Columbia Records Inc., CBS-Hytrons, CBS-Columbia, and CBS Labs—with individual reports by respective heads of these units—and also pointed out that CBS International established a new division which will handle export sales of products of the company's manufacturing units.

Three Important Events

Messrs. Paley and Stanton cited "three extremely important events (of 1953) affecting the company's future growth": (1) tv station expansion which saw 228 stations commence operations during the year; (2) FCC approval of NTSC compatible color standards, and (3) "an amazing wave of enthusiasm towards high-fidelity reproduction of phonograph records" that "swpt the country and reached unprecendented proportions."

Referring to these developments and surveying the outlook for 1954, Chairman Paley and President Stanton said:

"We wish to express our great confidence in the strength and soundness of the country's economy and in the continuing growth of our industry, and of CBS..."

"It is tempered only by the uncertainties as to the speed of color television's growth and its effect on the sales of black and white receiving sets. In addition to overhead costs still rising and the development expenses of introducing color television will inevitably be abnormally high. We are confident, however, that these can be brought into balance within a reasonable time and that color television will over the long term prove to be an additional and substantial asset to our business."

In his summary, President Adria Murphy of CBS Radio said this division in 1953 "sold more units of time than in 1952 and also had a 5% greater dollar volume of sales. For the full year its advantage over its nearest competitor in dollar volume was 38%, compared with 24% the year before. The demand for daytime availabilities on the CBS Radio Network continued to exceed the supply, and the network was completely sold out from Monday through Friday." Mr. Murphy noted that three leading advertisers returned to nighttime CBS Radio during 1953—Manhattan Soap Co., Toni Co., and Longines-Wittnauer Watch Co.—and that General Electric Co. expanded its time on the network from one nighttime hour to two.

Reviewing CBS Radio's programming, Mr. Murphy said that "for the entire year, the network attracted larger program audiences than any other network, averaging 18% more homes at night, 17% more during the daytime hours. In every nation-wide audience report CBS Radio had more of the most popular programs and personalities than all other networks combined."

Number of CBS Radio affiliates grew from 215 to 219.

CBS Television President J. L. Van Volkenburg said in his summary that "advertisers' use of television made 1953 the biggest year in the history of broadcasting, and more of their funds were invested on CBS Television than on any other network.

CBS television showed the greatest increase in dollar volume, a gain of more than $28 million over 1952. This was a 41% rate of increase compared with 22%, 16%, and 15% for the other networks.

There was another significant testimonial to the network's advertising effectiveness. It was the continuity of its sponsors' schedules. Only three of CBS Television's 98 advertisers during 1953 interrupted their sponsorship during the summer—and these were for special reasons."

Reviewing CBS-TV program developments during the year, Mr. Van Volkenburg said the network continued to concentrate its efforts on the development and use of high energies in creative network programming, and further increased the nation's preference for its shows and performers. Color programming during 1954 will be expanded from the current weekly schedule, will include colorcasts of sponsored programs from New York, and, later in the year, will include network origination from CBS Television City in Hollywood, Mr. Van Volkenburg reported. He pointed out that CBS-TV has acquired the RKO 81st Street Theatre in New York for color studios in addition to the color studio at CBS headquarters, and 10,000 square feet of Television City is being converted for color in Hollywood.

During 1953, the summary noted, CBS-TV's interconnected group of affiliates grew from 66 to 115, while the total network increased from 74 stations to 157.

Record Sales Upsurge

James B. Conkling, president of Columbia Records Inc., called attention not only to the upsurge in record sales, but to CRI's first full year in the phonograph business and the public response to its high-fidelity "360" phonograph, plus completion of plans for "the most extensive and revolutionary manufacturing program in the history of the record industry."

Charles F. Stremeyer, who has succeeded Bruce A. Coffin as president of CBS-Hytron, the CBS tube division, cited that unit's introduction of the CBS-Colortron, a tri-color tube whose outstanding features were described as "its simple design, its lower cost, and its reader adaptability to mass production in large sizes."

He said industry acceptance of "its high standard" that mass production was scheduled to start in March, and that "as soon as tooling is completed, the CBS-Colortron will be produced in a substantially larger size."

Summarizing other activities of CBS-Hytron, Mr. Stremeyer said "ground was broken for a huge new picture plant at Kalamazoo, Mich. A new transistor plant was opened at Lowell,
Mass. Sales in dollars were 28% higher than for the preceding year."}

Seymour Mintz, who has succeeded David H. Cogan as president of CBS-Columbia, said manufacturing division, said sales of CBS-Columbia TV receivers "increased in 1953 by 30%, compared to the industry's average of 11%." He also called attention to the introduction of the Columbia "360" sound system into many models of its TV line; its work on color sets; its expanded sales program, and the opening of its new plant at Long Island City.

Peter C. Goldmark, president of CBS Labs, said major accomplishments of that division in 1953 "covered the fields of NTSC color television studio equipment, home color receivers, color tubes and phonographs." The Labs developed the Chromacoder system which "provides simplification in the operation of color television studio equipment and permits greater economies in operation," and also, among other developments, designed and built a color film pickup device operating on FCC-approved standards.

RCA COLOR STRIPE UNIT READY SOON

Local TV stations equipped with new generator will aid servicemen in adjusting color sets. The Stripe is barely discernible in monochrome.

RCA's color stripe generator, for use by TV stations equipped for color in broadcasting a narrow marginal green-yellow stripe to aid servicemen in checking on the operation of color receivers [BT, March 22], will be available on or about May 15 at a price of approximately $500. E. C. Cahill, president, RCA Service Co., said Thursday at a trade news conference in New York.

Demonstration of the equipment revealed that in the home color set it produces a thin green-yellow stripe along the right-hand side of the picture, which was noticeable but not disturbing to viewers if it is on during reception of a black-and-white telecast. On a monochrome receiver, the stripe shows up in pale gray, scarcely observable. Mr. Cahill reported that extended tests in Baltimore and New York had failed to evoke a single comment from the viewing public.

RCA's proposal, however, is that the color test generator be used only during station breaks, at 15-minute or half-hour intervals.

Because good reception from one station does not insure good reception from all, every station that is equipped to broadcast network or local programs in color should add a color stripe generator to its basic color equipment, Mr. Cahill said. This generator will also serve as a continual check on the quality of the station's color signal, he noted, and perhaps give warning of set trouble in time for it to be corrected in advance of the station's next scheduled colorcast.

Also demonstrated at the conference were a portable dot-bar generator for making convergence adjustments in the receiver, a color bar generator to produce multiple color patterns on the receiver screen and a five-inch dual-band width oscilloscope for observing the color-burst signal and checking the operation of the color-burst circuit. The dot-bar generator will be priced at about $150, the color bar generator at about $250 and the oscilloscope at about $400. All will be available in about 60 days.

The idea of transmitting regular periodic color test signals such as the green stripe produced by the RCA device has been informally approved by the service committee of RETMA and by a group of observers from NARTB, RCA reported. The FCC, following a demonstration, noted that the test bar is "not objectionable" on black-and-white sets and stated that the proposed transmissions do not violate any of the Commission's rules.

DuMont Distributors Become Incorporated

ESTABLISHMENT of the factory-owned distributorships of Allen B. DuMont Labs in New York, New Jersey, Florida, Illinois and Indiana as separate corporations was announced Thursday by Dr. Allen B. DuMont, president of the parent organization, who also will act as president of the new Florida corporation. Charles H. Coombs, who joined the organization earlier this year, becomes vice president and general manager of DuMont Florida.

Philip P. Geth, manager of the DuMont New York factory branch since last October, is president of DuMont New York. B. L. Graham is treasurer; Edwin A. Falk, secretary, and George Etkin, assistant secretary. Irving Sarlin, who joined DuMont as New Jersey distributing branch manager early in 1952, will be president of DuMont New Jersey, with Messrs. Graham, Falk and Etkin holding the same posts as they do with DuMont New York.

William H. Kelley, vice president of DuMont Labs in charge of marketing, has been made president of DuMont Illinois and DuMont Indiana. H. Joseph Sarlin becomes vice president of DuMont Illinois.

Emerson '54 TV Sales Up

EMERSON Radio & Phonograph Corp., New York, announced last week that sales of television receivers during February were 14% higher than in January and that combined sales for January-February showed an increase of 31%.

WFIG Sumter, S. C., observing its 14th anniversary, signs with Gates Radio Co. to increase power from 250 w to 1 kw with a three-tower array. Signing, F. B. Creech Sr., WFIG Inc. president. Others (l to r): Dick Spruill, Gates sales engineer; F. B. Creech Jr., commercial manager, and Doug Youngblood, general manager.

Gates offers for immediate delivery the new series TP Holmes TV projector—brand new design throughout. New positive drive to assure wood free performance even with small 100' reels and short leaders.

Complete unit includes 2" lens. (2) 1000 watt lamps, preamplifier, 1600' reel, spare exciter lamp and 3-point pedestal—ready to produce the finest picture and sound you have ever experienced.

Price complete F. O. B. Quincy, Illinois ... $2385.00. Immediate delivery.

NEW Holmes "TP" television projectors

GATES RADIO COMPANY

Quincy, Ill., U. S. A.

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Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>TRANSMITTER SHIPMENTS</th>
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<tbody>
<tr>
<td></td>
<td>Power</td>
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<td></td>
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<tr>
<td>Gatsbys Radio Co.</td>
<td>Community Service Radio</td>
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<td>WAFB Baton Rouge, La.</td>
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<td></td>
<td>General Electric Co.</td>
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Mr. Skinner Named V. P.

