Community Recognition through Community Service

During 1953, WCCO-Radio and WCCO-Television devoted, without compensation, time, talent, production and facilities valued in excess of $1,000,000 to community service and charitable projects. In recognition, the people of the Northwest endorse as truly descriptive, these titles:

WCCO
RADIO “Good Neighbor to the Northwest”
TELEVISION “Another Member of the Family”

MINNEAPOLIS • SAINT PAUL
BULOVA—DOES A COMPLETE JOB...

A complete job of skilled craftsmanship, modern methods and smart design have made Bulova a precision timepiece for over two decades. Bulova's time signals on the air combine service and salesmanship to millions of Americans. You can look to Bulova for accuracy and dependability.

Craftsmanship and precision in programming are a distinct Havens & Martin, Inc. Stations contribution to your selling. Fine entertainment and public service have built up large and loyal audiences in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.

WMBG AM  WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC
pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight Channel 8 programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.
BRANDED as "extremely premature" rather than sheer rumor is report that H. L. Hunt, the Texas oil man, is pondering takeover of KOTV, TV station in Fort Smith, Ark. Hunt's interest in TV has been well documented, and Hunt recently made a visit to KOTV, he says, to make inquiries about the possibility of hearing, made within fortnight.

Formal announcement of Riggio, N. Y., COCA-COLA Bottling Co., has been enacted.

WITH PRESIDENT Eisenhower leaving for Augusta, Ga., this week, event of just one year ago on FCC chairmanship may be re-enacted. It was on Saturday, April 18, 1953, while he was at his favorite golfing spot, that President appointed Mr. Hyde for one-year term. He will be in Augusta on April 18 this year.

Coca-Cola Bottling Co. of New York, served until recently by William Esty Co., N. Y., reportedly is about to name Hilton & Rigdon, N. Y., as its new advertising agency. Formal announcement probably will be made within fortnight.

POSSIBILITY of hearing on proposed $4 million transfer of KOTV (TV) Tulsa to John Hay (Jock) Whitney interests (B&T, April 5) is being discussed by FCC. Question raised whether "outside investment" capital should buy into broadcasting on speculative basis. Comr. Robert T. Bartley in recent addresses raised this question prior to development of KOTV transaction. View is that approval might open flood gates to other investment houses buying properties on basis of highest bid.

THere's speculation that AT&T may attempt to meet objections to "high" color rates—which it never submitted officially to FCC—by jacking present black-and-white intercity connection charges and lowering proposed color fees. Experimental rate extension runs out May 15 and under normal practice new rate should be submitted to FCC about month before deadline (this week). This is because new tariff cannot become effective for 30 days. Telephone company officials in recent weeks have public-licy used language implying black-and-white rates not "compensatory." Meanwhile, AT&T continues to color-convert intercity routes, expects to have more than 80 stations in more than 60 cities linked by end of this year.

It's still good bet that FCC next month will approve change in multiple ownership regulations to raise tv limit of five to seven, not more than five of which could be vhf. Action is expected promptly following close of hearings before Senate Communications Subcommittee May 4-6, on economic plight of uhf, plus multiple ownership situation.

Utter futility of Sec. 309 (c), permitting anyone with purported economic interest to get hearing, will be pointed up by FCC (perhaps this week) in granting protest of C. B. Highland, Clarksburg, W. Va., newspaper publisher, against new tv station in that city. FCC has asked Congress to rescind economic protest rule, and, after quick oral argument for anti-broadcasting publisher, will cite this incident as another example of ridiculous extremes to which it must go to satisfy provision of McFarland Amendments adopted two years ago.

Reports that American Farm Bureau Federation was readying splurge into television with eye on upcoming Congressional elections are heavily discounted by AFBF executives. "First, we don't have that kind of money," one executive said, and "secondly, we never endorse or oppose candidates."

Although national organization does not envisage tv expenditures, some state federations have been active in video. Illinois group spends about $300 a week on Farmtown, USA, but this is only for production; time is donated by stations. Iowa state group supplies film shorts to tv stations under special farm program. Ohio federation has "small shows," mainly spots.

Business is booming for Advertising Research Foundation, with several projects now under full head of steam. Hence, Edgar Kobak, president, and A. W. Lehman, managing director, are looking for top experienced technician in advertising and media research. While Foundation covers all phases of advertising, considerable new activity is in broadcasting, including BAB-Four Network project and audience media study.

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Summer radio-tv business already is being placed, and a big part of it is in baseball coverage. Page 27.

ADVERTISERS & AGENCIES
Los Angeles agency trades billboard space for radio time and in turn sells time to clients. Page 30.

Toni Co., buys weekly quarter-hour on NBC-TV. It now sponsors five tv and seven radio programs. Page 30.

FILM
CBS-TV Film Sales will produce feature films. Page 32.

GOVERNMENT
U. S. Supreme Court kills FCC's anti-giveaway rules. Page 34.

Senate hearing on uhf postponed to May 4. Page 36.

STATIONS
Multi-million-dollar station sales mount in week of unusual activity. Page 46.

FACTS & FIGURES
New BAB study shows cumulative power of spot radio. Page 56.

FEATURES
Special B&T survey on feature film shows what it costs, how much is used, how it is sold to advertisers. Page 70.


Atlas keeps Midwest commercial production in the Midwest. Page 76.

TRADE ASSOCIATIONS

NETWORKS
Murrow receives heavy support after McCarthy attack. Page 88.

EDUCATION
Ohio State Institute for Education by Radio-Television gets full briefing from variety of authorities. Page 96.

MANUFACTURING
Five divisions of DuMont make profit, but broadcasting and tv receiver operations lose. Page 102.

INTERNATIONAL
CBC grants new am, tv stations in Canada. Page 108.

FOR THE RECORD
Weekly telestatus summary of operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. Page 125.
"Sister Stations," but Man! What sisters! Older sister KOWH is still the undisputed "Belle of the Ball" in Omaha and Council Bluffs . . . with a share of audience that surpasses her nearest competitor by a full twenty Hooper points!* With 35 quarter hours weekly collecting 50% or more of the radio audience!

And with ratings over 50%, your spots on KOWH often reach more people than if you bought equal time on the other five Omaha, Council Bluffs stations combined!

Represented Nationally
By the BOLLING COMPANY

* The February-March Hooper rating of 41.4% makes the 29th straight Hooper to score KOWH in first place.

As Mason said to Dixon . . .
"It's Hard to Draw the Line!"

My! How "little" sister has grown! In eleventh place seven months ago, WTIX now is first by a wide margin of New Orleans' seven independent stations!

Network affiliates? Well, one rates higher in the morning, and two in the afternoon . . . by a small margin.*

But seven months isn't a long time, and there's more Hoopers coming!

But while little sister is whittling on the nets, check those low rates! From a cost-per-thousand basis, WTIX is already the best buy in New Orleans!

Represented Nationally
By ADAM J. YOUNG JR.

* March, 1954 Hooper. (7-12 A.M., 12-6 P.M., Monday through Friday)
NBC-TV Affiliate Group Plans for Summer, Fall

NBC-TV’s sales and program plans for summer and fall include those for color, “spectaculars”—90-minute musical comedies, dramas, etc. [BWT, March 29]—were principal features of Thursday-Friday meeting of NBC-TV Affiliates Executive Committee with top NBC officials in New York. In what was described as “harmonious” sessions, affiliates conferred with network authorities Thursday, then held private meeting and resumed joint discussions with NBC Friday morning. No date set for further meeting, participants said.

Committeemen on hand included Walter Danum, WTMJ-Milwaukee, committee chairman; Cyril Moore, stations manager, WFLD-Fox, Chicago; Jack Fay, WHAM-TV Rochester; Jack Harris, KHRQ-TV Houston; E. R. Vadenhouse, WSYR-TV Syracuse; Fred Mueller, WEZK-Teo Orlando; David Balkmore, WEBS-TV Wilkes-Barre, and Joseph Rohrer, KRDO-TV Colorado Springs. Number of NBC executives participated, headed by President Sylvester L. (Pat) Weaver Jr. and Executive Vice President Robert W. Sarnoff.

BAB Announces Three-Way Project to Improve Selling

DETAILS of three-point project by BAB to improve selling both on and off the air were disclosed by Kevin Sweeney, BAB president, at meeting of Alabama Broadcasters Assn. in Mobile Friday.

BAB’s contribution toward improving radio’s approach to advertisers this year, Mr. Sweeney said, includes training to sharpen radio’s current sales force; plan to recruit new salesmen for radio, and monthly award to local salesman making most imaginative sale. Mr. Sweeney added that training program, which will be recorded, will be previewed by BAB-member stations this summer.

Mr. Sweeney announced that field work on survey of radio listening habits and personal radio set ownership of teen-agers has been completed.

LAMB CITES ANTI-COMMUNIST RECORD IN REPLY TO FCC HEARING LETTER

RECORD long public record of his anti-communist stand, broadcaster Edward Lamb filed formal reply Friday to FCC letter advising him that his station’s license renewal bid of its WICU (TV) Erie, Pa. was denied. Filed by former U. S. Attorney General J. Howard McGrath, protesting attorney denied all charges that Mr. Lamb had been member of Lucas County (Toledo) Communist Party, made financial contributions thereto and associated with Communist Party members, particularly during period 1944-48 [BWT, March 29, 15].

Response noted investigation in this matter had been made by FCC five times before with Mr. Lamb being cleared. Petition said in part: “Lamb was a Communist, or in sympathy with the aims, purposes and motives of the Communist Party, for communism.” Respondent Lamb has used all instruments of public information at his disposal, to attack vigorously and effectively the Communist Party and everything it stands for.

Respondent Lamb has never been charged by this Commission or anyone else, with using the communist party in his business, nor any other purpose other than the very best and highest American ideals, traditions and aspirations. ..

at deadline

FIRST NBC SPOT TEST

NBC RADIO is making first test of station acceptance to controversial “spot announcements” plan on basis of one station for one-one-minute spot, it was learned Friday. First and only sale yet under plan for one-minute spots in certain network programs [BWT, March 1 et seq.], was to Kiplinger agency (Changing Times magazine), Washington, for single spot in new Dave Garroway show (Sun., 8-10 p.m.) on program’s opening night, April 18. Agency is Albert Frank-Guenter Law, N. Y. Network has notified affiliates of order, pointed out it comes under new “participation” plan, and asked for early acceptance. Number of station representation sources said they knew of 20 to 30 major affiliates which would reject order. Network sources said Friday acceptances were coming in at “normal” pace. NBC asked only for acceptance of this particular order, did not request signing of affiliation contract amendment incorporating participation plan.

KOTA Rapid City Sold

By Dean to Associate

SALE of KOTA Rapid City, S. D. (plus KOZY-FM), by Robert J. Dean, majority stockholder, and other associates, to Mrs. Helen S. Duhamel, minority stockholder, for $148,000 announced Friday, subject to FCC approval. Company, whose capital stock would be acquired, has liabilities of about $116,000, primarily in new loan.

Mr. Dean, mentioned for appointment to FCC, and later for secretariatship, will devote primary time to Radio Games Inc., programming company, and to consulting practice. Mrs. Duhamel, who heads cowboy and Indian trading post and is identified with insurance company operations in South Dakota, would become sole stockholder. She now holds 55 of 290 shares. Mr. Dean, with 158.5 shares, is controlling stockholder.

Leo Borin, sales manager WHAY New Brit¬tain, Conn., will return to KOTA as manager upon consummation. He began with KOTA in December 1951 and announced. Transfer date is May 1 or any date thereafter following approval. Established in 1936, KOTA operates on 1380 kc with 5 kw. It is CBS affiliated.

McCARTHY UPS MURROW RATING

APPEARANCE of Sen. McCarthy on See It Now was seen by 38% of tv homes in New York area, according to preliminary rating made by Pulse. Figure is more than double program’s normal rating of about 17.5, Pulse said.

BYOR for RTES President

ROGER BYOR, vice president for radio and television, Poole, Cone & Belding, is official nominee for president of N. Y. Radio & Tele¬vision Executives Society for 1954-55. Other officers proposed by nominating committee, whose chairman was Robert W. Sarnoff, NBC executive vice president, are: first vice president, Robert Burton, BMI vice president in charge of publisher relations; second vice president, Elliott Sanger, executive vice president, WQXR, vice chairman; secretary-treasurer, eastern director, television, BMI, treasurer, Joseph A. McDonald, NBC treasurer.
WAGA RADIO SALES WENT UP, UP, UP IN '53

- National spot programs
- Local programs
- National announcements
- Local announcements

There's a reason why more advertisers, both local and national, both old and new, used more programs... more announcements... on WAGA in 1953 than the year before. They discovered and re-discovered that WAGA Radio is alive, wide-awake... a potent sales weapon in the ever-growing Atlanta market. Let us tell you how WAGA Radio can be used successfully to build more sales for your products or services.

Waga CBS-Radio in Atlanta

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

590 on the dial
5,000 watts
at deadline

St. Louis Merger Opens Way For Second Vhf Grant There

MERGER of St. Louis ch. 4 applicants Friday open way for early FCC grant to second vhf station in area. Agreement, which involved withdrawal of competing applicants KXOK and Missouri Valley, was reached Friday, retaining KXOK as surviving applicant, with options extended to stockholders of KXOK and Missouri Valley. Case has been in hearing. If options are exercised, KXOK will be owned 23% by St. Louis Globe-Democrat, 28% by Robert T. Convey and associates, 23% by KXOK Inc., 23% by KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul), and 3% by various St. Louis residents who, with KSTP, made up Missouri Valley.

At same time it was announced that Elzey M. Roberts Jr., present president and minority stockholder of KXOK, would divest himself of that interest and together with C. L. Thomas, present general manager of KXOK, purchase the 5 kw 630 kc facility.

Initial Decision in Wausau, Wis.; Other Actions of FCC

INITIAL decision proposing to grant ch. 7 at Wausau, Wis., to Wisconsin Valley TV Corp. was issued Friday by FCC Examiner Charles J. Frederick following dismissal of competing bid by WSAU (story page 42). Wisconsin Valley buys WSAU for $170,000 and Charles Lemke, 49% owner WSAU, acquires option for 25% in tv station. John R. Tomek, 51% owner WSDJ, is named as construction manager.

Wisconsin Valley ownership includes WATK Antigo and WFRHR Wisconsin Rapids, plus several newspaper publishing firms including Record Herald Co., Wausau. President is John C. Sturtevant.

Six in Boston Contest

BOSTON VHF ch. 5 tv contest increased to six applicants Friday as FCC accepted for filing new bid of Boston Post, purchaser of WCPG there (story page 42). M. Baker Jr., Alvin Beamam and Roy V. Whitman, subject to FCC consent (FEB. 26, March 29). Other contestants: DuMont, CBS-WSBS, WBBM, Greater Boston TV Corp. and Massachusetts Bay Telecasters Inc.

WNBT (TV) Power Increase

NBC-OWNED WNBT (TV) New York was set to increase effective radiated power from 14 to 30 kw, maximum permitted by FCC for ch. 4 in New York, with start of operations yesterday (Sun.), and at same time announced, installation of new RCA color transmitter equipment. Hamilton Shea, general manager of WNBT-WNBT, said power increase would expand WNBT coverage to include 8,400 square miles of land area.

Hamrick Heads Va. AP Group

HOWARD HAMRICK, WRNL Richmond, elected president of Virginia AP Broadcasters at Washington meeting Friday, succeeding Charles P. Blackley, WTON Stanton. Others elected: Wendell H. Siler, WRAD Radford, vice president; Frank H. Fuller, AP Richmond bureau chief, secretary; Irvin G. Adeoff, WLEE Richmond, treasurer.

CBS Radio Spot Sales

Meets With WBBM Chicago

SALES clinic for CBS Radio Spot Sales executives held in Chicago Friday by network's o&o WBBM, with showing of talent and station shows not previously seen. CBS New York contingent then moved on to KMOX St. Louis for similar session. Heading group were Wendell B. Campbell, vice president in charge of station administration; Henry R. Flynn, general sales manager; Milton F. Allison, eastern sales manager; and Ray Harte, manager of sales development; Sherrill Taylor, manager of sales promotion, and Gordon F. Hayes, western sales manager.

Burns, Others Named By ABC Film Syndication

PRODUCTION of John B. Burns to midwest manager of recently incorporated ABC Film Syndication Division [B&T, April 5] being announced today (Mon.) by George T. Shupert, president. Mr. Burns, who joined ABC last fall after resigning from CBS-TV Film Sales, will assume complete responsibility of division's midwestern sales operations, with headquarters in Chicago. Miss Lee Francis has been named promotion manager of division, Miss Harriet Feinberg has joined promotion staff.

Forming Baseball Hookup

NEW World News Service is lining up eastern-southern network to carry daily recreations of Brooklyn Dodgers baseball games, according to Richard Eaton, president of World and group of United Broadcasting Stations headed by WOOK-WFAN (FM) Washington. Network will respect home game situation in cities having major and minor league teams.

$2.5 BILLION FROM TV

“TV INDUSTRY, including manufacturing, sales and broadcasting, amounting to nearly $2.5 billion in 1953 from an industry that did not exist in 1946,” Charles J. Bolliffe, RCA vice president and technical director, said in talk prepared for delivery Saturday to Michigan Society of Professional Engineers in Ann Arbor. “It appears today that story may well be repeated—in color,” he said, noting that color sets are being produced and that color reception is already possible in 35 cities, with estimated 125 tv stations to be equipped for color by year's end, providing coverage for 75% of U. S. tv homes.

PEOPLE

EILEEN CUMMINGS, Dancer - Fitzgerald-Sample, N. Y., to Hicks & Greist, N. Y., as timebuyer.

KATHLEEN GREENE, production assistant on NBC-TV's Martha Raye show, joining agency as traffic manager.

ALICE EVERT, Wyatt & Schwalb, N. Y., to Kedderer, Baker, Hagedorn & Smith, N. Y., as assistant to Horace Hagedorn, vice president and account executive.

JOHN JACOBS and CLARENCE BITTING elected president and treasurer, respectively, of Three Corp. N. Y., at meeting Friday of board of directors. Mr. Jacobs has been associated with Tele-Q since 1953 and is said to be responsible for engineering many features of automatic prompting systems. Mr. Billings led company this year from Projection Index Co., Boston, where he was investment advisor.

LLOYD ESPENSCHIED, co-inventor (with Herman A. Affel) of the coaxial cable used to transmit tv programs and telephone conversations across country, retired from Bell Telephone Labs. Friday, after 44 years with Bell system.

KEN BEECH, recently with sales service department of ABC and previously with Warner Legers, N. Y., now sales staff of Headley-Reed Co., station representatives. JOHN BROWN, advertising counselor for Brown & Bigelow in New York and formerly with WFTV. Fort Lauderdale salesman, joins firm in research and promotion department.

WDTV (TV) Boosts to 100 kw

STEP-UP in power to 100 kw has increased viewing potential of WDTV (TV) Pittsburgh by more than 100,000 sets, Harold C. Lund, general manager, has reported. Many set owners reported that WDTV's ch. 2 signal was reaching them for first time, Mr. Lund said. DuMont-owned station's range has increased between 12 and 15 miles, Mr. Lund said, now encompasses nearly million set owners. In addition to power increase, WDTV installed six-bay antenna as replacement for previous three-bay radiator.

Hyde, Bricker in Film

FCC Chairman Rosel H. Hyde, Sen. John Bricker (R-Ohio) and other notables slated to appear in educational television film which will give to shot at U. of Iowa last fall for Indian sponsorship of Educational Television & Radio Center, Ann Arbor, Mich. Others scheduled to appear included Pat Meikle, star of WABD (TV) New York's Magic Cottage, children's series, and Edward L. Ryerson, board chairman, Inland Steel Corp. George Probst, head of U. of Chicago Round Table, was to produce.

Mutual Agreements Made

ADDITION of Thomas P. Duggan to Mutual station relations department as western representative and John A. Buning as southern representative announced Friday by Robert W. Carpenter, MBS station relations director. At same time Charles King, who joined department Jan. 4 after service as general manager of WKAL Rome, N. Y., was named eastern representative covering MBS affiliates in Northeast. Mr. Buning has been marketing troubleshooter and advertising coordinator for MacMillan Petroleum Corp. of Los Angeles, formerly was a network sales executive for ABC and also served in executive positions with several Florida radio stations. Mr. Duggan has been with WOR Recording Studios.

UPCOMING

April 12-18: National Advertising Agency Network, management conference, Boca Raton (Fla.) Hotel.

April 13: Sigma Delta Chi awards dinner, New York.

April 14: Penn-Del AP Radio Assn., WCAU Radio-TV Center, Philadelphia. For other Upcomings see page 120

BROADCASTING • TELECASTING

April 12, 1954 • Page 9
I CONSIDER MYSELF A HELUVA SALESMAN!

... and so are Nord and Sheeley and the other boys on my staff at KELO (radio and TV) Sioux Falls. We'll go behind a counter to sell goods if necessary. Yes, we've actually had to do that more than once when commercials on KELO brought more customers into a store than the merchant’s own sales clerks could handle. What do you have to sell that you’d like extra action on? KELO will get it for you—in husky sections of four states.

WINNER of Billboard’s TV Merchandising Award

KELO TV and Radio

Channel 11—Sioux Falls, S.D.

JOE FLOYD, President

NBC (TV) PRIMARY
ABC • CBS • DUMONT

NBC (Radio) Affiliate
On the Washington scene...

He presents an impressive figure!

This year, our Mark Evans and the products he sells* will be prominently displayed in 9 out of every 10 supermarkets in the entire Washington metropolitan area. Unprecedented in Washington broadcasting history, Mark Evans Brand Wagon Weeks present the advertiser with 5,840 store days per product of solid point-of-sale merchandising. No wonder the National Food Brokers Association named Mark "the Oscar winner of the grocery world"...and advertisers call him the most sales-effective personality in all Washington radio and television!

WTOP RADIO
Represented by CBS Radio Spot Sales

WTOP-TV
Represented by CBS Television Spot Sales

*Provided they have store distribution
KNXT... Channel 2... CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Lee Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).

KABC-TV... Channel 7... ABC Affiliate—Licensed to American Broadcasting—Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV’s planning. The station employed Kear & Kennedy as engineering consultants. A special G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

KTTV... Channel 11... DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer (right), is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).
HIGH POWER STATIONS

buy G·E

LOS ANGELES BROADCASTERS CAP MOUNT WILSON
WITH G-E TRANSMITTERS

WHENEVER station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles...probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals...only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote...4 out of 5! Why not put your station on the “power team”...on the winning team! Get the complete G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X244-12
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
THE WORLD WE LIVE IN

Network: ABC Radio
Time: 9:30-10 p.m., EST (premiere, April 2)
Producer-Director: Sherman H. Dryer
Narrator: Charles Penman
Writer: Various
Source Material: Life magazine's serial, "The World We Live In"
Music: Ralph Norman

EDUCATIONAL radio at its best is typified by the new serial, The World We Live In, an oral documentation of the highly-acclaimed series that has appeared in Life. If the high level of the initial program is maintained, with its emphasis on education and the sense of the dramatic, ABC Radio should have a ready audience among those who are puzzled, but still intrigued, by the world around us.

The first episode, titled "The Earth Is Born," traces the concepts of the origin of the earth from the time of Aristotle up to the present. With Charles Penman providing an informative commentary, scientists through the centuries are introduced in a dramatic sequence in which they speculate on the ways the earth was formed. In turn, the contributions of Aristotle, Cosmo de Medici, Copernicus, Fra Giordano Bruno, Galileo, Newton and Prof. Thomas Chamberlain are presented.

The program generates a quality of mystery with narrator Penman pointing up the significance of each contribution and touching upon areas still to be explored. A word of commendation is in order for the excellent mood music by Ralph Norman.

* * *

PRESIDENT'S REPORT

Networks: ABC, ABC-TV; CBS, CBS-TV; DuMont; NBC, NBC-TV; Mutual
Time: First, 8:30-9 p.m., EST (except CBS which broadcasts the speech from 10:30 to 11 p.m.)
Speaker: President Eisenhower
Producer: Robert Montgomery

PRESIDENT EISENHOWER talked to the people last Tuesday night—man to man.

It was a friendly chat, its serious subject unmarred by any viewer's sympathetic desire over the speaker's delivery. That could not be said of many of Mr. Eisenhower's earlier tv appearances, even after he was in the White House.

Whether Ike learned the lesson alone, or whether his friend and advisor, actor-producer Robert Montgomery, taught it to him can only surmise. Probably it was a little of both. But the relaxed unposed manner of the President was more than a little like the superb ease of the experienced Mr. Montgomery.

Ike used no prepared text but relied on cue cards to jog his memory on points he wanted to discuss. The cards, 3 by 5 ft., were printed in letters 2½ inches high, and Mr. Montgomery and Robert Kieve, White House aide, shifted them as necessary. The President kept track of the time by a large clock on the wall facing him. It was thought necessary for Press Secretary Jim Hagerty, at one side, to cue newsmen to make sure their cameras were rolling during important passages.

Lighting, under the expert guidance of Mr. Montgomery, was excellent. When the occasional Eisenhower grin flashed, the result was natural and warm as compared with the overlighting that gave skin tones of some earlier telecasts a chalky pallor. The President spoke calmly and without effort, as at home as a southern colonel sipping mint julep on his veranda. His demeanor gave additional assurance to the President's message urging his countrymen not to be afraid.

* * *

LIGHTS, CAMERAS

As the outset of the President's telecast, there were a few uneasy moments that gave the jitters to the tv production crews working on the program. President Eisenhower mistook a newsreel camera off to his left for the tv camera into which he should have looked. Mr. Montgomery was quick to see the President's mistake and hastily directed him to the camera telecasting the show.

It was explained later that the error was a logical one. Two tv cameras are usually used for Presidential appearances. A red light on either at a specific time tells the President which lens he should look into. Last Monday, only one tv camera picked up the President's address, eliminating the necessity for the light cue. But a newscast camera in the studio did have a red light burning, which accounted for the President's momentarily redirected gaze.

* * *

BOOKS


AN Advertising Research Foundation publication written by two assistant professors of psychology at Tufts College, this book may be of some use to advertising executives in determining the motivating forces that govern human behavior as reported by psychologists, sociologists, psychiatrists and others. It is a dictionary of definitions of terms used in cultural anthropology, philosophy, psychoanalysis, social psychology and statistics.

* * *

AUTOMATIC RECORD CHANGER MANUAL. Published by Howard W. Sams & Co., 2201 E. 46th St., Indianapolis 5, Ind. 288 pp. $1.

THE FIFTH of a continuing series of Photofact books on record changers and tape recorders, this booklet provides data based on laboratory examination and is complete with photographs, "exploded view" diagrams and parts lists. Included are writeups of adjustments, change cycle descriptions and service hints.

Page 14 • April 12, 1954
A SALUTE to GENERAL FOODS

ASCAP—The Thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP-licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.
CRACK! There it goes; another BROADCASTING • TELECASTING advertiser's ad sizzling dead-ahead for a record-breaking run.

The batter's B•T, the newsweekly of radio and tv whose every page clicks with on-the-spot news to be found nowhere else.

Little wonder: B•T has the largest editorial staff in its field. B•T has the most news and the most features. B•T has the greatest advertising volume. B•T has the most paid circulation based where it counts.

Want all-hit, all-run results from your advertising promotion? Then team up with B•T. It's the walk-away pennant winner!
Building Car Listening

EDITOR:

...During the last two months I have had occasion to take three motor trips ranging from 525 to 650 miles from home. After I am 75 to 100 miles from Pueblo I have no more idea where on my dial I shall be able to tune in the nearest or the best reception than a man in the moon ... On these three trips there were to me three or four roadside signs telling me the network affiliate or the kilocycles...

Each station spending $300 or $400 on medium to small road signs with the kilocycles in Southside could get the job done and no one would be hurt... I feel the radio stations are losing a golden opportunity to do a good job of public relations to the traveling public and to the town or city from which they broadcast.

R. B. Flemmons
R. B. Flemmons & Sons Adv.
Pueblo, Colo.

Back in Harness

EDITOR:

Ever wonder what happened to Mark Woods? You've recall he retired from the ABC presidency several years ago after having served for a quarter-century in radio's top echelons.

Well, here's documentary evidence of what he's doing.

Name Withheld

The Thesaurus show*


From all parts of the country we've been getting sponsor comments like these: "Volume of sales tripled" - WESA (Charleroi, Pa.), "Business increase of 11% traceable to show" - KKHIC (Fairmont, Minn.), "Most successful program ever used" - WPAR (Parkersburg, W. Va.), KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28% - WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; "Conlon rating 32.1% Same sponsor with show over 18 weeks. Getting a talent fee." - WJRT (Kingsport, Tenn.).

There's lots more to this story: many other Thesaurus shows, too, have had similar outstanding sales success. Why not add your name to the growing list?

Write, wire dept. B4 or phone nearest Thesaurus office (see below) for audition disc and complete information on the Wayne King Serenade or any of the 30 Thesaurus "Big name shows for low-budget sponsors."

*Thesaurus Success Story #1

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Here to Stay

EDITOR:

WHUM-TV joins with many other uhf stations who I am sure have written to congratulate you on your report of the symposium on "Uhf Television—Boom or Bust" conducted during the recent IRE convention [B&T, March 29].

It seems to me there has been too much negative thinking about uhf television, not enough positive. Matter of fact, most of the stuff you hear is a lot of misinformation along the lines of... "I heard it from a friend of mine whose Aunt Tillie knows a guy who knows a fellow, etc."

I say, Rubbish... Keep on giving the facts. Uhf is here to stay.

Robert M. Reuschle, Narf Slx, Mgr.
WHUM-TV Reading, Pa.

Plea for Realism

EDITOR:

I cover the four state area of the Southwest calling on tv stations only. At present a total of 40 stations exists in my territory and they are popping up like flies all around us.

Everywhere I go (with a few exceptions) I see lavishness, high investment, large Overseas. The more I see, the more firm are my convictions that the only answer to especially the uhf station is a minimum operation. This means low-priced studio equipment for film and live. This means a transmitter room right behind the control room, one studio and not more than a total of an eight-man staff. This means a simple, rectangular building immediately adjacent to the tower...

The major prerequisites for starting any business can be summed up in keeping the initial investment small, maintaining a minimum essential overhead, and operating efficiently.

Today this is possible in television... Forget about imitating the big boys. They are making money because they were here first.

Mort Zimmerman, Pres.
Commercial Electronics Corp.
Dallas

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OPEN MIKE
WE prepared ourselves for a New Experience. The host revved up his test equipment, checked roll-off, measured gram pressure of stylus, interpreted the cathode-ray oscilloscope and various voltimeters, ohmeters, and a wave-distortion analyzer. The tweeters, the middles, the woofers had their impedance matched and re-matched in the crossover network; the air in the speaker-array's baffle was vacuum cleaned, the needle brushed, the record brushed, the stroboscope read for turntable speed. All was ready. The house lights dimmed (and why not, with all that load?). The guests, a little dim themselves after an hour of preparation, settled back among the wires, coils, tubes and tools for a sound experience of ineffable pleasure. The needle found the groove, there was an expectant hush . . .

The dog started howling.

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

* * *

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

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

The Katz Agency will supply hi-fi proof.

**WMT and WMT TV**

CBS for Eastern Iowa
Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency

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**THE MORE THE MERRIER**
**WE ALWAYS SAY...**

**WBNS-TV** takes great pride in its fast growing group of national promotion awards.
Last year WBNS-TV received the Billboard, duPont and Sigma Delta Chi plaques.

*So far this year 4 more have been added!*

- **Billboard's Film Service Poll awards** (one first place, two second places, one third place and one specific mention)
- **Billboard's Audience Promotion award.**
- **Billboard's Merchandising Promotion**
- **Zenith Television award** (for public service programming, received by WBNS-TV's Fern Sharp for her "Sharp Comments" series)

**WBNS-TV** accepts these honors as a responsibility. The high standard of operation which made possible these awards will continue to provide top ranking service and programming on both national and local levels.

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**Charles B. Ganz**

on all accounts

A STAUNCH supporter of radio as an advertising medium and of the independent radio station as a selling force is Charles B. Ganz, president of Smith & Ganz Inc., Hollywood advertising firm.

Most of the firm's $300,000 billings for radio and TV (mainly radio) in its 10 months of existence have been for local and regional advertisers, lending authority to the veteran agency executive's contention that "TV has out-priced itself for the local advertiser."

Within the specialized field of the Hollywood firm, that of lead-deal and mail-order selling for such firms as Hall-Howard Co. and Save-by-Mail Inc., both N. Y. and Ransom Insurance Agency (American Family Hospital Plan), Los Angeles, Mr. Ganz states radio always out-produces in volume-for-cost against TV.

Over the years, Mr. Ganz has worked out a campaign which he guarantees to sell any product. Concisely, it is to buy a 7-day schedule of 30 second spot announcements throughout the broadcast day, one every 15 minutes, on a minimum of 4 independent stations on 4 different dial positions.

Born in New York 49 years ago, he attended public and business school there. Starting his business career early, he sold his first life insurance policy at the age of 16, later becoming the youngest branch manager for Equitable Life Assurance Co., New York, at 21. Moving to California in 1926, he entered radio two years later as an account executive for KGFJ Los Angeles. After 12 years as a station time salesman, he joined Allied Advertising Agency, Los Angeles, as account executive, moving to Smith, Bull and McCready Inc., Hollywood, in a similar capacity five years later. He became secretary-treasurer of Walter McCready Inc., Beverly Hills advertising firm, in 1949, leaving to form a partnership with the late Richard (Dick) Smith in April 1953. Six weeks after the new firm was established, Mr. Smith died and Mr. Ganz took over full management of the firm.

In March 1953, when President Roosevelt took office and closed the banks, Charles Ganz, like many others, found himself in the embarrassing position of having no ready cash on hand. Intensifying his embarrassment was the fact he was to marry the former Alice L. Camp. He laughingly remarks his marriage began on credit. These days besides reading and trying to keep up with two lively daughters, Patricia, 14, and Sharon, 11, he spends much time doing the odd jobs around home in the Westwood section of Los Angeles.

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The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction. Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte's construction was more than twice that of Washington or Baltimore.

Charlotte's out-size construction bill mirrors not only city but area needs. For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

Coverage to Match the Market
 Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV
CHARLOTTE, N. C.
A RUGGED-FACED sportswriter-turned-columnist named Edward Vincent Sullivan—whose poker table mien and brittle Irish wit have carried him through a lifetime newspaper career and a depression-era fling at radio, climaxd by a highly successful venture into television—has been knighted with a rather unlikely sounding title: “America’s No. 1 automobile salesman.”

This acknowledgment of Ed Sullivan’s inside and outside salesmanship on behalf of the 1,700 Lincoln-Mercury dealers who sponsor his CBS-TV Toast of the Town did not come about through the ballyhoo of some happy press agent. In two years the stern-visaged “toastmaster” has traveled 100,000 miles to meet his sponsors in person and to make appearances tied in with Lincoln-Mercury advertising’s “Modern Living” theme.

That his L-M dealer-sponsors are pleased with the arrangement is patent. Three Sundays ago they completed five years of sponsorship for Toast, which began June 20, 1948. Never before, their ad budget says, has a single individual been so directly responsible for the sale of so many automobiles.

Between shows the 51-year-old television personality and Broadway columnist, a grandfather of two weeks, is making 40 trips a year around the country, emceeing at fashion, furniture and carpet shows and various traffic-building projects put on by major department stores. As a side bet he also appears at charity fund appeals and public service functions.

Proud of being born in New York, in 1902, Mr. Sullivan moved with his family to Port Chester, N. Y., after his twin brother Daniel died. He attended St. Mary’s parochial school and Port Chester High School, where he won 12 letters in sports and captained its champion baseball team.

After leaving school, Mr. Sullivan became sports editor of the Port Chester Daily Item at $10 a week. He also wrote obituaries and covered town board meetings and police. He joined the old New York Evening Mail in 1920 as a sportswriter.

From the Mail, he went to the World, the Morning Telegraph and the Graphic as sportswriter. After 12 years of sports he became a Broadway columnist and shifted later to the Daily News, establishing his “Little Old New York,” which he still writes.

Ed Sullivan not only co-produces and emcees Toast of the Town, but arranges for most of the acts. On his show have been such luminaries as Bob Hope, baseball’s Leo Durocher, Irving Berlin, Ann Jeffreys, Oscar Hammerstein II and Richard Rodgers, Gen. Jonathan Wainwright, and boxing’s Georges Carpentier, Barney Ross and Joe Louis. His biographical sketches on Toast have included such people as Sam Goldwyn, Walt Disney and Sophie Tucker.

As a Broadway columnist he branched out into vaudeville, radio and benefit shows in the early 30’s. His “Dawn Patrol” stage troupe has trod the boards for years and starred some of the nation’s leading entertainers.

Mr. Sullivan is well known for the charity affairs he has arranged, especially during World War II. His big show for Army Emergency Relief grossed $226,300, which is claimed to have broken all records for a one-nighter. Later his gross for the American Red Cross at Madison Square Garden passed that figure with $249,000. The armed forces cited him five times for selling war bonds and taking shows to military hospitals during the war years.

Ed Sullivan made his radio debut on CBS in 1932 with his own program and introduced to the airwaves such notables as Jack Benny, Jack Pearl, George M. Cohan, Florenz Zeigfeld, Jimmy Durante, Gertrude Niesen, Jack Haley, Frances Langford and Irving Berlin.

He feels one of his most important accomplishments in radio was bringing Jack Benny to that medium. He met the comic in a Broadway restaurant one night in May 1932 when vaudeville was going out and radio was coming in, and invited him to be guest on his CBS program. Mr. Benny accepted reluctantly because he “didn’t know anything about radio.” In 1942—on his 10th anniversary of the air—Mr. Benny repeated on his own program the script of the original Sullivan broadcast.

Mr. Sullivan married Sylvia Weinstein in 1929. Their daughters, Betty, who is married to Lt. Robert E. Frech, Jr., presented them with a grandson March 29.

Ed Sullivan’s wide acquaintance with celebrities of the sports and show worlds and his experience as a vaudeville trouper, star of benefit rallies and as a big-name newspaperman, helped get his Toast of the Town off to a brilliant start in 1948. With his 30 years of work on New York dailies and as a columnist writing from Broadway, Hollywood, Europe and Latin America, he has made friends with many people in the public eye.

Mr. Sullivan has no intention of dropping out of tv as he did out of radio. About that, he says:

"I was on the ground floor of radio and dropped out of it, like a big dope. Now, I’m in on the ground floor of television, and I’m not giving up my lease until the landlord evicts me."
We present it as a practical symbol of the vast industrial momentum that makes our part of the nation so important.

Throughout 116 active counties in five states—all served by WSAZ-TV—you'll find thousands and thousands of time clocks. Day after day, they record the working hours (and earning powers) of people whose skills have helped make this Ohio Valley the veritable industrial heart of America.

Here's a market of jackpot dimensions—in area...in number of families...in annual income...in buying power (and inclination to buy)...in rate of growth. Many of the nation's best-known industrial names swell its prosperity with their payrolls, adding to a total income that now tops four billion dollars a year!