For Philco TV Division

JAMES M. SKINNER Jr., for the past two years vice president in charge of distribution for Philco Corp., has been appointed vice president of Philco's Television Division, Frederick D. Ogilby, division vice president - general manager, said last week.

Mr. Ogilby said Mr. Skinner, who is becoming general manager of the division with the new position, will help coordinate all activities of the Television Division, including product planning, manufacturing, engineering, advertising, sales promotion and sales.

DeForest Discloses Patents

On Color Tube, Tape System

PATENTS for a tv color tube and a video tape recording system have been applied for by Dr. Lee DeForest, pioneer in technical development of present-day radio and television, he revealed to B & T last week.

The DeForest color tube utilizes an NTSC tube chassis and signal, conforming to adopted standards, but would transmit colors directly onto a fluorescent screen, not through a plate as in the present RCA tube, he said.

Manufacture of the DeForest tube would be "much cheaper," he stated. He explained his tube uses only one grid and directs light beams in sequence from one color to another in the form of straight lines over the face of the tube. Main feature is the use of deflecting magnets and tubes to separate beams into criss-crossing, rather than parallel switching lines, rotatong the beam as it travels.

The inventor said ruling lines on the face of a tube was a much simpler, thus less expensive, process than present practice of painstakingly setting down and lining up dots.

Dr. DeForest's video tape recording system, covered by a patent application dated last April, utilizes sprocket-driven 35 mm tape. Advantage of the wider tape is a much lower footage-per-second use rate, he said.

DuMont Labs Promotes Bayer

LEONARD A. BAYER, engaged in work on commercial tv equip-

ment, industrial color tv systems and gov-

ernment radar proj-

ects for Allen B. Du-

Mont Labs since 1946, has been named manager of the product engineering department of DuMont's Communication Products Div., which manufactures tv studio and transmitting equipment, industrial tv systems, and two-way mobile radio communication systems. He has been in the engineering field 18 years, including 12 in tv and radio.

MANUFACTURING SHORTS

Stephens Manufacturing Corp., Culver City, Calif., announces production of a new 12-inch coaxial speaker identified as 12AX. It has a nominal impedance of 12 ohms with power capacity 20.

Graybar Electric Co., N. Y., has concluded agreement with Magne-Tronics Inc., N. Y., for national distribution rights to Magne-Tronics' long-playing pre-recorded tape for use on tape reproducing equipment as background music in hotels, restaurants, banks, factories and supermarkets.

Sylvania Electric Products Inc. announced that it had notified its regional managers, district managers, salesmen and distributors that prices on its tv picture tubes would be reduced across-the-board 10% to 15% at the retail level. The price reduction was adopted, a spokesman said, to "establish some stability in the fast-moving changing price structure of the industry."

Gray Research & Development Co., Hartford, Conn., last week announced production of an improved Gray 3-B single lens Teleroctor for projection of standard 35mm transparent slides by tv stations. A spokesman said that by means of a push-button operation, either locally or at a remote location, the new unit can provide uninterrupted sequence in tv commercials, news photographs and station break signals.

Amplifier Corp. of America, N. Y., announces the Magnemite 610A long playing battery operated portable tape recorder, bringing to six the number of self-powered recorder models in the Magnemite series designed for all types of field recording. Complete technical specifications and prices may be obtained by writing to the company at 398 Broadway, New York 13.

General Instrument Corp., Elizabeth, N. J., has announced a new combination all-channel vhf-ultra tuner which it describes as "smaller, lower-priced, higher in performance and more adaptable than any previous model." Tooling has been completed and production scheduled to start in early April.

Phaestron Co., South Pasadena, Calif., announces complete line of custom panel instruments (non-ruggedized and non-sealed) for applications not subject to extreme shock. Custom metal-cased instruments, both bevel and round shaped, meet JAN-1-6 and MIL-M-6A specifications, incorporating same basic movements and ruggedized instruments, except for shock mounts.

FOR THE RECORD

Guests Attending Testimonial Dinner for Judge Justin Miller, Retiring Chairman of NARB

(See story on page 43)

Adams, Mr. Ernest, WHIO-TV Dayton; Adelson, Mr. William; Adelson, Mrs. William, ABC; Akers, Mr. Floyd, Capitol Cadilac-Olds-

Buick Co., Albertson, Mr. Fred W., attorney; Allerton, Mr. W., & Mrs. W., Bicknell, Mr. E. B.; Anderson, Mr. Ray, office of Sen. Potter; Anderson, Mr. Robert P.; Arnoff, Mr. Samuel, Rep. George W. (D-Ala.); Arness, Mr. John P.; Arness, Mrs. & Mrs. E. W., ARNOT; Arnow, Mr. & Mrs. Campbell, WTAR Norfolk, Va.; Askin, Mr. Leslie G., WPTV (TV) Washington; Atlas, Ben, Billboard, Tide Baker, Mr. Gladde, Mr. Warren E., FCC general counsel; Ball, Mr. & Mrs. Frederick, attorney; Banks, Mr. Charles R., Bennett, Mr. Harry, NBC; Barnes, Asst. Atty. Gen., Mrs. Stanley, Dept. of Justice; Barr, Mr. & Mrs. and Tast et, party; Barnett, Mr. Robert T., FCC; Bassett, Mr. James, Republican National Committee; Batters, Mr. & Mrs. John Henry, Capitol Radio Engineering Institute; Baudino, Mr. & Mrs. J. E., Westinghouse; Bixby, Mr. & Mrs. Gates, Mr. Ted, Broadcasting - Telecasting; Beckman, Mr. Alfred, ABC; Bell, Mr. & Mrs. Howard H., NARB; Belise, Colonel & Mrs. Tom; Benneker, Mr. Ted, Dum. TV Tel-

BROADCASTING • TELECASTING

MIDWEST

TWO (2) NETWORK STATIONS

$150,000.00

$175,000.00

These two network stations serve adjacent markets, are owned by the same company. In addition certain television options for minority stock go with the deal. Properties make good money—but can make more. Possible to buy station separately. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN • HAMILTON COMPANY

RADIO-TElevision BROKERS

WASHINGTON, D. C.

James W. Blackburn

William T. Stubfield

Washington Bldg

Sterling 3-4941-S

SAN FRANCISCO

Lester M. Smith

235 Montgomery St.

Exhbrook 2-6772

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FULLTIME LOW-FREQUENCY REGIONAL

$175,000.00

Due to television consolidation this profitable regional must be sold under duopoly regulations. Valuable real estate—beautiful installation—well operated. Money-maker.

Number one station in field of three. Action required on this station—some terms.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
March 25 through March 31

Includes data on new stations, changes in existing stations, ownership changes, rules & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

AM FM TV
Licensed (all on air) 2,522 525 101
CP's on air 7 29 978
CP's not on air 126 19 198
Total on air 2,529 541 579
Total authorized 2,597 572 577
Applications in hearing 129 8 83
New station requests 54 3 59
Facilities change requests 141 22 262
Total applications pending 887 106 262
Licenses deleted in Feb. 1 2 9
CP's deleted in Feb. 0 0 5

* Does not include noncommercial educational tv and stations.

Authorized to operate commercially.

Am and FM Summary through March 31

On Air Licensed CP's ing Pending Hearing
Am 2,522 224 154 165 36
FM 562 533 58 2 4

Television Station Grants and Applications
Since April 14, 1952
Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Type</th>
<th>VHF</th>
<th>UHF</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>223</td>
<td>502</td>
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<tr>
<td>Educational</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Type</th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>127</td>
<td>129</td>
</tr>
<tr>
<td>Educational</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Type</th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend.</td>
<td>124</td>
<td>515</td>
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<tr>
<td>Educational</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>Commercial</td>
<td>525</td>
<td>525</td>
</tr>
</tbody>
</table>

Total 239 377 733 551 1,284

Sixty-two CP's (12 VHF, 50 UHF) have been revised.

One applicant did not specify channel.

Includes 29 already granted.

Includes 352 already granted.

APPLICATIONS AMENDED
Boston, Mass.—Columbia Bestg. System Inc. amends bid for new tv station on vhf ch. 5 to change ERP to 851 kw visual, 45.7 kw aural; transmitter location to 500 ft. W. of Needham St., next to post office. Granted March 14, above average terrain 1006 ft. Filed March 24.

Beckley, W. Va.—Daily Telegraph Printing Co. amends bid for new station on vhf ch. 6 to change ERP to 25 kw visual, 141 kw aural; antenna height above average terrain 298 ft. Granted March 20, above average terrain 298 ft. Filed March 24.


KFLY-TV, La. — Edwin Welch, SECRETARY-TREASURER and vice-president-Stockholder WRRZ, and 18.3% stockholder WJTR, Granted March 20, above average terrain 649 ft. Filed March 24.

Applications DISMISSED
Eugene, Ore.—Television Air Ways Inc. FCC dismissed bid for new station on vhf ch. 6 for lack of prosecution. Dismissed March 23.

Existing Tv Stations

AGENCIES

KPMH-TV San Diego, Calif.—Weathers-Alvarez Inc. granted modified CP for vhf ch. 8 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 750 ft. Granted March 22; announced March 30.

WALB-TV Albany, Ga.—Herald Pub. Co. seeks modification of CP for vhf ch. 10 to change ERP to 112 kw visual, 56.2 kw aural; antenna height above average terrain 169 ft. Granted March 26; filed March 24.