Only one television station commands all this vista, reaching into its homes with a persuasive influence on buying habits that is wondrous to have working for you. Many top advertisers have discovered the selling power of WSAZ-TV. It can work as well for you.

**WSAZ**

Television

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP—NBC-CBS-DuMont-ABC

Affiliated with Radio Station WSAZ.

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency
NEW VIDICON
RCA's Superior

For MULTIPLEXING, or direct use!

RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).
DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA'S TK-21 Film Camera does for film picture quality what the RCA Image Orthicon Camera has done for "live" picture quality.

"Live" picture sharpness!
For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output to use aperture response correction. Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. Benefit: You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!
The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. Benefit: You get more realistic film pictures than ever before possible.

Low light source requirements!
The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . then this camera virtually runs by itself.

RCA VIDICON Film-Camera Chain TK-21 includes:
1. Vidicon Camera MI-26271
2. RCA-6326 VIDICON Tube MI-26671
3. Control Chassis MI-26081
4. Deflection Chassis MI-26094
5. Remote Control Panel MI-26541
6. WP-33B Power Supplies MI-26085-B
7. Camera Cable & Connectors MI-26725-A10
8. TM-68 Master Monitor MI-26136-A
9. Master Monitor Kinescope MI-26365
10. Master Monitor C-R Tube MI-26665
11. Blower MI-26577-B
12. Console Housing MI-26266-1

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
Your dollar delivers 89.4% more on KWKH than on Shreveport’s second station!

It’s a cinch to figure Shreveport’s Number One radio value—it’s KWKH, hands down.

KWKH gets three times as many Average Daily Listeners as Shreveport’s second station—actually delivers 89.4% more listeners-per-dollar!

The audience figures above are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area.

Ask your Branham man for all the facts about KWKH’s superiority, here in the important Arkansas-Louisiana-Texas area.

50,000 Watts • CBS Radio •

"B" KWKH
LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH
A Shreveport Times Station

The Branham Co.,
Representatives

Henry Clay, General Manager
Fred Watkins, Commercial Manager
SUMMER SPONSORS BUYING: $40 MILLION IN BASEBALL

SPRING and summer, once a seasonal symbol of declining radio revenues, now offer new sponsors and new money to both radio and TV broadcasters. Starting tomorrow (Tuesday), the baseball season promises well over $40 million in contracts.

And then comes the summer, with indications already pointing to a busy season on agency rows in major cities. Besides the usual seasonal buyers of time—beverages and foods—other lines show renewed interests in reaching the warm weather audience.

In a quick check of major timebuyers, BT finds a score of East and West Coast agencies working on plans for summer campaigns. There will be more, many more, within another month.

COMING MONTHS PROMISE BIG SEASON FOR SPOT

UPCOMING hot weather promises to swell the spot revenues of the nation's radio and television stations, according to a BT survey last week which revealed a score of national and regional advertisers already placing summer schedules.

The advertisers include ice tea manufacturers, brewers, soft drink producers and makers of ice and ice cream confections.

Two tea companies, Lipton's and Tender Leaf, are preparing their summer schedules.

Thomas J. Lipton Inc., Hoboken, is expected to break its seasonal bid for its iced tea about mid-June with a six-week radio and television spot campaign on about 250 stations in over 100 markets. Young & Rubicam, New York, is handling the account. Actual buying probably will start early in May.

Standard Brands Shifts

Standard Brands, for Tender Leaf Tea, New York, as of the first of this year had planned no radio or television budget but had expected to use the money for print advertising. But at last week, on recommendation of its agency, Compton Adv., New York, a radio and TV spot budget was set aside for a 13-week campaign probably to be launched at the end of May or first of June. The number of markets has not been determined.

Three ice and ice cream manufacturers—Good Humor, Eskimo Pie, and Howdy Doody products—will use radio and television spots.

Good Humor, New York, through David J. Mahoney Adv., New York, effective early in May, will start in five cities for six weeks. The cities are New York, Chicago, Detroit, Cleveland, and New Haven.

Eskimo Pie, New York, through Buchanan & Co. there, is using radio and television spots in 30 markets, starting April 15 and running through the end of July.

Doughnut Corp. of America, New York, has a license from Kagran Inc., New York, to produce Howdy Doody ice confection products, which will be promoted on a spot schedule. Contracts vary from four weeks to 13 weeks and start late April and early May. Blaine-Thompson Co., New York, is agency.

Three soft drink producers to use spots are White Rock, Kool-Aid, and Bev-Rich Products.

HOLLYWOOD STARS baseball fans will hear game play-by-play on KFWB there starting tomorrow (Tuesday). Sponsorship arrangements are set by (1 to r): James Smith, president, Seven Up Bottling Co. of Los Angeles, Norton Mogge, president, Mogge-Privett agency, and Harry Mazzich, KFWB president, sales and advertising manager for Kool-Aid, announced last week. The product is owned by General Foods. Kool-Aid will sponsor the Roy Rogers Show and will begin its special commercials in May. Foote, Cone & Belding, Chicago, is agency.

Bev-Rich Products Inc., Philadelphia, formerly handled by Ward Wheelock, Philadelphia, which is going out of business [B+T, April 5], has named Sullivan, Stauffer, Colwell & Bayles, New York, to handle its line of premium soft drinks. The company claims to be one of the first to package carbonated drinks in flat top cans. Although SSC&B has just been appointed and its plans for Bev-Rich are still being formulated, radio and television will definitely be used, BT learned.

Fairstaff Brewing, St. Louis, through Dancer-Fitzgerald-Sample, New York, effective mid-April, will start a 26-week spot radio and television announcement campaign in 15 markets in the St. Louis area. This is in addition to its heavy radio and television activities, which includes a Saturday baseball game on TV, Mutual's Game-of-the-Day and a number of other sports events on many stations across the country.

Narragansett Beer, Providence, R. I., in addition to its baseball schedule [see below] is using radio spot announcements for a five-week campaign on about 15 stations. Cunningham & Walsh, New York, is agency.

J. A. Folger & Co., San Francisco (coffee), will continue its full radio and TV schedule during the summer, according to Raymond R. Morgan Co. In addition to spot radio and TV in the West, Folger will have a six-week Frank Hemingway and the News on 79 Don Lee and Intermountain Network stations plus sponsorship of Queen for a Day on KHJ-TV Hollywood.

Sunkist Growers, Los Angeles (frozen lemonade), on June 1 starts 40 temperature spots weekly on CBS New York and 60 weekly on WNBC New York, 13 weeks, through Foote, Cone & Belding, Los Angeles.

Rheingold Starts Spot Series

Rheingold Brewing Co., Vernon, Calif., subsidiary of Liegman Breweries, on April 19 starts a heavy radio-TV spot series in Southern California. It includes 30 spots weekly on each of 40 stations in 10 markets, 37 weeks plus 10 spots weekly on 15 TV stations in six markets. Agency is Foote, Cone & Belding, Los Angeles.

Paine & Co., Los Angeles (Kitchen Fresh, Hickory Smoked potato chips), continues its spot and participation series on seven California radio stations and one TV outlet. Others will be added in the summer, through Jimmy Fitz & Assoc., Hollywood.

Franilla Ice Cream Co., Los Angeles, using Southern California independents, plans a saturation spot summer radio campaign starting in June through Tullis Co., Hollywood.

Ardens Farms Co., Los Angeles dairy products firm and consistent local buyer, will increase spots in mid-June on five Los Angeles area radio stations. It will continue co-sponsorship of The Little Schoolhouse on KTTV (TV) Hollywood and participation in Sheriff John on that station. Allied Adv. Agencies, Los Angeles, has the account.

Nehi Beverage Co., Los Angeles, through Raymond R. Morgan Co., Hollywood, plans a local area summer campaign including spot.

Maier Brewing Co., Los Angeles, through Enterprise Adv. Agency, continues its year-round radio saturation spot schedule on five...
stations and programs on four stations. The firm has half-hour and 90-minute programs.
Penn-Cola Bottling Co. of Los Angeles, through Blow Co., starts a pre-season campaign of participations, spots and programs to cover three counties, using Negro, Spanish and Jewish programs. The sponsor will use 12 radio and three tv stations, with more to be added in June.

Los Angeles Brewing Co. (Eastside Beer), placing through Warwick & Legler, continues one-third sponsorship of Hollywood Stars and Los Angeles Angels home games on K2J TV plus a heavy radio-tv spot schedule in southern California.

BASEBALL BROADCAST SEASON SHAPES UP AS RECORD

BASEBALL'S formal opening tomorrow (Tuesday) will set off a record series of aural and tv broadcasts of major and minor league games, with the season's package of play-by-play and adjacent features likely to pass the $40 million mark.

Sponsor negotiations have not been completed in all major league cities though the picture was clearing up rapidly at the weekend. Again sponsors as Atlantic Refining, Chemasters, Valley Forge, Goebel, Burger, Miller, Sinclair, White Owl, Coca-Cola, Carlings, National Bohemian, Falstaff, Colgate, Schaefer, Camel, Lucky Strike and Ballantine will bring games and roundups to the nation [BT, Feb. 8].

New in the sports picture will be the Baltimore Orioles, formerly the St. Louis Browns. National Beer is sponsoring 89 tv games in Baltimore, dividing among WMAR-TV and WAAM (TV), plus some games in nearby cities with tv. Radio will be carried on WCBM. National is sponsoring the Washington Nationals radio on WWDC there, with 58 telecasts on WITG (TV).

Esskay Meat Products Co., Schmidt Bakery and Sherwood Brothers Sinclair gasoline dealers will sponsor Bobo Newsom, ex-pitcher, on WMAR-TV and WAAM (TV) and WMAR-TV Baltimore before and after Oriole game telecasts. Van Sant, Dugdale, Baltimore, is Esskay and Sherwood agency.

The Orioles will be greeted April 15 for their first home game with a city parade and celebration.

Atlantic Refining has enlarged its four-city sponsorship, sharing games in Philadelphia, Boston and Pittsburgh with co-sponsors. Like many of the other sponsors, Atlantic has been bringing an extensive schedule of spring training games and commentaries via radio and tv.

MBS again is carrying a "Game of the Day" and ABC-TV is featuring a Saturday telecast, "Game of the Week."

Minor league cities will have extensive sponsorships, with the usual resentiment over major league cities' telecasts. Again this year some cities are selling blocks of tickets to fans as a way of stimulating attendance and preventing telecasts from hurting the gate.

As in the past, many major league cities will feed their games to radio hookups ranging upward to 20 or more stations.


WINS New York will carry all Yankee games for Ballantine, through J. Walter Thompson Co., with third and seventh inning sponsorship by White Owl Cigars through Young & Rubicam. Play-by-play will be by Mel Allen and Jim Woods. Les Reiter will do a pre- and post-game broadcast which will be available for local sponsorship. There will be a 20-station baseball network this year again but sponsorship information is not available.

WMGM New York will carry all Brooklyn Dodgers games on radio, with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO is agency for both. Connie Desmond, Vince Scully and Andre Baruch will announce. Twenty-five-minute pre- and 25-minute post-game features, Warm-up Time and Sports Extra will be carried, featuring Marty Glickman, Bert Lee and Ward Wilson, and will be available for local sponsorship.

WOR-TV New York will present Dodger home games with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors, both through BBDO. Connie Desmond, Vince Scully and Andre Baruch will announce. Happy Felton will be featured in a one-half hour show before each home game, Ken Kolak Gang, which will be sponsored by ten savings banks in Brooklyn and Queens through Muir & Co., N. Y., and in a 15-minute post game feature, Talk to the Stars, for which one-half sponsor

GAMES OF Memph Chicks will be spon- sored on WHBQ by Tennessee Brewing Co. Signing contract (I to r); Tom Rodgers, WHBQ radio sales manager; E. C. Krounseick Jr., president of sponsor; Ernest Lee, president of W. R. Kramer Inc., advertising agency.

hip has been contracted by Pioneer Division, Borden Co., through Doherty, Clifford, Steers & Shenfield. Another sponsor is set to be signed.

WPIX (TV) New York will televise Giants home games with sponsorship by Liggett & Myers (Chesterfield) through Cunningham & Walsh. Russ Hodges and Bob Delaney will announce. Frankie Frisch will do 15-minute pre- and 10-minute post-game telecasts of home contests with one-half of all these telecasts to be sponsored by Colgate-Palmolive Co. through Sherman & Marquette. Sponsors of games or adjacencies include Beechut Packng Co., Petri Wine, Paper Mate Pens, Hoffman Beverages and Pabst Beer.

WMCA New York will carry all games of Giants under sponsorship of Liggett & Myers (Chesterfield), through Cunningham & Walsh. Russ Hodges and Bob Delaney are announcers. Johnny Mize and Johnny Most will present 15-minute pre-game feature titled Johnny on the Spot, which is being sold on a local par-}

icipating basis. Between double-headers, there will be a 15-minute Double-Header Stretch on each with Frank Frisch doing play-by-play. Timmy Team is commentator. Commercialер and business sponsor will handle play-by-play.

ABC-TV will carry "Game of the Week" each Saturday under sponsorship of Falstaff, through Dancer-Fitzgerald-Sample. Announcers will be Dizzy Dean and Buddy Blattner.

While Anheuser-Busch Inc., through D'Arcy Adv. Co. has curtailed some of its baseball broadcast plans, it still expects to air a substantial schedule of Major League games. The saturation plan had stirred protests from minor league forces and the wrath of Sen. Edwin C. Johnson (D-Colo.), with the threat of legislative action.

Sponsors already signed have been held on the Johnson baseball bill.

Budweiser is making arrangements to carry Cards games on well over 100 stations and clashes of nine Cardinal-franchised teams and Cardinals in minor league cities that were completed with tv stations in all National League cities for facilities to be used to pipe road telecasts of the Cards back to WTVI (TV) in Belleville, Ill. All 77 road games will be televised if the National League can clear facilities. Harry Carey will handle descriptions.

National League Games

In 10 other minor league cities, it was learned, the National League team will broadcast its games when they don't conflict with home skirishes of the local club. About 50 games are involved in this reservation deal in each case in those cities, meaning there might be as many as 100 games a week because the local team is home. The cities are: Hot Springs, Ark.; Terre Haute, Ind.; Evansville, Ind.; Cedar Rapids, Iowa; St. Joseph, Mo.; Muskogee, Okla.; Little Rock, Ark.; Richmond City, Tenn.; Kokuk, Iowa; Memphis, Tenn.

Anheuser-Busch had announced in February it was abandoning plans to air games in nine minor league cities, three of them Card franchises (BT, March 11).

Pittsburgh Pirates' games are being telecast for the first time, with 24 weekend games to be carried on WENS (TV) Pittsburgh by Atlantic Refining Co. and Western Pennsylvania Coca-Cola Distributors. The network is to televise an entire double header with a sub- network keyered from WWSW Pittsburgh. Rosey Rosenwell will announce for the 16th season, aided by Bob Prince. N. W. Ayer & Son is Atlantic agency.

Carlungs' broadcasts through Lang, Fisher & Stashower, has contracted for rights to the 77 road games of the Cleveland Indians on WXEL (TV) that city. A co-sponsor was under consideration. Jim Britt and Ken Coleman will handle play-by-play with Bob Harnish as commercial director and baseball supervisor. The Indians are opposed to local home game tele-

vision.

WIRE Cleveland will carry all games on radio direct from the park, with Ernie Wilson of Chevrolet Dealers as sponsors. Jimmie Dudley and Ed Edwards are announcers. Cen-
BASEBALL FEATURE by Chuck Dressen, manager of the Oakland Oaks, to be sponsored on KPIX (TV) San Francisco by Frank Edwards Co., is signed up by (to r): seated, Lou Simon, KPIX sales manager; Mr. Dressen; George Sundry, Edwards’ sales-promotion auto division manager; standing, Carl Christopher, George Taylor Agency; Robert Edwards, sponsor vice president; Harry Diner, KPIX salesman, and Bob Fouts, producer.

Co-Sponsors for Cubs
Tv-wise Liggett & Myers (Chesterfields) and Hamm Brewing Co. will co-sponsor 77 Cubs home games and perhaps 55 Sox local games on WGN-TV Chicago, with Jack Brickhouse and Harry Cregg handling commentary. The White Sox club does not permit night telecasts.

Saturday Schedule
Also on Saturdays, ABC-TV’s Game of the Week, for Falstaff Brewing Corp., St. Louis, will be on KOY-TV Phoenix, KUV-TV El Paso, KJEO-TV Fresno, KGTV-TV San Francisco, KCCCTV Sacramento, KBAK-TV Bakersfield, KBTV (TV) Denver and KVOA-TV Tucson. Same program is offered cooperatively on KABC-TV Los Angeles, KPRC (H. J. Caruso, Dodge-Plymouth dealer, L.A., through Warren & Legler, main sponsor), and KFMB-TV San Diego. Yet unclosed is similar cooperative deal for KEYT (TV) Santa Barbara, Calif. In addition, some stations are offering corollary interview and pre, post and between-game programs. The list includes quarter-hour hour KHTJ-TV Hollywood Sports Spotlite film series between Sunday double-headers, sponsored alternate weeks by Wynn-Pepper, and Broadcast BBDO Los Angeles, and Farmers Insurance

will carry home and road contests of the Minneapolis Millers minor league club.

Miller Brewing Co., through Mathisson & Associates, has about 400 local radio stations simulcasting complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braves’ TV Policy
The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV’s Game of the Week program until it was discovered they could not beam the intra-league games into major league cities.

Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-announcer-station lineup has already been underway through spring exhibition coverage.

The radio-television coverage picture of Pacific Coast League baseball play rapidly cleared prior to the league opening tomorrow (Tuesday). All home games of both Hollywood Stars and Los Angeles Angels are jointly sponsored by Liggett & Myers Tobacco Co. (Chesterfields), through Cunningham & Walsh Inc., New York; Eastside Beer, Los Angeles, through WJBK & Legler, Springfield, Ill., and Ford dealers, through 1. Walter Thompson Co. [B+T, Feb. 8]. KPIX (TV) San Francisco is offering 12 Oak and 11 Seal games between April 10 and Sept. 11; Household Finance Co., San Francisco, is co-sponsor.

No sponsor was reported last week for KPTV (TV) Portland Beaver games and it was problematical if the station would carry the program.

Redlegs Coverage
In Cincinnati, where the Redlegs last year opposed night baseball tv, WCOP-AM-FM-TV will cover baseball, with Burger Brewing Co. buying the entire package, through Midland Adv. Agency, as it has for many years.

Waite Hoyt and Bob Gilmore will take care of descriptions, simulcasting in some instances. The tv slate includes weekdays, Saturdays and five night games. WCPD-TV also will feed WHIO-TV Dayton and WSAZ-TV Huntington, W. Va. WCPD-FM will feed over 30 stations in Ohio, Kentucky and Indiana.

Lineups also have been set for Chicago.

Four advertisers will pick up the check for complete home and away coverage of the Chicago White Sox and Cubs, with provision for local sponsors along regional network routes. The advertisers are Simons Tobacco Co., General Cigar Co. (White Owls), General Finance Co. and Coca-Cola. Bob Elton and Don Wells will do the Sox on WCFL and Bert Wilson and Robert Elston the Cubs on WINL, with all games aired district or live on the road.

The regional hookups comprise 36 stations
Exchange, Los Angeles, through Factor-Breyer, same city; KHJ-TV Baseball Warm Up, yet upset; and Scoreboard, Knothole Gong and Dugout Interviews, KSAN-TV San Francisco, no sponsors reported.

Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, same city, looms at largest radio-tv baseball advertiser on Pacific Coast with budget around $30,000, supposedly equal to last year's. Besides one-third sponsorship of weekday Oakland A's games on KSAN-TV San Francisco, Lucky Lager will broadcast most of KKL Oakland-Oakland game broadcasts, KMPC Hollywood Los Angeles Angels, KFBK Sacramento Solons, KWJJ Portland Beavers and KSDO San Diego Padres (last with Franco-American Bakeries, San Diego, and E. Long Co., Chicago, and Ford Dealers Assn., San Diego, through J. Walter Thompson Co., Los Angeles.)

In addition, Lucky Lager will co-sponsor daily re-creations of major league games on KMPC Hollywood, KYA San Francisco, KFDB Seattle, KPOA Honolulu and KILA Hilo, Hawaii, and is reportedly seeking more stations for such programs.

KYA enters its fifth year of re-created major league baseball, Thurnerhead, KYA general manager, confirmed that 10 major league teams have entered into agreements for broadcasting of both day and night games on the station, with negotiations underway to carry games of other teams. KYA games have complete agreement to KWBK Hollywood Stars and Sicks' Seattle Broadcasting Co. of Los Angeles, KFBK Sacramento Solons, the Right to furnish, transmit, distribute, and sell advertising, and from getting anything for such programs.

While baseball sponsors include Seven-Up Bottling Co., Los Angeles, through Mountain-Pryett Inc., same city, KFWB Hollywood Stars games; and Sicks' Seattle Broadcasting Co. (Rainier Beer), Seattle, through Miller & Co., same city, taking first half of season KSFQ San Francisco Seals games and optioning co-sponsorship of second half, with guarantees continued full sponsorship if no other advertiser appears.

KTVQ (TV) Oklahoma City will carry two games of the local club each week. Some 60,000 tickets were to be sold before the season started as protection to the club but sales fell below that total. Sponsoring the KTVQ games are Thrift-T-Wise food store, with narration by Jack Sherman, KTVQ sports director.

WHHM Memphis will carry 116 games of the Yankees, Dodgers and Giants under sponsorship of Nat Buring Packing Co., a $40,000 package signed by Cecil C. Beaver, WHHM vice president and general manager. George Mooney will handle re-creation.

Half the Cleveland Indians schedule will be sponsored on WBBW Youngstown, Ohio, by Century Foods Markets, with the other half sponsored by other local and national accounts. WQXI Atlanta has exclusive rights to Crackers games. The station has sponsored MBS games daily for three years.

Consent Decree Settlements Cubs-KYA Difference

A CONSENT decree acknowledging the right of the Chicago Cubs professional baseball team to control the broadcast of its home games—including re-creations of its broadcasts—was signed last week by KWA San Francisco.

The decree was signed in a suit brought by the Cubs and Mutual charging KYA broadcast re-creations of Cubs games in 1952 and 1953 without the Cubs' permission. A judgment for $5,000 damages also was entered against KYA. (KYA reported last week the Cubs were among major league clubs signing for station broadcasts this season. See preceding story.)

The case was brought in the U. S. District Court for the Northern District of California, Southern Division. Mutual carries Cubs games, along with those of other major league teams, as part of its Game of the Day series, under agreements with the teams involved.

Under the consent judgment in the KYA case, which Mutual hailed as "a significant victory" in the battle against "unauthorized broadcasting of baseball games," KYA is forbidden to broadcast without the Cubs' written permission any details of any home games of the Cubs other than "the score at the end of each half inning, team batteries and home runs."

The same applies to re-creations, and KYA also is barred from furnishing such information to others, and from getting it from others, without the team's consent.

Further Restrictions

The decree also enjoins KYA "from advertising, assuring or intimating, expressly or otherwise, that defendant KYA does or will have the right to furnish, transmit, communicate or broadcast any report, description, account or re-creation of any home game of the plaintiff Chicago club, without written authorization of the Cubs, which contains or consists of more than the score at the end of each half inning, team batteries, and home runs."

The station also is barred "from intercepting, converting or otherwise appropriating and using or dispersing of for profit any radio or television broadcasts authorized, made, distributed, produced or sponsored by either of the plaintiff without written permission."

The injunction was signed by Federal Judge Louis E. Goodman.

RADIO time for billboard space is the latest trade gimmick of Ben Allah Newman, Los Angeles advertising man. In the Los Angeles advertising scene for over 30 years, Mr. Newman has dealt with many local stations, and they emphasize they consider his operation ethical.

In the current deal, Mr. Newman owns and controls a number of billboards in the Greater Los Angeles area. He exchanges billboard space with stations for time, which in turn he sells to his clients, either for cash, or for real estate, merchandise or anything of value, $30 learned.

Radio time is not the only media which the Ben Allah Newman Advertising Service seeks. At least two Los Angeles newspapers have exchanged space for space, and the classified advertisement has appeared in the L. A. Times, "Radio advertising for trade for what of value? Call ..."

Stations dealing with Mr. Newman emphatically state they have complete control, he acts only as an agent to line up clients for the contracted radio time. One station executive declared, "There's nothing wrong with his copy."

Sign Directly

Furthermore, time contracts are signed directly between the independents and Mr. Newman's clients, they point out, allowing stations some more control over advertising content.

Mr. Newman's clients include automobile dealers, building contractors, real estate developments, hotels and resorts. In the past, he has dealt extensively with blue chips, exchanging them for radio time, another station man revealed. At least one station used them to entertain sponsors at a Mexican resort.

At present two stations, KFWB Hollywood and KWKW Pasadena, are engaged in the billboard operation, although Mr. Newman trades elsewhere as he develops deals. Asked the extent of his billing, Mr. Newman refused to divulge the information. However, one station reported it had made "some $2,000 in time available over a period."

Still another executive reported his station, a local independent, had not renewed its arrangement with the Newman service because, "We felt it conflicted with our own sales crew and normal agency channels."

"But there's lots worse things around radio in this city than Ben Allah Newman," he added.

Toni Purchases NBC-TV Segment With Tony Martin

THE TONI Co. has completed negotiations for the purchase of a weekly evening quarter-hour segment on NBC-TV with singer Tony Martin. Announcement of the 39-week contract was to be made this past Friday.

Purchase of the 15-minute period (Mondays, 7:30-8:00 p.m. EST), the time vacated by the Arthur Murray Party, was the opening gun in Toni's campaign to increase its radio-tv programming for the summer season. Mr. Martin (effective April 26) gives the firm five television shows plus seven radio programs it either sponsors or on which it alternates sponsorship. Mr. Martin will do two shows from

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New York and the rest from Hollywood—all live.

Also in the negotiation stage last Wednesday was a contract for a half-hour (Tuesdays, 8-8:30 p.m. EST) on NBC-TV to be vacated by comediana Milton Berle this summer. Toni was reported "in negotiations" for the time block.

The firm, which about a year ago spent in excess of $5 million on radio-tv, is spending "considerably more" in 1954. Toni sales had their best year in 1953, it was noted.

The campaign is on behalf of Toni's various home permanent and related products—Toni, Bobbi, White Rain Shampoo, Tame Creme Rinse, and Pron. The agencies involved are Tatham-Laird, Leo Burnett and Weiss & Geller. The contract for Mr. Martin was placed through Tatham-Laird.

Toni is slated to assume weekly sponsorship of Arthur Godfrey and His Friends (Wednesdays, 8-8:30 p.m. EST) in June, after having carried the show on alternate weeks for years.

Brewing Firm Revises Radio Ad Plan

VAN MERRITT BREWING CO., Burlington, Wis., has revised a beer distribution project submitted to radio stations last December (B&T, Jan. 4). In a letter on Van Merritt stationary, signed by Jack O'Keefe as account executive of Bozell & Jacobs, Chicago branch, the brewery offers to send stations a "check for $400 and more as payment in advance on every case of Van Merritt beer ordered by our distributor in your primary area.

The December plan proposed to involve stations in selection of Van Merritt distributors. The new plan is described as "a cooperative arrangement for your carrying out a broadcasting program that is in keeping with your selection as the exclusive station in your market."

Arrangement With Stations

Stations are to be paid 25 cents for each case the local Van Merritt distributor orders, minus 15% for the agency. This may be cut to 12½ cents later, according to Mr. Glueck's letter. He explains that when a distributor is named in the area, the station initiates its Van Merritt program, using up to 10 announcements per day plus one or more sports and news periods across the board.

Announcement letters would be mailed to chain stores, drug stores, taverns, package stores, restaurants and other outlets. Mr. Glueck offers this suggestion: "This letter (or any special mailing that you may decide on to accomplish this purpose) would play up the EQUIVALENT expenditure that Van Merritt was making on your station. In other words, your mailing would emphasize the rate card rates of the Van Merritt program...indicate the total equivalent investment that Van Merritt had contracted for during the indicated period of cooperation."

Mr. Glueck adds that the 25-cent allowance is double the usual brewery advertising quota.

O'Keefe Joins S&S Agency

J. F. O'KEEFEB JR., director of sales and advertising for Red Dot Foods Inc., Madison, Wis., has been named merchandising director of Schwimmer & Scott Inc., Chicago advertising agency. Jack Scott, S&S president, said last week he had the move was made to provide clients with better merchandising service. Mr. O'Keefe will continue handling Red Dot advertising and merchandising in his new position.

PRODUCT MANAGERS of Vick Chemical Co. were guests at Station Representatives Assn.'s Crusade for Spot Radio clinic at New York's Biltmore Hotel. L to r: seated—T. F. Flanagan, SRA managing director; Mort Bassett, John Blair & Co., and Thomas Poole, Frank Davies, Clark Carter and Edward Gelbert, all of Vick; standing—Reg Rollinson, Crusade general manager; Tom Campbell, Brunton Co.; Jack Thompson, Free & Peters; James Tuck, Weed & Co.; Robert Fenner, Vick; Frank Fitzpatrick, The Katz Agency; Art McCoy, Avery-Knodel Inc.; Reynolds Moore, Vick, and Byron Goode, Robert Meeker Assoc.

Hardware Promotion Gives Radio Half Its Budget

RADIO—624 spots on 16 stations in 14 markets—gets the $7,000 budget for a local-level promotion in western Washington State for National Hardware Week, April 16-24. Wholesaler Schwabacher Hardware Co., Seattle, is sponsoring the promotion, with Keene & Keene, that city, as agency.

Radio and television stations included in the hardware promotion are KWNL Longview, KELA Centralia-Chehalis, KAPA Raymond, KTCT Tacoma, KGY Olympia, KIMA Yakima, KBKW Aberdeen, KOMW Omak, KONP Port Angeles, KPO Wenatchee, KPGU Bellingham, KBRC Mt. Vernon, and KING-AM-TV, KJR, KOL and KAYO Seattle.

Mortimer New President Of General Foods Corp.

CHARLES G. MORTIMER, executive vice president of General Foods Corp., for the last two years and associated with the company since 1928 in various executive capacities in advertising and marketing functions, was elected president and chief executive officer of the company at a meeting of the board of directors in New York last Wednesday.

Mr. Mortimer succeeds Austin S. Ingeheart, who was elected chairman of the board, replacing retiring in line with the company's retirement policy. Mr. Mortimer has been the company's chief operating officer for the past two years, working closely with Messrs. Francis and Ingeheart in over-all management of the firm.

American Tobacco Sales Register Gains For '54

MARCH sales of the American Tobacco Co., both in dollars and in unit volume, are estimated to be "substantially higher" this year than in March 1953, Paul M. Hahn, president, told the annual stockholders meeting last week in Flemington, N. J. He said exact figures are not yet available.

In answer to a stockholder's question about filter-tip cigarettes, Mr. Hahn said that for such a cigarette to give the consumer what it promises, it must "filter the smoke effectively and do so without sacrifice of the taste and the flavor that makes smoking a pleasure." He said the company is actively engaged in working on the development of such a filter-tip cigarette.

All directors of the company were elected.

SPOT NEW BUSINESS

Standard Oil Co. (of Indiana) and Kraft Foods Co., Chicago, using commercials on radio-tv shows and announcements to publicize new Red Crown gasoline and vegetable oil, respectively. Standard will air messages on 30 radio and 10 tv outlets in Midwest. Kraft to utilize Kraft Television Theatre on ABC and NBC tv networks and The Great Gildersleeve on NBC Radio to promote products. No extra expenditures involved.

Television Screen Productions, N. Y., announces it has completed a series of 20-second film commercials for the American Legion Auxiliary for use on tv stations before Memorial Day. This marks the third year that TSP has produced the commercial for the campaign.


NETWORK NEW BUSINESS

Adolph's Ltd. (Adolph's meat tenderizer) to sponsor 10-10:15 a.m. segment of Arthur Godfrey Time (CBS, radio and tv, Mon.-Thurs. and CBS Radio Fri., 10-11:30 a.m.) on alternate Fridays, effective last week. Agency: Erwin, Wasey & Co., L. A.

Packard Dealers will sponsor The Packard Program starring Martha Wright on ABC-TV, Sundays, 9:15-9:30 p.m., for 52 weeks, starting April 18. Agency: Maxon Inc., N. Y.
CBS-TV FILM SALES EXPANDS FUNCTIONS

Plans to increase merchandising and publicity, and arrangements for co-production of feature films are announced by Leslie Harris.

In an attempt to help television station owners solve their film problems, CBS-TV Film Sales is expanding its merchandising department effective immediately, increasing its publicity staff and entering into co-production arrangements for feature films, Leslie Harris, vice president and general manager, told BET last week.

To help stations promote CBS-TV films, the present merchandising staff will be increased, by at least three persons. A substantial increase in promotional pieces such as point-of-sale displays, counter displays at supermarket, etc., is planned, in addition to the car cards and bumper strip giveaways already being sent to the stations.

The distribution division also plans to help the man whose job will be to travel from station to station to help in merchandising CBS-TV films on a local level.

The publicity staff will be increased and here too the film company plans to hire at least one man who will be on the road constantly to work with stations on publicity.

The motion picture publicity technique of employing publicity and promotion from negotiation with stars, writers and producers on the programs to the ultimate conclusion and distribution, will be lifted and adapted for television films, Mr. Harris said.

$5 Million For Feature Film

Approximately $5 million has been set aside for co-production of feature films this summer, bringing CBS-TV Film Sales into the feature film syndication field. Two productions have already been selected. The first is a half-hour dramatic radio property entitled The Whistler owned by the CBS which will be adapted for 39 films. Negotiations are underway with several stars, among them Teresa Wright, to play the lead on the show. Another property to be filmed will be an adventure series, Soldier of Fortune starring George Sanders. CBS-TV Film Sales will provide the property, writer and star but will hire outside producers for the features. Among such producers, negotiations are now underway with Desilu (I Love Lucy) and Don Sharpe as well as others.

The film company also plans to give the stations a balanced programming schedule. Mr. Harris said: "We will not only provide 'entertainment' shows but in addition are planning service shows, among them a woman's show with Margaret Arlen, a cooking show and a variety musical program."

Arrangements to add a series of 25 cartoons produced by J. Arthur Rank, British film maker, are virtually complete, he reported.

The firm also plans to distribute its programs in Great Britain and Mexico, Cuba and other Spanish speaking countries for use on television stations and in theatres.

A clinic which had been scheduled last week for CBS-TV Film Sales personnel has been postponed to late May or June.

TPA Releases Plans For Greater Output

The film production-distribution firm announces it will have nine film series, financed for $8 million, on the air by the first of next year.

A STEPPED up program of activity by Television Programs of America was announced at a news conference in New York last week by Milton Gordon, president, who said TPA will have nine filmed properties, financed for an estimated $8 million, on the air by Jan. 1, 1955.

The company, Mr. Gordon said, was launched by the Ramar of the Jungle series, which was released last September. Since that date, TPA has released Your Star Showcase, with Edward Arnold as host, and 28 feature films produced by Edward Small.

Production Panorama

Future plans, Mr. Gordon continued, include an Ellery Queen series, which is in production in Hollywood, with the first 13 films completed; Halls of Ivy, which will go before the cameras April 19 (4 X 4, April 3); Lassie series scheduled to start production May 19; Captain Gallant of the Foreign Legion, starring Buster Crabbe, which is being filmed on location in Africa; and The Family Next Door and Secret Files of the French Police, which will go into production this summer.

In line with TPA's expanded production and distribution schedule, Michael Silberman, executive vice president in charge of sales, announced that the sales staff will be increased from 53 to 50 by the end of the year.

Mr. Gordon noted the nine serials are "almost equally divided between those owned by TPA, those in which we are co-producers and those where we are distributing for independent producers."

Italian Film Export

To Buy U. S. Kinescopes

APPOINTMENT of Italian Film Export, New York, as official American representative of Radio Audizione Italiane, government-sponsored radio-television organization, was announced last week by Ralph Serpe, director of IFE's television and co-production department.

On behalf of RAI, IFE is authorized to arrange for the purchase of U. S. tv film material, scripts and story ideas; negotiation of term contracts for writers and directors; initiation of co-production transactions for tv film packages designed for exhibition in both countries.

Mr. Serpe announced he is immediately interested in acquiring kinescopes of outstanding tv shows, which will be dubbed into Italian in Rome. He said he already has completed negotiations for Ramar of the Jungle tv filmed series from Arrow Products and for a package of 52 short subjects from Encyclopedia Britannica. Work has begun, Mr. Serpe said, on the simultaneous production of a 39-episode tv film package and a feature-length film, based on "The Three Musketeers," which will be produced jointly by Thetis Films of Italy and Bob Goldstein.

Bonanza Signs Beebe

BONANZA Products, Hollywood, has signed Lucius Beebe, writer and raconteur, to appear as narrator-host in a new half-hour tv filmed series, Tales of Virginia City, which will be based on stories in the files of the Territorial Enterprise, published in Virginia City, Nev. Bonanza Products was formed by producer Frank Rosenberg and writer Sam S. Taylor.

'Hero' Sells Crisco

CUT RATE Super Markets of Johnson City, Tenn., which sponsors My Hero on WHL-TV there, wrote the station a letter praising the effectiveness of its advertising on the show, according to Official Films Inc., New York, producer of the film series. It said: "... We have had numerous compliments... regarding the program. The effectiveness of this type of advertising is shown in the response we have had to our Tele-Specials. In the two-day period immediately following the program we sold 900 1/3 lbs. of Crisco and more than doubled our sale of Borden's Biscuits."
ABC's Rights to Disney Films Limited to TV

ONLY insofar as tv is concerned does ABC have first "turn down" rights to Disney filmed products, declared Roy Disney, referring to the seven-year contract between Walt Disney Productions and ABC-TV [BT, April 5] which since has been approved by both boards.

"As there isn't the money in tv that there is in theatrical distribution, television will be tailored around us to serve our motion picture program," the Disney firm president said.

Disney will produce a minimum of 26 hour-long tv programs annually for ABC-TV. A studio spokesman revealed the possibility of feature film footage being incorporated into the tv films. For example, he suggested a footage shot of the filming of "20,000 Leagues Under the Sea," upcoming theatrical release, as a potential format for a tv program to demonstrate behind-the-scenes facets of production.

Thus, Mr. Disney emphasized, any use of theatrical footage would be as a "selling gimmick or trailer."

Ziv Makes 'Three Lives' Available to Military

COINCIDENTAL with news of the hydrogen bomb, Ziv Television Programs Inc. reported last week that its acquisitions of J Led Three Lives tv films dealing with Communist infiltration of civil defense groups and sabotage training have been made available free to three defense organizations.

The requests were from Lt. Col. Roderick L. Francis, chief, Installations Security Division, the Air Provost Marshal, the Inspector General, Washington; Maj. Jerome G. Schweikert, detachment commander, Detachment No. 56, 4679th Guard Observer Squadron, Pittsburgh, and Lt. Elliot H. Miller, PIO, Headquarters, 31st Air Division, St. Paul. John Sinn, president of Ziv-TV, said the copies are being made available at no cost since the films are to be used for indoctrination and enlistment purposes.

The series currently is carried in 137 cities, with latest sales in 11 markets.

Hillbilly Series in Color

PLANS to produce and distribute a half-hour hillbilly variety show filmed in color for regional and local sponsorship were announced last week by Herman Rush, vice president of Official Films Inc. Mr. Rush said that "more than $24 million is involved in the deal over the next few years."

The series is being produced for Official Films by Connie B. Gay, hillbilly impresario of Town and Country Time, transcribed radio program. Mr. Gay will produce 52 half-hour films at the Byron Inc. studios in Washington. Mr. Rush said that the first 26 programs are nearing completion, and the series will be made available starting June 1.

WDSU-TV Joins Vitapix

WDSU-TV New Orleans has joined the roster of stockholder stations of Vitapix Corp., according to a joint announcement made last Monday by Frank E. Mullen, Vitapix president; and Robert D. Swezey, executive vice president and general manager of the station. The addition of WDSU-TV raises the number of Vitapix member stations to almost 50.
GIVEAWAYS NOT LOTTERIES, ACCORDING TO U. S. SUPREME COURT RULING

In an 8-0 decision, the High Court turns down an FCC appeal of a lower court ruling that one of the Commission's key lottery provisions was invalid. FCC found to have exceeded its authority.

[For the full text of the decision, see Fox THE RECORD, page 122.]

The FCC was stretching things when it attempted to rule that giveaway programs are lotteries, the U. S. Supreme Court in effect said last week.

By an 8-0 ruling, the Court turned down an FCC appeal from a 1953 three-judge special New York court decision holding that one of the Commission's key provisions in its lottery regulations was invalid.

Associate Justice William O. Douglas, who took part in oral argument early in February [BWT, Feb. 8], did not participate in the decision.

The Supreme Court decision, written by Chief Justice Earl Warren, found that the FCC exceeded its authority in attempting to define listening to a radio program or watching a TV show as a "consideration" in the meaning of the lottery statute.

Previous court decisions have held that "consideration" means something of value, Chief Justice Warren said. In fact, he pointed out, in the one court case involving a radio giveaway program [Clef Inc. v. Peoria Broadcasting Co., Circuit Court of Appeals, Peoria, Ill., 1939], the court affirmatively found that listening to a giveaway program was not "consideration" within the sense of the lottery statute.

Justice, Post Office Rulings

The Chief Justice also pointed to Post Office and Justice Dept. rulings which involved giveaway programs as contrary to the FCC's position.

The Post Office, he said, has ruled that advertising circulars concerning giveaway programs can be mailed and do not violate lottery laws.

The Justice Dept., he said, had refused FCC requests to declare broadcasters and advertisers of giveaway programs. He noted the Justice Dept. refused to join the FCC in appealing the lower court's decision.

Congress also has failed to legislate against such programs, although FCC requested such legislation, the Chief Justice said.

"The Commission now seeks to accomplish the same result through agency regulation," Mr. Warren said. "In doing so, the Commission has overstepped the boundaries of inter-

prestation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of Sec. 1304 does not provide the remedy."

In affirming the lower court's ruling, the Supreme Court did not take notice of that part of the decision which held that the provision involving giveaway programs also vio-

lated the anti-censorship sections of the Communications Act and the First Amendment.

The case (Nos. 117, 118, 119) involved regulations drawn by the FCC in 1949 spelling out how it considered Sec. 1304 of the U. S. Code. Sec. 1304 prohibits the broadcasting of lotteries. Among the provisions was one concerning telephone programs. The rules were attacked in their entirety by ABC, CBS and NBC. A New York special court ruled, 2 to 1, that the regulations were within the province of the FCC, but that the sections applying to telephone giveaway programs were illegal [BWT, Feb. 9, 1953].

Pending a decision in the case, the FCC stayed the effectiveness of the regulations. It is presumed that with last week's Supreme Court decision, the Commission will revise the rules to delete the controversial provisions.

HIGH COURT OKAY OF GIVEAWAYS LAUDED

ABC hailed the U. S. Supreme Court's give-away decision last week as "a good one," but said it required ABC programming.

NBC spokesmen said they were "delighted," but the network had no additional comment late last week.

Other networks which fought FCC's plan to ban giveaway programs declined to comment formally on the decision, but officials privately tended to agree with the ABC view that present networking programming would not be changed as a result.

"The American Broadcasting Co.'s programming will not be affected by the decision since we still plan to be guided by ABC policy which was upheld in this opinion," the ABC statement said. The network added the consideration has never been a major problem to ABC because this company has a policy against broadcasting programs wherein the selection of the winner of a prize from among the other participants is based on chance. This policy will continue in force and all programs involving the awarding of prizes will continue to be as carefully scrutinized as they have been in the past.

"ABC has a responsibility to the public at large and the public is going to view its approval or disapproval of programming." Although the decision was praised in network circles, some attorneys who participated in the case said that the decision is "wrong" not on the law. But the network noted that the rules not only wrongly interpreted the lottery law, but also that, since the law is contained in the penal codes, enforcement should be left to the Justice Dept., not the FCC.

Phone Giveaways Declining

In voicing belief that the decision will not bring out a spate of new giveaway programs on the networks, officials pointed out that the number of such shows employing telephone calls—the type at which the rules were aimed—had been on the decline for some time. CBS Radio, for one, does not have a single telephone giveaway program, a spokesman noted.

On the other hand, NBC, which carried out, local station giveaways appear to be continuing to enjoy wide use and popularity.

In Chicago, Walter Schwimmer, president of Walter Schwimmer Productions & Radio Features Inc., whose Tello-Test telephone quiz package was the immediate test case, expressed gratification with the high court's decision.

"I am naturally delighted with the decision and particularly the vote of 8-0, proving the complete illogicalness of FCC's proposed giveaway ban," Mr. Schwimmer said. He hoped "this decision will not mean this country will be flooded with quiz and give-away programs.

Tracking the history of the litigation, in which Schwimmer Productions filed suit against the FCC and later took the case to a New York federal court and obtained an injunction, Mr. Schwimmer said the Commission's proposed giveaway ban was "insane" and, emotionally reasons and its arguments were "not of logic or law." He asserted the FCC had been "high-handed, autocratic and stupid," adding that he does not mean to imply the present administration.

Mr. Schwimmer intimated that the giveaway question was raised by "people" on the FCC who were not familiar with broadcasting and telecasting problems. He said it should be recognized that "this is a business" involving the livelihood of businessmen, and should be conducted "within certain boundaries" but de-

void of emotional whims.

Telephone vs. Studio Quiz

"If telephone quiz shows have the element of lottery," he suggested, "then so do studio quizzes. Then both must be against the law.

Mr. Schwimmer's Tello-Test currently is being aired over 150 radio stations, notwithstanding the reluctance of some broadcasters to buy the package because of the legal aspect raised by the FCC. Additionally, he said, the litigation of many years has been costly in legal fees as well as in station acceptance.

Still, he continued, Tello-Test is being carried by far more outlets today than 10 years ago. Frank P. Schreiber, manager and treasurer of WGN Inc., whose WGN Chicago was the first station to carry Tello-Test, issued a statement saying the Supreme Court decision was agreed to.

"The Communications Commission under the Communications Act has no authority to control program content except to prohibit blasphemy, obscenity, falsehoods, libel, slander, or treasonable utterances," Mr. Schreiber said.

John B. Moser and Compere, Chicago, who filed the original brief on behalf of Radio Features Inc. in 1948, described the Supreme Court ruling as "sound" and "heartening decision."

"Apparently the court followed the basic thinking and reasoning behind the briefs that were filed from the beginning," he observed.

Wagner Tax Proposal

DEEP concern was expressed last week by the New York Council of the American Assn. of Advertising Agencies to Mayor Robert F. Wagner of New York over a proposal to extend the 3% city sales tax to advertising agency services.

In a letter to Mayor Wagner signed by Donald K. Clifford, chairman of the Council, it was asserted that the tax "would inevitably result not only in rising unemployment among advertising agencies, advertising media and advertising suppliers which have made New York the world's advertising center, but also in declining sales and loss of employment generally."

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GOVERNMENT

BROADCASTING • TELECASTING
Buy **WHO**

and Get Iowa's Metropolitan Areas...

**Plus the Remainder of Iowa!**

**TAKE FILLING STATION SALES, FOR INSTANCE!**

- **4.4%** CEDAR RAPIDS
- **3.4%** TRI-CITIES
- **8.6%** DES MOINES
- **1.9%** DUBUQUE
- **3.1%** SIOUX CITY
- **3.7%** WATERLOO
- **74.9%** REMAINDER OF STATE

**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
- **47.9%** 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
- **82.0%** Drugstores

Source: 1953-'54 Consumer Markets

FREE & PETERS, INC., National Representatives

**BUY ALL of IOWA—**

**Plus “Iowa Plus”—**

**WHO**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager
HILL UHF HEARING TO BE HELD MAY 4-6

Word from Sen. Potter is that his work on the McCarthy-Army controversy has forced a shuffling of hearing dates.

THE HERALDED Senate hearing on the status of uhf has been postponed a week, from April 27-29 to May 4-6.

Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.) announced late Thursday the hearing would be pushed back because of activity by another Senate group.

The other legislative unit is the Senate Permanent Investigations Subcommittee which is probing the McCarthy-Army affair. The probe group last week announced hearings on that issue would begin April 22. Thus, Sen. Potter, who is a key member of the investigations subcommittee, wanted the uhf study delayed so that he could have time to spend on the McCarthy probe.

The communications hearing will be on uhf and the relationship of that tv band to the multiple ownership question [BT, April 5, March 29].

Some uhf operators, it was understood, tentatively have been slated to deliver testimony. But the list is far from complete.

Quite definite is the expected appearance of Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn.

Manufacturers Slated

It was understood that the principal uhf transmitter manufacturers—most likely RCA, General Electric and DuMont Labs—are planning to appear.

It was confirmed that the Ultra High Frequency Tv Assn. will have a spokesman before the committee. Lou Poller, WCAN-Tv Milwaukee (ch. 25) and Leon Green of KNUZ-Tv Houston (ch. 39) will testify.

Other uhf people have indicated their interest in appearing before the subcommittee but plans are not yet firm.

FCC will be represented, probably by its chairman, Rosel H. Hyde.

Reportedly the networks will send representatives to appear before the subcommittee, although details are slim.

The May 4-6 hearing will be held in the same room and hour as were announced previously for the April hearing.

'DRY' BILL HITS TV BEER ADS

A NEW but different "dry" attack against beer advertising on the airwaves cropped up on Capitol Hill last week.

Rep. Hamer H. Budge (R-Iaho) quietly dropped a bill in the House which would amend Title 16 of the U. S. Code making it "a crime to televise advertising showing pictures of persons pouring, drinking or opening containers of alcoholic liquors."

Budge learned that the Congressman introduced the bill to affect tv exclusively because of a great many letters urging action on a now dormant House bill (Bryson bill) that would bar all alcoholic beverage advertising.

According to Budge, the most objectionable feature of tv to Idahans who have written him on the subject is the advertising by beer firms who show the pouring, drinking or opening of beer containers.

Idaho is not a dry state but has state-licensed liquor stores.

The bill (HR 8744), referred to the House Judiciary Committee, would add a new section to the code which would read:

"Whoever, being a person licensed to engage in television broadcasting or licensed to operate a television receiving station in the U. S., knowingly transmits, or permits the transmission, over such station of commercial advertising showing any picture of a person or persons pouring, drinking or opening the containers of any alcoholic beverage referred to in section 182, shall be fined not more than $1,000, or imprisoned not more than one year, or both."

It would become effective about six months (180 days is specified in the bill) after the bill was enacted.

WSPA-TV Applies to Modify CP to Get Back on Paris Mt.

WSPA-TV Spartanburg, S. C., applied to the FCC last week to modify its construction permit for ch. 7 to put its transmitter permanently on Paris Mt., 514 miles from Greenville, S. C.

This is the same site for which WSPA-TV held a special authority for interim operation, but which it turned back to the FCC two weeks ago after the U. S. Court of Appeals issued a stay order prohibiting construction [BT, April 5].

The court's ruling came after appeals by WAIM-TV Anderson, S. C., and WGVL (TV) Greenville, S. C., that objected to be CBS since KPPW, KXUL and WSPA are all uhf stations. They claimed that the FCC refused to accept their protests to the interim authorization on the ground that they were not "parties in interest."

Nub of their protest was that WSPA-TV was required to move to Paris Mt. in order to secure a CBS affiliation. They claimed economic injury.

New WSPA-TV application indicated that the station would use a transmitter site of WFBIC-FM Greenville, which contains a 400-ft. tower and transmitter building plus a six-room cottage. It would lease this for $500 a month, the application said. It also indicated it would have CBS affiliation.

Present CP specifies 316 kw from 2,000 ft. antenna above average terrain on Hogback Mt.

First Local Tv Grant Goes to Muskogee, Okla.

FIRST local tv station for Muskogee, Okla., was approved by FCC last week in a ruling making final a hearing examiner's recommended grant of ch. 8 there to Broadcasting Co. [BT, March 8]. Tulsa Broadcasting is headed by John T. Griffin and is licensee of KTVL and KPPW Port Smith, Ark.

Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received $6,000 for expenses incurred.

Tulsa Broadcasting hopes for an August commencement date for the Muskogee ch. 8 outlet, it was indicated at the time of the initial decision. Avery-Knoedel Inc. would be station representative while network affiliation is expected to be CBS since KPPW, KXUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network. Mr. Griffin also is principal stockholder in ch. 7 KRTV (TV) Pine Bluff, Ark., an ABC outlet.

Daytime Overlap Puts Sale Of KMO-AM-TV in Hearing

BECAUSE of a question of daytime overlap with KAYO Seattle (formerly KRSC), FCC last week advised KMO-AM-Tv Tacoma that it intended protesting this modification also.

Cuba-Mexico Dickering Must Precede U. S. Pact

MEXICO hopes to negotiate a bilateral standard broadcasting agreement with the U. S. as soon as that country, which was not signatory to the 1950 North American Regional Broadcasting Agreement, iron out channel differences with Cuba, which is part of the new NARBA.

This was indicated to WSP and State Dept. announced its informal meeting with Mexican communications officials failed to produce an interim agreement but did outline an agenda for a formal session in Mexico City in October [CLOSED CIRCUIT, April 5]. The meeting was concluded by a luncheon at the Mexican Embassy Monday.

U. S. delegation, with FCC Chairman Rosel Hyde as chairman and Comr. Robert E. Lee and State Dept. Telecommunications' John S. Cross as vice chairman, reportedly had been preparing a package of a number of standard broadcast channel problems, including protests of certain Mexican station assignments, but Mexico deferred discussion until the formal meeting this fall. Mexico indicated it and U. S. are going along without interim agreement, and a few more months wouldn't matter.

Other U. S. representatives attending the closed meeting, which began March 29, included Joseph Kittner, James E. Barr, Bruce S. Long-fellow, Donald Kanode and Irving L. Weston, all FCC; Gerald W. Russell, State Dept., and Joseph Cross, State Dept.

Telecommunications attaché of the U. S. Embassy at Mexico City and Mexican officials included Delegation Chairman Carlos Nunez, Ministry of Communications and Public Works; Vice Chairman Lazaro Barajas, and Ignacio Ramirez Carranza and Manuel Zorilla.
KEDD carries 21 times more local advertising than any other station in the Wichita area.

Wichita, Kansas

Serving Wichita and the Gold Counties

NBC • ABC Networks

Represented by
Edward Petry & Co., Inc.

Coming Soon!
254,000 Watts
Highest power in Kansas
AM-FM Tarboro, N. C., told the FCC he did not "think it is fair or equitable, or democratic, for some 20-odd high powered stations in the U. S. to monopolize 20-odd different clear channel frequencies, making it impossible for a local station" as exists in his state to broadcast on these frequencies except when there is no interference.

His first letter was sent March 15, the second March 29 and the third last Monday. The Congressman has been informed by FCC that an answer to all three letters was forthcoming. Rep. Fountain, noting that 8% of the U. S. daytime broadcasters are located in North Carolina, contended FCC has the obligation to curtail certain hours of daytimers which may well force "numbers of daytime stations to end up in bankruptcy."

The Congressman said it was "inconceivable" to him that the Commission would put into effect an order to "protect the interests of a little over 20 national operations."

### NIAGARA GRANTED CH. 2 AT BUFFALO

In final decision Commission majority held that Niagara-Frontier Amusement Corp. did not pay indirect consideration for the Enterprise Transmission dismissal.

FCC decided to grant ch. 2 at Buffalo to Niagara-Frontier Amusement Corp., representing a merger proposal among several applicants and prospective purchase of WGR there for $1.45 million, was issued by FCC last week. It would replace earth tv station there and the second vhf outlet.

The Commission majority substantially adopted the initial decision issued in February by an examiner which found circumstantial evidence that a late-filed competitive bid by Enterprise Transmission Inc. was for the purpose of delay, but could not conclude on the basis of such evidence that Enterprise represented a "strike" bid nor had Niagara-Frontier paid indirect consideration for Enterprise's dismissal by proposing to purchase defunct ch. 59 WRES-TV Buffalo for nearly $500,000 [BT, Feb. 22].

The final decision denied major exceptions by the Commission Broadcast Bureau which contended the evidence was more than circumstantial and that Niagara-Frontier had paid indirect consideration for the Enterprise dismissal by the proposed purchase of WRES-TV [BT, March 15].

Com. Robert T. Bartley, however, dissented from the majority ruling. He said: "I would favor the inclusion of the Broadcast Bureau's findings. Under the circumstances I could not vote for a grant."

FCC called for the Niagara-Frontier hearing late last year to question circumstances surrounding the late-filing and subsequent dismissal of the Enterprise bid, including "good faith" of the latter [BT, Dec. 14, 1953].

The merger proposal provides that surviving applicant Niagara-Frontier will give part ownership to former competitors Victory TV Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WJXL Niagara Falls. Niagara-Frontier also would buy WGR, another ch. 2 applicant, for $1.45 million from Leo Fitzpatrick and I. R. Lounsberry. The ch. 2 decision is without prejudice to such action as the Commission might take to approve any future applications to effectuate the merger.

### Paley Report Testimony

WILLIAM PALEY, chairman of CBS Inc., appeared Friday before Chairman George W. MORGAN (R-Nev.) Senate subcommittee on minerals, materials and fuels. Mr. Paley testified on the Paley Report, which was compiled under his direction some two years ago. The report, prepared during the Truman Administration, dealt with available natural resources in the U. S., concluding they were not sufficient for the long-range economic welfare of the country.

### Stanton at White House

FRANK STANTON, CBS president, was a guest of President Eisenhower Thursday night at a White House stag dinner. The guest list of about 50 included Henry R. Luce, Time-Life Inc. editor-in-chief.

### BALLPLAYER CAUGHT IN SENATE ROW

BASEBALL fever broke out in the Senate last week with talk of a baseball catcher looking for a radio job and an agency man allegedly helping him find it.

The exchange took place before the Senate Anti-Trust and Monopoly Subcommittee. The subcommittee held a special, one-witness hearing with Sen. Edwin C. Johnson (D-Colo.) sitting in with the Senators.

The witness was Chicago Cubs catcher Joe Garagiola. The purpose of the hearing was to determine the circumstances surrounding the national baseball clubs proposal to object to anti-trust laws. Original version of his bill applied only to baseball clubs affiliated with the alcoholic beverage industry and was then said to be aimed at Anheuser-Busch Inc. which owns the St. Louis Cardinals [BT, March 22, 1].

Sen. Johnson asked the question whether the baseball firm was "tampering" in violation of baseball rules. To this, Mr. Garagiola replied skeptically—"all he wanted to do was look about for a radio job since baseball is not as "glamorous" as it seems. Anyway, he noted he was only a 250 hitter.

Mr. Garagiola testified he had asked Harry Renfro the D'Arcy Advertising Co. in St. Louis to get him such a job. The ball player said Mr. Renfro was sure he could get him a $12,000 a year 15-minute radio show for him. To Sen. Johnson, this looked like "tampering" via the brewery-Cards relationship with Mr. Renfro.

In St. Louis, Mr. Renfro admitted the catcher had "called him about a radio-ty post but that he told the player he had two new positions to offer him such a job" while Mr. Garagiola was with the National League club or in baseball.

Mr. Renfro denied Sen. Johnson's suggestion that the baseball firm had "tampered" with the catcher.

Meanwhile, Cliff Jaffee, the Cubs public relations chief, said Mr. Garagiola intimated he would go into radio-ty "after his career is over" and said the baseball player had been on the air last year during the baseball off-season.

According to Mr. Renfro, the agency executive had told the ball player he would discuss the matter with him only after he left baseball. Mr. Garagiola has built a reputation as an after-dinner speaker and is thinking seriously of quitting the sport, according to Mr. Renfro.
77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

**WKMH**
**DEARBORN**
5000 Watts
(1000 WATTS — NIGHTS)

**WKHM**
**JACKSON**
1000 Watts

**WKMF**
**FLINT**
1000 Watts

REPRESENTED BY
HEADLEY REED
LOUIS HAYWARD as MICHAEL LANYARD...The LONE WOLF
FADE IN: EXTERIOR SHOT - STREET - SHANGHAI LIL - SAN FRANCISCO - NIGHT
CUT TO CLOSE UP OF MICHAEL LANYARD WALKING - NARRATION: - Lanyard
I am Michael Lanyard; some call me Michael ... others call me "THE LONE WOLF." I have a simple philosophy ... "live and let live." People always need help ... when they come to me I listen. Sometimes I resort to unorthodox methods, and while I've been known to bend a law or two, I've never broken one. I've never believed people were meant to live in fear, fear in any form ... Me ... I guess I'm a sucker for people ... DiSSOLVE

NEW ANGLE: Lanyard - CAMERA DOLLIES CLOSE UP - HAND HOLDING LONE WOLF MEDALLION - NARRATION: - Lanyard
A long time ago, I was given this Ming Wolf Medallion by the High Lama Chien Fe who said: "Michael, it will always come home to you." ... I've left it in some strange places ... it always has ... DiSSOLVE

DRESSING ROOM SHOT - Louis Hayward - NARRATION: - Hayward
My name is Louis Hayward, I play the part of Michael Lanyard, the Lone Wolf. With the Lone Wolf Company, I've traveled to the world's most romantic cities shooting the backgrounds for the Lone Wolf stories. Places like Cairo, New Orleans, Honolulu, Mexico City, Paris, San Francisco, London and Las Vegas. I've met a lot of people ... DiSSOLVE

NARRATION: - Mr. UTF
You've met our star LOUIS HAYWARD who portrays THE LONE WOLF, one of America's most famous literary characters from the pen of Louis J. Vance ... and now for some FACTS AND FIGURES:

FACT - LOUIS HAYWARD has consistently been one of the most sought after Hollywood stars.
FIGURES - During the last five years, LOUIS HAYWARD's motion pictures have grossed over $10.000.000.00.
FACT - Every LOUIS HAYWARD motion picture has been a box office success.

FACT - Today, now ... LOUIS HAYWARD has a tremendous following who in the past have and will continue to pay to see him in motion pictures. This loyal group is a guaranteed "paid-up" insurance policy for LONE WOLF sponsors.

FACT & FIGURES - The LONE WOLF series is now available for local and regional sponsorship. There are 39 never to be forgotten half-hour shows.

FACT - If you haven't already received your LONE WOLF press book with all details ... WRITE ... WIRE ... PHONE ... TODAY!

FACT - This series is backed up by a complete campaign ... Advertising ... Publicity ... Exploitation ... Merchandising ... and your own personal sales promotion campaign designed to fit your own specific needs!

WRITE ... WIRE ... PHONE ... TODAY!

HOLLYWOOD ... Home Office 650 No. Bronson
Hollywood 9-8321  TWX LA 1432

NEW YORK ... 444 Madison Ave.  PLaza 3-4620

CHICAGO ... 360 No. Michigan  CEntral 6-0041
or your local office

THE LONE WOLF IS A GROSS-KRASNE PRODUCTION
5 NEW TV OUTLETS GRANTED BY FCC


THREE new tv stations were approved by FCC last week while two other new outlets were approved in final hearing decisions.

Non-hearing grants for ch. 6 at Marquette, Mich., to Peninsula TV Inc.; ch. 48 at Gastonia, N. C., to Air-Pix Corp., and ch. 20 at Seattle to Seattle Construction Co.

Final decisions in hearing cases resulted in authorizations for ch. 6 at Muskogee, Okla., to Tulsa Broadcasting Co. and ch. 2 at Buffalo to Niagara-Frontier Amusement Corp. (see separate stories).

Details of the non-hearing permits follow:

Marquette, Mich.—Peninsula Television Inc. granted ch. 6 with effective radiated power 24.5 kw visual and 152 kw aural and antenna height above average terrain 630 ft. Address: 2625 W. Wisconsin Ave., Milwaukee.

Gastonia, N. C.—Air-Pix Corp. granted ch. 48; ERP 14.4 kw visual, 7.53 kw aural; antenna height 500 ft. Address: Lowell, Ind.

Seattle—Seattle Television Construction Co. granted ch. 25; ERP 200 kw visual, 100 kw aural; antenna height above average terrain 630 ft. Address: 3. Edward J. Schneider, 200 W. Mercer St. Seattle.

Peninsula TV is headed by Jerome Still, part owner of WMIL-AM-TV Milwaukee. Air-Pix is headed by yarn manufacturer C. M. Robinson with W. C. Bivens, freelance radio-producer, as vice president. Edward J. Schneider, who also has investment and real estate interests, heads Seattle Construction Co.

The Marquette and Gastonia grants are for the first tv outlets in those cities. Seattle has KING-TV on ch. 5 and KOMO-TV on ch. 4 with educational KUOW-TV under construction on reserved ch. 9.

WHZ-TV's Petition Granted

In other tv actions last week, the Commission granted a petition by WHZ-TV Zanesville, Ohio, for waiver of the rules and approved modification of the station's permit to specify ch. 40. WHZ-TV is operating on the latter channel, carrying all four networks. ERP specified for the ch. 18 operation is 74.1 kw visual and 40.7 kw aural with antenna height above average terrain 540 ft.

FCC designated for hearing May 7 in Washington the competing bids for ch. 9 at Dothan, Ala. These include WOFW there and Ala-Fla. Ga. TV Inc.

The Commission amended its table of tv assignments to add ch. 68 to Petaluma, Calif., in lieu of ch. 56 in order to avoid interference with proposed educational station of Delta-Sierra Educational TV Corp. on ch. 42 at Stockton. Change becomes effective 30 days after publication in Federal Register.

Motions Commissioner Robert T. Bartley approved a petition by WSAI Wausau, Wis., for dismissal of its ch. 7 application and reinstated in hearing status the ch. 7 bid of Wisconsin Valley TV Corp. The latter proposes to buy WSAU for $175,000 from John R. Tomek (51%) and Mr. Tomek gets options for 25% in the tv venture while Mr. Tomek would be retained as consultant [BT, April 5].

Colorado Call

COLORADO friends of Sen. Edwin C. Johnson (D-Colo.) were reported last week to be planning to draft the Senator into the race for the Democratic nomination for governor. Sen. Johnson, who a fortnight ago announced he would not be a candidate for re-election to the U. S. Senate [BT, April 5], said he was "not taking [the move] seriously as yet."

He said his friends "will cool off later. Democrats hope to get him to his decision not to run for the Senate he can be prevailed upon to run for governor, thus bolstering the Democrats' ticket there.

Home Loan Bank Board Wants New Ad Policy

The board has proposed a new regulation to ban radio-tv advertising of high interest rates on savings and shares outside of the bank's home territory.

HOME Loan Bank Board doesn't like the idea of savings and loan banks advertising high interest rates on savings and shares outside their home territory. The board has proposed a new regulation to ban such advertising in newspapers, periodicals, radio and tv stations, and other media outside a 50-mile radius of the principal office. Hearing on the proposal is scheduled for April 19 in Washington.

What has upset the HLBB is advertising by savings and loan institutions in media distant from the home areas of such banks which play up high dividend and interest rates for depositors and share owners. HLBB feels this siphons investment money away from areas where such institutions are paying more modest dividends or interest.

"The practice of advertising in distant areas has become so widespread that the Board believes it should hear and consider the pros and cons of the situation," said Commissioner Edwin Johnson, who recently wrote Cranston Williams, general manager, American Newspaper Publishers Assn.

The Board emphasized that the proposal only applies to the advertising of rates; it does not prohibit advertising an institution anywhere in the U. S.

HLBB operates the Federal Savings and Loan Insurance Corp., which guarantees up to $10,000 for each savings depositor in savings and loan banks. It also operates the Federal Home Loan Bank System. There are 3,300 savings and loan banks under its jurisdiction, with more than $22 billion in assets.

The suggested rule proposes to add a new section to the rules as follows:

Section 103.10. Advertising Returns Paid to Investors. An insured institution may not advertise the rate of dividends or interest paid on its shares, investment certificates, deposits, or savings accounts in any newspaper or magazine which is published, or over any radio or television broadcasting stations or other public media which is located beyond fifty miles from its principal office or outside the territory beyond which the institution is operating under the supervision of the Board, except that the institution was operating on June 27, 1937.

The HLBB also proposed to revise another regulation which would forbid institutions to pay sales commissions or other compensation to salesmen or brokers doing the same thing forbidden to the institution itself.
NEXT "FLIGHT"
TO VENUS--
5:00 PM

For their daily flight into fancy, young jet pilots (and stewardesses) in the DALLAS-Fort Worth area turn to Cap'n Bob on Channel 8. Every afternoon at 5 Cap'n Bob's Kiddie Karnival blasts off to Venus* and points north, east, south and west for thirty minutes of big-time stuff.

In-person audience is limited. Reservations are booked up to several months in advance. Most popular TV flight on the DALLAS-Fort Worth scanning screen, Kiddie Karnival carries more than double the combined audience of two competing kids' programs. Check Telepulse or any survey log.

Naturally, the crew buys lots of "supplies" specified by Cap'n Bob -- including dairy products, photographic portraits, soft drinks, hot dogs, and such. If you'd like your product included in the flight provisions, ask the Petry TV-travel agent.

*Venus, Texas, is an eye-bat by rocket from the WFAA-TV tower, and well within the picture that covers 426,400 families.

Now 330,000 TV homes in the Channel 8 picture!
Somebody say something?

Been some talk about who’s biggest in Chicago radio. Here are the facts:

For a long, long time,* WBBM has always been the big station—the top performer—in Chicago. And still is, day and night.

Daytime: WBBM delivers an audience 43.2% larger than that of Chicago’s next station... larger than that of the third and fourth stations combined.†

Nighttime: WBBM’s average audience is 27.3% larger than that of the next station... 68.0% larger than that of the third station.†

'Nuff said?

WBBM RADIO
Chicago’s Showmanship Station
50,000 watts • CBS Owned
Represented by CBS Radio Spot Sales
STATION SALES IN JOINT OWNERSHIP

Storer group will sell KGBS-AM-TV San Antonio to make room for WXEL (TV) Cleveland and KPTV (TV) Portland. WTVM-AM-TV are sold to the Peoria 'Journal' & 'Star.' Westinghouse buy of KPIX (TV) San Francisco is made official. Also, official announcement was made of the purchase by Westinghouse of KPIX (TV) San Francisco.

And, filed with the FCC last week were applications for Commission approval of the purchase of KOTV (TV) Tulsa by the J. H. Whitney Co., of KLZ-AM-FM-TV Denver by Time Inc., of KTV Phoenix by its channel 10 station KOOL-TV, and transfer of 50% ownership of WTRI (TV) Schenectady from Fabian interests to Stanley-Warner Corp.

Sale of KGBS-AM-TV San Antonio to Storer Broadcasting Co. to the Express Publishing Co., owner of KTSA-AM-FM San Antonio, for $3.5 million was announced last week, subject to the Commission's supremacy rules.

The Storer company's sale of its San Antonio stations is in conjunction with its $8,500,000-plus acquisition, also subject to FCC approval, of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., which would push the company over the FCC's five-station tv limit. In this transaction also is the Empire City Co., licensee of the stations.

Storer owns WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, and WBRC-TV Birmingham, Ala., as well as KGBS-AM-TV, plus radio stations in those cities and WWWA-AM-FM Wheeling and WGBS-AM-FM Miami. However, the company has filed a court test, in U. S. Court of Appeals for the District of Columbia, of FCC's right to limit the number of stations one entity may own [B&T, Jan. 25].

Principals Announce Sale

The KGBS-AM-TV sale was announced jointly by Frank Huntress Jr., executive vice president and general manager of Express Publishing, and George B. Storer, president of Storer Broadcasting Co. Express publishes the 'San Antonio Express' and 'San Antonio Evening News.'

The sale announcement came less than a week after appointment of George B. Storer Jr., former managing director of KGBS-AM-TV, to the new post of vice president in charge of planning and finance for Storer Broadcasting, and the promotion of Bill Michael, manager of the San Antonio stations, to succeed him as managing director [B&T, April 5].

KGBS is on 680 kc with 50 kw day and 10 kw night and is affiliated with CBS Radio, while KGBS-TV is on ch. 5 and affiliated with CBS-TV, ABC-TV, and DuMont. KTXA is on 550 kc with 5 kw and is affiliated with ABC.

Purchase of WTVM and WTVH-TV Peoria, Ill., from Hilltop Broadcasting Co. by Peoria Journal-Star Inc. for approximately $225,000 was announced last week after authorization by the latter's board of directors [CLOSED CIRCUIT, April 5].

Announcement was made by Henry P. Slane, executive vice president and board director of the corporation, which resulted from the recent merger of the Morning Star and afternoo

Journal. The transaction was handled through Blackburn-Hamilton Co., radio-tv station and newspaper brokerage firm. It is subject to custom FCC approval.

Hilltop Broadcasting Co. is owned 55% by Hugh R. Norman, who is president of WTVM-AM-TV. He also holds 52% ownership in KSIT Davenport, Iowa. L. H. Hicks of Pitts-

burgh represents 36% of stock in WTVH-AM-TV and the remaining 9% is held by minority stockholders.

As approved by the Commission, the Peoria Star and Journal would hold controlling but unspecified interest in the radio and television properties.

WTVM is MBS outlet for Peoria, while WTVH is affiliated with ABC-TV, CBS-TV and DuMont TV Network. WTVH-TV operates on ch. 19, with Edward Petry & Co. Inc. as national representative. WTVH is represented by Sears & Ayer and is on 590 kc with 1 kw.

At its recent meeting, the board of directors of Peoria Journal-Star Inc. elected Carl P. Slane as president.

The city council of St. Petersburg, Fla., on Tuesday authorized City Manager Ross E. Windom to advertise for bids proposing to lease city-owned WSUN-AM-TV there. The action followed by a week a legal ruling by the state's highway board clearing conditions of the city's lease on the stations' transmitter site on state-owned land at the east approach to Gandy Bridge. The stations are on municipally-owned Recreation Pier.

It is understood the property is worth in excess of $1 million.

Last fall, city officials informally were advised by Ted Mack of NBC-TV's Original Ama-

teur Hour and his business associates that they would bid on the stations should they be available. This was disclosed when the city council voted to dispose of the properties 'by sale or lease' on condition a fair price could be obtained and legal problems such as the state lease be worked out. [B&T, Oct. 12, 1953.]

Mr. Windom indicated the minimum period of the lease would be 20 years with maximum of 43 years. Bids will be received up to 11 a.m. April 28, he said, at which time they will be opened. The city manager indicated his legal department is completing specifications for the bid proposals and said the specifications will be available upon inquiry.

WSUN Founded in 1928

WSUN was founded by the city in 1928 when there was no other local radio service. It is assigned 5 kw fulltime on 620 kc, directional night, and is an ABC outlet. WSUN-

TV took the air at the end of May 1953 on ch. 38 and is the only operating tv there, carrying all four networks. Tampa Times Co.'s WDAE Tampa is favored in an initial decision for ch. 13 while WPLA Tampa is similarly favored in another initial decision for ch. 8. Both cases await final rulings by the FCC.

The $6 million KPIX (TV) transaction, under negotiation since last fall [B&T, March 8], was announced last Wednesday by Gwilym A. Price, Westinghouse Electric Corp. president, with whom the contract was signed by Wesley I. Dumm, controlling stockholder of KPIX.

It is understood that the sale, subject to FCC approval, involves primarily Westinghouse stock, plus cash to go to minority stockholders.

Philip G. Lasky, vice-president and general manager of KPIX and its am affiliate, KSFO, will continue as the directing head of the television operation following FCC approval, it was learned. Mr. Lasky, a West Coast broadcaster and agency executive, holds approximately 14% of KPIX. KSFO is not in-

ATTENDING a sales training school conducted by Fred A. Palmer, radio-tv sales training consultant, for the Vic Diehm stations (WAZL Hazleton, WHLM Bloomsburg, WHOL Allentown, WPA and WIDE-Biddleford, Allentown) and WVDA (Mo) were (left to right):

Standing—Pat Campbell, WHLM sales; Carl Swanson, WHLM sales; Jim Towle, WDAE sales; Arthur Detes, WIDE manager; Mr. Palmer; Joe Dooley, WHLM sales; Tommy Tito, WAZL sales; Bob Williams (in rear), WHLM manager; Lambert Beeuwkes, WVDA manager; Al Wilcox, WHOL sales; Harry Hartman, WVDA sales; Lew Long, WHLM sales; Seated—Frances Saunders, WHLM sales; Kitty Kohler, WAZL administrative; Gertrude Eastman, WIDE sales; Kathleen Rowan, WVDA sales; Dorothe Kreuger, WHOL sales; Vic Diehm, executive of the five stations; Len Hornsby, WTCO sales; Jim Chambers, WHOL manager; Jay Bechel, WHOL sales.

Broadcasting • Telecasting

Page 46 • April 12, 1954
Color Tv in Sioux City Sue-land

Recently Bekins Furniture Store showed eleven pieces on KVTV—a davenport, two chairs, three tables, a rug, two lamps, two pictures. Immediately after the program, a lady telephoned Bekins to say, "I'll take the whole bundle of everything you showed on KVTV a few minutes ago." When asked what colors she wanted, her reply was, "Just send me the same colors you showed on KVTV."

Commercial:
Even in black-and-white, commercials get a compatible reception in Sioux City Sue-land, where there are more tv sets than in France, West Germany, Denmark, Italy, Japan, and The Netherlands combined. (In real money, this means more than 100,000 sets.)
volved in the transaction.

The announcement by Mr. Price, from Sunnyvale, Calif., where Westinghouse was holding its annual stockholders meeting, stated simply that the agreement had been signed for the purchase KPIX from Mr. Dunn, who was present at the meeting. Originally the transaction contemplated acquisition by Westinghouse of a minority interest (49%) for $2,450,000 (close out, Nov. 15, 1953). Subsequently it was made to cover 100%.

Upon FCC approval, Westinghouse will have three TV stations, plus five am. The tv outlets are WBZ-TV in Boston and WPTZ (TV) Plattsburgh, acquired last May for $8,5 million in a record single station deal. The $6 million deal figure, it is understood, is based on KPIX net earnings before taxes. Intrinsic value of the KPIX physical equipment and real estate, it is understood, are in the neighborhood of $2 million. The station, operating on ch. 5, is CBS and DuMont affiliated.