KVVY-TV (STV) Sioux City, Iowa.—Cowles Bestg. Co. granted CP for vhf ch. 9 to change ERP to 91 kw visual, 81 kw aural; antenna height above average terrain 700 ft. Granted March 25; announced March 30.

KVLY-TV Lafayette, La.—Camelia Bestg. Co. granted modification of CP for share-time on vhf ch. 10 to change ERP to 45 kw visual, 18.9 kw aural; studio location to transmitter site at 17 miles N of Lafayette; antenna height above average terrain 4473 ft. Granted March 25; announced March 30.

KGMV-TV Cape Girardeau, Mo.—Bcstg. System Inc. granted modification of CP for vhf ch. 18 to change ERP to 17.5 kw visual, 9.7 kw aural; transmitter location to studio location at 17 miles of Cape Girardeau on Coker Knob; antenna height above average terrain 4840 ft. Granted March 25; announced March 30.

WQXN-TV Cincinnati, Ohio—Robert W. Bunstead granted CP for vhf ch. 54 to change ERP 129 kw visual, 78.6 kw aural; transmitter location to Matson Place Cin- cinatti; antenna height above average terrain 330 ft. Granted March 26; announced March 30.

WQCY-TV (TV) Allentown, Pa.—Queen City TV. granted modification of CP for vhf ch. 30 to change ERP 250 kw visual, 85 kw aural; studio location to 902 Hamilton St., Allentown; antenna height above average terrain 930 ft. Granted March 27; announced March 30.

BROADCASTING • Timecasting

Page 94 • April 5, 1954
New Am Stations . . .

**New Am Stations . . .**

**ACTIONS BY FCC**

Shreveport, La.—Northwest Louisiana Bstg. Corp. granted $300 to change ERP to 374 kw visual, 11.8 kw auditory, 520,000 people. Granted March 30.

**Applications**

**KREZ (TV) Corpus Christi, Tex.—** Granted $300 to change ERP from 29 kw to 37 kw, antenna height above average terrain from 450 ft. to 370 ft. Granted March 24; announced March 22.

**WTVC-FM Norfolk, Va.—** Commonwealth Bstg. Corp. granted $300 to change ERP from 196 kw visual, 88.1 kw auditory, 1,700,000 people to 89.7 kw visual, 12 kw auditory, 200,000 people. Granted March 16; announced March 22.

**WJM-FM Palmetto, Fla.—** Portage Bstg. Co. granted $300 to change CP to 125 kw visual, 200,000 people. Granted March 30.

**Applications**

**KQTR (FM) Yuba City, Calif.—** John Steventon, FCC deleted CP on ch. 32 to request station at 630 ft. Granted March 16; request canceled March 19.

**KFCJ (TV) Salem, Ore.—** Lawrence A. Harvey, principal and treasurer; Joseph F. Dragsten, manager, sought to change station to 1,700 ft. Granted March 31; request canceled at request of station.

**CALL LETTERS ASSIGNED**


**APPLICATIONS**

**Hardware Radio & TV Co., Warner Robins, Ga.**—Robert B. Robards, sr., Jr. granted $100 to change ERP from 12 kw to 20 kw, antenna height above average terrain from 450 ft. to 570 ft. Granted March 15.

**Discontinuance of Construction of Ch. 138 Bstg. Co.**—Granted March 31; announced March 22.

**Changes from Same Class**


**WJFP (FM) Chicago Heights, Ill.—** Chicago Heights Bstg. Co. granted $300 for license and delete station on ch. 36.

**Applications**

**KMVF (AM) Mt. Vernon, Ill.—** Vernon Radio & TV Co. granted license for control to a Delaware corp. of the same name. No consideration involved as these are retained for identical interest. Granted March 25.

**Applications**


**KTVN (TV) Redding, Calif.—** William E. Storer, president and treasurer; Leonard H. Gorman, manager; Charles E. Niles, sr. granted $300 for voluntary assignment to Thomas E. Grant. Granted March 22.


**Applications**

**KPRQ (TV) Iowa City, Iowa—** Robert C. Hacker, manager. Granted March 30; announced March 22.

**Applications**

**KZJQ (FM) Columbus, Ohio—** Robert C. Hacker, manager. Granted March 30; announced March 22.

**Applications**

**APPLICATIONS**

**WJFP (FM) Chicago Heights, Ill.—** Chicago Heights Bstg. Co. granted license and delete station on ch. 36.

**Applications**

**WMEC (TV) Abilene, Tex.—** John, Virgin Islands Co. granted $300 for voluntary assignment to P. J. Francis J. Matrangola, 300 ft. Granted March 30; announced March 22.

**Applications**

**KQOT (FM) Albuquerque, N. M.—** Francis J. Matrangola, manager. Granted March 30; announced March 22.

**Applications**

**KQTV (FM) Westfield, Wis.—** Freeman B. Hughes, manager. Granted March 30; announced March 22.

**Applications**

**KHSI (AM) Hillsboro, Tex.—** Harold G. Singleton, manager. Granted March 30; announced March 22.

**Applications**

**WJON (FM) Milwaukee, Wis.—** Robert C. Hacker, manager. Granted March 30; announced March 22.

**Applications**

**KZMO (FM) Wellston, Okla.—** Gordon W. J. Davis, manager. Granted March 30; announced March 22.

**Applications**

**KLEA (FM) Winnfield, La.—** Henry E. Johnson, manager. Granted March 30; announced March 22.

**Applications**

**WBMW (FM) Elyria, Ohio—** W. M. Black, manager. Granted March 30; announced March 22.

**Applications**

**KZJQ (FM) Columbus, Ohio—** Robert C. Hacker, manager. Granted March 30; announced March 22.

**Applications**

**KGSQ (FM) Corpus Christi, Tex.—** Richard C. Brandt, manager. Granted March 30; announced March 22.

**Applications**

**KQTO (FM) Corpus Christi, Tex.—** Richard C. Brandt, manager. Granted March 30; announced March 22.

**Applications**


**Applications**

**WJFP (FM) Chicago Heights, Ill.—** Chicago Heights Bstg. Co. granted license and delete station on ch. 36.

**Applications**

**KQTV (FM) Westfield, Wis.—** Freeman B. Hughes, manager. Granted March 30; announced March 22.

**Applications**

**KHSI (AM) Hillsboro, Tex.—** Harold G. Singleton, manager. Granted March 30; announced March 22.

**Applications**

**WJON (FM) Milwaukee, Wis.—** Robert C. Hacker, manager. Granted March 30; announced March 22.

**Applications**

**KZMO (FM) Wellston, Okla.—** Gordon W. J. Davis, manager. Granted March 30; announced March 22.

**Applications**

**KLEA (FM) Winnfield, La.—** Henry E. Johnson, manager. Granted March 30; announced March 22.

**Applications**

**WBMW (FM) Elyria, Ohio—** W. M. Black, manager. Granted March 30; announced March 22.

**Applications**

**KGSQ (FM) Corpus Christi, Tex.—** Richard C. Brandt, manager. Granted March 30; announced March 22.

**Applications**

**KQTO (FM) Corpus Christi, Tex.—** Richard C. Brandt, manager. Granted March 30; announced March 22.

**Applications**


**Applications**

**WJFP (FM) Chicago Heights, Ill.—** Chicago Heights Bstg. Co. granted license and delete station on ch. 36.
Hearing Cases

INITIAL DECISION

Bangor, Me.—New tv, ch. 2. FCC Hearing Examiner Elizabeth C. Smith issued initial decision on April 18 denying portions of the application of Murray Carpenter and Associates for construction permit and license to operate a television station in Bangor. Carpenter, who is not resident of the town, requested reconsideration of the decision on the grounds that no stock in the station was sold subject to transfer. The Hearing Examiner has declined to concur in the request inasmuch as he has disposed of himself, direct or indirect, in WGBY and the further contention that WGBY will have no rights in the applicant corporation if the proposed television station is licensed.

Hearing Calendar

April 5

St. Louis, Mo.—VHF ch. 10, oral argument before Hearing Examiner Claire W. Hardy—KWK, KXOK, in proceeding involving KXAK, Mid-Central Telecasting Co., Inc., and WTVG, St. Louis. 

Pl. Wayne, Ind.—VHF ch. 6, oral argument before Hearing Examiner Edward Wayne Bostic.


Portland, Ore.—VHF ch. 12, oral argument before Hearing Examiner Edward Wayne Bostic.

Sacremento, Calif.—VHF ch. 10, oral argument before Hearing Examiner William G. Butte—Sacramento Telecasters Inc., KCKG, KQCO, KOMI, KTRK.

Bristol, Va.—VHF ch. 5, further hearing conference before Examiner Inasde A. Hoinig—WJOX, WJAQ.


Roundup...

March 25 Decisions

BROADCAST ACTIONS

Renewal of License

WKEI-AM-FM Boston, Mass., Columbia Broadcasting System Inc.—Granted renewal of license without prejudice to any further action that may be taken in proceedings in Docket 10796.

WCCO-TV Minneapolis, Minn., Midwest Radio-Television Inc.—Granted renewal of tv and auxiliary licenses without prejudice to any further action that may be taken in proceedings in Docket 10796.

WBBZ-AM-FM Boston, Mass., Westinghouse Broadcasting Co.—Granted renewal of license without prejudice to any further action that may be taken in proceedings in Docket 10796.

ACTIONS ON MOTIONS

By Hearing Examiner Claire W. Hardy

Granted motion of Missouri Valley TV Co. for reconsideration of consolidated hearing re transferring to WLAE, New Orleans, of application and those of KWK Inc. and KXOK Inc., for ch. 4 in St. Louis, Mo., from March 29 to March 31 (Docket 10832 et al).

By Hearing Examiner Charles J. Frederick

Denied motion of Jacksonville Bostic, Corp., to strike certain portions of a supplement in reply to oppositions for leave to intervene in proceedings for ch. 12 in Jacksonville, Fla. (Docket 10835 et al); also denied motion of Jacksonville to rule on consideration before hearing oral argument in same proceeding.

(Continued on page 101)
Help Wanted

Managerial

Manager for 1000 watt fulltime network station in one of the top eastern markets of 140,000. Will be working with strong, successful, experienced and management ability. Will train in operational policies in our group-owned organization. Please send full resume of experience, personal background and photo. Box 88C, B.T.

Sales manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Send references and traveling expenses. Chicago headquarters. Box 92B, B.T.

Salesmen


Commercial manager—if you are energetic, hard working salesman, married, looking for advancement, then you are an unusual opportunity for this well-established commercial manager and later manager. Box 88C, B.T.

Local, experienced time salesman for independent good market, car essential. An excellent opportunity to sell. A closer can make money with this station. Box 89C, B.T.

Wisconsin Mutual full-time affiliate needs experienced salesman. Salary plus commission. Box 87C, B.T.

Salesman—announcer. Emphasis on sales. Must be good speaker. Send resume. Located in southern California. Box 88C, B.T.

A tough sales job always pays more than a soft one. If you're tougher than you think you are, you've made a good start. In fact we insist you make rapid progress toward $10,000 a year. List won't satisfy you for us to give you a good background. Box 88C, B.T.

No charges for mailing. Send complete background, sales record, photo and earning capacity in confidential first letter to KOLB-CBS, P. O. Box 1439, Yuma, Arizona.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station. KFXO, Longview, Texas.

Salesman wanted. Play-by-playman, salary and commission and talent fee. Very sport minded station. Box 1360, Odessa, Texas.

Immediate opening for young, aggressive salesman, who is interested in building a great responsibility. Excellent opportunity for real producer. Replies conditioned upon request. Pop. or reference. Leonard Cox, Manager, Radio Station KGKO, Dallas, Texas.

Cold and snow getting you down? Have outstanding opportunity to go out West! Versatile salesman in winter's warmest and sunniest state. Send long qualifications, salary and commission desirable. Base and commission. Owners have three am's and two tv's in Arizona. Picture bright. Send complete background, sales record, photo and earning capacity in confidential first letter to KOLD-CBS, P. O. Box 1439, Yuma, Arizona.

Salesman at once. 25% commission, 5000 watt, day and night. WKXZ, Muskegon, Michigan.

Salesman wanted. Experienced time salesman, 1000 watt station, day and night. Good salary and commission. Box 1380, Odessa, Texas.

Help Wanted—(Cont'd)

First phone engineer—announcer for 1000 watt daytime radio station in resort area. The right job for the right man. Send audition, photo and reference record. Box 63, WMBI, Morehead City, North Carolina.

Combo WNNT Warsaw, Virginia, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

Engineer, 1st or 2nd class. Full-time employment for right man. Control and engineering experience needed. Send references, age and experience. Will work with, Chief Engineer, WPPF, Middletown, Ohio.

Production-Programming, Others

Good local newspaper. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newspaper sense will have equal importance. Good coverage, Salary open. Good working conditions, opportunity. Box 691, B.T.

University assistant professorship, effective September. Master's degree and station programming or sales experience. Nine months' instructing. $4600. Box 71C, B.T.

Experienced copy writer middle-western radio station. Long established North Carolina radio station has immediate opening full-time farm director. Prefer native North Carolina and State College graduate. Experience in radio or experience in both. Box 88C, B.T.

Network station in Ohio town of 50,000 has opening for experienced butler, male or female. Salary open. Box 87C, B.T.

Midwest independent, large city, needs experienced announcer-copywriter, $12.00 per week. Replies from upper Midwest area. Send copy samples and resume only. Write Box 90C, B.T.

Wanted copywriter, some relief announcing. $50.00 weekly. Carola, Indiana. Details Box 86C, B.T.

Television

Salesmen

Well established midwestern producer of tv film commercials offers a splendid opportunity to a man with: (1) film experience, either with producer or station; (2) creative ideas; (3) selling ability. Involves living in City of 150,000 and travelling within limited radius (home week-ends). Box 88C, B.T. Send experience. In first letter, (cont.) give vital statistics and complete history, including present and previous earnings. Box 88C, B.T.

Hard hitting aggressive salesman for midwest television station. First 15 markets. 30% commission. No ceiling on earnings. Box 88C, B.T.

Production-Programming, Others

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample. Salary. Box 86C, B.T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available for executive positions, nationally respected. Worth investigating. Box 510C, B.T.

Manager-chief engineer, 15 years experience, $20 to $30,000, excellent opportunity. Would work with small market station. Box 98C, B.T.

Manager-sales manager—radio or tv, experience in both. Not looking for just "a chance to prove my ability." Has not been—a go get it family man, relocation desired. Box 91C, B.T.

Help Wanted—(Cont'd)
Situations Wanted—(cont'd)

Salesmen

Salesman-sales manager, four years experience at large, doing practically all sales for an independent upper midwest am station. Want position where potential is greater. Will go on production basis. Al M. Farber, Box 11, Centerville, Iowa.

Top-flight salesmen, announcers-local, news writers-first class engineers. Academy of Broadcast Arts, 10 East 40th Street, New York 16, N. Y. MU 6-3741.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 314C, B.T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports programs. Veteran, 27 years old, family man, 8 years experience. Auditions by reference is current employer. Write Box 706C, B.T.

Announcer: Ready to move up, diversified abilities, news a specialty, strong on sports and special events. Phone and wired. Presently employed NBC affiliate in south. Wish to settle down back home in northeastern. Available April 26. Tape and resume on request. Box 704C, B.T.


Well grounded in speech and all phases, can read news with a real impact. "Dramatic reader desires entering Announcing. Announcing has been tutored three years. Will go anywhere. Box 896C, B.T.


Once you lacked experience. Veteran wants break. For record demonstrating abilities, write Box 898C, B.T.


Presently employed. Combination man, first phone. Four years experience. Wish to relocate. Preferably west coast. Experienced as DJ, in commercial traffic departments. Complete resume available. Box 897C, B.T.

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey show. Third class ticket. No experience. Box 896C, B.T.


Young ambitious negro announcer, first year—DJ, newscaster. Experience light. Box 902C, B.T.

Experienced announcer-engineer, first 1st class license desires position with station in New York area. Will travel outside of New York if salary is right. Box 890C, B.T.

Nine years radio-television experience as staffer, news director, program director. Network quality delivery. Box 894C, B.T.

Announcer-engineer, 6 years experience. All phases of radio including play-by-play sports. Excellent experience. Box 894C, B.T.


Situations Wanted—(cont'd)

Experienced, mature, announcer wishes summer replacement or immediate work. Taught radio. Experienced, production, direction, copy, movie narration. Box 911C, B.T.

Personality DJ. Varied types of comedy, impressions, situations, geared to local taste. Proven successful. Need style? I have it. Box 913C, B.T.


Announcer: Hollywood trained in all phases, strong on news and commercials. 28, two years college, third class ticket. Tape. Box 897C, B.T.

DJ Desired station staff connection. Studied under one of the greatest stars on tv today. Need more experience. Half hour 7½ tape on request, resume. Box 894C, B.T.

Combo man, 18 months experience. First phone, strong on news, commercials, DJ with gif of gab. Prefer states near Missouri. Lynn Bradley, Leonard, Missouri.

Announcer-DJ-control board, smooth news, commercials, friendly voice, some experience, married, veteran. Art Lorrin, 2108 Dalby, Bronx 60, N. Y. Fordham 7-3492.

News, DJ, commercials, control board. Conscientious and reliable. Married veteran, free to travel. Limited experience. Tape upon request. Box 221C, B.T.

Staff, midwest. Year experience; ability with good prospects. Clear mature commercial-news voice; pleasing DJ. Charles May, 3019 Paseo, Kansas City, Missouri. Phone Armour 1446.

Announcer, 3rd class ticket, operated board, seeking start in radio, reliable. Tape and photo upon request. Robert Musher, Bark River, Michigan.


Versatile announcer—third class ticket. Control board operator. Can do all phases of announcing. Married. Will work resume and tape available on request. 0/6 Parks, 855 Seymour Avenue, Bronx 67, N. Y. OL 2-7460.

Announcer-control board operator, station staff, news, commercial. DJ. Experience light, potential sales, sober, reliable, travel. Permanent connection, resume, tape. Steve Skokan, 705 Amboy Avenue, Forts, N. J.

Announcer, 23, several months experience, newscasting, DJ work, 3rd phone. Available at once. 828-50. Art Stevens, 1260 Central Avenue, Far Rockaway, N. Y. HY 8-9676.

Experienced, versatile announcer. Excellent references. "Progressive station, preferably south. Harvey Streeu, 2621 Lakeview Drive, Minneapolis, Minnesota. Negro DJ, announcer, newscaster. Recent graduate of Cambridge School of Radio Broadcasting, N. Y. C. Strong DJ personality, down to earth selling. Audition, tape on request. Ambitious and will work diligently. Curtis Witherspoon, 1628 Dean Street, Brooklyn 16, N. Y.