Westinghouse now has pending applications for TV in Pittsburgh, where it operates the pioneer KDKA, and Portland, Ore., where it operates KEX. Question of technical conflict with the multiple ownership regulation, limiting TV ownership to five, raised several weeks ago by the FCC, is expected to be cleared up shortly. Three of the Westinghouse parent company directors also are directors of companies holding interests in other broadcast properties, but steps already have been taken to rectify this condition.

Entire Staff Retained

It was made clear by Mr. Price that not only Mr. Lasky but the entire staff of KPIX would be retained under Westinghouse management. KPIX was organized in December 1948 by Mr. Dumm and his associates as the first TV station in the West Coast. It operates with a maximum power of 100 kw. It is expected the formal application for transfer will be filed with the FCC within a fortnight.

"This is part of the Westinghouse plan to acquire and operate television stations in key centers of the country," Mr. Price said. Our desire to acquire KPIX reflects our continuing belief in the growth and development of the Pacific Coast, as well as our recognition of the increasing service television performs in the daily lives of its viewers. Westinghouse now operates the largest electrical manufacturing plant in the West at Sunnyvale. We look forward to continued expansion in our West Coast activities, which center in the San Francisco area."

In addition to FCC approval, another contingency in the Westinghouse transaction is the outcome of tax legislation now in Congress. Westinghouse officials, however, evinced little concern about this aspect.

A provision of the new House-passed tax bill, now under consideration by the Senate Finance Committee, deals with corporate reorganization (Sect. 359 of the new bill). Previously, where stockholders of one company were paid in stock of the buying company, they could under certain conditions defer paying the tax on the gain until they sold the received stock. In the revised regulation, this deferral may not be allowed unless the stock paid to the old stockholders could not be sold immediately. This is good news to the outstanding stock of the purchasing company.

Within a week after the announcement [B, T, April 1, 1954] a letter from the FCC approval of the sale of KOTV (TV) Tulsa from Whittier-Alvarez ownership to J. H. Whitney Co., New York investment house, for $4 million was filed.

Agreement provides that $500,000 would be paid following FCC approval, with the remainder of the $4 million to be paid at the rate of $300,000 per year, with interest increasing from 4% during the first few years to 5 1/2% in the seventh year.

In determining the purchase price, the agreement indicated that KOTV's CBS-TV affiliation is worth $1,250,000 and affiliations with the other networks $1,000. The Whitney firm, which is capitalized at $10,030,000, has varied interests in oil and gas properties, frozen meats and pies, frozen orange juice concentrates, pulp mill, shoe factory, newsprint, research, electronics development, uranium, seaweed extract, manufacturing and equipment firms. It also owns community television systems in Wenatchee, Walla Walla, and Richland, Wash.; Morgantown, Clarksburg, and Fairmont, W. Va.; Williamsport and Bloomsburg, Pa., and Winchester, Ky. Most of these are in conjunction through equipment and managerial contacts with Jerrold Electronics Corp., Philadelphia.

The balance sheet for Whittier-Alvarez Inc. as of Dec. 31, 1953, included in the recent KOTV renewal application, showed that the station had total assets of $786,676, of which $483,368 were current assets, and current liabilities of $196,310. Surplus, less dividends, was listed at $71,673.

Sale is in two steps. FCC was asked first to reassign KOTV from its present corporate licensee to individuals, J. D. Whittier Jr., his mother, Mrs. Maizie Whittier and Mrs. Mary Helen Alvarez. Mr. Whittier and his mother own 50% of KOTV, and Mrs. Alvarez the other 50%.

In the second step, the Commission was asked to approve the sale of these interests to Osage Broadcasting Corp., wholly owned by the Whitney firm.

Mr. Whittier and Mrs. Alvarez also each own 38.89% of KFMB-AM-TV San Diego and are 25% owners together of Superior Television Inc., applicant for ch. 10 at Corpus Christi, Tex. Mr. Whittier holds a construction permit for ch. 44 in Boston, under the call letters of WWDW (TV). The other 22.2% of the KFMB stations is owned by Edward Petry & Co., station representatives.

Balanced sheets for Mr. Whittier and his mother indicated that their net worth individually is more than $5 million. Mrs. Alvarez' net worth is in excess of $2 million.

President of the proposed new licensee will be C. Wrede Petersmeyer. Among the directors of the Whitney Co. is James F. Brownlee, who is president and 49% owner of WKLX-AM-TV Louisville, Ky., and also a director and owner of less than 1% of R. H. Macy Co., which owns 10% of General Teleradio Inc. General Teleradio is the present holder of MSS and owns WOR-AM-FM-TV New York, the Yankee Network stations in New England and the Don Lee stations in California.

The sale sheet for Westinghouse Corp. shows that it lost $151,197 in 1952, and made a profit of $32,155 in 1953.

No Personnel Changes

Application indicated that there would be no change in personnel or programming following change of ownership. KOTV began operating in 1949 and until recently was the only TV station in the area. KCBF (TV) ch. 23 is the second operating Tulsa station. KSPG (TV) holds a grant on ch. 17.

The sale was negotiated by Howard E. Stark, radio and television consultant, and the Westinghouse delegation.

Serving with Mr. Petersmeyer will be fellow-Whitney partners William H. Jackson, John H. Schenmmer and Robertson D. Ward. Mr. Whittier and Mrs. Alvarez also will be on the board of directors.

Reason for the sale, according to the FCC application, was the desire of Mr. Whittier and Mrs. Alvarez to concentrate on their West Coast properties.

Application for approval of the sale of KLZ-AM-FM-TV Denver, Colo., to Time Inc. for $3.5 million [B, T, March 8] was filed with the FCC last week.

Time Inc. is buying the Denver properties from some 40-odd stockholders, principal owners being Mr. and Mrs. Harry Huffman, Mr. and Mrs. Hugh B. Terry, Frank H. Ricketson Jr., Mr. and Mrs. Elroy McCoy and Mr. and Mrs. Theodore R. Gamble.

Application indicated that Mr. Terry would remain as "principal operating executive" and that Mr. Ricketson would remain as a member of the board of directors. No change in personnel or programming is contemplated, the application disclosed.

Terms of the transaction call for total payment of $3,533,768, or $353,376, to be placed as a down payment, $2,827,008 due on closing, and $353,376 to be held in escrow. Agreement contains a six months cancellation clause from date of signing, March 23. It also contains a covenant prohibiting Mears, Huffman, Terry, Ricketson, McCoy or Gamble from engaging in broadcasting within an 80-mile radius of Denver for at least five years from the time of the sale.

Meanwhile, principals of Denver Television Co., which lost out in the fight for Denver ch. 7 to KLZ last year, were reported considering the purchase of the FCC license on the ground that the control of the station had passed out of local hands. This was one of the points on which the Commission favored KLZ in that hearing—the first post freeze decision. Denver Television was owned by M. T. Wolfberg, who with his father, Harris Wolfberg, owned a number of Denver television stations. Associated with the Wolfbergs were F. Kirk Johnson of the Texas oil magnate; broken-Neck Short, motion picture star; Sterling C. Halloway, Texas attorney, and others. Harris Wolfberg died a few months ago, and the young Mr. Wolfberg was reported to be managing theatres in California now.

Reason for the sale, according to the application, is the ill-health of Mr. Huffman and Mr. Terry. Mr. Huffman is suffering from hypertension, it was stated, and Mr. Terry suf-
Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers
Pardon our yapping... but we're top dog in Central Ohio! We carry the 20 top-rated programs both day and night. Our faithful followers number more listeners than all other local stations combined!
In New England
they'd rather watch

WBZ-TV

WBZ-TV
BOSTON, Channel 4
WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ - WBZA - KYW - KDRA - WOWO - KEX - WBZ-TV - WPTZ
National representatives: Free & Peters, Inc.

Superior local programming is a big reason! On WBZ-TV, televsers find something for everyone—from lively news programs like NEWS AT NOON to household hints included in PANTRY PLAYHOUSE— from wholesome children’s programs such as THE MAGIC WINDOW to the most adult entertainment like that in STARRING THE EDITORS. Seasoned to the New England taste, these programs pull a surprising — and gratifying — number of replies and sales! We’ll be glad to tell you the full story of how WBZ-TV covers an area of 12,390 square miles, accounting for total retail sales of more than 6 billion dollars. Just write or phone.
last year. They began operating last fall.

Agreement provides for $1,000 down payment, and the balance to be paid within 30 days after FCC approval. A Sept. 15, 1954, deadline is placed on the contract.

KOY principals are John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook and Glenn Snyder, who also own KYMA Yuma, Ariz., Messrs. Cook and Snyder also own 25% each of KTUC Tucson, Ariz., and both have stockholdings in the Prairie Farmer Publishing Co., owners of WLS Chicago. Mr. Snyder also owns 25% of WINN Louisville, Ky.

KOY-AM is not involved in the transfer.

Balance sheet for KOY Broadcasting Co. as of Jan. 31 of this year, showed total assets of $176,466, with current assets of $81,771, and current liabilities of $76,126. It also showed a surplus of $196,466, with liabilities of $35,000 in April totaling $10,104. KOY had a profit of $27,087, but KOY-TV was shown with a loss of $45,454.

Both KOY and KOOL have a $52,220 equity in "Channel 10 Television" operation, the application showed. Each invested $96,159, and operating expenses took $43,939 from each.

Besides cowboy-movie star Gene Autry, who owns 70%, other KOOL owners are Frank Beer, 5%, and Tom Chauncey, 20%. Mr. Autry also owns 48% of KOPO-TUtv; 48% of KNOK-Nogales, and 70% of KOLD Yuma, all Arizona; and 51% of KMPK Los Angeles.

Costs & Billings

The application indicated that the combined KOOL-TV and KOY-TV operating expenses have been running at the rate of $41,000 per month. Billings in March totaled $35,000 for the two stations, it was shown, and April billings were estimated at $40,000-$45,000.

KOOL made $19,227 in 1952, the application disclosed, and KOOL-AM-TV lost $29,345 in 1953.

No personnel changes on the technical side are contemplated, the agreement declared.

Transfer of 50% ownership of WTRI (TV) Schenectady, N. Y., from S. H. Fabian and associates to Warner Corp., theatre owning company, was made known last week with filing of an application for FCC approval.

Transfer involves repayment to the Fabian interests of their $150,000 stock subscription in the station and expenses of $48,000.

Theatre Holdings

Fabian interests are 14% owners of Stanley-Wagner company, making them one of the principal theatre owners in New York City. They also operate 33 theatres holding company. Company owns theatres in New York and other northeastern states.

Other half of WTRI is owned by WTRY Troy, N. Y., whose principal owner is Harry C. Wilder.

Richard Kennard Dies; Officer for 4 Stations

RICHARD J. KENNARD, 53, president of WMAJ State College, Pa., and officer of Clearfield Broadcasters Inc., which operates WCPA Clearfield and WAKR Latrobe, Pa., and WJCM Sebring, Fla., died April 2 of a heart ailment.

Mr. Kennard also was president of Progressive Publishing Co., which publishes the Clearfield (Pa.) Progress and was a member of the hotel and restaurant firm of Aikens, Kennard & Mateer. Survivors are his wife, mother and a brother.
Here's a professional magnetic sound recording tape that offers a new high in permanence and durability. It can be used and stored under the most extreme conditions of temperature and humidity without any ill effects. For all practical purposes, it is virtually unbreakable. Now available on 1, 1½ and 2 mil Mylar®, in standard sizes from 600 to 2,500 ft. Write for Bulletin No. 201.

The new EP Audiotape provides the extra precision that is so important to dependable magnetic data recording and reproduction. It is especially produced to meet the most exacting requirements for uniformity and freedom from microscopic imperfections. Available in ¼" to 2" widths, 1,225 to 5,000 feet. Write for Bulletin No. 207.

Audio tape, now available on green, blue or brown plastic base — and Audiotape reels in red, yellow, green, blue and clear plastic — provide instant identification that can simplify your cueing, filing, recording and playback problems. Write for Bulletin No. 209.
WILLIAM B. CASKEY, for the past three years general manager of WPEN-AM-FM Philadelphia and currently president of the Philadelphia Radio & Television Broadcasters Asn., has been named vice president of the William Penn Broadcasting Co., WPEN-AM-FM licensee.

William H. Sylk, WPEN president, made the announcement at a luncheon on the third anniversary of Mr. Caskey's general management, describing WPEN's successful change in operations policy from a predominantly sports station to one of music and news, featuring personalities.

Mr. Sylk also praised Mr. Caskey's abilities in operation of WPEN-FM, described as the only an-affiliated fm station in Philadelphia which does not duplicate am programs.

THESE 5%-inch-thick steel plates, explains Edgar T. Bell (3d from l), general manager of KWTV (TV) Oklahoma City, will support the station's 1,572-foot tower, which, when completed in late summer or early fall, will be the world's tallest man-made structure, says KWTV. Shown are (l to r): Roy J. Turner, president of Oklahoma TV Corp. and former state governor; John Griffin, board chairman; Mr. Bell; board members Henry Griffin, James Leoke and Luther Duloney. The tower, being fabricated by Ideco, will be part of KWTV's power boost to 316 kw.

Rollins Would Sell WRAP To Allow WCAV Purchase

MULTIPLE-station operator Rollins Broadcasting Co. proposes to give up the 1 kw-daytime facilities of its WRAP Norfolk, on 1050 kc, and purchase WCAV there, assigned 1 kw full-time on 850 kc directional. Rollins would pay $90,000 for WCAV, purchasing it subject to FCC consent from Cavalier Broadcasting Corp., founded by the late Joseph Light of Washington. Rollins would retain the WRAP call.

Rollins proposes to sell WRAP's daytime facilities to Cy Blumenthal, part owner of WARL Arlington, Va., for $25,000. He would take over the relinquished WCAV call and operate a folk music outlet on the 1050 kc assignment. Rollins proposes to serve the Negro audience with WRAP on the 850 kc channel.

Rollins Broadcasting, headed by President C. Wayne Rollins, lieutenant governor of Delaware, and Vice President O. Wayne Rollins, also operates WNJR Newark, N. J.; WRAD Radford, Va.; WJDL Goldsboro, Del., and WFAI Fayetteville, N. C.

A Cavalier last year proposed to sell WCAV to Lurus & Bro. Co., operator of WRVA Richmond, for $125,000 but the application was dismissed after FCC indicated a hearing would be necessary because of a question of overlap between WCAV and WRVA.

WHBF-TV Boosts Power To 100 kw, Plans Color

WHBF-TV Rock Island, Ill., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

Ochs Heads WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announced.

Mr. Robinson said that Ochs had served as announcer and salesman at WALT Atlanta, as commercial manager at WDAB West Point, Ga., as account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.

WHMD-TV REPORTS OPERATIONS START

WHMD-TV Wilmington, N. C. (ch. 6), on test patterns since early last week, was to have begun regular operations Friday, President Richard Dunlea Sr. announced. Affiliated with NBC and represented by Weed TV Inc., it will be the first tv station in Wilmington.

Two more stations reported they expect to go on the air later this week: KARK-TV Little Rock, Ark. (ch. 4), and KDRO-TV Sedalia, Mo. (ch. 6).

Starting date of July 15 has been set by WBHT (TV) La Crosse, Wis. (ch. 8), Howard Dahl, president and general manager, announced. An affiliation agreement with Dumont TV Network was signed recently. It signed agreements with NBC and CBS earlier this year.

WTII-TV Terre Haute, Ind. (ch. 10), has reported steady progress in construction of its studios and technical facilities. The CBS affiliate plans to start regular programming in July.

STATIONS

WLS, Now Fulltime ABC, Increases Daytime Rates

WLS CHICAGO, which became a fulltime ABC affiliate April 1, will revise its rate card effective May 1, bringing its daytime rates in line with those for the evening hours, it was announced last week.

WLS is raising its daytime rates approximately 7%, according to Chick Freeman, sales director. Under the new rate card, Class A time will be 6:45 a.m. to 10:30 p.m., and Class B 5:45-6:45 a.m. and 10:30 p.m.-Midnight. Time before 5:45 a.m. will be set aside as a special feature classification.

Announcement of the new rate card followed a luncheon given by the station last Monday when it announced its new program plans [B&T, April 5].

The station will celebrate its 30th anniversary today (Monday) and that of the WLS National Barn Dance April 24.

Smith, Associates Buy WTMA for $150,000

SALE of WTMA Charleston, S. C., for about $150,000 to Charles E. Smith and associates in WTBO Cumberland, Md., was announced last week, subject to FCC approval.

Mr. Smith, president-treasurer and 10% owner of WTBO, will be joined by George H. Clinton, vice president-10% owner of WTBO, and David Jeffries, WTBO chief engineer, in the WTMA purchase. Mr. Clinton also is vice president-general manager of WPAR Parkersburg, W. Va.

WTMA is owned by Evening Post Pub. Co., which is disposing of the property to exercise its option for 10% interest in the proposed ch. 2 tv grant to WUSN Charleston. An FCC hearing examiner issued an initial decision recommending the grant in February [B&T, Feb. 22].

Mr. OCHS

Mr. CASKEY

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Everyone has something he does best...

We'll go that statement one better. What we do best is also the only thing we do—the finest possible representation for quality television stations. The mainspring of our success is that we serve only them—and only television. If you believe that quality representation should have all the dependability of a fine watch, then we have a premise in common that may deserve pursuing further.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

WAAM  Baltimore
WBEN-TV  Buffalo
WFMY-TV  Greensboro
WDAF-TV  Kansas City
WHAS-TV  Louisville
WTMJ-TV  Milwaukee
WMTW  Mt. Washington
is searching for talent and stockpiling program
ideas and material.

The following stations have reported their
plan to begin regular operations by April 30:
KARK-TV Little Rock, Ark. (ch. 4); WHO-
TV Des Moines, Iowa (ch. 13); KFVS-TV Cape
Girardeau, Mo. (ch. 12); KDKO-TV Sedalia,
Mo. (ch. 6); KYAL-TV Eugene, Ore. (ch. 13);
WSEE-TV (Erie) Pa. (ch. 35); WDEF-TV
Chattanooga (ch. 12); KRVG-TV Westlaco, Tex.
(ch. 5); KULA-TV Honolulu (ch. 4), and
WAPA-TV San Juan, P. R. (ch. 4).

Mr. W. F. M. Thieriot Dies;
Was an Owner of KRON-TV

MRS. FERDINAND M. THIERIOT, one of the
owners of the Chronicle Publishing Co.
(San Francisco Chronicle, KRON [FM] KRON-
TV), died April 3 at San Mateo, Calif.,
of causes not disclosed. She had been ill
some years and entered a San Mateo hospital March
31, it was said.

Surviving are two sons, Charles de Young
Thieriot, assistant publisher of the Chronicle and
general manager of the KRON stations,
and Ferdinand M. Thieriot, Chronicle circu-
lation director; a daughter, Mrs. Ferdinand
Stent, San Mateo, and three sisters, Mrs. George
T. Cameron, wife of the Chronicle publisher,
and Mrs. Joseph Oliver Tobin and Mrs. Nion
R. Tucker.

Radio-TV Provide Aid
In Wilkes-Barre Strike

WILKES-BARRE radio and tv stations stepped
into the breach Thursday as the Pennsylvania
city was left without either of its two newspa-
papers as the result of a strike by the American
Newspaper Guild. They expanded public services
programming and provided commercial time for retail advertisers left without their
usual weekend space advertising.

WBRE-AM-TV set up news facilities to
handle births, funerals, complete police and
court house coverage, church news and meet-
ing schedules, according to Ernest Lewis, sales
manager.

Mr. Lewis said leading business houses
bought heavily of radio and tv time, including
Boston Store, The Hub, Acme Supermarkets
and A&P stores. Lazarus and Pomeroy's were.

WINS New York Announces
Healthy Increase in Rates

ISSUANCE of a new rate card by WINS
New York, providing for various increases
was announced last week by Robert Leder,
vice president and general manager. He noted
the new rate is based on "a programming struc-
ture and increased market and audience po-
tentials."

The new rate card, already in effect, design-
ates all time from 6 a.m. to midnight as
class "A," with the hourly rate rising from $250
to $400; minute rate, $25 to $50, and station
breaks, $18 to $30. One-minute participations in
the new Bob and Ray Show will be $75 and station breaks within that show will be
sold in strips of six for $300.

Mr. Leder said that for retailers in the
metropolitan New York area, WINS has in-
stalled a special 25% retail discount on the
net price. Other discounts will include up to
30% on announcements, station breaks and
participations in the Bob and Ray Show.

Clarence Peterson Dies;
Brahan Co. Chicago V.P.

FUNERAL SERVICES were held in Chicago
Thursday for Clarence (Clem) P. Peterson,
60, vice president of the Brahan Co., radio-
tv station representa-
tive firm, who was
associated with the advertising field for
about 35 years. Mr. Peterson died Mon-
day after an illness of
six months.

A native of Chi-
cago, Mr. Peterson
joined Brahan in September 1933. In
April 1944 he was
elected a vice presi-
dent in charge of ra-
dio for Brahan's
Chicago office. He subsequently took on tv
duties.

He is survived by his wife, Lillian, and two
sons, Kenneth and Richard.

ZivV's ‘Three Lives’
Tops Film Videodex

ZIV-TV's I Led Three Lives is still at the top of
Videodex Inc.'s top ten ratings of tv films, based
on a March 1-7 survey of programs that
appear in a minimum of 20 markets. The sur-
vey includes percentage of tv homes, number
of cities, and number of tv homes:

<table>
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<tr>
<th>Network</th>
<th>Program</th>
<th>Days/Week</th>
<th>Time (EST)</th>
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<td>3</td>
<td>10:30</td>
<td>1953</td>
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<tr>
<td>CBS</td>
<td>I Led Three Lives</td>
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<td>10:30</td>
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Revolutionary 12-kw beam power tube for UHF telecasting

New RCA-6448 water-cooled beam power tube features coaxial-electrode structure for high gain at frequencies up to 1000 Mc.

Representing a significant departure from conventional tube design, the new RCA-6448 features a unique "inside-out" structure, wherein the plate is centrally located and surrounded by a symmetrical array of unit electron-optical systems. Water cooling the various elements is achieved by a novel built-in "canal" system.

As a result of this new approach to the problem of designing a high power tube for ultra-high frequencies, the RCA-6448 is a comparative midget in size—measuring only 7¼ inches in height and 11¼ inches in diameter. Yet, in color or black-and-white TV service, the tube can deliver a synchronizing-level power output of 15 kw at 500 Mc or 12 kw at 900 Mc. Its construction minimizes circuitry, reduces tuning requirements, results in rugged, simple mechanical arrangements, and makes possible small over-all cavity size. Only one set of cavities is required to tune the entire UHF-TV band.

Further, the design permits operation of the tube as a grid-driven UHF power amplifier to provide a high gain in TV service without need for neutralization. This advantage simplifies both operating and adjustment techniques.

RCA-6448 beam power tubes are used in the aural and visual power amplifier stages of the new RCA-TTU-12A, a 12.5-kw UHF TV transmitter.

For fast, dependable delivery of RCA Broadcast Tubes, call your local RCA Tube Distributor.
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio

ATLANTA

MACON

SAVANNAH

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO

The TRIO offers advertisers at one low cost:

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

Page 58  •  April 12, 1954

Broadcasting  •  Telecasting
PEOPLE

Advertisers

Carl G. Grace, Colgate-Palmolive Ltd., Toronto, appointed executive vice president and elected to board of directors.


Agencies

Bowman Kreer, formerly vice president and creative director, McCann-Erickson Inc., Chicago, elected vice president and appointed assistant manager of Chicago office, Campbell-Mithun Inc.


Barrett Brady and Sidney Olsen, copy supervisors, Kenyon & Eckhardt, N. Y., appointed vice presidents.

Charles M. Halverson, Hicks & Greist, Inc., N. Y., to Bermingham, Castleman & Pierce, same city, as vice president and member of executive committee, effective April 15.

J. Vance Babb, public relations counsel, N. W. Ayer & Son, N. Y., and associated with agency since 1940, elected a vice president.

Hugh H. Johnson, associate media director, Kudner Agency, N. Y., appointed media director, succeeding late Daniel J. Pykett.

William D. Lewis, media director and account executive, Wolfe-Jickling-Conkey, Detroit, to Geyer Adv., as media director of Detroit office, to serve as an assistant account executive on Kelvinator Account.

West P. Woodridge Jr., advertising manager, Pepsodent div., Lever Brothers, to William Esty Co., N. Y., as an account executive, working on Colgate-Palmolive group.


Donald E. Gehring, assistant account executive, Erwin Wasey & Co., L. A., promoted to account executive on Albers Milling Co.'s Friskies dog foods succeeding Eric Lifner, resigned.

Edgar E. Peck, circulation promotion manager, Lock magazine, to Grey Adv., N. Y., in account executive div., effective today (Mon.).

Burt B. Roens, Gray & Rogers, Phila., named

"FABULOUS FLINT" WIDENS ITS LEAD AS G.M.'S BIGGEST MANUFACTURING CENTER

With 130,600 people busily at work and with a continuing demand for skilled workers, "Fabulous Flint" continues to be one of the outstanding markets in the United States! ... For Flint is a RICH market ($325,184,000, in retail sales last year) and it's a BIG market (287,000 population). It's an EXPANDING market, too, meaning MORE workers, MORE sales—MORE prospects for your sales message over WFDF—FIRST in FABULOUS FLINT—the RECORD-BREAKING market!

* Above figures from Sales Management's "Survey of Buying Power"—1953

RFDF

FLINT, MICHIGAN

AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids

WFBM and WFBM-TV Indianapolis — WEOA Evansville

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WCAE SPECIFIES ML-892

"When reordering 892's we specify Machlett. They are the only make 892 from which we have received more than 10,000 hours in this service."

James W. Greenwood
Chief Engineer, WCAE

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation... will!

Choose Machlett and you find...

57 years electron tube experience.
Leadership in high vacuum technique.
Design superiority in high power, big tube ruggedness and reliability.
A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

Machlett tubes are distributed by Graybar, Westrex, Dominion Sound.

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

RELAXING at the Stoneybrook Steeplechase, annual event at Southern Pines, N. C., are (l to r) Brig. Gen. William Gross, USAF; Charles Crutchfield, vice president-general manager, WBT-WBTV (TV) Charlotte; Frank Jarman, vice president-general manager, WDUR Durham, newly-elected NARTB medium stations stations, and Jack Younts, president-general manager, WEEB Southern Pines.

account executive, Lavenson Bureau of Adv., same city.

Lynn Hall, formerly production manager, Foote, Cone & Belding, Portland, Ore., to Searcy Adv. Agency, that city, as account executive.


Ernest Motyl, formerly with Biow Co., N. Y., to Geyer Adv., same city, as film production supervisor; Edward S. Richardson, media dept., appointed a media buyer, same agency.

Harold Sieber, print buyer, Kenyon & Eckhardt, N. Y., appointed media coordinator in media department.


Don Henry, radio and tv writer, Advertising Councilors of Arizona, to Tracy-Locke Inc., Dallas, Tex., as copy writer.


Dan H. Steele, copy director, Carson-Roberts Inc., L. A., named assistant to Ralph Carson in charge of media, merchandising and research, same agency.


Dick Lytle, account executive, Martin R. Klitten Co., L. A., to Western Adv. Agency, that city, as copy contact on various accounts.


Robert Clark, freelance artist, to art dept., House & Leland Adv., Portland.

James W. Daisey, manager of Pat's Confections, Gloucester, N. J., to research dept., Gray & Rogers, Philadelphia.


Nicholas B. Bjornson, Gray & Rogers, Philadelphia, to The Buckley Organization, same city.

Dallas M. Williams, vice president and account executive, Irwin-Crenshaw Adv., Beverly Hills, resigns to establish own agency, Dallas Williams & Sons., at 442 N. La Cienega Blvd., L. A.


William R. Reid, 49, president, Universal Agency and Craig & Reid Inc., both Hollywood, died April 3 following an operation.

Daniel J. Pykett, media director Kudner Agency, N. Y., died March 29 after a heart attack.

Stations

Harold J. Purise appointed general manager, Head of the Lakes Broadcasting Co. (WEBE

BROADCASTING • TELECASTING
Another WSM package show delivered to the Network!

When the makers of d-CON products wanted a strong, effective, unified medium to sell the entire nation, they took a familiar step:

They turned to the field whose national popularity is rocketing fastest — country music; to the top folk music talent pool — the cast of WSM's Grand Ole Opry.

So NBC listeners coast to coast are now hearing at 9 p.m. every Saturday, right after the network portion of "Grand Ole Opry," the "Country Tune Parade," starring Ernest Tubb, Goldie Hill, and famous guest stars from the Opry itself.

When your product is ready to ride a network, contact WSM for a sure-fire salesmaking package show. More specifically, contact Tom Harrison or any Petry Man.

Nashville WSM Clear Channel • 50,000 Watts
Duluth; WHLB Virginia; WMPG Hibbing, all Minnesota). Mr. Parise will headquarter in Duluth.

Frederic S. Bailey, general manager, WTAO-AM-TV Cambridge, Mass., resigns. His future plans are undetermined.

John D. Allison, vice president-sales manager, KHON Honolulu, named local manager, same station.

Woodruff B. Crouse, media space buyer, Campbell-Ewald Adv. Agency, Detroit, to staff, CKLW (TV) Windsor, Ont. Mr. Crouse will handle sales promotion presentations, market and media research.


Harley Lucas, formerly program director, WLOK Lima, Ohio, appointed local sales manager, same station.

Roland R. Wiseman, chief engineer, KVNC Winslow, Ariz., named station manager, KGPH Flagstaff, Ariz.

Macgregor Eadio, account executive, KNBH (TV) Hollywood, has resigned.

Ed Frech, program director, KFRE Fresno, Calif., and vice president, California Inland Broadcasting Co., licensee, KFRE and KRFM (FM), appointed manager of those stations.

Dick J. Kasten appointed general manager, KSTV-TV St. Louis; William Knight named sales manager, and Tony Glenn named assistant program director.

Burton S. Gardner, Kamin Adv. Co., Houston, Tex., to sales staff, KTBC Austin; Carolyn Busch, continuity dept., same station, moves to sales staff.

Elmer G. Francke, sales staff, WMIL Milwaukee, promoted to sales manager.

Adrian Roberts, merchandising manager, KNBH (TV) Hollywood, named account executive. Harry Camp succeeds Mr. Roberts.

Joseph Carleton Beal, former TV production manager, WDSU-TV New Orleans, appointed manager, new public service div. of World Wide Broadcasting System, operator of WRUL, international station with several shortwave transmitters at Scituate, Mass.

Franc R. Bushy to Tacoma sales staff, and Edward D. Dever to Seattle sales staff, KNTV-TV Tacoma.

Bob Jones, announcer, to WCOG Greensboro, N. C., where he will conduct two programs, Groans by Jones and Jones' Party Line.

R. Elbert Hutchison, winner of KDKA Pittsburgh agricultural scholarship at Ohio State U. for 1951-52, named agricultural director, WEAU-AM-TV Eau Claire, Wis.

Doris Overland named an assistant to traffic manager, WDRC-AM-FM Hartford.

John L. Scott, announcer-director, WHEN-TV Syracuse, promoted to program director, WHEN same city.

Naomi G. Rector, formerly program director, WPTR Albany, N. Y., to KFIA (TV) Anchorage, Alaska, in similar capacity.

Larry Gutter, formerly writer-producer, WBBM-TV Chicago, appointed director of continuity and commercial production.

Drue Smith, WAPO Chattanooga, named director of programming, WATTS Nashville, Tenn., to station manager.

Bob Jones, Michigan State U. alumnus, returns to WSDU-TV Chicago, as program director.

later replaced Mr. Frech.

Mr. Jones

Duluth, Minn.; TOMA-AM-TV; WMPG Hibbing, Minn.; WHLB Virginia.

Mr. Frech

MR. FRECH

WDSU -TV New Orleans, International Station with several shortwave transmitters at Scituate, Mass.

MR. FRANCKE

MR. JONES

WBAY (FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NABC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives
On March 25 we increased our signal strength to a maximum 316,000 watts full power, offering better-than-ever television coverage to advertisers and viewers in the big, buying upper Ohio Valley market area surrounding Wheeling.

Radio Affiliates WTRF • WTRF-FM  phone Wheeling 1177  Robt. W. Ferguson, VP & GM

Broadcasting • Telecasting  April 12, 1954 • Page 63
PEOPLE

Dr. Samuel Chotzinoff, NBC general music director, accepted award for “NBC Television Opera” for regional film achievement contest

Robert Brockway, formerly of WLWT (TV) in Albany, Ind., appointed chief engineer, WLRP New Albany, Ind.

Lonny Starr, emcee WMAQ Chicago Chez show, assumes role New York television station

William B. Caskey, general manager, WPEN Philadelphia, named radio and tv director, Philadelphia area Cerebral Palsy Drive.


Don Rodewald announce-disc m.c., KOOS Watson, Calif., father of girl, Judith Mae, March 25.

Jim Daley, engineer, WPEN Philadelphia, father of son, Mark Dennis, March 23.

Phil Waters manager, KOOS Coos Bay, Ore., father of boy, Richard Frederick, March 20.

John Vosper, 50, Hollywood radio-tv actor, died April 6 while rehearsing for NBC Radio’s Dinah Shore Show.


Michael Horton, in charge of press relations, NBC color tv operations, promoted to NBC director of information.

Frank Pacelli, director of NBC TV’s Chicago-originated Hawkins Falls show, signed by CBS-TV to a term agreement as producer-director.

Brooke Taylor, director of programs, WTAM Cleveland, resigned to resume freelance performing and producing of radio-tv programs.

Willis Bouchey, who portrays title role on NBC Radio’s Dr. Paul, named role in Columbia feature film release, “The Long Gray Line.”

Samuel Chotzinoff, NBC general music director, accepted award for “NBC Television Opera” for regional film achievement contest.

KOA serves more people who can’t get TV than any radio station in America!

KOA Food League

50,000 WATTS

DELIVERS AMERICA’S MOST FOOD CONDITIONED AUDIENCE.

WRITE TODAY FOR COMPLETE DETAILS ON KOA’S SUMMER BONUS

For food advertisers

BROADCASTING • TELECASTING
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: “Scotch” Brand Cellophane Tape, or “Scotch” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota
Theatre" from Sigma Alpha Iota, national women's music fraternity, for NBC's "contribution to music in the television field in 1953."

Harry Lillis Crosby, star of CBS Radio's Bing Crosby Show, elected life member of Massachusetts Society of Mayflower descendants.

Robert Griffin, actor on NBC-TV's One Man's Family, and Virginia Woodson were married April 3.

George Gobel, NBC-TV comedian, father of girl, March 30.

Manufacturers


Franklin P. Hamman, named acting manager of manufacturing for division, and Harry F. Pully named manager of plant, Westinghouse Electric Corp.'s electronic tube div., Elmira, N. Y.

Paul E. Burks, manager, Southern Calif. div., Philco Corp., appointed manager of distribution for corporation, succeeding James M. Skinner Jr., promoted to vice president in television division.

Leonard A. Bayer appointed to newly-created position of manager, product engineering dept., communications products div., Allen B. DuMont Labs., Clifton, N. J.

Edward W. Stone, formerly Southern district manager of electric sales, Graybar Electric Co., appointed Chicago district sales engineering manager, Standard Electronics Corp., subsidiary of Claude Neon Inc.

Caleb A. Sera distributor sales counsellor, Hallicrafters Co., Chicago, appointed district sales manager.

Frank P. Fenn, Los Angeles field supervisor, named Seattle manager, Hoffman Sales Corp. (radio-tv set distributors).

Film
John P. Rohrs, manager of Chicago office, United Television Programs Inc., appointed a vice president.

Charles Adams, who has produced and directed tv programs over DuMont and ABC-TV for the past five years, to Loucks & Norling Studios, N. Y., as manager of newly-created tv film department.

William Spier, creator of Suspense and Sam Spade radio programs and associated with Omnibus and Medallion Theatre, to Desilu Productions, Hollywood, as producer-director-writer on The Country Doctor film series, starring Charles Coburn.

David Gordon and Gilbert Kay have been signed by American National Studios Inc., Hollywood, as head of the music department and first assistant director, respectively.

Alfred D. LeVine, formerly midwest sales manager of Consolidated Television Sales and recently appointed to similar duties for George Bagnall & Assoc., new sales organization for CTS properties, has announced his resignation. He was incorrectly identified as Al Lee Vine in the April 5 issue of B*T.

Stuart Stevenson, prop man, ABC-TV Make Room for Daddy film series, father of boy, Timothy Lee, April 5.


Representatives
George Gilbreath appointed to tv sales staff New York office, George P. Hollingsbery Co.

Paul B. Evans, formerly with Paul H. Raymer Co., named radio sales account executive, NBC Spot Sales.

Broadcasting • Telecasting
Smart local and regional advertisers in 71 markets have bought "INNER SANCTUM." First reports for this exciting new series already show its audience pulling power. In every case where information is available, "INNER SANCTUM" has drawn a higher rating than the program in that time period before. For proof, look at the figures for these big, competitive markets!

<table>
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<tr>
<th>MARKET</th>
<th>STATION</th>
<th>TIME</th>
<th>MONTH BEFORE &quot;INNER SANCTUM&quot;</th>
<th>CURRENT, WITH &quot;INNER SANCTUM&quot;</th>
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<tr>
<td>Chicago</td>
<td>WNBQ</td>
<td>Sat. 10:00</td>
<td>14.4 (Dec.)</td>
<td>20.8 (Feb.)</td>
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<tr>
<td>Houston</td>
<td>KGUL</td>
<td>Thurs. 10:00</td>
<td>7.8 (Oct.)</td>
<td>15.7 (Jan.)</td>
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<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Sat. 9:00</td>
<td>6.4 (Dec.)</td>
<td>9.3 (Feb.)</td>
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<tr>
<td>Milwaukee</td>
<td>WCAN (UHF)</td>
<td>Thurs. 8:30</td>
<td>2.1 (Dec.)</td>
<td>7.5 (Jan.)</td>
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<tr>
<td>Pittsburgh</td>
<td>WDTV</td>
<td>Wed. 9:00</td>
<td>31.1 (Oct.)</td>
<td>40.6 (Jan.)</td>
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And ratings for the rest of the 39 thrilling half-hour episodes will be much higher, as soon as the public gets to know about the show.

"INNER SANCTUM" is backed by a market-tested advertising, promotion, publicity and merchandising campaign as an integral NBC Film Division Service. Write or call today.

NBC FILM DIVISION
New York • Chicago • Los Angeles
SERVING ALL SPONSORS . . . SERVING ALL STATIONS
Lawrence Cowen, President of the Lionel Corporation, writes:

"The spot commercials you filmed for us proved to be extremely successful... The quality of the photography as well as the format reproduced beautifully and had fine public acceptance."

RKO PATHE... the organization that gives every inch of film the magic touch of visual excitement born of 31 years of successful movie-making....