Technical

First phone, some announcing. Currently employed. Seeking better opportunity. Good references. Box 894C, B.T.

Engineer, first phone. Experienced all phases broadcast. Prefer southwest. Box 895C, B.T.

Have first phone, light transmitter, control, am. Experience, available. Box 891C, B.T.

Engineer—fourteen years radio. Radio broadcast all phases. Now in television. Box 896C, B.T.

First-phone, recent RCA graduate. Seeks radio or television studio position. Box 894C, B.T.

Technician—1st class license, six years experience console, transmitter, recording remote. Box 897C, B.T.

(Continued on next page)

COLLINS RADIO

NEEDS SALES ENGINEERS NOW

broadcast communications

industrial components

Demand for Collins equipment in these fields is going up and experienced sales engineers are needed immediately. Positions are open in all five Collins regional offices.* Send complete personal resume, including your experience in either broadcast-communications or industrial components, plus salary requirements to Collins office nearest you. If you qualify for any of these opportunities, Collins will contact you for a personal interview. Take advantage of this chance to get ahead . . . write today.

* COLLINS RADIO COMPANY

855 35th St, N.E., CEDAR RAPIDS, IOWA
11 W. 42nd Street, NEW YORK 36, NEW YORK
2700 W. Olive Avenue, BURBANK, CALIFORNIA
1930 Hi-Line Drive, DALLAS 2, TEXAS
COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks St., OTTAWA, ONTARIO
Situation Wanted—(cont'd)

Situations Wanted

Five years experience radio engineering. Installed remote equipment on transmitters, receivers, and associated equipment. Four months experience at TV engineering. Veteran, 29, married, have car. Box 896C, B.T.

Cable graduate, first phone, amateur license, 30 years electronic experience. Want transmitter job. No broadcast experience. East Coast. Box to: Mr. Martin, Box 111, Campbell Hall, New York.

Tapak walkie-tape-recorders, famous stars of radio, TV, experienced all sorts of remote situations. Have gone through preparation for TV hearing. Hard working. Desires change. Available for $60.00 week. Box 866C, B.T.

Unusually versatile program director who announces, writes both commercials and scripts, appears on air. Have gone through training for TV hearing. Hard working. Desires change. Available for $60.00 week. Box 863C, B.T.

Television

Situation Wanted

Managerial

TV merger—am sale makes available top refer- ences. Exceptionally well qualified manager. Will welcome opportunity to discuss your program or administrative qualifications. No better time than now to accept better capacity with good prospects. Excellent broadcasting background. Box 632C, B.T.

Announcers

TV announcer, personality work and weather. Nine years radio-TV experience. Top references. Box 887C, B.T.

Technical

Chief engineer—College graduate, six years television experience, all phases, uhf-vhf. Box 869C, B.T.


Production-Programming, Others

Experienced tv art—Production planning, set design, lettering, illustrations, announcing. Now with large network affiliate, seeking smaller station—where diversification is a must. Box 895C, B.T.

Photographer—18 months television experience covering news, production, sales, 7 years photographic experience. Thorough knowledge all phases TV photography. Box 865C, B.T.

Television

Situations Wanted

For Sale

Stations

One station market, 1kw daytime independent. Gross $50,000. Owners willing sacrifice. Box 896C, B.T.

250 watt full-time, Mutual affiliate, now making money. Very good opportunity for owner-manager. Box 899C.


Equipment, etc.

Used 5 bay RCA superturntable TPEA antenna channel 5 but tunable to 4 or 6. Box 861C, B.T.

Like new—Ampex console, model 402, tape recorder, complete with remote control head. Original cost approximately $500.00, not including freight charges. $500.00. Cash. Henderson Bros., Chief Engineer, Radio Station KSGO, Dallas, Texas.


Like new Presto-80A recorder amplifier. Gates de lux model 30 console with power supply as is. $450.00. Box 901C, B.T.

New, used tape recorders, Trade-in excepted, Commercial Electronic Service, 2000 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can use a Tapak newsies' walkie tape "studio." No charging, no lines, just you. Box 869C. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N.Y.

Wanted to Buy

Stations

All or part of 1000-watt or under in Tucson or Phoenix, Arizona area. Box 847C, B.T.

Equipment, etc.

Want field strength meter, RCA model WX-3C. Box 862C, B.T.

1 to 3 kw fm transmitter with frequency monitor, four doohnuts. Box 861C, B.T.

3 or 4 channel remote amplifier complete. Also two microphones. WGAC, Augusta, Georgia.

2-250 foot antennas. 2-5kw-am transmitters. 1-kw-am transmitter, 3-400 foot antennas, 3-remotes. And television equipment. Please send price, make and model with complete information in addition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

Used camera lens wanted for instructional purposes. Box 862C, B.T.

Program director, thoroughly conversant with programming and production, desires position with new station. Excellent references. Box 955C, B.T.

Films

FCC operator license quickly. Individualized instruction given in all phases of TV. Box 861C, B.T.
March 30 Decisions

**BROADCAST ACTIONS**

**Actions of March 26**

**Granted License**

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted license for am station; 1670 kc, 5 kw, D (B3-4996).

RTX Jasper, Tex., Jasper Bestg. Co.—Granted license covering change in facilities, hour of operation, type transmitter and increase in height of tower; 1250 kc, 20 kw, D (B1-523).

WPBY Perry, Fla., Pasco Bestg. Co.—Granted license for am station; 1220 kc, 250 w, D (B3-523).

WBON Roseverte, W. Va., Blake Bestg. Co.—Granted license covering installation of new transmitter (B1-532).

WTXN New Orleans, La., Mid-Continent Bestg. Co.—Granted license covering installation of a new transmitter (B1-529).


**Granted CP**

WLB New York, N. Y., New Bestg. Co.—Granted CP to install new transmitter as an auxiliary transmitter, at present location of the main transmitter, to be operated on 1190 kc, 250 w (BP-9211).

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted CP to change transmitter location (BP-1917).

**Modification of CP**

WDOT Burlington, Vt., W.D.O.T. Corp.—Granted mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BMP-6454).

The following were granted mod. of CP's for extension of completion dates as shown:

KREK-FM Spokane, Wash., to 9-1-54; WNKB Cleveland, Ohio, to 10-25-54; KSWO-TV Lawton, Okla., to 10-24-54; WECT Elmira, N. Y., to 10-25-54; WFWO Waverly, Ohio, to 7-11-54 condition.

**Actions of March 23**

WVMF Biloxi, Miss., Radio Associates Inc.—Request for waiver of Sec. 3.30 (a) of the Commission's permission to locate the studio outside the city limits of Biloxi.

**Modification of CP**

The following were granted mod. of CP's for extension of completion dates as shown:


**Actions of March 24**

**Granted License**

WHDM McKenzie, Tenn., The Tri-County Bestg. Co.—Granted license for am station; 1440 kc, 500 w, D (B3-5097).

WMLV Millville, N. J., Union Lake Bestg. Inc.—Granted license for am station; 1440 kc, 1 kw, DA-D (BL1-512).

WRNI-FM Richmond, Va., Richmond Newspapers Inc.—Granted license covering changes in station; ch. 271 (107.1 mc), 50 kw, U (BBLH-953).

**Modification of License**

WILE Cambridge, Ohio, Land O' Lakes Bestg. Corp.—Granted mod. of license to change name of licensee to The McClelland Bestg. Corp. (BML-3580).

**Granted CP**

WPOR Portland, Me., Meeder Bestg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1400 kc, 250 w (BP-1914).

KMMJ Grand Island, Neb., Town & Farm Corp.—Granted CP to install new auxiliary transmitter, at present location of the main transmitter, to be operated on 1560 kc, 1 kw (BP-9210).

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**FOR THE RECORD**

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**FOR SALE**

RAA-BTA-1-M

1 KW TRANSFORMER

complete with TUBES, CRYSTALS, SPARE TUBES

NEVER OUT OF ORIGINAL CRATES

PRICED FOR QUICK SALE

WIRE OR WRITE

Box 873C, B-T
LOST: Sometime between December 1st and 7th, 1953.
First place position in Pulse Radio Ratings for 3 out of a total of 72 quarter-hour segments. Need the 3 to complete perfect set of first-place ratings that would give WHIO-Radio 100% domination in the Great Miami Valley Market.

WHIO-RADIO ran up an almost impossible rating record for December with an almost perfect Pulse*. 66 out of 72 quarter-hour segments went to WHIO-AM over Stations B, C and D with 3 other segments tied. 2 segments lost to Station B and 1 to Station C by barest margins.

WHIO-TV ran up another strong Pulse** for that same period: 11 of the top 15 once-a-week shows and 6 of the top 10 multi-weekly shows were carried by WHIO-TV! And carried to more people with the World's Tallest TV Tower and a boost in power to 316,000 watts.

Dominate with either Saturate with both!

(George P. Hollingbery representatives show you how with full facts and figures.)

CHANNEL 7 DAYTON, OHIO

whio-tv

CBS • ABC • DUMONT

*Pulse survey based on 28,000 quarter-hour reports; 6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 7, 1953.

**Telepulse by Pulse—6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 5, 6, 7, 1953.
Modification of CP

WLAS Jacksonville, N. C., Seaboard Busig. Corp.—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-9140).

WISH-TV Indianapolis, Ind., Universal Busig. Co.—Granted mod. of CP to install new transmitters, change type antenna and make other equipment changes; completion date 9-28-54 (BMPCT-9136).