RKO PATHE... the outfit with the know-how and mechanical facilities to meet today's challenge of making action-impact on eyes and ears tired of the pounding of the commonplace. . . .

RKO PATHE... with the advertising grasp to give you exactly what you hope to get in the visualization of your selling ideas... without question, without quibble, without worry as to quality.

RKO PATHE, INC.
"The Professional Company"
625 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-3600
THREE years ago Stuart Reynolds, president of Stuart Reynolds Productions, Beverly Hills, came to the conclusion that the lot of a radio and television program packager is a happy one—if and when the producer delivers the package. But Mr. Reynolds had learned through sad experience that promises often were not fulfilled, and he frequently had a client without a package.

He decided then and there to become his own producer. The wisdom of this move can be supported by the financial and production accomplishments of his organization in 1953. Stuart Reynolds Productions rolled up gross billings of more than $2 million last year and produced 55 half-hour dramatic programs for such blue-chip clients as General Electric (G-E Theatre), Hamilton Watch Co. (Your Jeweler's Showcase) and duPont (Cavalcade of America).

"We are particularly proud of the high quality of our filmed programs at a price that is within the budget of our advertisers," Mr. Reynolds commented recently while on a business trip to New York. "This is no idle boast when you consider that General Electric has contracted for a re-run of 13 of its films for the G-E summer show, starting in June."

Mr. Reynolds is grateful for his long grounding in the advertising business, explaining it has assisted him in producing high-caliber programs that will appeal to a mass market and therefore have sponsor interest. Prior to launching his package business in 1949, he had been associated since 1927 in various advertising copy writing and sales capacities for Lord & Thomas, Chicago; General Mills, Minneapolis; Henri, Hurst & McDonald, Chicago; Erwin Wasey, San Francisco; BBDO, Los Angeles, and the Don Lee Network in Los Angeles. It was with the Don Lee organization's experimental television station, W6XAO, that Mr. Reynolds received his baptism of fire in the television medium.

Chicago-born, Mr. Reynolds attended Chicago Law School while working for Lord & Thomas and received his law degree in 1932. He points out that his legal education is an asset in negotiating contracts with talent and advertisers.

A cardinal rule in producing dramatic television programs, Mr. Reynolds contends, is to tailor the show to fit the star. He claims that this is a formula that will enable a producer to cope realistically with production costs that are the bugaboo of many film makers. Since time is such a vital consideration, Mr. Reynolds continued, exhaustive preparations must be made before actual production is launched.

In a projection of things-to-come, Mr. Reynolds said that he believed that eventually 80% of television programs will be on film. Another development, he said, will be the use by advertisers of their filmed shows at least twice to amortize the costs.

Mr. Reynolds taps the talents of radio and motion picture script writers in Hollywood for his productions and voices the belief that radio men are more adaptable for television, though he acknowledged that several screen writers have turned out some top-drawer scripts.

Mr. Reynolds lives in Beverly Hills with his wife, Beverly, to whom he has been married for 20 years, and their daughter, Merrily, 10½. Until a few years ago Mrs. Reynolds confined herself to domestic duties.

"But now she's a full-time member of the team," Mr. Reynolds said. "It came about quite accidentally. I was in New York on a business trip when my secretary left to get married. Beverly went down to the office to help out with the files. Pretty soon she did more and more work. Well, I've found her so valuable that she has stayed on."

Mr. Reynolds used to play golf but lack of time has ruled out that sport. He said that with his present full schedule, his only hobbies are "family and work."
THE PRICE paid by television stations for feature film programs ranges upward in direct ratio to the size of the market served, with average prices varying from around $25 in smaller areas to well over $200 in major metropolitan markets.

These findings are included in a series of revelations covering the use of feature films by tv stations, and the average prices paid by stations to film distributors, as shown by an industry-wide survey conducted by Broadcasting * Telecasting.

The survey brings to light for the first time a number of industry trends which have heretofore been revealed only in scattered comments based on random contacts. Analysis of the 153 questionnaires returned by the nation's operating commercial tv stations—there are 371 on the air—show a few examples of one-two-three presentation of commercials at any point during the presentation of a feature film. This scarcity of triple-spotting belies the careless commentaries by those who professionally brand television as replete with triple, quadruple and even quintuple spotting.

All questionnaires were kept anonymous to encourage complete and accurate revelation of facts. Since the returns are based on 40% of the entire industry, with all categories proportionately represented, the results are believed to be typical.

The 153 participating tv stations answered a series of questions including hours on air per week; size of market; time devoted to full-length, 1½-hour and one-hour features, along with top, low and average prices paid to distributing outlets; number and length of commercials in single-advertiser and participating film programs, with percentage of local and national sponsors.

The adjoining tables reveal a large number of important trends among tv stations, broken down in some cases by availability of inter-connection facilities as well as size of market.

Among the findings are these:
- Few tv stations permit single commercials of more than two minutes duration during feature films.
- The number of breaks during the showing of a one-hour or full-length feature ranges between two and five, as a rule.
- Films are interrupted more often by stations in smaller markets.
- Local advertisers are supplying a major share of film sponsorship revenue in smaller markets, with stations in larger markets getting over half their film income from national advertisers.

Those answering the questionnaires were given an opportunity to list the distributors from whom they buy television feature films. While the questionnaire was limited to features and one-hour films, the respondents in some cases appeared to be including all their sources of tv film programs.

The following list of film distributors appears in order of number of mentions on questionnaires. Motion Pictures for Television had the largest number of mentions, Unity was second, and the list continues until all mentioned distributors are included. In a few instances there may have been confusion in mentioning corporate names of distributors. The list follows:

Motion Pictures for Television Inc.
Unity Television Corp.
Hollywood Television
Sterling Telecasting Co.
Tele-Pictures
Atlas Television Corp.
Comet
Hygo
NBC TV Film Div.
Vitapix Corp.
Interstate
Atlantic Television Corp.
Official Films
Ziv Television Programs
M &A Alexander Productions
George Bagnall & Assoc.
Consolidated
Film Vision Corp.
MCA TV

what it costs how much is used how it is sold

### AMOUNT OF TIME DEVOTED BY TV STATIONS TO TYPES OF FILMS

<table>
<thead>
<tr>
<th>No. Hours Station Is on Air</th>
<th>Full-Length Features Per Week (By % of Stations)</th>
<th>One-Hour Features Per Week (By % of Stations)</th>
<th>1½-Hour Features Per Week (By % of Stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 10 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>41.7</td>
<td>54.2</td>
<td>4.1</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>45.0</td>
<td>55.0</td>
<td>55.0</td>
</tr>
<tr>
<td>Over 75 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>45.5</td>
<td>50.0</td>
<td>4.5</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>33.3</td>
<td>66.7</td>
<td>33.3</td>
</tr>
<tr>
<td>Under 75 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>45.5</td>
<td>50.0</td>
<td>4.5</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>33.3</td>
<td>66.7</td>
<td>33.3</td>
</tr>
<tr>
<td>Over 75 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>30.8</td>
<td>69.2</td>
<td>27.3</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Markets Under 250,000 Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 75 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>71.4</td>
<td>28.6</td>
<td>55.6</td>
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<tr>
<td>Non-Inter-Connected</td>
<td>50.0</td>
<td>50.0</td>
<td>55.6</td>
</tr>
<tr>
<td>75-100 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>33.3</td>
<td>50.0</td>
<td>16.7</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over 100 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>36.4</td>
<td>54.5</td>
<td>9.1</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Markets Over 1,000,000 Population</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Over 75 Hrs. Per Wk.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>40.6</td>
<td>53.1</td>
<td>6.3</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td></td>
<td></td>
<td></td>
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</table>

Broadcasting • Telecasting
### Prices Paid for Feature Films by TV Stations

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>Lowest Price</th>
<th>Highest Price</th>
<th>Average Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Under $50</td>
<td>% $50-$100</td>
<td>% Over $100</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>89.5</td>
<td>10.5</td>
<td>...</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>73.3</td>
<td>26.7</td>
<td>...</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>50.0</td>
<td>38.5</td>
<td>11.5</td>
</tr>
</tbody>
</table>

### Longest Spots Used at Any One Station Break

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>During One-Hour Films Sold</th>
<th>During Participating Film Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Top No. of Spots Used at One Break</td>
</tr>
<tr>
<td></td>
<td>20 Sec. 1-2 2-3 3-4</td>
<td>20 Sec. 1-2 2-3 3-4</td>
</tr>
<tr>
<td>Under 250,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td></td>
<td></td>
</tr>
<tr>
<td>250,000 to 500,000</td>
<td>...</td>
<td></td>
</tr>
<tr>
<td>500,000 to 1,000,000</td>
<td>...</td>
<td></td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>...</td>
<td></td>
</tr>
</tbody>
</table>

### Sources of Advertising Income from Feature Films

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>Income from Local Advertisers</th>
<th>Income from National Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(By % of Stations)</td>
<td>(By % of Stations)</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Population</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>250,000 to 500,000</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>500,000 to 1,000,000</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

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Quality
Specialty Television Films
Television Exploitation
Major Television Productions
Republic Television Features
ScreenCraft Pictures
Louis Weiss & Co.
Chase
Commonwealth Film & Television
National Telefilms Assoc.
Standard Television Corp.
ABC-TV
Argyle
CBS Television Film Sales
DuMont Television Network
Guild Films Co.
consolidation pays off in more sales for UTP

A NEW sales record with the distribution of Waterfront was recently set by United Television Programs when more than one sale per working day was recorded from the date the series was released for the next 52 days.

This, in itself, is not exceptional in view of market results on our other products. However, UTP's merchandising chart has been on a constant upgrade since the consolidation of operations last fall in Hollywood, also the site of production.

When the company was taken over by Jack Gross and Phil Krasne in October, UTP's removal of home offices from New York to Hollywood gave rise to an important question in TV film production and distribution. What are the advantages of centering an entire operation, such as ours, under one roof—and in Hollywood, of all places?

In our brief experience at California Studios, several benefits of outstanding importance have been made manifest. That it is more convenient, is obvious. The majority of our producers are here—Bing Crosby Enterprises, Roland Reed Productions, Gross-Krasne Inc., and others. Our owners, our shipping, billing, bookkeeping, contracts departments, sales promotion, advertising and exploitation divisions are here, all in such close proximity as to impel a teamwork of action. Our executive vice president, Lee Savin, is available at all times to our producers, sales force and various clients, as is our very capable national advertising and sales promotion manager, Noel Rubaloff, and his advertising agency (Creative Advertising), under the direction of Leonard Staff. The national magazines with whom we advertise and deal all have competent Hollywood bureaus and work with us just as they did when we were in New York.

The convenience in turn makes for more personalized relations with the producers. Not only are we more cognizant of their production problems and accomplishments, but there is a greater flow of ideas and suggestions when it becomes a matter of visits to the lots and telephone calls in and around the Hollywood area instead of confusing and detailed memos and cross-country calls.

While UTP, though wholly owned by Phil Krasne and Jack Gross, functions as an independent distribution firm handling products, the majority of which are filmed by other independent producers, we do not hold to the philosophy, "you film it, we'll sell it." No longer has the distributor done his part when he sells a show, accompanied by the standard hackneyed merchandising, to a sponsor for 13, 26, 39 or 52 weeks. An increasingly important duty now rests with the distributor to get in there and pitch to help the advertiser get more dollar results, not to just make a sale and walk away from it.

Under our expanded merchandising set-up, we are out to make the advertisers an integral part of our operation. Louis Hayward, Preston Foster and Ken Murray, stars of Lone Wolf, Waterfront and Where Were You, respectively, are not just movie names a coast away. They are movie names in the immediate vicinity, with whom we can work for the sponsor off the TV screen as well as on it to coordinate a planned advertising and promotion campaign.

Rocky Jones, Space Ranger is a natural to merchandise, having tremendous kid appeal through the demand for badges, school briefcases, "T" shirts, boots, belts, suspenders, watches, etc. In the marketing of Waterfront, UTP has devised sets of glassware emblazoned with a ship's wheel, emblematic of the series, which sponsors may purchase at cost to help promote the program and the sale of their products. Through these items, the Lone Wolf glassware, jewelry, etc., featuring the stylized wolf head, and others, we can personalize our services and directly increase the sale and distribution of our programs.

Mr. Nathan, vice president in charge of sales for United Television Programs, has in the past been with William Morris Agency and Century Artists.

Broadcasting * Telecasting
as basic as profits!

Successful television operation demands the new combined* Studio Telescription Library

Studio Telescriptions are as important to profitable television programming as transcriptions are to radio. The Studio Telescription Library, over 1,100 three minute films produced especially for TV, puts the country's top musical talent to work for you...winning audiences and attracting sponsors for your shows.

The Library is complete with handy index files, sample scripts, program ideas and background material for your own MC. In only minutes you can build any number of star-studded shows which sparkle with lavish production settings.

And, the cost is unbelievably low. Even the most budget-minded advertisers are quickly sold on the miracle selling power of this top-talent television with none of the usual high production costs. Find out today how Studio Telescriptions, television's basic film library, can mean bigger-than-ever profits for you.

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

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

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

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632
Hillbillies are Big Business!

For the first time on TV!

½ Hour Hillbilly VARIETY Show


CONNIE B. GAY'S

TOWN AND

SINGING! COMEDY! DANCING!

TV'S FIRST AUTHENTIC HILLBILLY EXTRAVAGANZA

This jumpin' Jamboree called TOWN AND COUNTRY TIME currently appears regularly on over 1800 radio stations throughout the country. And hillbilly music fans don't just listen—they're loyal to the core! They can't wait to see Jimmy Dean, the Texas Wildcats, Mary Klick, Pete Cassel, and Quincy Snodgrass on TV. (On a recent local broadcast the listening audience was asked casually whether they would like to see TOWN AND COUNTRY TIME on TV—a flood of mail inundated the studio. We'll show you the letters!)

What an astute sponsor can do with this powerful merchandising set-up should make his sales force jump and sing "Bimbo." We've got Jimmy Dean records, Jimmy Dean autographed photos, Jimmy Dean personal appearances and a host of other sales-compelling plans up our sleeve.

Why not call PL 7-0100 today and get the whole story and an audition print on your desk tomorrow.
Last year, hillbilly sheet music and record sales topped seven hundred million dollars... hardly alfalfa!

There are over two thousand disc jockeys, selling in every major area of the United States, who play hillbilly tunes regularly. (No wonder TENNESSEE WALTZ, COLD COLD HEART, CANDY KISSES, GOOD NIGHT IRENE, and ON TOP OF OLD SMOKEY, are among the all-time best sellers in the music industry and RICOCHET, CROSS OVER THE BRIDGE, CHANGING PARTNERS and SECRET LOVE are current whistling favorites with the populace.)

It has been estimated that 50% of all popular records sold are hillbilly songs.

Astounding?

Not to CASH BOX which in a recent issue devoted exclusively to the hillbilly selling rage, declared: "America's regional music has become America's national music!"

The deeper a city slicker gets into the hillbilly phenomena the faster his head swims in thousand dollar bills. One "country music" singer has peddled 19 million records in the last 15 years. In 1953 a group of eleven hillbilly artists grossed just under $8,000,000. A local hillbilly radio show charges admission to see the program broadcast and turns away thousands every Saturday night! (A portion of the show is carried on a network to a national radio audience estimated at ten million.) A leading tobacco company has been a hillbilly sponsor for over 20 years. One popular hillbilly performer even ran for Governor!
associate the advertiser with his own particular property and TV program.

Our sales force, the most flexible component of UTP's teamwork, is naturally the least concerned over whether the home office is in New York or Hollywood. But, with our new consolidated operation, the salesmen are better equipped for a personalized service. This was perhaps carried to extremes not too long ago when one of our representatives, in order to save a cancellation, located the trouble in the sponsor's commercials and turned copywriter to help pep them up.

Nevertheless coordination of thought and planning contributes greatly to the overall efficiency. Additionally, costs of preparing a package and marketing it can be measurably reduced through this centralization, if through nothing more than the saving of steps, time and communications. The time change with Hollywood three hours behind New York and two hours behind Chicago also works for us. If Aaron Beckwith or one of his men close a deal in New York at 6 p.m., it can be reported to us in Hollywood by 3:15 p.m. (our time).

Regional Set-Up

The long arms of personal service reach into the grass-roots from all our regional offices in Hollywood, Chicago, New York, Kansas City, St. Louis, Dallas, New Orleans, Atlanta, Detroit, Pittsburgh, Boston, Philadelphia and San Francisco by means of the personal service agents, who serve as troubleshooters on special assignments, our regular salesmen and our vice presidents, Aaron Beckwith in New York and John Rohrs in Chicago.

We can ship our product any distance from either coast with maximum speed, but to package it with careful and effective dispatch, it is one thousand per cent better to have all departments of the entire operation, as well as our producers, headquartered in one central place. And, the natural place is Hollywood.

**COLORCASTING**

Advance Schedule
Of Network Color Shows

**CBS-TV**
*The New Revue* every Friday, 5:30-6 p.m. (sustaining).

**NBC-TV**
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 Catholic Men).
April 21: *Kraft Ty Television*, 9-10 p.m. Wednesday (Kraft Foods through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B-T.]

*BROADCASTING • TELECASTING*
JUNIOR SCIENCE

BRINGS A NEW WORLD OF EXCITEMENT TO TV!

You've got to see and hear JUNIOR SCIENCE to truly appreciate its scope and wonder! Ready for immediate airing ... with 39 fifteen-minute, custom made films!

JUNIOR SCIENCE is a public relations "natural" that is bound to get enthusiastic parent, school and community approval! And it has a potent merchandising potential via self-liquidating premiums!

For audition, sales plan, and price—write, wire or phone:

VERNE BERNKE
655 Madison Ave., New York 21, N. Y.
Telephone 8-2000

FRANK O'DRISCOLL
2311 Westward Ave., Detroit 1, Michigan
Windsor 2-2540

JACK MCGURK
156 E. Ohio St., Chicago 11, Illinois
Windsor 3-0050

MAURICE GRESHAM
9100 Sunset Blvd., Los Angeles 40, Calif.
Cheviot 1-6601

GORDON WIGGIN
216 Tremont St., Boston 11, Mass.
Havocock 6-0897

ALEX METCALFE
MPTV, Kansas City, Mo.
277 Victoria Street
Toronto, Canada
Telephone 6-8621

ED HENITY
625 Market Street
San Francisco 3, Calif.
Oakland 2-2287

BRUCE COLLIER
317 Beach Street
Dallas 4, Texas
Paloa 4-1528

JEFF DAVIS
Mortgage Guaranty Bldg.
Carnegie Way & Ellis St.
Atlanta, Ga.
Alacrity 9-512

These MPTV shows are available now:

- DUPPY'S TAVERN
- DREW PEARSON'S WASHINGTON
- MERRY-GO-ROUND
- FLASH GORDON
- JANET DEAN, REGISTERED NURSE
- JUNIOR SCIENCE
- more to come

SYNDICATION CORPORATION
655 Madison Avenue, N. Y. 21, N. Y.

BROADCASTING • TELECASTING

April 12, 1954 • Page 77
KEEPING MIDWEST FILM BUSINESS AT HOME

MORE and more national advertisers from the Midwest are staying in their own backyards these days to shoot their commercials.

Specifically, they are discovering Oak Park, a community on the fringe of Chicago's West Side which is the home of Atlas Film Corp., a 40-year-old organization which is doing a good job of convincing Midwest network advertisers they can stay at home for effective and economical film making.

Such advertisers are Sunbeam Corp., Greyhound Corp., Pure Oil Co., Armour & Co., and others, all of them with headquarters in Chicago. Additionally, there is an assortment of spot advertisers who locate in the Midwest but underwrite announcement campaigns throughout the country. In most instances, all are far removed from the scene of their broadcasts.

Most of the filmed commercials are produced by Atlas in its compact little building at 1111 S. Boulevard, Oak Park. But many of them, including plugs for Greyhound, are shot "on location."

The two best illustrations of Midwest advertisers who are using Midwest film facilities for their commercials are Greyhound, which underwrites a part of CBS-TV's celebrated Omnibus and Sunbeam, with its Ethel & Albert Show on NBC-TV. Both are live programs, but the sponsors have their commercials filmed in Oak Park.

In the case of Greyhound, whose agency is Beaumont & Hohmon, the schedule frequently calls for location shots showing people riding in a bus or about to board a Greyhound at a local depot.

Greyhound recently shot live scenes from Chicago's downtown terminal for use on Omnibus, with CBS Television film crews participating.

In the case of Sunbeam, whose advertising is handled by Perrin & Paus, the Atlas firm shoots on the studio set. Sunbeam's Ethel & Albert Show originates in New York but the commercials are filmed in the Midwest, close to the heart of the advertiser's operation and the advertising agencies involved. What's more, such conveniences make production easier.

"We control our deadlines and if an advertisement wants some rushes made or re-runs, we are able to service him quickly," says Norman Lindquist, vice president and tv director of Atlas. It saves time all the way around when quick changes are dictated for the eastern-originated network programas.

Says Larry Mominee, Atlas' general manager: "There are facilities available in the Midwest and large national advertisers can find them here." Mr. Mominee went on to note that, in the midst of general business recession, advertisers can cut expenses and utilize economies at a time when tv costs are high. What's more, he adds, filming of commercials in the Midwest "saves traveling expenses to the coasts" and rates are cheaper than in Hollywood or New York.

Atlas itself maintains modern and complete facilities, with 16mm and 35mm sound recording, complete sound stages, sound facilities—both film and magnetic—animation and optical effects, complete laboratory processing setups and portable or remote equipment.

The company also has handled commercials for Pure Oil's Mr. Wizard and Who Said That and Armour & Co., among others. Armour, along with Anheuser-Busch, Altforer Bros. (ABC washers and ironers) and Mishawaka Rubber & Woolen Co. (Ball Brand plastic shoe shine), have used spots prepared by Atlas in Oak Park for national campaigns.

And in all cases, the agencies were close to "home" for the advertiser. Among the agencies: Leo Burnett (for Pure Oil); Foote, Cone & Belding for Armour; D'Arcy Adv. Co. (St. Louis) for Budweiser; Cramer-Krauss for Altforer.

CAMERAS IN COURT TO BE DISCUSSED

FILMING and recording of courtroom procedures will be discussed, with films of judicial proceedings for illustration, at the April 21 meeting of the Radio, Newsreel, Television Working Press Assn. of New York, slated at 7:45 p.m. at the Carnegie Endowment International Center, 345 East 46th St., New York.

In a letter inviting some 20 judges and attorneys to the meeting, President Arnold Lerner said that "it is current policy in municipal, state and federal courts in New York to exclude tape and film reporters from covering judicial proceedings, while permitting newspaper and wire service reporters free access.

"Objections have always been raised in the past to the lights, microphones and paraphernalia that must be used for film and tape coverage. We do not pretend that a final and absolutely satisfactory technique has yet been devised, but we would like to bring to your attention some recent developments. We feel sure that an informal evening spent considering the possibilities of filming and recording courtroom procedures will be at least interesting and provocative, both for members of the legal world and our own newsmen."

BROADCASTING • TELECASTING
Proudly Created to Outperform!

Mitchell Cameras

The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell.

Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: MITCAMCO

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


2. One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program Name</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>The American Week</td>
<td>Night Edition</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>CBS</td>
<td>Meet the Press</td>
<td>alt. Sundays, Pan Amer.</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>DuMONT</td>
<td>Electric Company</td>
<td>Alt. Wks. Prudential Ins. You are There</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>NBC</td>
<td>Gen. Foods Roy Rogers</td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td></td>
<td>Author Meets the Critics</td>
<td></td>
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<tr>
<td>7:15 PM</td>
<td></td>
<td>P&amp;G Winchell Mahoney</td>
<td></td>
</tr>
<tr>
<td>7:30 PM</td>
<td></td>
<td>The Mutual of Quaill, John Daily News</td>
<td></td>
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<tr>
<td>7:45 PM</td>
<td></td>
<td>Co-op Capt. Video</td>
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<tr>
<td>8:00 PM</td>
<td></td>
<td>G.M. Oldsmobile News L</td>
<td></td>
</tr>
<tr>
<td>8:15 PM</td>
<td></td>
<td>H.C. Chorn</td>
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<tr>
<td>8:30 PM</td>
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<td>A. Murray Party L</td>
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<td>8:45 PM</td>
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<td>Gold Seal Jo Stafford</td>
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<td>9:00 PM</td>
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<td>American Tobacco News L</td>
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<td>Gold Seal Jo Stafford</td>
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<td>M.G. Oldsmobile News L</td>
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<td>9:45 PM</td>
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<td>William O. Douglas</td>
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<td>10:00 PM</td>
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<td>Dr. I.Q.</td>
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<td>Junior Press Conference S</td>
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<td>Dr. I.Q.</td>
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<td>10:45 PM</td>
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<td>Co-op Feature Boxing with Chris Schenkell</td>
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<tr>
<td>11:00 PM</td>
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<td>American Circle Club (alt. wks.)</td>
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**D A Y**

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<tr>
<th>Time</th>
<th>Network</th>
<th>Program Name</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td></td>
<td>Breakfast Club</td>
<td>Phi-lo Corp.</td>
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<tr>
<td>9:15 AM</td>
<td></td>
<td>Arthur Godfrey</td>
<td>See Entrees for time</td>
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<td>9:30 AM</td>
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<td>Jack Paar Show</td>
<td>Fri. 10-11 a.m.</td>
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<td>Jack Paar Show</td>
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<td>Look Up and Live</td>
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<td>11:00 AM</td>
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<td>Services from Washington</td>
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<td>11:15 AM</td>
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<td>Colgate-Palmoive</td>
<td>11:30-12:30</td>
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<td>Colgate-Palmoive</td>
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<td>General Mills (MWF)</td>
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<td>General Mills (MWF)</td>
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<td>1:00 PM</td>
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<td>Youth Woes To Know</td>
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<td>1:15 PM</td>
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<td>You're Woes To Know</td>
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<td>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
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<td><strong>11:00 PM</strong></td>
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**Saturday Night Special Features:**
- "Mary's Million" (Co-Sponsor: ABC)
- "The Millionth Night" (Co-Sponsor: ABC)
- "The Millionth Hour" (Co-Sponsor: ABC)
- "The Millionth Day" (Co-Sponsor: ABC)
- "The Millionth Week" (Co-Sponsor: ABC)
- "The Millionth Month" (Co-Sponsor: ABC)
- "The Millionth Year" (Co-Sponsor: ABC)
KOMU-TV MAGNETIC SALESMAN

KOMU-TV Columbia, Mo., is telling its cover-age story to advertisers and agencies with a promotion piece demonstrating how other stations cancel each other out in mid-Missouri, leaving KOMU-TV's signal the dominant one there. The plastic gadget uses two magnets, placed like ends-to in a runway over an outline of the state, to represent the interference encountered by competing co-channel signals from Kansas City and St. Louis. When they try to get into KOMU-TV's coverage area, each is repelled by the other.

MONEY SAVING SHOW

VALUE of saving money is the theme of a new series of adventure programs over WGN-TV Chicago. Sponsored by First Federal Savings and Loan Assn., and titled F-Bar-F Ranch Show, the program features "Arkie," the Arkansas Woodchopper, who interviews children and presents cash savings accounts awards each week. Nature and science films especially prepared for youngsters are shown on the telecast which originates in the downtown bank's "ranch room," which was redesigned to accommodate 100 children.

WFLN HOLIDAY PROGRAMMING

MUSIC appropriate to the Easter and Passover holidays will be carried by WFLN Philadelphia.

APPLE TIME' PROMOTION

WEEKEND saturations of radio and television in selected markets across the country are currently being used for a springtime apple promotion campaign of the Washington State Apple Commission, through Pacific National Advertising Agency, Seattle. The theme "Any time is apple time" is being used to promote Winesap and Delicious apples in markets including New York, San Francisco, Los Angeles, Chicago and others in the Central time zone. The promotion is scheduled to continue through April.

KNOE AWARD 'FIRST'

KNOE (TV) Monroe, La., claims to be the first and only TV station in the nation to receive an award from the American Dairy Association. Beth Bress, hostess on Pantry Party, was presented a copper cowbell from the association for her promotion of dairy food products. Other awards went to newspapers and magazines. This was the seventh annual presentation of the distinguished service award by the dairy farmers group. Presentations were made at a banquet held in conjunction with the association's annual meeting in Chicago.

WLBT (TV) SAFETY SHOW

CONTEST to name the safety program on WLBT (TV) Jackson, Miss., was aimed at children viewers, and a five-year-old girl came up with the winning title, Johnny, Be Careful. Miss Judy Ramsey of Carthage, Miss., received a fully equipped bicycle from WLBT Producer Howard Langlitt and Lt. L. V. Warren of the safety division of the Jackson Police department, which provides material for the program and produces it. Lt. Warren is the main character in the series, and, according to the station, no sponsor mention is made during the show. The sponsor, Blue Ribbon Dairy, has agreed to opening and closing commercials by announcers not appearing on the show.

KVOA-AM-TV PROMOTION

KVOA-AM-TV Tucson, Ariz., is sending to advertisers and agencies a mailing piece with attached flyer that asks, "How well do you know the Southwest?" and urges the reader to turn to the folder, which gives the "facts." The folder describes KVOA-AM-TV outlets, their facilities, coverage and retail sales. A map of station's coverage is shown and the Tucson market is described as, "a completely self-contained market, not covered by any 'outside' radio or tv stations." The folder states that the Pine County's metropolitan population was 172,800 in 1952, and statistics are cited on family income, retail, etc., for the metropolitan area, which, it is claimed, total $192,832,000 and are still rising. The flyer states that KVOA-AM-TV cover the whole territory, almost all of whose 49,000 families have radios and 22,000 own tv sets.

CHARLESTOWN SURVEY

A STUDY of the viewing habits of residents of Charlestown, W. Va., has been published by Robert L. Conn, Assoc., Kansas City, and, according to the survey, four-month-old WKNA-TV Charlestown is building up a sizable audience. The Conlan Television Report reflects data obtained from co incidental telephone calls, non telephone home interviews and recognized marketing sources and lists the viewing audience at various times of the day and on seven days of the week.

CHSJ-TV SPECIAL EDITION

A COMPLETE edition of the Saint John, New Brunswick, Evening Times-Globe is devoted exclusively to television with an introduction to CHSJ-TV Saint John. The 52-page special edition hails the opening, March 29, of this new station in four illustrated sections which contain information on programs, personalities featured, how pictures and sound are transmitted to the viewing audience and how the programs are produced. The edition takes the reader on a tour of CHSJ-TV studios and transmission site on the summit of Mt. Champlain, explaining the intricate electronic equipment which is used.

GERMAN LANGUAGE PROMOTION

ALL passengers on ships arriving in New York from Germany are promoted by WWRL Woodside, L. I., which describes that station's German-language programs. The leaflet also contains a request coupon for WWRL's free booklet titled "U. S. Citizenship." The station claims that a large percentage of 30,000 German-speaking immigrants coming to the U. S. each year settle in its coverage area.

HIGH SCHOOL NEWSCASTERS

STUDENTS in New Brunswick, N. J., area high schools are getting the opportunity to become news reporters over WCTC that is do not lose a separate character caused by a major rearrangement of that station's Saturday morning program structure aimed at the teen-age audience. The 55-minute "High School Review" programs, with a hit tune format, feature high school happenings as reported directly by members of the staffs of high school newspapers in Middlesex and Somerset counties. Three young journalists report over WCTC each week and, according to the station, every high school in the area will have been represented twice in the course of the series.

WWCA BASKETBALL CONTEST

WWCA Gary, Ind., recently collaborated with the local distributor for the U. S. Tire Company on a radio jackpot contest to promote Royal tires. Entrants were asked to predict the point total for 20 Indiana U. basketball games, with Levin Tire House sponsoring the broadcasts. The first and second-place winners in the $2,000 contest, who predicted totals with 99.93 and 99.98 per cent accuracy, respectively, were given their prizes with the congratulations of Todd Branson, station sportscaster and program director.
NEW TYPES OF ELECTRONIC GEAR SET FOR DISPLAY AT NARTB CONVENTION

NARTB will unveil the most costly array of electronic gear ever shown at an industry convention when its annual session opens May 23 at the Palmer House, Chicago. The newest types of high-power tv transmitters, including recent developments in uhf and vhf types, will be on display starting at noon, Sunday, May 23.

The 23 exhibitors whose equipment will be shown in the exposition hall at the Palmer House will have a total of 225,100 pounds of apparatus in their display booths, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, manager of the exposition.

Heavy exhibits will occupy 21,100 square feet on the fourth floor of the Palmer House. The equipment firms with lighter gear and the service companies will occupy 82 rooms on the seventh floor and 80 rooms on the eighth floor.

The exhibits in the heavy section will be Philco Corp., Houston-Fearless and Tel-Instrument. In the lighter equipment and service group the list of new participants will include Radiolite, Electro-Voice, Willys Motors (tv camera), Kibfell Labs., A-V Libraries Inc., Prodelin Inc., General Teleradio film syndicate, U. S. Treasury, U. S. Army and Air Force, Tower Construction Co. and others.

Tentative agenda for the NARTB Management Conference was announced last week by Kenyon R. Brown, KWFT Wichita Falls, Texas, chairman of the NARTB Convention Committee, and Robert R. Richards, NARTB administrative vice president and convention program manager.

Sunday Registration

Registration opens Sunday morning, May 23, with exhibits and reception headquarters opening at noon that day. The second day will include a tv membership meeting and election in the afternoon plus an fm meeting. Formal proceedings open May 23 at 10 a.m., with Mr. Brown presiding. Keynote address will be delivered by William S. Paley, CBS board chairman, who will receive the second annual NARTB keynoter award.

President Fellows will be the Tuesday luncheon speaker, with a joint-management-engineering session to be held in the afternoon at which color tv and technical efficiency will be discussed. Tf tv and radio workshops will wind up the afternoon.

The May 26 (Wednesday) program opens with a sports session. George J. Higgins, KMBC Kansas City, NARTB Sports Committee chairman, will preside at a discussion of sports problems. Wednesday afternoon will be devoted to radio and iv codes, followed by labor and freedom of information workshops.

The annual FCC roundtable will be held Thursday morning. BAB will program an afternoon sales clinic and proceedings will close with the Thursday evening banquet.

NARTB's tentative agenda follows:

**NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY**

Dolly folds to fit into carrying case — 18"x12"x36". Weight only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

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

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

MITCHELL Standards. Hi-Speed, BNC, 16mm. BELL & HOWELL Standard. Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLE Editing Machines. Synchronizers. DOLLYS.

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and tv photographic needs.

No more Groping...

NEW MODEL C "BALANCED" TRIPOD HEAD gives you correct center of gravity...

in a Flash!

**JOINT MANAGEMENT-ENGINEERING SESSION**

1. -2:30 p.m. — "Economy in Technical Operations Through Organization and Management." W. J. Orceville, WGY Schenectady

2. -3:30 p.m. — "Seeing Light and Color." Ralph Evans, Eastman Kodak

3. -4:30 p.m. — "Results of Experience to Date in Color Television Operations." Robert E. Shelby, NBC

**NEW MODEL C "BALANCED" TRIPOD HEAD**

is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

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

Dolly folds to fit into carrying case — 18"x12"x36". Weight only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

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

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

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We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.

**NO MORE GROPING...**

NEW MODEL C "BALANCED" TRIPOD HEAD gives you correct center of gravity...

...in a Flash!
NARTB Plans Field Study Of Radio Sales Techniques

FIELD study covering sales practices of radio stations will be conducted by NARTB, following discussion at district and association board meetings. Action will be taken in line with a recommendation made at a meeting of NARTB's Am Committee, held in Washington.

The study will show how stations are operating sales departments, covering commission, salaries, employment, sales techniques and general sales philosophy. Attending the committee meeting were G. Richard Shafto, WOS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WPFD Flint, Mich.; William D. Pabst, KFRC San Francisco; F. C. Sowell, WLAC Nashville; William H. Fine- shirer Jr., NBC; E. M. Johnson, MBS.

The Sesac Transcribed Library presents

SYLVAN LEVIN
and his RADIO SYMPHONY ORCHESTRA

"Great! Just what we need."
Bruce Galhoun, KUOW, Seattle, Wash.

"I defy any transcription company to better your sound on these discs."
Ted Connor, WFMJ, Youngstown, Ohio

"Well orchestrated and done in a superb, brilliant rendition by the Radio Symphony Orchestra."
Dallas Turner, KFTV, Paris, Texas

The SESAC Library is lowest in cost for a complete Program Service.
SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

The BAB president asserts that billings could increase by 50% if radio could develop programs that are not provided by other media.

WHEN radio's "program and creative people" match its salesmen's contribution toward radio prosperity the industry's billings will increase 50%, Kevin Sweeney, BAB president, told the Chicago Broadcast Executives Club at a luncheon meeting last Wednesday.

He said radio advertising volume has increased $130 million a year in the past four years because "radio's salesmen have sold vigorously and promoted intensively." But what broadcasters have accomplished in these four years "is only a faint carbon copy of what can be accomplished when we begin turning on more of the 115 million radio sets with better programs, different programs, and, most important, programs and personalities available exclusively on radio," he asserted.

A policy of "over-generosity to tv," in which stations have turned over to television the program formats and personalities built up in 30 years of radio, is about over, Mr. Sweeney said. He cited what he called a growing feeling among "many progressive operators that their radio stations are entitled to their own 'private' newsmen, weathermen, homemakers, billboards, etc.

"The real answer to radio's future stability is contained in two facts," he said. "One, Americans spent a billion dollars at retail for new radio sets during 1952 and 1951. Two, in the areas where there are many, long-established tv stations and many, fiercely competitive radio stations, radio business is excellent—better than in far less competitive markets."

Three-Point Program

Mr. Sweeney outlined a three-point program for increasing radio's advertising power through substantial increases in audience:

"(1) Hit 'em where they ain't. Put on the type of entertainment and information that is not now being provided by other media. Develop new radio personalities that are exclusive to radio and not available, for better or worse, to any tv channel including your own.

"(2) Expand news coverage. We can cover the news hours ahead of newspapers but we don't exploit our advantage by providing the deep coverage of individual stories, especially local stories, that most people want. We should make it unnecessary for anyone to go elsewhere for all the news. . . ."

"(3) Buy ourselves four or five program geniuses to develop programs exclusively for radio. Pay them enough so they won't be tempted to go over to tv, rent them an ivory tower and get from them the diversification we need in our program structure."

Ohio Broadcasters Elect

ROBERT W. FERGUSON, WTRF-AM-TV Belfaire, Ohio, was elected president of the Ohio Assn. of Broadcasters & Telecasters at its March 31 meeting in Mansfield [Bt, April 5].

Other officers elected were Allan Haid, WSPD-TV Toledo, tv president; Herbert E. Evans, WIGZ Lima, . . .
In City, Town and Country
The Southwest listens to WOAI

THE ONLY FULL-TIME 50.000 WATT

SAN ANTONIO STATION

... the only CLEAR CHANNEL 50.000 watt

San Antonio station! Only WOAI offers

greater coverage of the San Antonio market

than any other medium, plus coverage of

54 other cities of 2,000 or more people

and their rural areas. To “sell” the Southwest,

city, town and country, “buy”...

WOAI

"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.
...Now Call
Avery - KnodeL, Inc.
(National Representative) To

Cover this Gem
with Channel 10

WGEM
TV-AM-FM
Quincy, Illinois

*WGEM tri-state market
To make your sales sparkle in this tri-
state area, use this GEM of an outlet . . .
WGEM-TV, in the GEM city of Quincy,
Illinois. It is the most powerful VHF
station on the mighty Mississippi River
between St. Louis and Davenport-Rock
Island. The WGEM-TV market contains
nearly 400,000 people with a spendable
income of over half a billion dollars.
Channel 10 covers this GEM!

50,200 watts
VHF
ABC NBC
Networks

WGem-TV
Quincy, Illinois
Joseph Bonansinga, Gen. Mgr.

WGAR Cleveland, radio vice president; Carle-
ton Dargusch Jr., Columbus, general counsel
and secretary-treasurer. Named to the board
were Robert Dunville, WLW Cincinnati; Ver-
non Nolte, WHIZ Zanesville; Tom Rogers,
WCLT Newark; Hubbard Hood, WKRC Cin-
cinnati; Jay Wagner, WLEC Sandusky, and
Truman Morris, WII Columbus.

NARTB Bylaws Referendum
TWO proposed changes in the NARTB bylaws
will be submitted to the membership April 14
for a referendum vote. They were cleared by
the NARTB board at its January meeting. The
first provides formal procedure for the Tele-
vision Code Review Board and code procedure.
The second corrects language designed to pre-
vent one company from having more than one
director on the NARTB board.

Kansans Re-elect Officers,
Name Two New Directors
OFFICERS of Kansas Assn. of Radio Broad-
casters were re-elected April 4 at a meeting
held at the Baker Hotel, Hutchinson. Remain-
ing in office are Ray Jensen, KSAL Salina,
president; Fred Anger, WREN Topeka, vice
president; Grover Cobb, KVGB Great Bend,
secretary-treasurer. Two new board members
were elected—Leon Salathiel, KSBC Liberal,
and Robert Wells, KJUL Garden City.

The association decided to ask power com-
panies to eliminate spurious emissions within
service areas of broadcast stations as a means
of avoiding interference with auto radios. It
voted to set up a revolving fund to help de-
fray expenses of networking Kansas U. sports
events.

Inclusion of radio in legislation admitting the
press to certain executive meetings was urged.
The "right to work" bill of the Kansas State
Chamber of Commerce was supported by the
association as well as a federal bill (S2989)
to amend the Taft-Hartley Act.

NARTB Dist. 12 Nominees
TWO broadcasters from NARTB District 12
(Kan., Okla.) have been nominated for a spe-
cial run-off election to select a district director
to serve on the association's board. The pre-
vious nomination had failed to produce two
candidates. Nominated for the run-off were
Archie J. Taylor, KANS Wichita, and Cy
Casper, WBBZ Ponca City, Okla. The winner
will succeed Jack Todd, KAKE Wichita. NARTB
will mail ballots April 14, returnable
April 30.

Fellows, Sweeney to Talk
At NATRFD Clinic June 1
NARTFD PRESIDENT Harold Fellows and
BAB President Kevin Sweeney are among
the speakers tentatively scheduled to address a
national sales clinic of the National Assn. of
Television & Radio Farm Directors in Chicago
June 1.

Mr. Fellows is slated to speak at a luncheon
session on a topic not yet announced, while
Mr. Sweeney will discuss selling tools in rela-
tion to radio-tv farm directors. Some 1,500
advertiser and agency representatives have
been invited to attend the one-day session, to be
held at the Sheraton Hotel, according to Jack
Jackson, NATRFD president and farm director
of KCMO Kansas City, Mo. About 150 sta-
tions may be represented.

The clinic is the first of its kind to be pro-
jected on a national level and follows the pat-
tern of meetings held regionally last year in
Kansas City, Chicago and New York. The
NARTF will hold its regular annual spring-
summer meeting in Omaha, June 3-4.

Other speakers listed on the agenda are
Seagram, radio-tv director, Bert S. Git-
tins agency, Milwaukee; Lynn Wellner, U. S.
Dept. of Agriculture, and Phil Alampi, WABC
New York. Mr. Jackson will lead a panel dis-
cussion on "How to Get the Most from Farm
Radio and Tv," featuring advertiser, agency,
representative and NATRFD specialists.

M. Hansen, WOW Omaha, heads the Sales
Clinic Committee. An 11-man committee also
has been set up to make plans for the June 1
meeting.

Film Distributors Meet
To Discuss Organization
REPRESENTATIVES of 10 large tv film dis-
tribution companies convened in New York
last week to discuss the possibilities of estab-
lishing the first industry organization catering
exclusively to the needs of tv film distributors.
The meeting adjourned with a decision to hold
another session in about two or three weeks.

The suggestion for the meeting was made by
Ed Grossman, controller of Guild Films Co.
Other tv film distributors represented at the
conference were Hygo Television Films, Uni-
ty Television, Hollywood Tv Service, MCA-
TV, Motion Pictures, Sterling Television, Tele-
vision Programs of America, United Television
Programs and Ziv Tv.

Newsmen Should Cover
H-Bomb Tests—Bailie
Radio newsmen and newspapermen should be
allowed to see and report H-bomb tests, Hugh
Bailie, president of UP, told a convention of
the Nevada State and California Press Assns.
in Nevada.

Mr. Bailie made this recommendation at an
April 3 meeting which discussed the subject of
freedom of information. He described the
tests as "the biggest story in the world today,"
and deplored barring of the press and radio
from covering them at first hand. Noting that
recent information had come exclusively from
official spokesmen, Mr. Bailie declared:

"Their statements have revealed little that has
donot already been published. The news in
their pronouncements has been their official
confirmation of information most of which
has been known publicly for some time. How
much better to have had this immense story
told for us by skilled, professional reporters."
talk about impact... KOIN AM-FM

both Day and Night
KOIN has the TOP 10
in Portland Oregon

That sirs... is LISTENERSHIP!
But being top station in the Portland market isn't just an accident—not by a long shot. KOIN has been a vital part of this growing region for more than 25 years. It has been bringing listeners the finest in entertainment and information—the finest in programming and the finest in public service. That's why KOIN so completely dominates this rich market.
KOIN has the FRIENDSHIP and RESPECT of its listeners... and that means MORE SALES for advertisers.

KOIN AM FM RADIO

PULSE: November-December; January-February shows KOIN RADIO carried ALL 10 of the top daytime five-a-week programs.
It also shows KOIN RADIO has ALL 10 of the top evening programs.

You can use this audience and impact. KOIN has the largest staff of local artists of any station in the Pacific Northwest... KOIN'S own staff orchestra is available for your use. Top CBS programs and special events build enviable audiences for spot announcements. Write, wire or phone for availabilities and additional information.

KOIN AM-FM RADIO

AVERY-KNODEL INC. - NATIONAL REPRESENTATIVES
MURROW GETS IMPRESSIVE SUPPORT IN McCARTHY FEUD

CBS, President Eisenhower and heavy public response bolster commentator's position as Senator delivers intenstive attack against him on 'See It Now' program. Messages favor Mr. Murrow 3 to 1.

THE ATTACK made last Tuesday by Sen. Joseph R. McCarthy (R-Wis.) on CBS commentator Edward R. Murrow drew vigorous response on behalf of Mr. Murrow from his network, the American public and President Eisenhower.

To Sen. McCarthy's charge that "Murrow is a symbol, the leader and the deceiver of the jackal pack which it always found at the throat of anyone who dares to expose Communists and traitors," CBS responded by avowing its confidence in "the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."

The public responded by swamping the switchboards of CBS-TV stations throughout the land with a torrent of calls largely in favor of Mr. Murrow and by sending telegrams endorsing the Murrow position by a 3-to-1 ratio over that of Sen. McCarthy.

The President, when questioned during his Wednesday news conference, stated that he had known Mr. Murrow for many years and that he considered him as a friend.

Sen. McCarthy delivered his attack on Mr. Murrow on the commentator's own program, "See It Now." CBS announced that the time of the attack had been fixed by Mr. Murrow and that the offer of the Senator an opportunity to answer on "See It Now" was condescension.

"It reminds me of the attack on the Norwegian fortress of Kongsten by the Swedish fleet under Crown Prince Bernadotte. The Norwegianians were not in the fortress and the Swedes used blank shells. There was lots of noise and a spectacular show but nobody was killed on either side."

The Senator's answer to Mr. Murrow was presented in a 25-minute film, made the preceding weekend in the Fox Movietone News Studio in New York. Cost of the film was reported to be in the neighborhood of $7,500.

CBS Statement

CBS issued the following statement after Sen. McCarthy's attack on Mr. Murrow:

"Edward R. Murrow has been associated with the Columbia Broadcasting System for over 19 years. The management of CBS has had ample opportunity during this time to become fully aware of Mr. Murrow's passionate devotion to his country and to the fundamental principles upon which it is built. It also knows of his equally passionate opposition to those who, either within or outside our boundaries, would subvert those principles.

"Mr. Murrow's achievements during the past 19 years have brought honors and distinction to CBS. They have won for him acclaim in tangible form from high officials in the United States Government and from the leaders in the fields of industry, law, science, education, and the arts. And, of special significance, acclaim has come to him from those well equipped to judge him: from leading members of the free American press, radio and television.

"Mr. Murrow has won over 50 awards which attest to his integrity and accuracy as a broadcaster. Among them are the Peabody award, which he has won four times, the Alfred I. du Pont award, which he has won twice, and the Overseas Press Club award, which he has won six times. There is no major broadcasting award covering the presentation of news subjects which has not been won by Mr. Murrow at least once.

"CBS subscribes fully to the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."
They live on the Pacific Coast... they listen to DON LEE RADIO*

*Don Lee IS Pacific Coast Radio

Gear to local impact in local markets... buy the 45 local stations of the nation’s greatest regional network.
No Commercials

THE SENATE subcommittee conducting the McCarthy-Army investigation will permit radio-television coverage of its hearing slated to begin April 22. Sen. Karl E. Mundt (R-S.D.) said last week, Sen. Mundt is acting chairman of the Senate Investigations Subcommittee for the probe. Sen. Mundt also announced the subcommittee would prohibit commercial sponsorship of the broadcasts.

figure a Fox Movietone spokesman refused to confirm, telling B & T that until the overtime and other special charges had been calculated he would not even hazard a guess as to the amount. Asked who was paying for the film, he said the bill would be sent to Sen. McCarthy. There had been some speculation that perhaps the offer of time might be construed to cover the cost of the film, but a spokesman for CBS-TV said the network had not been approached on this.

Commenting on the March 9 telecast, Sen. McCarthy stated: "Now Mr. Murrow said on his program 'the actions of the junior Senator from Wisconsin have given considerable comfort to the enemy.' That is the language of our statute of treason, rather strong language. If I am giving comfort to our enemies I ought not be in the Senate. If, on the other hand, Mr. Murrow is giving comfort to our enemies he ought not to be brought into the homes of millions of Americans by CBS.

Quoting a report of the National Conference of the Communist Party of the USA urging members to support the 'struggle against McCarthyism,' Sen. McCarthy asked, "Does that sound somewhat like the program of Edward R. Murrow on March 9, over this station?" He also cited issues of the Daily Worker that (March 9) attacked him but listed the Murrow program as one of "tonight's best bets" and (March 17) published an article by William Z. Foster, Communist Party head, praising Mr. Murrow.

Point-by-Point Reply

Mr. Murrow made no attempt to reply to the Senator during Tuesday's telecast, but in his sign-off period he reserved the right to comment subsequently. However, he released a point-by-point answer to the charges made by Sen. McCarthy. Commenting that he could not be held responsible for what the Daily Worker or any other publication said about him, he quoted the Foster article of March 17 as follows: "During the past 10 days Mr. McCarthy has received a number of rounding belts in the jaw. These came from Adlai Stevenson, E. R. Murrow, Sen. Flanders, the Army leadership, broadcasting companies. Even Eisenhower himself had to give McCarthy a slap on the wrist." This, Mr. Murrow stated, is the sole reference to me.

A major charge made by Sen. McCarthy during the program that "Mr. Murrow, as far back as 20 years ago, was engaged in propaganda for Communist causes. For example, the Institute of International Education of which he was the acting director was chosen to act as a representative by a Soviet agency to do a job which normally would be done by the Russian secret police.

"Mr. Murrow sponsored a Communist school in Moscow. In the selection of the American students and teachers who were to attend, Mr. Murrow's organization acted for the Russian espionage and propaganda organization known as VOKS. Many of those selected were later exposed as Communists.

Bank Debts up 364% 1940 1953 strong programming, local and CBS, sells this rich, stable, eager market, serving Western Montana

UP

Bank Debts up 364% 1940 1953 strong programming, local and CBS, sells this rich, stable, eager market, serving Western Montana

Missoula, Mont.

Broadcasting • Telecasting
There are more bow ties per family in Lackawanna County than in any other county in America!

...And, not only does WGBI-TV reach Lackawanna County (Scranton's home), which has 57% UHF set saturation, but also Luzerne County (Wilkes-Barre's home), which ranks 5th—with 42%—in the number of UHF sets in the country. These two counties together represent a retail buying market of $594,343,000—a huge market wrapped in one neat package by WGBI-TV.

To be specific, your FIRST buy is WGBI-TV, Channel 22, Scranton. That's because WGBI-TV offers the best from CBS PLUS the right combination of locally appealing live and film shows—a proven combination that, in radio, ranked them the highest rated station in the entire CBS radio network with an assured dominance of the Scranton—Wilkes-Barre—Hazleton area.

And the same will soon be true in TV, too, as indicated by the set saturation figures in WGBI-TV's home county. WGBI-TV's high, strategically placed tower, plus stronger power on low bank UHF Channel 22 covers the widest possible area—more than 150,000 UHF sets.

Check WGBI-TV or your nearest Blair-TV salesman today. Use this remarkable "bow-tie" station for the best results in the Scranton—Wilkes-Barre—Hazleton area.
was manufactured by Sen. McCarthy from the fact that in summers during college and during one year before college in the mid-twenties, I worked in lumber camps in the Pacific Northwest, where remnants of the old World War I IWW movement were still found among the lumber workers.

Sen. McCarthy also pointed out that Owen Lattimore, "now under criminal indictment for perjury with respect to testimony in regard to his Communist activities," said in his book Odean! By Slander, "I owe a very special debt to men I have never met. I must mention at least Edward R. Murrow."

The Lattimore book, Mr. Murrow said, praised reporters he knew who operated on the principle that he was innocent unless proved guilty and expressed appreciation to others, like Murrow, whom he has never met.

"Within the limits of human fallibility," Mr. Murrow said, "I have attempted when reporting controversies of substance involving an individual to present both sides of the case and not presume guilt until it has been proven. I shall continue to do that in subsequent controversies and that specifically includes the case of Sen. McCarthy."

Sen. McCarthy said that another book, Reflections on the Revolution of Our Times, was dedicated by its author, Harold Laski, whom the Senator called "admittedly the greatest Communist propagandist of our time in England," to "my friends E. R. Murrow and Lennam Tichnor with affection."

Admitting his friendship for Prof. Laski, whom he described as "a British scholar and Socialist politician," Mr. Murrow said that he (Murrow) is not a Socialist and "there are many contentions in his book with which I do not agree."

To explain "why the educational director and the vice president of CBS so closely follows the Communist Party line," Sen. McCarthy reviewed the history of communism and its program of world conquest through propagandists working within other countries, including the U.S.

"If there were no Communists in our government," the Senator asked, "why did we delay for 18 months our research on the hydrogen bomb, even though our intelligence agencies were reporting day after day that the Russians were feverishly pushing their developments of the H-bomb? May I say to America tonight that our nation may well die because of the 18 months deliberate delay and ask you who caused it? Was it loyal Americans or traitors in our Government?"

This statement brought a comment from Rep. W. Sterling Cole (R-N.Y.), chairman of the Joint Atomic Energy Committee, that the only delay had been from September 1949 to January 1950 while the need of developing the hydrogen bomb was debated. President Eisenhower said he had never heard of any such delay as that mentioned by Sen. McCarthy.

Asked about his relationship with Mr. Murrow, the President said that he had known him for many years and that over the years in the war when he was working in London he had always thought of him as a friend.

Telephone calls, wire tapped CBS-1 TV stations following the McCarthy telecast, were tabulated at the network's stations in New York, Chicago, Los Angeles and Philadelphia. Scoreboard, as of 5 p.m. Thursday, showed: In New York, 5,749 calls favoring Mr. Murrow; in Chicago, 1,621 for Murrow, 288 for McCarthy; in Los Angeles, 3,391 for Murrow, 538 for McCarthy, in Philadelphia, 458 for Murrow, 175 for McCarthy.

Wires tabulated at CBS New York headquarters up to Thursday evening totaled 2,026 for Murrow, 657 for McCarthy. Letters, just beginning to come in, stood at 1,038 for Murrow, 95 for McCarthy.

**NBC-TV Names Salomon To Head Documentary**

SIGNING of Henry Salomon Jr., originator, writer and producer of NBC-TV's Victory at Sea series, to a contract as chief of NBC-TV's newly created documentary unit was announced last week by Sylvester L. (Pat) Weaver Jr., NBC president.

In his new post, Mr. Salomon will be responsible for the production of filmed and live authenticity programs for NBC-TV. He will report to Davidson Taylor, director of public affairs.

The new unit already has taken over production of NBC-TV's filmed series of conversations with distinguished persons, or so-called Wisdom Series. It has produced one program of the series and will produce 10 more by the end of the year, including at least one in color. A second project under Mr. Salomon's supervision is a series of four, hour-long documentary programs which will dramatize and attempt to clarify major trends and issues, both national and international.

Working with Mr. Salomon will be several persons associated with him in the production of Victory at Sea, including Isaac I. Kleinerman, editor-in-chief of the documentary unit; Donald B. Ryatt, assistant to Mr. Salomon and business manager, and Richard F. Hansen, the unit's head writer.

**'T or C' Replaces Allen**

TELEVISION version of Truth or Consequences radio program will replace Fred Allen's Judge for Yourself, on NBC-TV (Tues., 10-10:30 p.m.) effective May 18. The new series and will be sponsored by P. Lorillard Co. through its agency, Lennen & Newell, New York.
Two kinds of electricity

WHICH DO YOU GET?

Four out of five people get electricity from the more than 800 business-managed electric light and power companies. These companies have tripled their supply of electricity in 15 years. And they have cut the average family price per kilowatt-hour by one-fourth.

COMPANY ELECTRICITY
1. Its prices are strictly regulated by people representing you.
2. It is available to everyone—without discrimination.
3. It comes from plants paid for by thousands of owners.
4. It plays an important part in the free enterprise system of a free and strong America.

GOVERNMENT ELECTRICITY
1. Its prices are exempt from normal regulation.
2. Certain favored groups have first call on it.
3. Its plants take tax money badly needed for other purposes.
4. It puts the federal government in business—it points to a government power monopoly—and socialism.

When you hear talk of a new government power project, ask these two questions: Is it really necessary? Is it a job that can be done without tax money by America's business-managed Electric Light and Power Companies?

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine
NBC-TV Is Building Coast Color Studio

NBC-TV this week starts construction of its first West Coast color studio as a unit of the present NBC Television Center in Burbank. It will represent an investment of more than $3 million when completed and fully equipped.

To be identified as Studio 2, it will be erected adjacent to the present two stage buildings and connected to them by a service corridor, with the first color program scheduled to originate from the new structure in early January 1955, according to John K. West, vice president in charge of the network's western division.

Similar in design to the present NBC Television Center studios, the new TV stage, first to be erected exclusively for colorcasting, will be 90 by 140 feet in area and 50 feet high. In addition to the studio proper, there will be an adjoining dressing room section and a technical building. The dressing room section, south of the studio property, will contain 16 dressing rooms and four chorus rooms on two levels.

The technical building, north of the studio, will have three rehearsal rooms and a storage room for equipment on the first floor. The projection room, video control and central control will be located on the second floor.

Construction will be geared to further expansion, with many of the facilities arranged to service other studios, to be built at a later date it was said. The Austin Co., Los Angeles, which erected the original NBC Television Center, will build the new unit, with Gordon Strang of the network's New York engineering staff, assigned as construction superintendent to cooperate on the technical phases of the project.

Keeping pace, CBS-TV has started converting Studio 43 at its Los Angeles Television City to handle color gear, with the entire investment, including remodeling and equipment, to cost around $1 million. Testing is scheduled to start in June with regular programming to originate from that studio in early fall.

Four Outlets Join AT&T

AT&T Long Lines Dept. has announced that WJHL-TV Johnson City, Tenn., and WAIM-TV Anderson, S. C., have been linked with AT&T intercity TV network facilities. KOOL-TV and KQY-TV, both Phoenix, also have been added to the Bell System. TV network program service is available to 291 stations in 184 cities.

Networks Reported Ready For Daylight Time April 25

RADIO and television networks last week were described as all set for the April 25 advent of Daylight Saving Time, which will last through Sept. 25.

In Daylight Time areas, network radio broadcasts will continue to be aired at the same local time they are heard throughout the year. In localities that do not observe Daylight Saving Time, programs will be tape-recorded and played back one hour later in their respective time zones.

On television, program schedules of stations in Daylight Time areas generally will remain unchanged.

CBS Shifts Traffic, Sound

TRANSFER of traffic and sound effects department from CBS Radio to CBS-TV has been announced. Both departments will continue to serve the same CBS divisions as in the past.

Hugh A. Cowan will continue as traffic manager, reporting to Henry Grossman, director of television operations. Lloyd Morse and Al Binnie will serve as engineer-in-charge and assistant supervisor of sound effects, respectively, reporting to R. G. Thompson, director of television technical operations. Both departments will retain their present locations in New York, with traffic at 485 Madison Ave., and sound effects at 55 E. 52d St.

NBC-TV TO EVICT 3 MORE SPONSORS

NBC-TV wants a time slot cleared for another show, the network indicates in terminating renewal options of Firestone, Block Drug and Speidel Corp. after earlier notice to U. S. Tobacco [B&T, Feb. 15].

NBC-TV has served notice time franchises are a thing of the past—that commercial as well as sustaining programs must fit into the network’s overall pattern.

On the heels of its refusal to renew U. S. Tobacco Co.’s contract for Martin Kane in the Thursday 10-10:30 p.m. period for next fall [B&T, Feb. 15], the network now has told three other TV advertisers that they must clear out of the Monday 8-9 p.m. hour, also effective in the fall.

One of the sponsors thus about to be evicted from its tv time spot is one of NBC’s oldest—Firestone Tire & Rubber Co., whose Voice of Firestone started on NBC Radio in December 1928 and in March 1948 became the first commercial simulcast series (Mon., 8:30-9 p.m.).

The others, also veteran users of NBC time, are Block Drug Co. and Speidel Corp., who alternate sponsorship of Name That Tune in the Monday 8-8:30 p.m. segment.

Purpose of the intended evictions is to permit NBC-TV to launch its new Sid Caesar show this fall in the Monday 8-9:30 p.m. period. The Sid Caesar show would be presented three Mondays a month and one of the network’s projected “Spectaculars” would be staged at that time on the fourth. RCA Victor’s sponsorship of the Dennis Day Show Mondays at
WTAP-TV REPORTS...“tremendously increased coverage” with new, high-gain GABRIEL* UHF ANTENNA

A BIGGER MARKET AT LOWER COST!
WTAP-TV doubled its greatest market expectations with Gabriel UHF Antenna.
The predicted market mapped out in its construction application by WTAP-TV engineers covered the 40-50 mile area shown inside the white circle. The doubled market actually covered now with the new Gabriel UHF Antenna is shown in gray — with more than 265,300 population.

* Formerly Workshop Associates

Says Theodore A. Eiland, President, WTAP-TV —

"THE GABRIEL ANTENNA must receive a large share of the credit"

"I am delighted to report that our Gabriel Channel 15 antenna is delivering tremendously increased coverage over what we had anticipated. Much to our surprise we began receiving letters informing us of strong reception in communities 45 to 50 miles distant.

We have discovered also that there is an absence of major shadowed areas within our coverage contours. If you are familiar with the section of West Virginia and Ohio we serve, you will realize what an accomplishment this is!

Obviously we obtain one of the finest UHF coverage performances in this part of the country, and the Gabriel Antenna must receive a large share of the credit."

HOW GABRIEL GIVES WTAP-TV GREATER COVERAGE
Delivers 19,500 watts ERP, with 1 KW transmitter.
Null Fill-in built in electrically, eliminates circular regions of low field strength.
Reliable — Design integrates radiating and structural members, no external projections to build ice formations.
Economical — Unique electro-mechanical design gives these performance advantages at relatively low cost.

GABRIEL ELECTRONICS DIVISION

BROADCASTING • TELECASTING
9-9:30 p.m. presumably presents no problem.

The advertisers involved are openly displeased and hopeful of reversing the decision. Officials of NBC said notice of non-renewal had not yet been served on the advertisers in writing, as was done in the case of U. S. Tobacco's Martin Kane, but that network authorities had made their intentions "pretty clear" in discussions that still are in progress with representatives of the three advertisers and their agencies.

The network has offered Speidel (through Sullivan, Stauffer, Colwell & Bayles) and Block Drug (through Cecil & Presbrey) several other time periods or a chance at one-third sponsorship of the Sid Caesar show. The companies rejected an offer of the 10:30-11 p.m. Wednesday period because of station clearance problems, it was understood.

Both Block and Speidel are holding discussions with other networks in their quest for a spot for the "Name That Tune," and also are considering the offer to participate in the Caesar program. No decision is expected for another month.

Firestone also was reported to be still in discussions with NBC. Its agency is Sweeney & James, Cleveland.

There was speculation, shortly after the reversion notice to U. S. Tobacco on Thursday 10-10:30 p.m. time, that the advertiser and its agency, Kudner, might take the case to court in an effort to repossess the period, but there have been no open developments along that line, although the advertiser and agency notified NBC some time ago that they were turning the matter over to their attorneys [CLOSED CIRCUIT, March 8].

NBC refused to renew for Martin Kane in order to make way for the hour-long Lux Video Theatre when it switches from CBS-TV to NBC this fall.

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**St. Petersburg (Florida) TV & AM Station**

**AVAILABLE FOR BIDS**

Bids will be received by the city manager of St. Petersburg, Florida, for the lease of Radio Station WSUN and Television Station WSUN-TV now owned and operated by the city of St. Petersburg.

WSUN-TV operates on UHF channel 28 while WSUN has 5000 watts on 620 kc. WSUN-TV is the only TV station on the west coast of Florida at the present time.

The period of the lease is a minimum of 20 years ... a maximum of 43 years. Additional information concerning the financial picture of the Radio and TV stations can be obtained from Ross E. Windom, City Manager of St. Petersburg, Florida.

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**EDUCATION**

**HYDE REVIEWS FCC RECORD; STREIBERT SPEAKS AT IERT**

OSU's 24th Institute for Education by Radio-Television features talks by government communications officials, commercial broadcasters and educators. FCC's Hyde and Goldin, USIA's Streibert speak.

EDUCATORS attending Ohio State U.'s 24th annual Institute for Education by Radio-Television in Columbus last week had hope for the eventual success of uhf held out to them by FCC's chief economist on Wednesday and were saluted by the FCC Chairman on Thursday.

Economist Hyman Goldin at the IERT's opening session reviewed a long list of "uhf woes" but observed, "The rumors of uhf's death are greatly exaggerated." The ultrahigh frequencies will be utilized and developed, he intimated, because "this country is too big and too diverse in its interests to be satisfied with a total of vhf stations. The fact is that many substantial communities must look to uhf for their only local station and many others need uhf to obtain an adequate number of program choices."

The brighter side of the uhf picture has frequently been overlooked, he said, and cited the fact that 125 uhf stations now are on the air and that of the 51 drop-outs, only seven were stations in operation, the rest being merely paper grants.

Mr. Goldin described FCC's two current proposals to aid uhf by (1) establishing a higher minimum transmitter power for new uhf stations and (2) permit multiple station owners to acquire two uhf stations in addition to the present maximum of five tv stations.

He offered no easy row to hoe but affirmed "a basic optimism" that in the long run, with imaginative programming, educational uhf stations can build up a substantial audience. The going will be slow and difficult but progress should be continual, he said.

Chairman Rosel Hyde, in a speech Thursday before a luncheon meeting of the National Asn. of Educational Broadcasters, observed that, since his term as FCC Chairman expires April 18, that the luncheon might or might not be his last chance to sum up his year with the Commission with a review of the FCC's accomplishments.

He hailed FCC's Sixth Report of April 1952 as "a notable decision" and said it ushered in a period of accomplishment for the FCC. He cited the 1,789 tv applications with which FCC has had to deal since lifting of the freeze, and said FCC took two years to do the job many industry experts had predicted would take from three to five years.

He said educational broadcasters sometimes were referred to as "visionaries" but pronounced that "vision is a necessary part of television. We must have it or the people perish." The fact that three noncommercial educational stations now are on the air and six will be on by the end of April, was hailed by Chairman Hyde as "a tremendous accomplishment." Educational broadcasters, he said, are "the salt of the broadcast earth."

Educational Reservations

Mr. Hyde re-affirmed FCC's original reservation of 242 channels for educators as "a real policy, not a procedural policy," and observed the reservation figure now is 250 stations, eight more than the original figure.

"No FCC rule," he warned, can make a grant permanent. "But it can stand as long as there is tangible interest in its implementation."

At the conclusion of his speech, Mr. Hyde was made an honorary life member of the National Asn. of Educational Broadcasters. NAEB President Graydon Ausmus made the presentation. The only other similar membership ever awarded is held by former FCC Chairman Paul A. Walker.

At Thursday evening's general session, Theodore C. Streibert, U. S. Information Agency director, noted that television will be a "powerful and near-perfect medium of controlled thought" for use by the Soviet Union. "No outside telecast will be able to get its signal in to compete with the picture as the Soviets portray it. Thus it has put in the hands of the Soviet another method of keeping its people in subjugation."

The overseas information program is not a "Love America" campaign, he said, but is in business to supply information to people who will then be able to make up their minds on the basis of facts.

Mr. Streibert estimated that the Soviets spend more to "destroy our signal than we spend on
WHO GETS THE LION'S SHARE?

In 1953 the Union Oil Company of California did a $325,103,000 business. That's big money. Who gets the lion's share of it?

The employees?
In wages and other benefits, 9,263 Union Oil employees earned $55,564,000. The average per employee: $5,998.

The tax collector?
He did all right, too. Federal and other taxes took $21,821,000.
(This does not include $55,239,000 additional in fuel taxes which we collected for the government.)

The stockholders?
No, the stockholders did not get the lion's share.
They were paid $11,690,000 for the use of their money, plus a dividend of one share of common stock for each ten shares of common held. This profit was divided among more than 40,000 people.

Well, who did get the lion's share?
After we replenished working capital by $20,088,000 (over and above the $55,564,000 paid employees, the $21,821,000 that went to the tax collector and the $11,690,000 to stockholders), the lion's share—or $215,940,000—was divided among more than ten thousand companies and individuals we do business with.
Some went for services. Some for materials. Some for wages.
But all of the lion's share of Union Oil's 1953 gross income was reinvested in the American economy. Maybe it helped make your job a better one.

UNION OIL COMPANY
OF CALIFORNIA

Buy American and protect your standard of living.
Pauline Frederick Reporting on NBC Radio earned her a duPont award for 1953 [BT, March 29], spoke on "Radio and Television in a Woman's World."

Carl E. George, general manager of W GAR Cleveland, was a speaker along with the FCC's Mr. Golfin at IERT's opening session. He spoke on "What Future for Radio."

Five top national educational tv programs were to be demonstrated yesterday (Sunday) morning in a two-hour telecast, with four telecast live on WBNS-TV Columbus and the fifth televised by the station from a feed by WCBS-TV New York.

The WCBS-TV, program was On the Cartouset. The others: The Adventures of Danny Dee, an Irwin N. Rose demonstration by WABD (TV) New York; Teens and Twenties, produced by WBNS-TV in cooperation with Franklin County high schools; Curtain Going Up, a theatre-arts review produced by WKAR-TV East Lansing, Michigan State College outlet, and Here's How! a "how-to-do-it" show produced by Philadelphia's Board of Education.

Speaking in connection with the demonstration were Otto Schlaak, tv coordinator in Ohio State's Bureau of Educational Research; Mrs. Ralph McCann, project chairman for American Council for Better Broadcasts, which cooperated in arranging the demonstrations; Richard Pack, WNB (TV) New York program director, and Garnet R. Garrison, radio tv director, U. of Michigan.

Fellows Urges Educators, Broadcasters to Cooperate

BROADCASTERS and educators "have a job to do together" and should unite as representatives of dynamic media "potentially able to introduce some hope of intelligent action into a world that's becoming victim of its own rumors."

Fellows said the service, Mr. Fellows listed such as the radio and tv code and added that, like the administrators of universities, they
ASK TRUSCON FIRST
ABOUT STEEL TOWERS
FOR AM·FM·TV·MICROWAVE

- Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall...in all kinds of weather...in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first...whether your requirements call for tall or small towers...guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to "tower headquarters" in Youngstown will get your tower program going as soon as defense requirements permit.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET · YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, New York

TRUSCON® a name you can build on
have economic problems. "A fact, in other words, may complicate an aspiration," he suggested.

The term "educational television" is a misnomer, he said, since all who are engaged in TV are educators. The so-called "educational station" actually is "in commerce" since it is created under a power growing out of the Commerce Clause of the Constitution; is licensed by a federal commission dealt with by interstate commerce committees of Congress. He noted a single difference between "commercial" and "educational" stations. The former says, "We will entertain, we will inform, we will sell, we will teach," Mr. Fellows said. The latter, he continued, says, "We will teach."

In a Thursday address to Iowa Broadcasters Assn. Mr. Fellows said broadcasters "can expect audiences to increase at the rate of nearly 3 million a year for the next 10 years." He said the future has never been brighter for the broadcasting industry.

WNBT (TV), Princeton Launch Educ. Program

WNBT (TV) New York, in cooperation with Princeton U., will launch a weekly half-hour educational program Saturday, 5-5:30 p.m., attempting to provide samples of university teaching to the general public.

Titled Princeton '54 the series will be devoted to physics, psychology, music, chemistry, history, biology, arts and sciences. According to a joint announcement last week by Dr. Harold W. Dodds, president of Princeton, and Hamilton Shea, general manager of WNBT-WNBT (TV), the project represents "an exploratory effort" designed to ascertain the most effective techniques and methods by which the resources of a university can be made available to television.

Richard Pack, WNBT-WNBT program director, will serve as executive producer of Princeton '54. The series will be produced by Harry Oleaker, WNBT (TV) staff writer-producer.

In announcing the series, Mr. Shea said that WNBT "has an open mind and an open camera without any frozen concepts about the technique of educational television."

The series is the outgrowth of a grant made by WNBT (TV) to Princeton 18 months ago under which the university conducted a survey on the potentialities of educational television.

PARTIAL COMMERCIALIZATION

PARTIAL commercialization of the nation's 242 noncommercial educational tv channels was suggested as the answer to the financial needs of tv stations using such channels by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, in a talk last Tuesday in Washington at the annual banquet of the National Small Business Men's Assn.

Could Collect 'Tuition'

Dr. Faught, who has been described as an unofficial spokesman for box-office tv, told NSBMA delegates, meeting Monday through Wednesday at the Mayflower Hotel, that educational tv outlets under such a plan could collect box-office tv "tuition" for a few outstanding programs each week and thereby gain revenue to telecast "many more programs of a public service nature on a truly free basis without limitations of sponsorship or subsidy." He said that box-office tv would increase both sponsored and subscription tv service. Tests made of its "Phonevision" in Chicago by Zenith Radio Corp., he said, indicated a strong public desire for such service.

For $233.75

AT A COST of $233.75 (paid by the Government), the full text of Millard C. Faught's address last week before a businessmen's association in Washington, D. C. (see story above), was reprinted in Thursday's Congressional Record in the Appendix. The speech was inserted by Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Communications Subcommittee, who told the Senate, he asked for the printing "not withstanding the cost." He said the speech was "unique and challenging in many respects . . . worthy of reading and re-reading, from the standpoint of the outlook in the television field, and I would suggest that the dispensers of gloom, those who view the future with alarm, refrain from reading it, because very little satisfaction can be garnered from this fine speech by any one who is a bit on the pessimistic side."

Partial Commercialization Of Educ. Channels Suggested

**192% of WCKY's NIGHT-TIME HOMES ARE NON-TV HOMES**

Reach Them with the **WCKY JAMBOREE**

7:05-11 pm—7 nights a week

* Nielsen 1952 Circulation Report

**EDUCATION**

**PROGRAM SERVICES**

**GUILD FILMS PLANS ENTRY INTO RADIO**

A CONVICTION that radio will continue as a strong advertising medium has prompted Guild Films Co., New York, organized 18 months ago to produce and distribute tv films, to establish a special division to produce and distribute package shows for radio.

An announcement today by Reub Kaufman, Guild president, noted that "all evidence points to radio's continued strength as an advertising medium... It has tremendous audience reception and packs a powerful sales impact for sponsors." He said that in response to "insistent calls" from radio stations and sponsors, the first program to be made available for radio will be the Liberace Radio Show.

Production on the new Liberace program will begin shortly, and the initial shows are expected to be presented during the NARTB convention in Chicago next month. It will be a half-hour musical show, with Liberace as narrator. The series is scheduled for release to radio stations in September.

Mr. Kaufman said Guild is exploring the possibilities of packaging other Guild tv shows for radio, as well as launching new shows. Commercial tv properties of Guild, in addition to Liberace, include Life With Elizabeth and Joe Palooka.

Edward Grossman, controller of Guild Films since its inception, has been placed in charge of the new Guild radio division.

**Skitron-Fox Deal okayed**

**STOCKHOLDERS of Skitron Electronics & Television Corp. last week approved an agreement with Matthew Fox, board chairman, Motion Pictures for Television Inc., under which Mr. Fox is granted exclusive U. S. and world-wide rights to Skitron "Subscriber-Vision" pay television system [B&T, March 29]. Mr. Fox has announced that his attorneys are preparing application papers seeking FCC permission to start commercial operations.

**Cummings Productions Formed**

**FORMATION of Cummings Productions, New York, as a radio-television production company with offices at 38 W. 53rd St., was announced last week by Ralph Waldo Cummings, president. Alan J. Gilbert is sales and promotion manager.**

The new firm, headed by Mr. Cummings, who has been writing and producing singing commercials since 1949, has produced jingles and spots for Fall Mall Cigarettes (through Sullivan, Stauffer, Colwell & Bayles), Cashmere Bouquet Soap (Sherman & Marquette), Ronson Flints and Ronsonol Lighter Fuel (Weintraub) and the new Schick Custom Shaver (Kudner).