The following were granted mod. of CP’s for extension of completion dates as shown:

KBID-TV Fresno, Calif., to 10-12-54; WIEE Evansville, Ind., to 10-10-54; WPAR Farrell, Pa., to 11-4-54.

Actions of March 22

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WLHN Laconia, N. H.; WSID Baltimore, Md.; WAGM Presque Isle, Maine.

Modification of CP

WCHS-TV Charleston, W. Va., The Tiersen Co.—Granted mod. of CP to change type antenna and make other equipment changes; antenna 670 ft.; completion date 10-11-54 (BMPCT-1964).

KTLN Denver, Colo., Radio Station KTLN Inc.—Granted mod. of CP for extension of completion date to 6-1-54; conditions (BMP-6555).


Actions of March 22

Forte’s Authority

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted authority to modulate KMPC’s transmitter with audio tones between 50 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting unit for the City of Los Angeles, for the period ending 4-15-54.

Granted License

KBIS Sedalia, Mo., Yates Busig. Co.—Granted license for am station; 1030 kc, 1 kw, D (BL-5227).

March 31 Decisions

BROADCAST ACTIONS

Granted License

KREM Spokane, Wash., Louis Wasmier—Granted license for operation with 5 kw day, 1 kw night on 970 ke employing present antenna system, and granted CP for new 650-foot tower specified in BF-9112, engineering conditions.

SSA

The following stations were granted extensions of Special Service Authorities on a temporary basis for the period ending May 31, 1954:

- WKNC New York, for use of 830 kc, 1 kw, to operate additional hours from 8 a.m. (EST) to 10 p.m. (EST) to May 31, 1954.
- KFAR Fairbanks, Alaska, for use of 600 kc. 10 kw, until June 15.
- KWBX Corpus Christi, Tex., for use of 1030 kc for local sunrise Boston, to local Sunset Corpus Christi.
- WOAI Amos, Iowa, for use of 960 kc, 1 kw, from 6 a.m. to local sunset (CST).

Renewal of License

The following stations were granted renewal of licenses for the regular period:


TELESTATUS

April 5, 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 educational outlets and (2) grantees. Triangle (⇒) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf report respective set sets of 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. Total U. S. sets in use is unduplicated B+ set stations. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—

⇒ WAPI (13) CBS, ABC, DuM; CBS Spot Sales: 225,000
⇒ WBRBC-TV (6) NBC; Katz: 184,300
⇒ WKNCH-TV (2) N; w-k-n-ch
⇒ WSGN-TV (42), 12/25/52—Unknown

Decatur—

⇒ WAZA-Tv (10) ABC, CBS; NBC; Headley-Deed: 5,550
⇒ WKMB (45) CBS, DuM; Forlines: 5,149

The Mobile To Corp. (5) Initial Decimation 12/25/54

Montgomery—

⇒ WCQV (50) ABC, CBS, NBC, DuM; Raymer: 25,700
⇒ Montgomery Busig. Co. (12) Headley-Deed: 3,154
⇒ 5/24-19/11/12/54

Selma—

⇒ Deep South Busig. Co. (12) 5/24-19/11/12/54

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement date for grantees.

NEWEST STARTERS

Listed below are the newest stations that have started commercial operation:

WSLI-TV Jackson, Miss. (ch. 12), March 27.
⇒ WMUR-TV Manchester, N. H. (ch. 9), March 28.
⇒ WWPB-TV Fairmont, W. Va. (ch. 35), March 28.
⇒ WKQA-TV San Juan, P. R. (ch. 2), March 28.

ARIZONA

Mesa (Phoenix)—

⇒ KTLF-TV (12) NBC, DuM; Averys-Kneidel: 90,000
⇒ KOOL-TV (10) ABC; Blair: 90,000
⇒ KPHS-TV (5) ABC, CBS, DuM; Katz: 90,000
⇒ KOPO-TV (13) CBS, DuM; Forlines: 21,000
⇒ KYOA-TV (4) NBC; Raymer; 21,000
⇒ Yuma—
⇒ KVYA (11) DuM; Forlines: 17,000
**COLORADO**

<table>
<thead>
<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Colorado Springs</td>
<td>&gt; KKTV (111) ABC, CBS, DuM; Hollenberg; 50,673</td>
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<tr>
<td>Denver</td>
<td>&gt; KBVU (12) NBC; McGilvra; 35,600</td>
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<td>&gt; KFEL (2) DuM; Blair; 209,306</td>
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<td>&gt; KLZK (7) CBS; Kat; 209,306</td>
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<td>&gt; KOA (4) NBC; Petry; 209,306</td>
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<td>&gt; KMMA-TV (4) 1/13/52-1954</td>
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<td>&gt; Grand Junction</td>
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<td>&gt; KFJX-TV (5) Holman; 3/26/53-May ’54</td>
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<tr>
<td>Pueblo</td>
<td>&gt; RCGS-TV (5) ABC; Avery-Knode; 30,720</td>
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<tr>
<td></td>
<td>&gt; KDZA-TV (3) McGilvra; 48,000</td>
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**CONNECTICUT**

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<tr>
<th>Town</th>
<th>Description</th>
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<tbody>
<tr>
<td>Bridgeport</td>
<td>&gt; WCBS (71), 1/29/53-Unknown</td>
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<tr>
<td></td>
<td>&gt; WICO-TV (43) ABC; DuM; Young; 50,127</td>
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<tr>
<td></td>
<td>&gt; WSJL (49), 8/14/53-Unknown</td>
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<tr>
<td>Hartford</td>
<td>&gt; WDCH (24), 1/29/53-Unknown</td>
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<td>&gt; WGTH-TV (18), 10/31/53-Unknown</td>
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<td>&gt; New Britain</td>
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<td></td>
<td>&gt; WKNB-TV (30) CBS, DuM; Bolling; 153,406</td>
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<td>&gt; New Haven</td>
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<td></td>
<td>&gt; WELI-TV (59), H;R; 6/24/53-Summer ’54</td>
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<tr>
<td></td>
<td>&gt; WNHY-TV (8) ABC, CBS, NBC, DuM; Katz; 702,932</td>
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<tr>
<td></td>
<td>&gt; WNLN-TV (36) 12/31/53-Unknown</td>
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<tr>
<td>Norwich</td>
<td>&gt; WCTN (63), 1/29/53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; Stamford</td>
</tr>
<tr>
<td></td>
<td>&gt; WETV (27), 3/17/53-Unknown</td>
</tr>
<tr>
<td>Waterbury</td>
<td>&gt; WATR-TV (33) ABC, DuM; Stewart; 117,600</td>
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**DELAWARE**

<table>
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<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Dover</td>
<td>&gt; WHRN (40), 3/11/53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; Wilmington</td>
</tr>
<tr>
<td></td>
<td>&gt; WDEL-TV (12) NBC, DuM; Meeker; 201,630</td>
</tr>
<tr>
<td></td>
<td>&gt; WILM-TV (83), 10/14/53-Unknown</td>
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**DISTRICT OF COLUMBIA**

<table>
<thead>
<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Washington</td>
<td>&gt; WMAL-TV (7) ABC; Katz; 955,600</td>
</tr>
<tr>
<td></td>
<td>&gt; WNWB (4) NBC; NBC Spot Sis; 605,000</td>
</tr>
<tr>
<td></td>
<td>&gt; WTOX-TV (9) CBS; CBS Spot Sis; 695,600</td>
</tr>
<tr>
<td></td>
<td>&gt; WTFF (5) DuM; Blair; 560,000</td>
</tr>
<tr>
<td></td>
<td>&gt; WOOK-TV (50) 2/24/54-Unknown</td>
</tr>
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**FLORIDA**

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<thead>
<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Clearwater</td>
<td>&gt; WPBT (32) 12/23/53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; Fort Lauderdale</td>
</tr>
<tr>
<td></td>
<td>&gt; WFTL-TV (22) NBC; Weed; 110,118</td>
</tr>
<tr>
<td></td>
<td>&gt; WTV (17) ABC, DuM; Venard; 105,320 (also Miami)</td>
</tr>
<tr>
<td>Fort Myers</td>
<td>&gt; FWKX-TV (11) ABC; Weed</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>&gt; WJSH-TV (36) ABC, NBC, DuM; Perry; 42,416</td>
</tr>
<tr>
<td></td>
<td>&gt; WMDR-TV (4) CBS, NBC Spot Sis; 253,567</td>
</tr>
<tr>
<td>Miami</td>
<td>&gt; WTV (17) See Fort Lauderdale</td>
</tr>
<tr>
<td></td>
<td>&gt; WMBX-TV (21) 12/2/13-53-Unknown</td>
</tr>
<tr>
<td>Miami</td>
<td>&gt; WTV (21) 12/11/53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; WTVJ (4) ABC, CBS, NBC, DuM; Free &amp; Peters; 253,000</td>
</tr>
<tr>
<td>Orlando</td>
<td>&gt; WDRO-TV (8) ABC, DuM; Blair; 10/14/53-May ’54</td>
</tr>
<tr>
<td></td>
<td>&gt; Panama City</td>
</tr>
<tr>
<td></td>
<td>&gt; WDVM (7) CBS; Hollenberg</td>
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<tr>
<td>Pensacola</td>
<td>&gt; WEAR-TV (3) ABC; Hollenberg; 52,500</td>
</tr>
<tr>
<td></td>
<td>&gt; WPFB (15) CBS, DuM; Young; 14,760</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>&gt; WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 20,000</td>
</tr>
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**GEORGIA**

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<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Albany</td>
<td>&gt; WALB-TV (10) Burn-Smith; 1/13/54-4/1/54</td>
</tr>
<tr>
<td>Atlanta</td>
<td>&gt; WAGA-TV (5) CBS, DuM; Katz; 360,810</td>
</tr>
<tr>
<td></td>
<td>&gt; WLWA (11) ABC; DuM; Crosby Sk; 364,810</td>
</tr>
<tr>
<td></td>
<td>&gt; WSBR-TV (2) NBC; Petry; 364,810</td>
</tr>
<tr>
<td></td>
<td>&gt; WXII-TV (36), 11/18/53-Summer ’54</td>
</tr>
<tr>
<td>Augusta</td>
<td>&gt; WJBF-TV (8) ABC, NBC; DuM; Hollenberg; 73,100</td>
</tr>
<tr>
<td></td>
<td>&gt; WIBW-TV (12) CBS; Headley-Reed; 50,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>&gt; WDKA-TV (28) ABC; NBC, DuM; Headley-Reed; 45,720</td>
</tr>
<tr>
<td></td>
<td>&gt; WBBL-TV (4) CBS; Hollenberg; 59,693</td>
</tr>
<tr>
<td>Macon</td>
<td>&gt; WNEX-TV (47) ABC; Brannan; 34,062</td>
</tr>
<tr>
<td></td>
<td>&gt; WMAZ-TV (13) ABC, CBS, DuM; Avery-Knode; 75,503</td>
</tr>
<tr>
<td>Rome</td>
<td>&gt; WROM-TV (9) Weed; 94,380</td>
</tr>
<tr>
<td>Savannah</td>
<td>&gt; WTCO-TV (11) ABC; CBS; Katz; 18,312</td>
</tr>
<tr>
<td>Thomasville</td>
<td>&gt; WCTV (6), 12/23/53-Unknown</td>
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**IDaho**

<table>
<thead>
<tr>
<th>City</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise</td>
<td>&gt; KBOI (2) CBS; Free &amp; Peters; 20,750</td>
</tr>
<tr>
<td></td>
<td>&gt; KIDD-TV (7) ABC, NBC, DuM; Blair; 24,800</td>
</tr>
<tr>
<td>Idaho Falls</td>
<td>&gt; KID-T (3) CBS, NBC, DuM; Gull-Perna; 15,000</td>
</tr>
<tr>
<td></td>
<td>&gt; KIFT (8) ABC; Hollenberg; 2/26/53-Nov. ’54</td>
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**Illinois**

<table>
<thead>
<tr>
<th>City</th>
<th>Description</th>
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<tbody>
<tr>
<td>Belleville</td>
<td>&gt; WTVI (54) DuM; Weed; 260,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>&gt; WBLN (15) McGilvra; 113,342</td>
</tr>
<tr>
<td></td>
<td>&gt; Champaign</td>
</tr>
<tr>
<td></td>
<td>&gt; WCIA (3) CBS, NBC, DuM; Hollenberg; 327,500</td>
</tr>
<tr>
<td></td>
<td>&gt; WCUI (21), 7/22/53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; WTLC (*12), 11/4-53/54-Unknown</td>
</tr>
<tr>
<td>Chicago</td>
<td>&gt; WBBM-TV (3) CBS; CBS Spot Sis; 1,618,145</td>
</tr>
<tr>
<td></td>
<td>&gt; WBBK (7) ABC; Blair; 1,618,145</td>
</tr>
<tr>
<td></td>
<td>&gt; WGN-TV (9) DuM; Hollenberg; 1,618,145</td>
</tr>
<tr>
<td></td>
<td>&gt; WFLP-TV (9), 11/4-4/1/54</td>
</tr>
<tr>
<td></td>
<td>&gt; WIND-TV (30), 3/9-53-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; WNQI (5) NBC; NBC Spot Sis; 1,618,145</td>
</tr>
<tr>
<td></td>
<td>&gt; WOPA-TV Inc (44) 2/2/54-Unknown</td>
</tr>
<tr>
<td></td>
<td>&gt; WTTW (*) 11/15/53-Palm ’54</td>
</tr>
</tbody>
</table>

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for franchises.
MONTANA

Billings—
  KOOK-TV (2) ABC, CBS, DuMont; Headley-Reed; 8,000

Butte—
  WWAY-TV (4) CBS, ABC; Hollingbery: 7,000
  KJFL-TV (6) NBC, DuMont; Walker: 4,500

Great Falls—
  KFBB-TV (8) CBS; Headley-Reed

Missoula—
  KGVO-TV (13) CBS; Gil-Perma; 3/11/33-7/1/34

NEBRASKA

Holdrege—
  KHOL-TV (13) CBS, DuMont; Meeker: 20,500

Lincoln—
  KFOR-TV (10) ABC; Rayner: 80,132
  KOLN-TV (12) ABC; Avery-Knodel: 72,386

Omaha—
  KMTV (3) ABC, CBS, DuMont; Petry: 227,869
  WOW-TV (6) DuMont; Blair: 227,869

NEVADA

Las Vegas—
  KLAS-TV (8) ABC, CBS, NBC, DuMont: Weed: 13,401

RENO—
  KTV (9) ABC, CBS, NBC, DuMont: Meeker: 60,000

St. Paul (Minneapolis)—
  WCCO-TV (5) NBC; Peto: 425,700
  WMIN-TV (11) ABC: Blair: 427,000

MISSISSIPPI

Columbus—
  WCBP-TV (29), 2/11/33-Unknown

Jackson—
  WJTV (25) ABC, CBS, DuMont, DuMont: Katz: 32,000
  WLBT (3) NBC; Hollingbery: 65,607
  WELV-TV (12) ABC; Weed

Meridian—
  WOCQ-TV (30)

WTOC-TV (11) ABC, CBS, NBC, DuMont; Headley-Reed; 44,200

MISSOURI

Cape Girardeau—
  KFVS-TV (12) CBS; Pearson; 10/14/33-April '54

KGMO-TV (14), 4/18/33-Unknown

Clayton—
  KGU-TV (50), 3/9/33-Unknown

Columbia—
  KOMU-TV (8) ABC, CBS, NBC, DuMont: H-R; 43,529

Fortuna—
  KACY (14) Rayner: 201,200

Hannibal (Quincy, Ill.)—
  WKHA-TV (7) CBS, DuMont: Headley-Reed: 107,110

Joplin—
  KSWM-TV (9) CBS: Rambeau; 12/23/33-Fall '54

Kansas City—
  KCMO (5) ABC, DuMont: Katz: 380,450
  WDAF-TV (4) NBC, Harrington, Righter & Parsons: 380,450
  WDAF-TV (6) CBS; Blair: 380,450

Kircsville—
  KTV (2) 12/16/35-6/5/35

St. Joseph—
  KFQX-TV (2) CBS, DuMont: Headley-Reed; 94,289

St. Louis—
  KACY (14) See Festus
  KFZC (51) 5/18/33-Unknown
  KSD-TV (5) ABC, CBS, NBC; NBC Spot Sl: 611,222

KSTP-TV (38) ABC; H-R; 215,000
  WII-TV (42), 2/12/33-Unknown
  WTVI (56) See Belleville, Ill.

Sedalia—
  KDRO-TV (6) Pearson: 2/26/33-4/15/54

Springfield—
  KFTV (10) CBS, DuMont: Weed: 36,896
  KTVY (3) ABC, CBS; Hollingbery: 48,080

Page 106  •  April 5, 1954
Covers the Mississippi Market
AND PART OF LOUISIANA
MAXIMUM POWER OF 100,000 WATTS. The only Mississippi station operating on full power authorized by FCC.

NBC PRIMARY AFFILIATE. WLBT has been ordered for practically every top NBC program.

LARGE LOYAL AUDIENCE. More than 75,000 sets in coverage area and growing every day.

Get the facts about WLBT
WLBT is companion operation of WJDX-AM and -FM, the first station in Mississippi for 24 years ... NBC affiliate since 1929.

Represented Nationally by
GEO. P. HOLLINGBERY COMPANY

NEW YORK  CHICAGO  ATLANTA  SAN FRANCISCO  LOS ANGELES
PUERTO RICO
San Juan—
WAPA-TV (4) ABC, NBC, DuMont; Caribbean Broadcasting Corp.; overlooking El Yunque rain forest.
WKAQ-TV (2) Inter-American; 6,500

CANADA
London—
CFCF-TV (10) 35,000
Montreal—
CBCT (2) 143,000
CBMT (5) 143,000
Ottawa—
CBIR (4) 10,100
Sudbury—
CJOT (6) 3,615
Toronto—
CBRL (9) 222,500
CJBC (1) 222,500
Vancouver—
CHUT (2)

MEXICO
Metamorosis (Brownsville, Tex.)—
XELD-TV (7) ABC, CBS, NBC, DuMont; Young & Rubicam, Inc.

Tijuana (San Diego)—
KXBT (4) Needel: 225,785

Total stations on air in U. S. and possessions: 731; total cities with stations on air: 226. Both totals include stations XELD-TV and XEtv Mexico as well as educational outlets that are operating. Total sets in use 28,963,637.
*Indicates educational stations.
**Cities not interconnected with AT&T.
(a) Figure does not include 26,117 sets which WBNM-TV buffalo reports it serves in Canada.
(b) Number of sets not currently reported in WHAS-TV Louisville, Ky. Last report was 295,144 on July 19, 1953.
(c) President Gilmore M. Nunm announced that construction of WLPD-TV has been temporarily suspended [Feb. 7, Feb. 25]. CP has not been surrendered.
(d) WACH (TV) and WIFE (TV) have suspended regular operation, but have not turned off CP's.