**GOODMAN ACQUISITIONS**

**HARRY S. GOODMAN Productions, New York, has announced it has entered into contracts for distribution rights of radio programs of Louis G. Cowan Inc., New York; Marceo Programs, New York, and Australasian Radio Productions Ltd., Melbourne.**

The contracts, a spokesman said, provide for 52 half-hour mystery programs from Cowan titled Murder at Midnight; 78 quarter-hours of musical shows from Marceo Programs, and transcribed programs of various formats from Australasian Radio. He said the acquisitions give Goodman "the largest selection of transcribed radio shows and spot announcements of any company in the business."
Only STEEL can do so many jobs so well

Famous Finger of Metal and stone pointing 1472 feet into the sky is the Empire State Building in New York City. This mightiest of buildings makes liberal use of Stainless Steel for both decorative and utilitarian purposes: in vertical strips beside the windows, in bands around the tower, in the two entrance corridors. "Maintenance?" said the assistant operating manager when asked about the exterior Stainless Steel. "What maintenance? We haven't touched the stainless steel since it was installed. And the condition of the steel is as good as ever." Not a bad record after more than 20 years.

This Baby Sitter is Galvanized! In truth, a sturdy, good-looking Cyclone Fence is a dependable babysitter. For it makes a safe home playground out of your yard. It keeps youngsters, absorbed in play, from stepping accidentally into the path of passing traffic. It prevents stray dogs from molesting your children or flowers. Cyclone Fence, made by U. S. Steel, is further evidence that only steel can do so many jobs so well.

USS Ammonium Sulphate helped increase the corn yield on this farm 65 bushels an acre! Before planting, fertilizer was plowed under and also applied in the row at time of planting. When corn was 8 to 10 inches high, it was sidedressed with 100 lbs. per acre of Ammonium Sulphate. In just two years, this fertilizing program boosted corn yield from 60 to 125 bushels per acre.
**MANUFACTURING**

**DUMONT GROSSES NEARLY $92 MILLION**

In annual report, Dr. DuMont points out that five of company's divisions showed profits before taxes of 12% of sales. Two divisions lost.

GROSS income for Allen B. DuMont Labs. in 1953 amounted to a record-breaking $91,828,782 as compared with $76,366,782 in 1952, according to the company's annual report mailed last week to stockholders.

Net earnings after provision for federal income tax were placed at $1,554,362, equivalent to 60 cents per share of common stock, after dividends on preferred stock. Net earnings for 1952 were reported at $1,424,603, to 55 cents per share of common stock.

It was noted by Dr. Allen B. DuMont, president, that five of the company's divisions—Cathode-Ray Tube, Instrument, Transmitter and the Tube Research Laboratory—produced profits before taxes of 12.8% of sales. He added that the company's final result was "adversely affected by the losses in our broadcasting and television receiver operations."

In commenting on the results of the Broadcasting Division, Dr. DuMont said that "the key to profitable network operations is the availability of time for advertisers' programs on stations in the larger markets." He noted that few of the television stations that began operations last year were in the larger markets, thereby reducing the opportunity for DuMont Television Network to improve its position. GAIN OVER 1952

He pointed out that DuMont Television Network nevertheless achieved an increase in income of 34% over 1952. Dr. DuMont reported that the network has the largest station roster in television history (205) and that station clearance was 50% better than at the beginning of 1953.

"Losses for the receiver division, Dr. DuMont said, were largely attributable to "the unexpected surge of publicity about color television," resulting in a sharp reduction in the sale of higher priced receivers."

He said the company plans to step up its research and developmental work in color television to place itself in "a strong position when large-scale production and sale of color equipment becomes a reality."

"There is little question," Dr. DuMont said, "that this adoption of a color television system will eventually result in large sales volumes. Every home in America is a potential prospect for a color receiver. Every division of our company will participate in the activity generated by the advent of color television."

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**Tube's 14th Anniversary**

LONGEST life record for a large power broadcast tube was claimed last week by RCA. The company reported that an RCA-891R broadcast tube last month celebrated its 14th anniversary at KPOJ Portland after more than 97,000 operating hours. The tube was installed in KPOJ's modulator circuit on March 22, 1940, and according to Richard R. Pooley, the station's chief engineer, is "still going strong."

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**Fitts Named CBS V.P.**

ELECTION of William Fitts Jr., director of labor relations, as a vice president of CBS Inc. was announced last week by William S. Paley, board chairman. Mr. Fitts, formerly associated with the New York law firm of Fly, Zeh & Schuebruk, joined the CBS legal department in 1950 and was named labor relations director in 1952. From 1935 to 1945 he was with the Tennessee Valley Authority, first as assistant general counsel and then as general counsel.

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**Hi-Fi Fair in Salt Lake City**

KALL Salt Lake City, key station of the Intermountain Network, staged what it said was the city's first Hi-Fi Fair and Exposition at the Hotel Newhouse March 29-30, with more than 4,000 people examining the $75,000 worth of high fidelity sets and component parts. KALL, which claims to be the first station "in the Intermountain area" to adapt its facilities to high fidelity transmission, said a similar event is planned next year.

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**Chromatic Cuts Color Price**

CHROMATIC Television Labs., Oakland, Calif., announced last week that, effective April 1, the price of the grid component for the Lawrence color television tube will be reduced by $25 to $125. A spokesman said this revision was in line with Chromatic's belief that the whole color tv picture was changing rapidly and that a mass color market was nearer than many quarters of the industry believed.

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**Wilcox-Gay Shows Decline**

YOU MIGHT DRIVE 403 MILES AN HOUR*—

BUT . . . YOU NEED WJEF RADIO
TO GET INTO HIGH GEAR
IN GRAND RAPIDS!

Conlan figures, left, show WJEF's superiority. Of the area's 116,870 radio homes, WJEF delivers:
- 12.6% more morning listeners than the next station—
- 25.2% more afternoon listeners—
- 9.6% more evening listeners!

WJEF also costs less than the next station—morning, afternoon and night! On a 52-time basis, you can actually buy a daytime quarter-hour for less than 25¢ per-thousand-radio-homes.

The Felzer Stations

Metropolitan Grand Rapids is Western Michigan’s biggest market, and WJEF is Grand Rapids’ biggest radio value.

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

*On Sept. 16, 1947, at Bonneville, Utah, John R. Cobb was clocked at 403.135 miles an hour.
**MANUFACTURING SHORTS**


E. V. Roberts & Associates, L. A., electronics equipment sales representatives, purchased building at 5068 W. Washington Blvd. and will make extensive alterations, including additional wings with increased floor area.

Manufacturers of radio-television receivers and home phonographs were reminded last week they will not be permitted to exhibit these products at the Electronics Show in Chicago May 17-20. Reminder of a rule, in effect since 1937, was sounded by Kenneth C. Prince, show manager, who advised exhibitors to keep in mind when arranging for booth and room display space.

Emerson Radio & Phonograph Corp., N. Y., has declared a quarterly cash dividend of $.05 per share on 1,935,187 shares outstanding, payable April 15 to stockholders of record on April 5.

Radio Corp. of Am., N. Y. (Seletron and Germanium Div.), announces a new range of cartridge type selenium rectifiers. A six-page data bulletin, No. 178, containing complete charac-

**Dr. DuMont Drew $103,000 in '53**

ALLEN B. DuMont, president, Allen B. DuMont Labs, received $103,675.93 from the corporation during the last fiscal year, ending Jan. 3, 1954. The information was given in a proxy statement sent Monday to stockholders notifying them of the annual meeting at 11 a.m. May 3 at the corporation offices in Clifton, N. J.

Dr. DuMont was the corporation’s only officer to receive more than $30,000, the statement noted. However, the board granted William H. Kelley, vice president in charge of marketing, an option to purchase 8,000 shares of Class A common stock at a price of $10.22 per share, the market price at the time being $10.75 per share. The option may be exercised as follows: 2,700 shares may be purchased at any time from Dec. 31, 1954; 2,650 additional shares at any time from Dec. 31, 1955; the remaining 2,650 shares at any time from July 1, 1956. The option terminates at the end of the corporate fiscal year of 1956.

Eight directors and two vice presidents, vice president, secretary, treasurer, and assistant treasurer will be elected at the meeting with holders of Class A common stock entitled to elect five directors and the president and vice president and holders of Class B common (all held by Paramount Pictures Corp.) entitled to elect three directors and the secretary, treasurer, and assistant treasurer.

Official nominees as directors to be elected Class A stockholders are Dr. DuMont; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith Jr., vice president in charge of research; Stanley F. Patten, vice president, and Percy M. Stewart, partner, Kuhn, Loeb & Co., investment bankers. The corporation also proposes the re-election of Dr. DuMont as president and Mr. Patten as vice president of the corporation.

**Baker, Balderston Call Color Tube ‘Bottleneck’**

MASS production of color tube receivers is two to three years away, two leaders of the radio-television manufacturing industry have warned.

Key to mass production is the color tube, both Dr. W. R. G. Baker, vice president in charge of the General Electric Electronics Division, and William Balderston, president of Philco, emphasized.

“The television industry is in the untenable position of having announced, under political and competitive pressure, a new service to the public without having the technological ability to deliver the service within the standards and economic limits acceptable to the public ...” said Dr. Baker, who was chairman of the National Television System Committee which evolved the compatible color standards, in an address to the Electric Club of Los Angeles last week.

“The nub of the problem,” Dr. Baker said, “is the color picture tube to which no one, as of this date, has a satisfactory and conclusive answer.”

Dr. Baker said he believed the tube “bottleneck” will delay mass marketing of color receivers until 1956. There are five tubes using different principles or variations already announced, and others are in the laboratory, Dr. Baker said.

The “dilemma of the manufacturer, Dr. Baker said, is on the question of which tube should be backed, involving millions of dollars in special production equipment, “all of which might be obsolete by a new development or tube that might be forthcoming next year . . . or even tomorrow’’

Mr. Balderston, speaking before the Newcomen Society in Philadelphia a fortnight ago, said:

“What is needed is a vastly simplified color tube, one which contains no complicated internal assembly, one which closely resembles, in fact, the eminently successful black-and-white picture tubes of today.”

Backbone of television, “for a long time in the future,” will be black-and-white sets, Mr. Balderston said. Color television will be a luxury service, supplementing black-and-white, he added. Mr. Balderston’s statement is the first official word on Philco’s attitude toward color tv since FCC approved compatible standards late last year.

**Chicago Gets Color Sets**

FIRST color tv receivers were offered for sale to the public in Chicago and the midwest area by Westinghouse Electric Corp. last fortnight.

Westinghouse is offering a 15-inch tube console (with conventional picture) for $1,100, which it has made available for immediate delivery from 23 Chicago and area stores, according to Robert W. Eckman, regional manager of radio sales there. The same sets were placed on the market in New York Feb. 5. The firm also is extending a 90-day service policy for $64.

**DuMont Promotes Leopold**

RUDOLF LEOPOLD, with Allen B. DuMont Labs since 1945, has been named manager of the newly formed specifications and records dept., Communication Products Div. He will be in charge of drawing up final plans and specifications for the full line of tv broadcasts transmitters and studio equipment and mobile communications products.

Mr. Leopold has handled designs for a 3-D tv camera for the Atomic Energy Commission, DuMont’s image orthicon camera chains, and other new electronic equipment.
The "roads" that television travels, we mean.

Today the American home is unique in the world. Television keeps it rich with entertainment, information and new ideas.

The broadband transmission "roads" of television are complex, and expensive to build. But extension of facilities is going ahead in stride with industry requirements. Right now, more than half the nation's population could be reached through stations connected by the 50,000 channel miles of Bell System television network.
INTERNATIONAL TELEVISION AWARDS

The American Academy of Arts and Letters has announced that the Ninth Annual International Television Awards, open to all television programs, will be held in New York City on March 19. The awards will be presented at a dinner, and the winners will be announced at the Academy's annual dinner to be held in the same city on March 20.

The Academy, which has been awarding the International Television Awards since 1948, has announced that this year's awards will be presented to programs from more than 20 countries. The winners will be chosen by a panel of judges, including television critics and producers from around the world.

The International Television Awards were established by the Academy to recognize excellence in television programming, and to promote international cooperation and understanding through television. The awards have been presented to programs from both American and foreign countries, and have helped to foster greater cooperation and understanding between television producers around the world.

The Ninth Annual International Television Awards will be held at the Waldorf-Astoria Hotel in New York City, and will be open to the public. Tickets for the awards dinner can be obtained by contacting the Academy at (212) 888-0040.

For MINUTE spots to SELL Youngstown, Ohio
call any Headley-Reed office or...

WFMJ RADIO and TELEVISION
101 W. Broadman St. Phone RI 3-4121

Better Understanding Awards

ENGLISH-SPEAKING union has announced it will present its annual Better Understanding Awards this spring to broadcasters and journalists who made "outstanding contributions to greater friendship and understanding between the U.S. and Commonwealth countries during 1953." Applications may be obtained from the Union's Awards Committee, 19 E. 54th St., New York 22, N. Y.

Thomas Wins First Place In N. Y. Ad Club Contest


HONORABLE MENTION. Operation Center, WHAS-TV Louisville, Ky.

SPECIAL AWARD. This Is Your Child, WBZ-TV Boston.

CLASS 4 DEALING WITH BASIC FREEDOMS. AWARD. The Independent Mr. Jefferson, to National Assn. of Educational Broadcasters and WBNB (TV) Chicago.

CLASS 5 SYSTEMATIC INSTRUCTION: TELE-COURSES, ETC.

FIRST AWARD. Shakespeare on 7, KNXT (TV) Hollywood.


CLASS 5 PROGRAMS FOR CHILDREN AND YOUTH (OUT OF SCHOOL LISTENING) FIRST AWARD. Wunds Wunds, KING-TV Seattle.

HONORABLE MENTION. Ems Zuei Drei, WORT-TV, San Francisco, and the Family Life Education Service of the San Francisco Public Schools.

CLASS 7 SCHOOL TELECASTS (FOR USE IN SCHOOL CLASSROOMS) FIRST AWARD. District of Columbia Public School Series, WNBW (TV) Washington and D. C. Board of Education.

HONORABLE MENTION. Museum Piece, to Philadelphia Public Schools and WPTZ (TV) Philadelphia.

Another for Murrow

EDWARD R. MURROW, CBS commentator, was named last week to receive the top award of the annual Page One Club of New York's News Nite. His award in the field of public affairs was for his "distinguished contributions to the adult and responsible use of broadcasting as a major medium of information and enlightenment." Another airmen was announced for CBS-TV's You Are There (Sun., 6:30 p.m., EST). Presentations will be made at the Ball at the Commodore Hotel on May 14.
How does a hog "leave home"?

—by TRUCK 85.2%

of the time!

In 1953, 85.2% of hogs received at 63 major livestock markets in the U.S. were transported to stockyards by truck, according to the U.S. Dept. of Agriculture.

Truck transportation of livestock is fast and safe—and it helps the farmer realize a better return on his investment because trucks travel direct, without expensive delays and stopovers.

Livestock hauling is only one item in an impressive list. Trucks now handle the majority of produce, poultry and dairy products to primary markets. And they handle big percentages of processed foods—which now constitute three-quarters of America's food supply—from processors' plants to food stores everywhere.

President,
American Trucking Associations
olive Co. ($100). Special honorable mention was won by Miss Bruce Kafaroff, American Petroleum Institute, and honorable mention by LaVerne L. Smith, Lederle Labs; Robert D. Coursen, Benton & Bowles; Ernestine Winkler, Community Chests and Councils, and Howard Reynolds, Brooks, Smith, French & Dorrance.

The 1953-54 Advertising and Selling Course was the 30th class and had an enrollment of 616. Awards were presented at a graduation program on March 18.

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**AWARDS**

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**INTERNATIONAL**

Kawartha Broadcasting gets ch. 12 at Peterborough, Ont., and A. E. Gibson is granted a license to build a new am station in North Vancouver, B. C.

**APPLICATIONS** for a new tv station, a new am outlet and five am power increases were approved and passed for action to the Dept. of Transport by CBC’s board of governors at the conclusion of an April 1-3 meeting in Ottawa.

Kawartha Broadcasting Co. Ltd., representing the combined interests of CHEX Peterborough, Ont., the Peterborough Examiner and Northern Broadcasting Ltd., was granted a license for a new tv station on ch. 12 in Peterborough. Estimated cost is $450,000. The application of Herb H. May, well-known Canadian radio m.c.-announcer, for ch. 12 there was denied on grounds “Mr. May would not have share control . . . and (showed) less evidence of local support than the other applicant.” Peterborough is 95 miles northeast of Toronto.

Bi-lingual Verdun, Que. (a Montreal suburb), community station owned by Jack Tietolman, was granted a power increase from 1 kw on 980 kc to 10 kw on 850 kc, day and night. This bid was opposed at hearings by CKAC Montreal French-language, 10 kw, and CIAD Montreal English-language, 5 kw. It rests in the hands of Judge Corey Thomas, CKVL manager, said CKVL today is spending $6,300 weekly on live-talent programming—“more than all other Montreal stations combined”—and, if forced to continue as a community station only, it would have to reduce its operations materially. The increased power, he said, was necessary to offset television and power increases of five other Montreal stations. Mr. Tietolman said CKVL would spend $200,000 on new equipment and buildings since two complete transmitters would be required for CKVL’s 24-hour operation. He hopes to be operating by Sept. 6.

Vancouver Grant Is Unopposed

License to establish a new 1 kw am station on 1070 kc was given to Roy L. Gibson of Gibson Bros. Ltd., new to radio in, North Vancouver. Other Vancouver stations, the board noted, did not oppose the application, and two actively supported it.

The following were also given approval for power increases: CFGP Grande Prairie, Alta., 1 kw to 5 kw on 1050 kc, DA-1; CKBL Matane, Que., P. Quebec, 1 kw to 5 kw on 1250 kc, DA-1; CKDA Victoria, B. C., 250 w on 1340 kc to 5 kw on 1280 kc, DA-1; CKLB Oshawa, Ont., 250 w on 1240 kc to 5 kw on 1350 kc, DA-2.

During argument, CKBL Matane’s application was opposed in part by CJBR Rimouski, (now operating on 5 kw), which claimed the right to go to 10 kw should the increase be granted. CKDA Victoria’s application was not opposed by CTVI Victoria, the latter hinting it also would be applicable for an increase from 1 kw to 5 kw.

The application by G. Stirling and D. Jamieson of the Newfoundland Broadcasting Co. Ltd., operator of CJON-AM, for a tv license on ch. 2 in St. Johns, NfD., was deferred by the CBC board.

Application by CKLC-AM-FM Kingston, Ont., for a change in fm frequency from 88.9 mc to 99.5 mc was approved.

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**COLOMBIA PLANS FIRST TV OUTLET**

FIRST tv station for Colombia is slated to be completed and to be operating by June 13, according to the U. S. Information Agency, which reported last week that the Colombian government has awarded contracts COLOMBIA to Allen B. DuMont Labs Inc. and to the German firm, Siemens & Halske, A. G. for installation of the tv transmitter in Bogota.

At least in initial stages, the government will be sole sponsor with emphasis on cultural and educational subjects, according to USIA.

USIA released information on the Bogota construction to point out films and kinescope services it is making available to the Colombian government for use on tv.

USIA quoted Senor Calibo Torres Galvez, director of radio broadcasting and television section of the Colombia Ministry of Communications, that DuMont will be responsible for the overall project. DuMont, USIA said, has a contract reportedly involving $300,000, the German firm, $90,000.

Inaugural program will celebrate the first anniversary of President Gustavo Rojas Pinilla’s administration. Four hundred tv sets have been acquired by the Government, USIA said. The station, serving the Bogota area, will have 60 kw power. Equipment will conform to U. S. standards.

After the Bogota transmitter is installed, Colombia plans to develop a tv network covering the country, USIA said.

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**U.S.-Originated Shows On Canadian Radio Down**

OF 16 evening network radio shows heard in Canada in February, only five were of American origin. These five ranked near the top of the leading evening network shows heard in Canada during the month, according to February national rating report of Elliott-Haynes Ltd., Toronto.

Leading evening shows in order were The Theatre, with rating of 26.5, followed by Our Miss Brooks 26.4, Amos ‘n’ Andy 26.4, Ford Theatre 19.7 (Canadian), Great Gildersleeve 18.8, The Tylers 18.2 (Canadian), Suspense 17.5, Showtime 17.3 (Canadian), Wayne & Shuster 16.6 (Canadian), and Singing Stars of Tomorrow 15.2 (Canadian).

There were 18 daytime network shows in February; of which the leading five were Ma Perkins 16.1, Pepper Young’s Family 15, Road of Life 14.2, Right to Happiness 14, and Life Can Be Beautiful 13.8.

French-language evening network shows numbered 10 in February of which the leading five were Un Homme et Son Pech 43.6, La Famille Plouffe 27.4, Le Survenant 25.1, Met-
WORLD'S TALLEST TV TOWER

WHIO-TV now operating with new tower 1104 feet high

This tremendous Blaw-Knox Tower ... which is five times taller than the highest building in Dayton, Ohio ... plus a boost in power to 316,000 watts on channel 7, makes WHIO-TV one of the nation's most important area stations.

Tower equipped with two-passenger elevator

Gliding up and down inside the Blaw-Knox Tower, the two-passenger, electrically operated elevator provides quick and easy access to all parts of the tower. A man in the cab operates the elevator by push button control ... and can stop it at predetermined levels.

To support both the antenna and this elevator the sturdy triangular tower measures 14 feet on each side and weighs 600,000 pounds. But like an iceberg, there is more weight below than above the surface. For the below-ground pyramid base is 220 cubic yards of concrete weighing 832,700 pounds.

Some features of the Blaw-Knox Type TG-4 Tower construction, which assure a sturdy structure, are the pivoted or articulated base to avoid excessive bending stresses ... double laced structural angle bracing to provide extra strong rigid construction ... guys that are factory pre-stressed and proof tested to load greater than ever required in service ... and hot-dip galvanized coating to protect against all weather conditions.

This tallest TV tower in the world, complete with elevator, is indicative of how we are prepared to design and fabricate towers to meet your specific conditions.

Write for your copy of Bulletin No. 2417 for more information on the many types of Blaw-Knox Antenna Towers. Or, send us your specifications for height of tower and type of antenna for prompt service on your inquiry.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION - TOWER DEPT.
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

Guyed and self-supporting— for AM • FM • TV • radar • microwave • communications

Electrically operated two-passenger elevator provides quick and easy access to all parts of the tower.
ropole 25, and Chanson de L'Escadrille 23.9. French-language daytime network shows, 18 in number, were led by Rue Principale 33.4, Jeunesse Doree 32.8, Je Vous ai Tant Aime 32.4, Les Joyeux Troubadours 30.4, and Vie de Femmes 29.6.

On leading transcribed evening shows heard nationally People Are Funny had a rating of 22.6, Bing Crosby 18.9, Take a Chance 18.7 (Canadian), Fun Parade 17.6 (Canadian), and I Was a Communist for the FBI 17.4.

RADIO DOMINATES MEXICAN MEDIA

Speaking of Mexico, XEW-AM-TV executive Duran tells Town Hall audience in New York that some 40% of ad budget in the nation is spent on the radio medium.

RADIO is the pre-eminence medium of advertising in Mexico today, accounting for about 40% of all advertising expenditures, Juan M. Duran y Casahonda, president of MEXICO XEW-AM-TX Mexico City, told an audience Wednesday at Town Hall in New York.

Mr. Duran, whose talk was part of Town Hall’s six-week project exploring various aspects of present-day Mexico, said radio is “well above newspapers” in total advertising investment. He estimated about 30% of expenditures is placed with newspapers, and the remainder with direct mail, tv and other media.

To illustrate radio’s rapid growth in Mexico, Mr. Duran said in 1925 Mexico had 11 radio stations compared to 253 today. In Mexico City alone, he said, 25 commercial stations and two educational stations serve a market of 350,000 people.

He placed the city’s set ownership at about 600,000.

Although acknowledging radio has been criticized by the “intellectual clerg” for “bad taste and vulgarity,” Mr. Duran said:

“Yet radio, filling the air with popular music and cheap drama, has reached the backwoods in a country with a high index of illiteracy and has made a special contribution to the welfare of the masses, not only as a classroom for elementary knowledge, but as a teacher in the better ways of physical life. Radio has taught hundreds of thousands of Mexicans to use soap, toilet paste, combs, better food and clothing…”

Mr. Duran characterized Mexican television as “a baby, just beginning to walk,” but he predicted that television will “help more than any other medium of radio communications, not only to push sales but to fulfill the fundamental steps in the all-important public relations job of modern society: to inform, to persuade, to interest.”

Town Hall has arranged for extensive radio and television coverage of its six-week series called “Mexico—a Portrait of Progress,” which will end this Friday. New York-owned WNYC recorded Tuesday afternoon sessions for delayed broadcasts, and is making recordings available to the National Assn. of Educational Broadcasters for station distribution. WRUL, short wave station in Boston, has beamed weekly broadcasts to Latin America. Films of the Tuesday sessions have been flown to Mexico City for use on XEW-TV.

700 National Advertisers Used Canada Radio in ’53

OVER 700 national advertisers used Canadian radio during 1953, according to a survey by Canadian Assn. of Radio & Television Broadcasters.

C A N A D A The survey, by Pat Freeman, CARTB sales and research director at Toronto, shows 32 national advertisers used network radio, with 718 stations, three used Trans-Canada network, six used the French network, seven used both Dominion and French networks, six used Trans-Canada and French networks, five used all three networks, all of which are operated by the Canadian Broadcasting Corp. with CBC and independent stations.

Mr. Freeman has divided the list of 700 national advertisers into 25 categories and lists all advertisers under the various categories. This is the CARTB’s second year of listing such national advertisers using radio.

Emerson Establishes Canadian Facilities

ESTABLISHMENT of Emerson Radio of Canada Ltd. to manufacture and merchandise the complete line of products is announced.

C A N A D A nounced last week by Benjamin Abrams, president of Emerson. Deliveries of Emerson tv and radio receivers, phonographs and air-conditioning units throughout Canada are expected to start early this month.

Headquarters of the new firm is in Mount Royal, Quebec, at 74 Trenant Ave. Selby J. Sinclair is president of the Canadian company; Norton J. Anderson, general manager, and Rupert K. Grant, sales manager.

XJE-AM Targets May 17

XJE-TV Juevarez, Mexico, tested station equipment last week preparatory to the start of its professional operations on May 17.

MEXICO The station, (ch. 5), which is owned and operated by Pedro Meneses, is represented by National Time Sales New York. Mr. Meneses also operates XJE-AM.

Radio-Television Signal Study

CAN radio and tv signals start mountain avalanches? Can they set off blasting charges prematurely?

Yvive Hagerman, chief of the mining department of the Swedish Workers Protection Board, has been granted an International Labor Organization fellowship.

Europe & N. America tour for a four-nation tour to study such possibilities, as well as methods of protecting workers in blasting operations in France, Germany, Canada and the U.S. ILO is a specialized agency of the United Nations.

INTERNATIONAL

WANT TO SELL CANADA?

One radio station covers 40% of Canada’s retail sales

CFRB TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market that accounts for 40% of the retail sales. That makes CFBR your No. 1 buy in Canada’s No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

Page 110 • April 12, 1954
FOR THE RECORD

Station Authorizations, Applications, (As Compiled by B·T) April 1 through April 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

- CP-Construction permit, DA-directional antenna, ERP-effective radiated power, ST-Studio-transmitter, HM-highly-monotone, AMP-amplifier, vhf-high frequency, uhf-ultra high frequency, and aural, vis.-visual, kw-kilowatts, w-watts, mc-megacycles.

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>total</td>
</tr>
<tr>
<td>23</td>
<td>9</td>
</tr>
<tr>
<td>12</td>
<td>17</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

Non-commercial

| vhf | total |
| 247 | 124 | 371 |

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New Amend.</th>
<th>vhf</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>93</td>
<td>378</td>
</tr>
<tr>
<td>Educational</td>
<td>24</td>
<td>28</td>
</tr>
</tbody>
</table>

Total: 1,060

SIXTY-two CPs (12 vhf, 50 uhf) have been renumbered.

* Eighty CPs are not yet specified channel.

* Applications include 28 already granted.

* Includes 56 already granted.

* * *


classes dismissed.

APPLICATIONS DISMISSED

Huntington, W. Va.—Ashland Scott, Co. FCC Counsel George E. Sterling announces petition to dismiss without prejudice its bid for new tv station on ch. 19. Dismissed April 2.

Existing Tv Stations . . .

APPLICATIONS BY FCC

KRBID Fresno, Calif.—John Poole Bostic, Co., granted modification of CP for uhf ch. 53 to change ERP to 188 kw, antenna height above average terrain 2,115 ft.; filed March 31; granted April 6.


WGBH-TV Boston, Mass.—WGBH Educational Foundation granted modification of CP for non-commercial educational uhf ch. 2 to specify studio location as to be determined; change ERP to 56.2 kw, visual; geographic coordinates to 42° 8' W. Lat., 71° 56' N. Long. Granted April 1; announced April 6.

WGRG-TV New Bedford, Mass.—Anthony & Sons Inc. granted modification of CP for uhf ch. 6 to change ERP to 296 kw, antenna height above average terrain 370 ft.; filed April 3; announced April 6.

WGAN-TV Portland, Me.—Guy Gannett Bost. Services granted STA to operate commercially on uhf ch. 13 for the period ending July 15. Action March 29; announced April 6.

WHZV-Tv Zanesville, Ohio—Southeastern Ohio TV System granted modification of CP to specify time in lieu of uhf ch. 18 to 21, 641 kw visual, 46.7 kw auroral; antenna height above average terrain 246 ft. Action March 29; announced April 6.

WVEC-TV Hampton, Va.—Penninsula Bost. Granted unzoned modification of CP for uhf ch. 15 to change ERP to 214 kw visual, 110 kw auroral; antenna height above average terrain 480 ft. Granted March 30; announced April 6.

Clarksburg, W. Va.— J. Patrick Beacon, Timothy P. Beacon & Jennings Randolph d/b/a as J. Patrick Beacon & Assoc.; change studio and transmitter location to Duncan Hill, Clarksburg, West Va., to Class C2, 10.75 kw auroral; antenna height above average terrain 461 ft. Filed April 1.

APPLICATIONS AMENDED

Klamath Falls, Ore.—KFJF Bost. (KFJF) amends bid for new tv station on uhf ch. 2 to change location to 38 Main St., Klamath Falls. Filed March 30.

APPLICATIONS AMENDED

Klamath Falls, Ore.—KFJF Bost. (KFJF) amends bid for new tv station on uhf ch. 2 to 38 Main St., Klamath Falls. Filed March 30. 

RF: Rockford Independent April 12, 1954 • Page 111

15 Miles of this Tower

ask Hal Holman for the Proof

independent

5000 watts at 1380 ILL.

BROADCASTING • TELECASTING

by 15 miles of this tower
Glasgow, Mont.—James C. Carson, Charles L. Scofield and Willard L. Holter of the Glasgow Bos&t, Co., have asked for a $15,000 permit to change ERP to 10 kw visual, 38 kw. aural; antenna height above average terrain 400 ft. Granted April 2; announced April 6.

Sulphur Springs, Texas.—S. H. Beal Corp., granted construction permit to change ERP to 12 kw visual, 30 kw. aural; transmitter location 1 mile W of Sulphur Springs. Granted April 2; announced April 6.

WRAP-TV Dallas, Tex.—Jack F. Thompson, Jr., the 1/2 partner of KNAU TV, and Willard L. Hume, the 1/2 partner, have asked for a construction permit to change to 12 kw visual, 23 kw. aural; antenna height above average terrain 1,680 ft. Granted April 2; announced April 6.

KRLD-TV Dallas, Tex.—KRLD Radio Corp., granted construction permit to change ERP to 26 kw visual, 50 kw. aural; antenna height above average terrain minus 11 ft. Filed April 3; announced April 6.

NEW AM STATIONS

ACTIONs BY FCC

Mountain Grove, Mo.—Kickapoo Prairie Bos&t, Co., (KIPB) has obtained a construction permit to change ERP to 7 kw visual, 15 kw. aural; antenna height above average terrain 550 ft. Filed April 4.

KFTE (TV) Evansville, Ind.—Premier TV Inc., seeks modification of ERP for ch. 7 to change ERP to 27 kw visual, 13.5 kw. aural; antenna height above average terrain 550 ft. Filed April 3.

KQN-AM Lincoln, Neb.—Cornhusker Radio & TV Corp., seeks modification of ERP for ch. 12 to change ERP to 21 kw visual, 13.5 kw. aural; antenna height above average terrain 472 ft. Filed April 3.

WKOW-TV Madison, Wis.—Mesomia Bos&t, Co., seeks construction permit to change ERP to 20 kw visual, 108 kw. aural; antenna height above average terrain 588.2 ft. Granted April 1.

New AM Stations . . .

APPLICATIONS

Quillman, Ga.—Emerson W. Brown & John H. Proctor of Augusta County Bos&t, Co., have asked for a construction permit to change ERP to 300 kw. Visual construction cost $1,500,000. First year operating cost estimated to be $50,000. Principals include President and Vice President, Mr. W. J. Brown and Mr. T. Proctor. Granted April 1; announced April 6.

APPLICATIONS AMENDED

Newburyport, Mass.—Theodore Feinstein & Associates have amended application for new AM station on 1340 kc authorization to 1300 kc to operate 24 hours a day. Granted April 13.

APPLICATIONS DISMISSED

Lafayette, La.—Gray Latt Sr. FCC dismissed application for new AM station on 1340 kc at request of owner. Dismissed April 1.

Martinsville, Va.—Harry A. Eggers Jr. FCC dismissed bid for new AM station on 1340 kc to operate 24 hours a day. Granted April 13.

Fond du Lac, Wis.—Fond du Lac Bos&t, Co., FCC dismissed bid for new AM station on 1490 kc to operate 24 hours a day. Granted April 13.

Existing AM Stations . . .

WFBF Freepo, Ill.—Freepo Bos&t, Co., granted authority to sign off at 6 p.m. during the months of April through August. Action March 31; announced April 6.

WKOX Framingham, Mass.—WKOX Inc., granted authority to sign off at 6 p.m. (EST), during the period of daylight saving time from just before April 1 to September 1. Action April 6; announced April 6.

STATION DELETED

WJBY Gadenon, Ala.—Gadenon Bos&t, Co., granted request to cancel license and delete call letters. Deleted March 22.
KXLY-AM-TV Spokane, Wash.—Symons Bstgt. Co., Northern Pacific TV ch. 4 as KXLY-TV, seeks voluntary assignment of CP for ch. 4 outlet to Northern Pacific TV Corp. No consideration involved as purpose of application is to remove subsidiary Symons Bstgt. Co. Standard outlet will be owned by Northern Pacific Radio Corp. Filed March 30.

WHEJ, Beloit, Wis.—Beitr. Bstts. Inc., seeks voluntary acquisition of negative control by Lloyd Burlington & Russell G. SALTER through purchase of remaining 1/3 interest from L. D. Fitzgerald for $22,000. Messrs. Burlington & Salter will each now own 50% interest. Filed April 6.

Hearing Cases . . . INITIAL DECISION

Savannah, Ga.—New tv, vhf ch. 3, FCC hearing examiner James D. Cunningham issued initial decision looking towards grant of the application of WSAVG for new tv station in Savannah. Ga., on ch. 3, with ERP of 287 kw visual, 14.8 kw audio, subject to condition that applicant’s presently proposed antenna tower base and combined transmitter-director-control on the 12th floor (roof) of the Liberty National Bank Building, Savannah, concerning which construction began without authorization, shall not be utilized under such application. The application of WSAVG for the same channel was denied. Action April 5.

OTHER ACTIONS

DOTHAN, Ala.—Vhf ch. 3 proceeding. FCC scheduled oral argument, 3.658(b) of its Chain Broadcasting rules relating to right of television broadcast stations to connect for territorial exchange with network organizations. Under present provisions, network affiliation imposes the obligation to exchange ownership of a profitable television station with space area of a station located in another community, which would automatically result in distribution of the network’s program to the other station. Petitioners have applied that the Commission should preclude the exchange of stations that result in secondary affiliation with the same network. The Commission was petitioned by the group of stations in the system available to the other stations involved in the proceeding involving applications for new tv station in St. Louis, Mo., for ch. 11. Action April 2.

Mansfield, Ohio—Vhf ch. 36 proceeding. By order, the Commission denied motion by the Mansfield Journal Co. to change the issues in the proceeding involving applications for new tv station on ch. 36 to include the requirements of Section 13.111(a) of the rules. The proposed amendment was submitted by the Commission for the purpose of protecting the public, to prevent the stations already licensed in the area from carrying programs of the new station. The Commission now proposes to revise that part of the amendment to allow the network affiliation from the new station to the other stations involved in the proceeding involving applications for new tv station in St. Louis, Mo., for ch. 11. Action April 2.

KXLY-AM-TP Sparks, Wash.—Symons Bstgt. Co., Northern Pacific TV ch. 4 as KXLY-TV, seeks voluntary assignment of CP for ch. 4 outlet to Northern Pacific TV Corp. No consideration involved as purpose of application is to remove subsidiary Symons Bstgt. Co. Standard outlet will be owned by Northern Pacific Radio Corp. Filed March 30.

The BROADCASTING Telecasting for March 25, 1954 issue includes:

- Applications
- The FCC hearing examiner's decision for WSAVG in Savannah, Ga.
- Other actions regarding television stations.
- Hearing cases decisions.

The issue also includes information on FCC actions, proposed amendments, and other regulatory issues affecting the telecommunications industry.
**FOR THE RECORD**

Tv Allocation—Vtf ch. 3 to Rapid City, S. Dakota, by Fcc, by order and report pursuant to rule making proceeding provided for by Act of Congress and amendment of ch. 3 to Rapid City, S. Dakota, effective 30 days after publication in the Federal Register. Action April 1.

Corpus Christi, Tex.—Vtf ch. 10 proceeding. By memorandum opinion and order, the Commission denied appeal filed Jan. 5 by Superior Tv, Inc., requesting the Commission to reverse an order of the hearing examiner to the extent that it would permit K-SUX to Ten, in accordance with the terms of the license, to incorporate a showing of its ability to effectuate fund proposals shown in its application and to reestablish such showing to the funds allocated, in proceeding involving applications for new tv stations on ch. 10 in Corpus Christi, Tex. Action April 2.

**Hearing Calendar**

April 12

Biloxi, Miss.—Vtf ch. 13, further hearing before Examiner Harold L. Schill—WLXO, WXMJ.

April 13
Birmingham, Ala.—690 kHz, before Examiner Basil P. Cooper—WVOK Birmingham, WMRT New Orleans.

FL Scott, Kan.—New am, 1230 kHz, before prehearing conference before Examiner William Q. Grady—City of April Beach Scientific Civic Corp., d/b/a as Carthage Bcstg. Co., KWTW Boonville, Mo.

April 15
Harelst, Ala.—New am, 860 kHz, before Examiner James D. Cunningham—Donoville Eugene News—910 kHz, d/b/a as WSMG Douglass, Ga., WAMI Opp, Ala.

FL Scott, Kan.—New am, 1370 kHz, before Examiner Lloyd C. Runyon & John J. Daly d/b/a as Carthage Bcstg. Co., KWTW Boonville, Mo.