UPCOMING

APRIL
April 5: NARTB Sports Committee, Ambassador Hotel, New York.
April 6-7: CBE-TV Film Sales Clinic, New York.
April 8: NARTB Freedom of Information Committee, Ambassador Hotel, New York.
April 7-10: Ohio State U. Institute for Education Media, Ohio University, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Radisson, Beatrice.
April 8-10: Washington State Assn. of Broadcasters, Ritz Hotel, Spokane.
April 11: Replies due to comments on FCC proposed license fees.
April 13: Sigma Delta Chi awards dinner, New York.
April 18-23: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Television Broadcasters, Toronto.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: Fourth District, Advertising Federation of America, Soreno Hotel, St. Petersburg, Fla.
April 24: National Assn. Women in Radio & Television, annual convention, Kansas City, Mo.
April 29: Los Angeles Advertising Women, awards dinner, Los Angeles.
April 29-30: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill, Room 413, Senate Office Bldg., 10 a.m.
April 29: Brand Names Day.
April 29-30: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.
April 29-May 1: Southern California Advertising Council Assn., Deep Well Inn, Palm Springs.

MAY
May 3-4: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 2-7: HRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 18-19: NBC TV news seminar, Orrington Hotel, Evanston, Ill.
May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE
June 3-4: National Assn. of TV & Radio Farm Directors, Hotel Fontainebleau, Omaha, Neb.
June 20-25: Advertising Federation of America, Hotel Statler, Boston.
June 21-July 31: National TV Institute, Pasadena (Calif.) Community Playhouse.
June 28-Aug. 6: Summer Institute of Radio & TV, co-sponsored by NBC and Barnard College, New York.

SPECIAL LISTING
BMI Program Clients
April 5: Hutchinson, Kan.; Altavista, Pa.
April 7: Beaumont, N. J.; Camden, N. J.
April 8: Des Moines, Iowa; Washington, D. C.
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnsboro, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Ore.; Salt Lake City.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

Network Affiliation: WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.

MUTUAL

PALMETTO RADIO CORPORATION
Studies: 1811 Main Street • COLUMBIA S.C.

Early 19th Century Broadcasting

BROADCASTING • TELECASTING

April 5, 1954 • Page 109
There's Hyde; Why Seek?

Now playing on the Washington scene (but mostly behind it) is a dramatic sequence depicting the extent to which politics, rather than performance, affect the direction of the FCC.

At issue is the chairmanship of the Commission. The Republican National Committee isn't happy about the stewardship during the last year of Chairman Rosel H. Hyde, because he hasn't appointed enough deserving Republicans to the FCC staff. In Congress there is some dissatisfaction, because the FCC hasn't "expedited" vhf hearings in which constituents of certain Senators are involved.

And at the White House, where these gripes have converged, there's the attitude that perhaps a "new broom" is needed. The President names the chairman from among the Republicans on the FCC membership. The chairmanship isn't subject to Senate confirmation.

On April 18, the one-year term to which Chairman Hyde had been named, expires. The President can reappoint him, or he can select any other member. Or he can just let Mr. Hyde's chairmanship ride until such time as he makes up his mind.

The President created an undesirable precedent when he named Mr. Hyde for a year. Heretofore the chairman has been named without tenure, to serve as long as the President wished. The chairman then had more certain control of FCC affairs. He wasn't as allergic to the blandishments of politicians who could use a temporary tenure as a pressure point.

Mr. Hyde has accomplished almost the impossible in his guidance of FCC activities. He has kept the FCC out of hot water, except for the bleatings of the self-serving politicians. He hasn't fired hold-over Democrats wholesale for several reasons. There are the civil service regulations to be complied with. There is a dearth of qualified replacements. The FCC isn't and should not be a political dumping ground. It is an expert agency serving a highly sensitive field.

The White House and the Republican Committee have been deluged with endorsements of Mr. Hyde. Most of his own colleagues on the FCC favor his reappointment. It is our view that 99% of the nation's broadcasters are for him. Why the political adabra?

The President is interested in efficient administration. The FCC, as presently constituted, is just about the best that has ever served, with plenty of give-and-take and interplay of philosophies. He can keep it that way by retaining the existing order and by giving Chairman Hyde the confidence vote he deserves through reappointment without that one-year limitation.

Exercised Over Excise Taxes

The Quest of set manufacturers for excise tax relief at this session of Congress was a case of too little—too late.

There had been no concerted drive to convince the tax committees of the need for reductions in imposts on radio and television sets. Yet amusement houses, furs, jewelry, and other commodities hardly in the non-luxury categories are being accorded relief.

RETMA President Glen McDaniel, in his appearance last month before the Senate Finance Committee, made his usual excellent presentation. His arguments were cogent and realistic. But those who know their way around Congress recognize that a single appearance before a Congressional committee doesn't usually impel favorable action.

The industries obtaining varying degrees of tax relief have been active in Washington for years. They have made organized efforts to convince key members in both Houses of their need for help.

Can radio or television be regarded as in the luxury category? Should the public pay (at the manufacturer's level) a 10% tax on sets while minks, diamonds and movie admissions get sharp reductions in excises? Should color television's development be impeded by a 10% levy, when Congress customarily encourages new products, notably in these times when employment in the electronics industry has slumped?

After Mr. McDaniel's appearance, Chairman Millikin (R-Colo.) of the Senate Finance Committee suggested that manufacturers try again next year. It behooves them—and broadcasters too—to keep plugging from now on.

The broadcasters' interest is obvious. Anything that encourages the sale of sets increases the broadcasters' circulation.

Bulls on the Kilocycles

Throughout the nation we sense a change in the general outlook of radio broadcasters. Bears are turning into bulls.

The change is particularly noticeable in established television markets where radio survived the buffeting of first tv impact and has definitely come back into its own as a primary medium.

The unhappy truth is that until quite recently too many broadcasters were thinking only of the day they could get into television. The natural companion to such a yearning was a disinterest, if not dissatisfaction, in their radio work. Happily, events have shown that radio retains the rewards of a healthy business.

If proof of the general improvement in the state of mind of broadcasters were needed, it could be found in such assemblies as the program clinics which have recently been conducted by Broadcast Music Inc. Attendance at the clinics is up, discussion is more lively. Our representatives who have attended these meetings report that broadcasters appear more confident and more vigorous than they have appeared in years.

True, those in areas where tv is just getting started are experiencing what their fellows in older tv markets went through before them. They may take heart, however, in remembering that their difficulties should not be nearly as severe as those which the veterans of the early tv competition endured. They will not have to cope with the antagonism which radio's biggest customers developed three or four years ago when they first fell under the charm of tv. Nowadays, the biggest customers are turning back to radio albeit with greater emphasis on spot.

The new bullishness in radio is not unrealistic. It is founded on the unarguable fact that radio occupies an absolutely unique place among media and that it and television are destined to coexist as advertising services.

"Amateur" Sport

The television plan proposed by the National Collegiate Athletic Assn.'s television committee represents practically no advance over the feudal arrangements of former seasons. If adopted, it will retain all the restrictive features which have prevented the public from seeing the quality and quantity of football television it desires.

The hope must remain that the Big Ten will find support for its effort to break down the NCAA monopoly, but this cannot be regarded as more than a hope. There is little evidence of general revolt among the docile NCAA membership.

It does seem inconsistent that colleges and universities which are dedicated to the principle of freedom of thought and action should join, out of fear of commercial losses at the box-office, in as rigid and dictatorial an agreement as that proposed by the NCAA's tv committee. 

Page 110 · April 5, 1954
There have been many "Famous Figures" come from the Heart of America. They have played important roles in government, in literature, in show business, in science and in progress.

To an advertiser with a product or service to sell in the great Kansas City Trade Area, few are more important than the figures who symbolize The KMBC-KFRM Team—Casey and Kansan.

For years, they have been turning in the top performance in Heart of America radio—program-wise, promotion-wise, facilities-wise and most important, SALES-WISE! Yes, indeed, Casey and Kansan, famous figures are producing "Favorite Figures" (sales figures) for many happy advertisers.

Another famous figure which has sky-rocketed to the top is that big figure 9—with the CBS television eye. It's KMBC-TV backed with the same know-how that has spelled dominance for KMBC and KFRM.

Any way you figure, you can hit a new figure with an advertising campaign on The KMBC-KFRM Team, KMBC-TV or both. Write, wire or phone Midland Broadcasting Company, Kansas City, Mo., or your nearest Free & Peters colonel today.

Use the "Famous Figures" who can make your product into a "Famous Figure"!
IN FARM AND RANCH NEWS, Wayne C. Liles is the choice of Oklahoma. For eight years he was County Farm Agent for Tillman County, Oklahoma. He is past president of the Oklahoma County Farm Agents Association, and the winner of numerous awards for his work with farm youth. A graduate of Oklahoma A & M College, he has been prominent in Hereford Breeders Association work. He is a soil conservation expert. Yes, Wayne C. Liles is one of the winners who have made KWTV-9 the choice of Oklahoma City!

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

KWTV goes to 314,000 watts ERP with a 1372-foot tower in late summer 1954!