**Routine Roundup**

**March 25 Applications**

ACEPTED FOR FILING

License for CP

KLJK Jefferson City, Mo., Empire Bcstg. Co.—License to cover construction permit (BP-8115) as modified, which authorized new standard broadcast station (BL-9226).

KNDC Hettiger, N. B., Hettiger Bcstg. Co.—License to cover construction permit (BP-9437) as modified, which authorized new standard broadcast station (BL-9395).

Renewal of License

WWF Fayette, Ala., Bankhead Bcstg. Co. (BR-2338); WCHI Scottsboro, Ala., Pat M. Courington (BR-2376); WMPH Montgomery, N. Y., Morrisbank Bcstg. Corp. (BR-2399); WNBK New York, N. Y., WMeO Inc. (BR-2405); WMNO Auburn, N. Y., WMEO Inc. (BR-2312); WDIR Binghamton, N. Y., Southern Tier Radio Service Corp. (BR-2383); WHUC Hudson, N. Y., The Congr Bcstg. Co. (BR-1926); WJCN Malone, N. Y., North Country Bcstg Co. (BR-1353); WMSA Massena, N. Y., The Brockway Co. (BR-1328); WINS New York, N. Y., Crossey Bcstg. Corp. (BR-211); WMCA New York, N. Y., WMCA Inc. (BR-171); WNBC New York, N. Y., National Bcstg. Co. (BR-240); WHLD Niagara Falls, N. Y., The Niagara Falls Electrophone Corp. (BR-1069); WNYC New York, N. Y., City of New York, Municipal Bcstg. System (BR-244); WATL Patterson, N. J., North Jersey Bcstg. Co. (BR-1143); WPTR Albany, N. Y., Patrot Bcstg. Co. (BR-2977); WCV New York, N. Y., WNYC Inc. (BR-2319); WIBX Utica, N. Y., WIBX Inc. (BR-399); KRCB Merin, W. Va., Raymond W. River (BR-1460); WWSA Brattleboro, Vt., Granite State Bcstg. Corp. (BR-2469).


March 26 Applications

ACCEPTED FOR FILING

Application Returned

WAGS Bishopville, S. C., Paul Ginsberg, A. Ray Godshall, James B. Jeffers, Claude W. Vintage G. Ramey & Sons Inc. d/b/a Lee County Bcstg. Co.—License to cover construction permit (BP-1084) has been invalidated and modified which authorized new standard broadcast station. (Engt. dated after Sec. 1.)

removal of License

WCLJ-2FM Corning, N. Y., Radio Corning Inc.—Informal request for renewal of license (BR-76).

KSDU-FM Manhattan, Kan., Kansas State Col.-On Motions to Deny or Reverse (B-178)

KNDU-TV New Orleans, La., WDSU Bcstg. Corp. (BRCT-19); WHAM-TV Rochester, N. Y., Stromberg-Carlson—Modification of CP

KVVG (TV) Tulare, Calif., Sheldon Anderson—Mod. of CP (BPCT-836) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BPCT-2003).

KLYT (TV) Bellville, Tex., Signal Hill Telecasting Corp.—Mod. of CP (BPCT-1281) as mod., which authorized new tv station for extension of completion date to 7-30-54 (BPCT-1997).

WPTF-TV Raleigh, N. C., W.P.T.F. Corp.—License to cover construction permit (BP-1938) as mod., which authorized new tv station for extension of completion date to 10-12-54 (BPCT-3009).


March 30 Applications

ACCEPTED FOR FILING

Modification of CP

WMJR-TV New Orleans, La., Supreme Bcstg. Co.—Mod. of CP (BPCT-1447) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BPCT-2000).

KGUL-TV Galveston, Tex., Gulf TV Co.—License to cover construction permit (BPCT-1108) which authorized new tv station for extension of completion date to 10-1-54 (BPCT-2001).

April 1 Decisions

BROADCAST ACTIONS

The Commission, with commissioners Webster (Acting Chairman), Sterling, Hennessy, Bartley, Derr and Lee, took the following actions on April 1:

Boston, Mass., General Teleradio Inc.—It being advised that broadcast holdings appear to be in compliance with multiple ownership rules which preclude direct or indirect interest in more than one AM, FM and television stations; comments are requested by May 10. (BPCT-3356).

Civic Bcstg. Corp.—On petition of XBMC, Inc.—Tell. April 1.


1701 K St., N. W. • Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAMAR 2036

Page 114 • April 12, 1954

**ALLEN KANDER**

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
By Hearing Examiner James D. Cunningham

Savannah, Ga., WSAV Inc., WJTV-TV Inc.—Docket No. 991-B-54, by WSAV, which is a reply to the proposed findings of WJTV, which has filed an answer to the complaint of WSAV.

By Hearing Examiner H. Gifford Irion

Las Vegas, Nev., Desert Television Co.—Ordered hearing to reconvene on April 12 in re application for ch. 13 (Docket 10096).

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WABC Service, WMPS Inc.—Postponed from April 5 to April 19 the date for taking depositions in re tv ch. 3 (Dockets 10176-61).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., Loyola University—Granted petition to amend CP application (Docket 8590; BPCT-389) for ch. 4, to delete references to Rev. Theophanes & J. J. to be filed on Feb. 26, 1954.

By Hearing Examiner Charles J. Frederick

Ordered (1) that the record in the proceeding re application of James Owens, Norfolk, Va., and Portsmouth Radio Corp., Portsmouth, Va., for Docket No. 9909, a transmitter on March 23 be opened until the Commission has sat on petitions before the Examiner, and (2) that PC be amended and denial of motion of WSAV filed Jan. 28 with respect to Item 11 of the proposed amendment, and denial of motion of WSAV filed on Dec. 10 (Docket 10071-61) was amended in conformity with Item 11. (Action 1/11)

Norfolk, Va., Beachview Bstg. Corp.; Portsmouth, Va., Portsmouth Radio Corp.—Ordered an amendment to the Petition of Reliance in this proceeding (Dockets 4036-01) (Action 1/24)

Hastings, Neb., WENK Amusement Co.—Gave notice of a Pre-Hearing Conference for April 15 re applications for ch. 5 (Dockets 10086-01) (Action 4/1)

By Hearing Examiner William G. Butts

Rochester, Minn., WKBW Bstg. Corp.—Gave notice of further prehearing conference in re application for an engineering permit (Docket 9645) to be held April 13, and granted petition of applicant to continue hearing from April 6 to April 8.

By Hearing Examiner John B. Pontinecker

Clarksville, Va., Beacon & Associates—Ordered new tv station application for ch. 22 (Docket 10891; BPCT-1708) to be held April 12, and granted petition of applicant to continue hearing from April 6 to April 9.

April 2 Applications

ACCEPTED FOR FILING

Modification of CP

KAMD Camden-Ark., Camden Radio Inc.—Mod. of CP (BP-9043) as mot., to make changes in the antenna system for increase in height, for extension of time for commencement and completion date (DMP-4641).

Construction Permits

WAQD Atlanta, Ga., J. W. Woodward tr/As Atlanta Bstg. Corp.—CP for installation of new transmitter at present location of the main transmitter on 130 kc, with proposed findings of WSAV, and on his own motion, the Examiner ordered dracked from the Opposition to Petition to Enlarge Issues filed on Portsmouth on March 23 because it applies to a moot issue, (3) by Memorandum No. 10 filed on April 7, 1954, Portsmouth filed Jan. 28 with respect to Item 11 of the proposed amendment, and denial of motion of WSAV filed on Dec. 10 (Docket 10071-61) was amended in conformity with Item 11.

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Classified Advertisements
Payable in advance. Checks and money orders only.
Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Wanted

Managerial

Sales manager with productive record of training and leading men in competitive markets. Small or medium market preferred. Must have sales and promotion experience. Must have car. Salary, commission and travel expenses. Chicago headquarters. Box 828C, B.T.

General manager. Live wire for well established southeast, independent, full-time, medium market. Must have sales and promotion minded with a proven record of accomplishment. Salary plus percentage. Give complete details and photograph. Box 886C, B.T.

Manager—aggressive—1000 watt am daytime, Columbus, S.C. Good opportunity for future. Write Frank A. McAlishea, 871 Clifton Road, N.E., Atlanta, Georgia.

Salesman

Florida salesman, Experienced man, Excellent opportunity. Give full details in your first letter. Box 876A, B.T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is a great opportunity to become commercial manager and later manager. Box 886C, B.T.

To a $5,000 salesman who can earn $10,000 CBS radio affiliate in small market had VHF coming, and he is looking for a S.F. job. If you have a couple of years' experience, a good reputation and are thinking of moving to the West, please reply. Box 651C, B.T.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

We are interested in a good sales manager who can also broadcast basketball and football games. Your announcing of these sports must be excellent. We are a football, basketball, and radio town. We are establishing a football and basketball team. Your announcing of these sports must be excellent. Box 873C, B.T.

Aggressive selling manager for full-time Mississippi Delta station with outstanding potential. New ownership seeking man with successful sales experience. Send full resume and photo to Box 1511, Meridian, Mississippi.

Help Wanted

Broadcasting * Television, 1725 DeSales St. N.W., Washington 6, D. C.

Applicants: If transcripts or bulk package submitted, $1.00 charge for mailing (Forward resume, telephone number, please). All transcripts, photos, etc., sent to box numbers do not return at sender's risk. For broadcasting—Telecasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

WVOP, Vidalia, Georgia, 1000 watts, needs experienced announcer, $15,000, for 40 hours to start. Must be able to give news and good job on record shows. Contact H. C. Gilleseeth, Manager, WVOP, Vidalia, Georgia. Box 911C, B.T.

Announcer, independent, news, hillbilly, popular, radio shows. 40 hours. Chance to complete college education at Mississippi State College. Joe Phillips, WSSC, Starkville, Mississippi.

Announcer, candidate wanted for full-time deep south delta operation. Good pay and pleasant working conditions. Send resume to Box 1511, Meridian, Mississippi.

Technical

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity. Located in New York State. Box 885C, B.T.

Need engineer-announcer for Arizona Network kilowatt. Return to Box 895C, B.T.

First class engineer, 5000 watt independent day-time operation, northeast Tennessee. All new equipment. States qualifications and references. Box 916C, B.T.

Chief engineer—strong on announcing. Must have 1000 watt experience. Must have a history of success and good working record. Opportunity in California. Send all details and photo first letter and $50.00, to start. 1000 watt station. Box 806C, B.T.

Transmitter engineer with first class license. Must be able to work well under pressure, a long time operator. Box 889C, B.T.

Experienced man to be chief, combination pre- ferred. Must be right man. Box 884C, B.T.

Combine WNNT, Warsaw, Virginia, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

First phone also announcer. WSYB, Rutland, Vermont.

Chief engineer—1000 watt daytime at Columbus, S. C. Prefer man who has lived in southeast. Wonderful opportunity with new station. Write for qualifications, references to: Frank A. McAlishea, 871 Clifton Road, N.E., Atlanta, Georgia.

Production-Programming, Others


Radio newswoman will have eagerness to accept challenges in news and commercials. Send working conditions, opportunity. Box 601C, B.T.


Large station; Rocky Mountain area, wants copywriter with small station experience. Hustle and speed. Write fully, salary, samples. Box 987C, B.T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 891C, B.T.

Manager-chief engineer, 15 years experience, $50 to $50,000 salary. Radio and consultant, all departments. Would work for part interest in new or going station. Box 866C, B.T.

If you’ve need of a strong sales, programming, well experienced radio manager with proud record, full details on this industrious, capable executive will be promptly sent. Contact Box 888C, B.T.

Going tv soon? Here is a managerial team of chief engineer and program-production director with proven ability. We will put you on the air and keep you there. Best references. Write Box 967C, B.T.

Salesman

Will trade for a future, one past including successful experience as combo, staff announcer and presently employed in combination and manager. Contact John Henry, 624 Montgomery, Albany, Oregon. Phone 469.

Baseball announcer, Seven years experience. Fine voice, best of references. Box 341C, 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 program. Veteran, 27 years old, family man, 8 years experience. Best reference is current employer. Write Box 764C, B.T.

FOR SALE

TV EQUIPMENT IN EXCELLENT CONDITION

325 Foot BLAW-KNOX 40-lb.
Self-Supporting Steel Tower
5-Bay Channel 17 Antenna
350 Foot Coax Cable 3/4"
100 Watt GE Transmitter
Driver Unit
1 KW Amplifier Unit

Transmitter Monitor
Demodulator
Sweep Generator
Oral Carrier Filter
Dummy Load Unit
Spare Transmitter Tubes
Mics. Spare Transmitter Parts

Help Wanted

Contributors, either male or female. Send complete details, WCVS, Springfield, Illinois.

Television

Salesmen

Well established midwestern producer of tv commercial offers outstanding opportunity to a man with: (1) film experience, either with production as director, (2) creative ideas, (3) selling ability. Involves living in city of 150,000 and traveling within Illinois (home week-ends). Salary, incentive and expenses. In first letter (cont.), give vital statistics and complete history, including present and previous earnings. Box 884C, B.T.

Hard hitting aggressive salesman for midwest television station. First 15 years, 20% commission. No ceiling on earnings. Box 882C, B.T.

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample, salary. Box 886C, B.T.

Production-Programming, Others

FOR SALE

TV EQUIPMENT IN EXCELLENT CONDITION

325 Foot BLAW-KNOX 40-lb.
Self-Supporting Steel Tower
5-Bay Channel 17 Antenna
350 Foot Coax Cable 3/4"
100 Watt GE Transmitter
Driver Unit
1 KW Amplifier Unit

Transmitter Monitor
Demodulator
Sweep Generator
Oral Carrier Filter
Dummy Load Unit
Spare Transmitter Tubes
Mics. Spare Transmitter Parts

For complete details contact James C. Leake, 117 South Cherokee, Muskogee, Oklahoma.
Well grounded in speech and all phases, can read news with ease in commercial disc jockey shows. Experiences in announcing radio stations, have been tutored for three years. Will go anywhere. Box 954C, B.T.

Announcer, staff: Limited commercial radio, some tv, college, reliable veteran. News agriculture interests. Locate anywhere. Box 956C, B.T.

Announcer-engineer. Recent broadcasting school graduate. Spent time in commercial disc jockey show. Third class ticket. No experience. Box 958C, B.T.


Putting thirteen years of programming, news and announcing to work for you. Desire change for personal reasons. Prefer Detroit area but will consider any reasonable offer. Box 959C, B.T.

Chief announcer, 1000 w southwestern market. Knowledge script, DJ, staff, chief. Available upon acceptance, tape resume available. Contact Box 960C, B.T.

Announcer—first phone. Fully experienced staff man with tape resume, forwarded on request. Box 961C, B.T.

Staff-sports announcer—desires position with progressive station. Six years of diversified experience. References, tapes available. Box 962C, B.T.

Baseball man... available immediately, last minute change broadcasting plan, 7 years sports, radio-tv. Best references, college graduate, quick reply. Box 963C, B.T.

Ambitious, experienced announcer—DJ desires to further career. Reliable, sober staff man with a selling ability that gives positive results. Will travel. Tape, letter. Box 964C, B.T.

Announcer—3 years, 25, college, married, vet. "Pop" and "hillbilly" jockey, news, good delivery, third ticket, board, librarian. Box 965C, B.T.

Top announcer, program director. Wants northern market. New Yorker employed in south, 7 years experience. Prefers radio, television or advertising agency. Box 966C, B.T.

Announcer—experienced in all phases radio announcing. Good reading, editing. Have tv background. Desires of locating with growing tv station. Operation. Box 967C, B.T.


Newscaster. Pleasantly authoritative delivery. Sincere commercials. College graduate, single, 26. Prefer midwest or eastern location. Box 970C, B.T.


Announcer—4 years experience all phases including music, news, sports-play-by-play. Hold 1/2 license. Box 975C, B.T.

Announcer, College education. Five years staff work. Experienced disc jockey. Disc jockey copywriter. Favor news. Want announcing opportunity with good operation preferably radio and television. 29 years old. Navy vet. Write Box 976C, B.T.

Combination radio-television announcer. Experience one of the largest cities. Desires permanent location with am station that has or will have tv, in smaller progressive city. Bachelor, journalism. Southwest or Florida preferred. Good material. Box 977C, B.T.

Personality DJ. 3 years radio with theatre and music background. Write own material. Prefer midwest. Box 978C, B.T.

Ambitious young negro personality. Announcer, newspaper, DJ, board operator. Good ad-libber. Strong commercials. Travel, opportunity. Excellent references, tape. Box 979C, B.T.

Announcer-news director. Experienced in all phases. Young, draft exempt. College. Box 980C, B.T.

Long on ambition—short on experience, DJ, sports and general staff. Available immediately. Box 981C, B.T.


Some experience as staff announcer, desires position, two announcing schools training. H. Durnham, Detroit Hotel, Miami, Florida.

Attention: Available immediately, sports, program director. Box 983C, B.T.

Station-954C, Detroit. Box 984C, B.T.

Announcer-DJ-control board, smooth news, commercials, friendships, voice experience, married, veteran. Art Loring, 2160 Daly, Bronx 60, N.Y. Fordham 7-5469.


Announcer, newsman, staff duties—board operation—third ticket. Pathfinder School of Radio, 737 1st Street, N.W., Washington, D. C. Metropolitan 8-5255.

Technical

Engineer, first phone. Experienced all phases radio and tv. Broadcast, Emerson School, 806 C., B.T.

Technician—lst class license, six years experience console, transmitter, recording remote. Box 897C, B.T.

ChE graduate, first phone, service experience. No experience at station. Married, veteran, have car. Ambitious, willing to learn. Prefer midwest. Box 898C, B.T.

First phone, limited engineering experience. Available immediately. Box 899C, B.T.


Experienced air chief to 5 kw directional, some tv. Desires chief or staff large station. Box 945C, B.T.

First phone: RCA graduate. Training in all phases of broadcasting engineering for 1½ years. Location anywhere. Good announcing voice. Very potential combo man. Box 986C, B.T.

(Continued on next page)

Production-Programming, Others

Employed male continuity director-announcer wishes position in radio-tv. Versatile, available immediately. Box 912C, B.T.

Radio program director or television production director. Twelve years experience all phases, including network show. College: Presently employed major market. Box 925C, B.T.

Young man 26, seeking career in tv and/or radio to grow with station, creative end. Best business, scholarship, character references. Box 990C, B.T.

Director-tv. Experienced in art, remote, dramatics, news, music, interviews, panels. Television experience WABD-TV New York. Box 994C, B.T.

Program director for small station. 2 years N.Y. experience in am and tv network. Box 995C, B.T.

Make thirteen years experience prove lucky for your station. Now employed. Will consider any offer in programming, news or announcing. Prefer two hundred mile radius of Detroit. Either large or small. Box 996C, B.T.

Tv merger—a sale makes available top reference, economy minded, nationally respected manager. Will discuss operating gross share with your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background and experience in management. Will stand careful investigation. Box 997C, B.T.

Tv manager or sales manager available 30-36 days. Veteran broadcaster in late thirties. Put $35,000 (cont'd) a year last air year last air. Prefer medium size city. Will stand careful investigation. Box 998C, B.T.

Salesmen


Aggressive, producing salesman now selling radio and tv. Seven years advertising, production and sales. Degree in advertising and merchandising. Top year experience. Commercial managementship possibilities. 600 dollar monthly minimum. Box 999C, B.T.

Announcers

Versatile on-camera tv announcer—experience 1 year tv, 4 years radio. Single—veteran—can combine radio & tv—minimum $75.00. Box 999C, B.T.

Combination man, 29, single, 10 months experience,prefer midwest. Staunton, Illinois. Telephone 328W.

Production-Programming, Others

Tv director—seven years varied experience in radio and television. Currently employed, looking larger operation or new station where advancement possible. Prefer midwest or east. Box 999C, B.T.


Program director, 14 years experience all phases of radio-tv program. Very successful client planning department for two 4A New York agencies. 20 years old, married, seeks real challenge. Will relocate anywhere for the right opportunity. Box 990C, B.T.

Announcer-emcee-director. 25 years theatre, 3 years radio-tv experience. Desires to work with new tv station. Box 999C, B.T.

For Sale

Stations

One station market, 1kw daytime Independent. Gross $50,000. Owners willing sacrifice. Box 990C, B.T.

250 watt full-time, Mutual affiliate, now making money. Good opportunity for owner-manager. Box 999C.

Want to meet principals interested in starting new station with existing facilities soon to be vacated in large eastern market. Box 994C, B.T.


Equipment, etc.

Used 5 bay RCA superturnstile TP9A antenna channel 5 but tunable to 4 or 6. Box 991C, B.T.


Two RCA 73B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. Runs on 220/240 volt, ceiling and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.

New, used tape recorders. Trade-in accepted. Commercial Service, 2606 Clive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can use a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy, Broadcast Equipment Corp., 120-61 Liberty Ave., Richmond Hill 19, N.Y.

3 year old galvanized Lehigh 455" self supporting 461' tower now disassembled, ready for immediate shipment, will support six-bay superturnstile tv antenna, will sell as is or erected, also have 500' of 61" coaxial feedline and one RCA heavy duty type circuit RT-14D pyzon. Andrew Dowdy, Contracting Company, Box 2973, Greenville, Mississippi.

Wanted to Buy

Stations

All or part of 1000-watter or under in Tucson or Phoenix, Arizona. Box 974C, B.T.

250-1000 w. Northern or central Florida. Replies confidential. Indicate size of market and coverage. Box 981C, B.T.

250-1000 w. in Wisconsin, Minnesota or western states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 994C, B.T.

We want to invest money, talent, ambition, know-how! Two successful young men in top position with combined 3 years experience want opportunity to develop full potential of good station—radio-tv or both. Interested Pacific Coast or southwest. Box 999C, B.T.

Equipment, etc.

Want field strength meter, RCA model WX-2C. Box 980C, B.T.

1 to 3 kw fm transmitter with frequency monitor, four people in 6 months. Box 981C, B.T.

9100 watt am transmitter, console, turntables, microphones and 300' guyed tower. Send description and price to Box 999C, B.T.

Video switcher with at least 8 inputs, small audio console, studio type sync generator. Box 981C, B.T.

Wanted to Buy

3-350 foot antennas. 3-5kw am transmitters. 1-kw transmiters, 4-consoles. 4-turntables and associated equipment. 5-remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGH, Bainbridge, Ga.


Help Wanted

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden, Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

MANAGEMENT

GENERAL MANAGER WANTED . . . . . . . . . for AM-TV station in mid-Eastern seaboard market. Bonus and stock interest plan available. Only one with good management experience need apply. Box 998C, B.T.

ANNOUNCER

RADIO ACTOR—DJ HUMOROUS AD-LIB Ohio, Single. Box 993C, B.T.

TECHNICAL

BUILDING A STATION?

Here's a chance to keep costs down and efficiency up. This broadcast engineer with a 900 watt transmitter and lots of experience will install and operate same for part interest! Let's get together! Box 970C, B.T.

COMPLETE EXPERIENCED TV STAFF AVAILABLE

1 Sales Manager, 1 Program Manager,
1 Production Manager, 1 Promotion Manager,
1 Director, 2 Announcers, 1 Artist,
Traffic Manager

Staff has worked together in major metropolitan market for 6 months. Each has know-how, experience, ambition to get your station going at once with minimum of trouble. For details write Box 996C, B.T.

Situations Wanted — (cont'd)
Television

Managerial

Good Management Pays Dividends!

I am an experienced television station manager and a veteran radio station manager, a family-man, 42 years old, with a background in personnel administration and profitable commercial operations. Always present for personal interviews and write Box 972C, B-Y.

Production-Programming, Others

DIRECTOR FOR DISTAFF SIDE OF STATION

Experienced since 1945 as women's program director, script writer, female announcer, delivered commercials, film, live voice-over, traffic, continuity. Please write
Box 985C, B-T.

FOR SALE

Type 737 Andrews 3/8 copper coax on original reels, repressed, never touched—at 75 cents/foot, F.O.B.

Continuous lengths with endcaps. 1-330' each, 2-438' each, 2-847' each. Also new, 2 rolls 3 conductors, lead covered cable #10 wire, 1000 feet, each 4 cents/foot. This will take care of complete power and feed line installation on directional array up to 5KW.

Box 984C, B-T

Miscellaneous

Southern Network

$150,000.00

Good record of increasing earnings. Excellent market enjoying high income and retail sales. Financing available.

By Hearing Examiner Fanny N. Litvin

Issued a memorandum opinion on rulings in re applications of The Travelers Bcstg. Service Corp., and Hartford Telecasting Co. for ch. 4 in Hartford, Conn. (Dockets 8582, 10696).

BROADCAST ACTIONS

actions of

Granted License

KLIK Jefferson City, Mo., Empire Bcstg. Co.—Licensed for fm broadcast station; 590 kc, 5 kw, daytime; condition: (BL-538).

KOSM-AM Kinston, N. C.—Licensed for am broadcast station; 550 kc, 250 w, unlimited; (BL-526).

Modification of CP

KDBC Mansfield, La., DeSoto Bcstg. Corp.—Granted Mod. of CP for extension of antenna transmitter and station location and change type of transmitter; conditioned: (BPED-1066).

KMRC Morgan City, La., Tri City Bcstg. Inc.—Granted Mod. of CP for antenna, studio location and change type of transmitter (BPED-1066).

WALA-AM Mobile, Ala., Page Te V Co.—Granted Mod. of CP for extension of completion date to 6-24-54 (BPED-2059).

Actions of April 1

Granted License

WXBT Cambridge, Mass., Middlesex Bcstg. Corp.—Granted license for fm broadcast station; ch. 245, 96.9 mc, unlimited (BLH-530).

WMWW-FM Meriden, Conn., The Silver City Crystal Bcstg. Co.—Granted license for fm broadcast station; ch. 229 (157.7 mc), 7 kw, unlimited (BLH-530).

Granted CP

WHPR Highland Park, Mich., School District of the City of Highland Park—Granted CP to replace CP (BPED-231) which authorized noncommercial educational station which expired 3-24-54; completion date 6-1-54 (BPED-246).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KCBH Los Angeles, Calif., to 6-30-54; WWOL-FM Buffalo, N. Y., to 5-1-54; WGOV-TV Valdosta, Ga., to 8-1-54; KTKY Colorado Springs, Colo., to 10-15-54; WMSL-TV Detroit, Ala., to 10-25-54; KULA-TV Honolulu, T. H., to 11-1-54; KFTV Phoenix, Ariz., to 10-27-54; KALA San Antonio, Tex., to 11-1-54; KZOL Phoenix, Ariz., to 11-10-54; WOOD-TV Grand Rapids, Mich., to 10-30-54.

Actions of March 31

Granted License

KTIB Thibodaux, La., Delta Brests. Inc.—Licensed for fm broadcast station; 630 kc, 500 w, daytime (BL-2044).

KVLB Cleveland, Tex., Harvard C. Dallas-Graves—Granted license for fm broadcast station; 1410 kc, 500 w, unlimited, directional antenna-2 (BL-226).

KIMA Yakima, Wash., Cascade Bcstg. Co.—Granted license covering installation of new transmitter and directional antenna for night use; change in antenna system 1460 kc 3 kw unlimited, directional antenna-1 (BL-226).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KOKY Knoxville, Tenn., WXOJ Knoxville, Tenn., WHAL Shelbyville, Tenn.: WACL Waycross, Ga.

Appraisals - Negotiations - Financing

BLACKHAM - HAMILTON COMPANY

RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn

235 Montgomery St.
SEATTLE 2-6832

CHICAGO
Ray V. Hamilton

SAN FRANCISCO

Sherrill & Co.

STERNER AND WOOLEN

Baltimore 2-6742

Telemarketing

FOR THE RECORD
Modification of CP

WFPD Darlington, S. C., Darlington Beetg. Co.—Granted Mod. of CP for approval of antenna, transmitter, and station location and type of transmitter; condition (BMP-6459).


WMCT Memphis, Tenn., Memphis Publ. Co.—Granted Mod. of CP to change type of transmitter of tv station (BMP-1995-1990); completion date 1-19-54.

WDKN Dickson, Tenn., Joe M. Macke—Granted Mod. of CP for approval of tv station antenna and studio location and change of type of transmitter; condition (BMP-6457).

WGCI Columbus, S. C., Frank A. Michael—Granted Mod. of CP for approval of antenna, transmitter, and studio location; condition (BMP-6457).

April 6 Application

WIU—TV Urbana, Ohio, to 5-15-54; WARM-TV Saranac, Pa., to 6-25-54; KKTJ TV (Houston), Tex., to 8-15-54; WGLV (TV) New York, N.Y., to 10-15-54; WWPA Williamsport, Pa., to 10-31-54.

April 7 Application

KOGA-TV Denver, Colo., Metropolitan TV Co.—Mod. of CP (1953-1954), which authorized new tv station for extension of completion date to 6-15-54.

WTEW (TV) Evanston, Ill., Northwestern TV Beetg. Corp.—Mod. of CP (BPC-1754) which authorized new tv station for extension of completion date from 4-12-54 (BMP-2033).

WOC-TV Davenport, Iowa, Central Beetg. Co.—Mod. of CP (1954-1954) which authorized changes in existing tv station for extension of completion date to 4-11-54 (BMP-2034).

WARD (TV) New York, N.Y., Allen B. DuMont Inc.—Mod. of CP (BPCT-8134) for modification of existing tv station for extension of completion date to 10-6-54 (BMP-2025).

KAUS Austin, Minn., Cedar Valley Beetg. Corp.—Modification of construction permit (SP-8412) as modified, which authorized mounting tv antenna on east tower for extension of completion date (BMP-2046).

License for CP

WOWI Florence, Ala., Radio Muscle Shoals Inc.—License to cover construction permit (BP-8992) which authorized changes in antenna and ground system (increase height of antennas 1360 ft) (IL-3596). Recommitted.

KVOR San Diego, Calif., The Voice of The Orange Empire Inc.—License to cover construction permit (BPC-8128) which authorized changes in antenna, replacement of directional antenna day and night (DA-1) to directional antenna night only (DA-4) (IL-3594).

WMRE Monroe, Ga., Walton Beetg. Co.—License to cover construction permit (BP-8298) as modified, which authorized new standard broadcast station (IL-3543).

KCMK McCallie, Tex., Spragueberry Beetg. Co.—License to cover construction permit (BP-8288) as modified, which authorized new standard broadcast station (IL-3543).

KLVI Pasadena, Tex., Felix H. Morales—License to cover construction permit (BPC-8157) as modified which authorized new channel in hours of operation; usage of 600 w, 1 kw, 1 kw daylight and DA for night use only (KL-3551). Recommitted.

WAVE Reykjavik, Iceland, WAVE Inc.—License to cover CP (BPC-7869) as mod, which authorized changes in facilities of existing tv station (BMP-1919).

Remote Control

WBBL Dalton, Ga., Dalton Beetg. Corp. (BRC-355); WKKI Kewanee, Ill., WKKI Beetg. Corp. (BRC-354); WKOW Lx. (BRC-356); WJMJ Marion, Ind., WJMJ Corp. (BRC-357); WZAK Columbus, Ohio, WZAK Corp. (BRC-358); Gulf Coast Beetg. Corp. (BC-251); WDOT Burlington, Vt., WDOT Corp. (BRC-346); WACH West Palm Beach, Fla., Eastern Beetg. Corp. (BRC-353).

Application Returned

WKNK Kingsport, Tenn., Radio Station WKNK Inc.—License to cover construction permit (BP-8945) to increase power from 1 kw to 5 kw and 5 kw kw of transmitter. (Engineer designated after Section 1.)
PROFESSIONAL CARDS

JANSKY & BAILEY
Executive Office
1735 DeSales St., N.W.
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
Rams 6-2414
Member AFCCE*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE*

—Established 1936—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 9-0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DIL. 7-1919
WASHINGTON, D. C.
O. BOX 7037 JACKSON 3002
WASHINGTON, D. C.
Member AFCCE*

A. D. RING & ASSOCIATES
30 Years Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE*

CRAVEN, LOHNOE & CULVER
MUNSEY BUILDING DISTRICT 7-8118
WASHINGTON 4, D. C.
Member AFCCE*

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4427
Member AFCCE*

RUSSELL P. MAY
711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Member AFCCE*

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
1001 Conn. Ave., N.W.
272 S. Park Blvd.
Member AFCCE*

PAGE, CREUTZ,
GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE*

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 4108
Member AFCCE*

GUY C. HUTCHESON
P. O. Box 32
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6446
Washington 5, D. C.
Member AFCCE*

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7845

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television—Electronic-Communications
1410 Eye St., N. W. Wash. 6, D. C.
Executive 8-1080—Executive 8-1181
(Member—holidays, Lookwood 8-1819)
Member AFCCE*

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kenworthy St., N. W., Wash., D. C.
Phone Evergreen 3-8071
Box 2468, Birmingham, Ala.
Phone 2-3796
Member AFCCE*

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

QUALIFIED ENGINEERING
is of paramount importance
in getting your
AM, TV, or FM station on the air.

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-3689
1450 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
PHONE 2-3177
Member AFCCE*

DAWKINS ESPY
AM-TV Broadcast Engineering
Complete Field Measuring Service
10630 Wilshire Blvd.  Bakersfield  89222
Los Angeles, Calif.

QUALIFIED ENGINEERING
is of paramount importance
in getting your
AM, TV, or FM station on the air.

PUBLISH
A PROFESSIONAL CARD
And Join
These Engineers
AMONG THE FOREMOST
In Their Field

BUSINESS DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 3, D. C.
Lincoln 3-7705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE.
To Be Seen by 75,556 * Readers
among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for fm, tv and facsimile facilities.

* 1955 Arbitrated Readership Survey

TO ADVERTISE IN THE
PROFESSIONAL OR
SERVICE DIRECTORY

Contact
BROADCASTING-TELECASTING
1736 D'AUBUILLE ST., N.W., WASH. 4, D. C.

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The applicants are national radio and television broadcasting companies. They are, in addition, the operators of radio and television stations licensed to the applicants and affiliated stations, the owners or operators of five live-and-five-way-audience participation programs. Generally characteristic of this type of program is the broadcast of music or brief personal messages of contestants selected by on-air listeners, selected wholly or in part on the basis of a written or oral answer correctly solving a given problem or answering a question. The rules are identically worded and apply to standard radio broadcasting (AM), (FM) radio broadcasting, and television broadcasting. Paragraph (a) of each rule provides that "An application for construction permit in person, by telephone, by mail, or in person or in part on lot or in part on the lot of the applicant, whether by direct appeal from the District Court or by way of appeal, is to be served upon the Commission, or its permanent agent, by filing it in the office of the Commission in Washington, D.C., or at headquarters of any of its field offices, or at such other place as the Commission may authorize, and shall have due notice of the receipt thereof given the applicant by the Commission." Paragraph (b) provides that a program will fall within the meaning of the rule if it is "... in connection with such program a prize consisting of property or a thing of value is awarded to any person whose selection is dependent only in part upon lot or chance, if so a condition of winning or competing for such property or prize is or are required to have in their possession any such property, or that any such property be or be possessed by any person or all or any such persons, shall be found not more than one time in a program broadcast on the station or in a program broadcast at the same time by another station within the same community."... The Commission contends that there is such confusion: in its brief, it urges that these programs "... are nothing but age old lotteries in a slight disguise, and are no different in any material respect from any other lottery, or any similar scheme": (1) the distribution of prizes; (2) the means of selecting the winners; (3) the means used for obtaining the consideration. All the parties agree that there are three essential elements in a scheme or lottery, or any similar scheme": (1) the distribution of prizes; (2) the means of selecting the winners; (3) the means used for obtaining the consideration. All the parties agree that there are three essential elements in such a scheme. The questions involved are these: (1) is a program a lottery; (2) is a program an unlawful lottery; (3) if it is an unlawful lottery, is there, the answer correctly or not, to a question, the answer to which is given on a program broadcast over the station or in a regular broadcast over the radio station on a previous program will be considered as an aid in answering the question correctly; or

8 Examples of the "give-away" programs involved here are "Bob & Alice" (listeners selected at random from the studio audience to win), "Dial A Song" (a program of sort forbidden by the statute); "The Phantom" (a program of music); "Kap'n Bill" (a game program); "The Jolson" (between persons who have not appeared on the program or been the subjects of the program); "The Jackpot" (prize, usually valued at several thousand dollars, is awarded to the telephone, or answering the telephone); "The Jackpot" (telephone, or answering the telephone); "The Jackpot" (prize, usually valued at several thousand dollars, is awarded to the telephone, or answering the telephone), "The Jackpot" (prize, usually valued at several thousand dollars, is awarded to the telephone, or answering the telephone).
with vigorous protest from others—have held that the requirement of a "raffle" scheme giving free chances to persons who go to a store to register in order to participate in the drawing of a prize.\(^*\) and similarly by a "bank night" scheme organizing groups of persons who gather in front of a motion picture theatre in order to participate in a drawing held for the primary benefit of the enterprise of the theatre.\(^*\) But such cases differ substantially from the cases before us. To be eligible for a prize, it is not involved here, not a single home contestant is required to purchase anything or pay an admission price or leave his home, or place of business; the only effort required for participation is listening.\(^*\)

We believe that it would be stretching the statute to the breaking point to consider an interpretation that would make such programs a crime. Particularly is this true when through the years the Post Office Department and the Department of Justice have consistently given the words "lottery, gift enterprise or similar schemes" a contrary administrative interpretation.

Thus the decision of the Post Office Department has repeatedly ruled that the postal lottery laws do not preclude the mailing of circulars advertising a "give-away" program here under attack.\(^*\) Similarly, the Attorney General—charged directly with the enforcement of the law—has held it to bring criminal action against broadcasters of such programs.\(^*\) And in this very action, it is noteworthy that the Department of Justice has not joined the Commission in appealing the decision below.

That it is, as contended by the Commission, that there are not criminal cases, but it is a criminal statute that we must interpret. There cannot be one construction for the Federal Communications Commission and another for the Department of Justice. If we should give § 1304 the broad construction urged by the Commission, the same construction would likewise apply in criminal cases. We do not believe this construction can be sustained. Not only does it lack support in the decided cases, judicial and administrative, but also it would do violence to the well-established principle that penal statutes are to be construed strictly.

It is apparent that these so-called "give-away" programs have long been a matter of concern to the Federal Communications Commission; that it believes these programs to be old lottery evil under a new guise, and that they should be struck down as illegal devices appealing to cupidity and the gambling spirit. It unsuccessfully sought to have the Department of Justice take criminal action against them.\(^*\) Likewise, without success, it urged Congress to amend the law to specifically prohibit them.\(^*\) The Commission now seeks to accomplish the same results through agency regulations. In doing so, the Commission has overstepped the boundaries of interpretation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of § 1304 does not provide the remedy.\(^*\)

The judgments are

Affirmed.

Mr. Justice Douglas took no part in the decision of these cases.

\(^{*}\) Section 1304 is one of the sections (1304 through 1308) which constitute Title I, Section 1, of the Communications Act of 1934, as amended, Pub. L. No. 73-416, 48 Stat. 1064 (1934), the general enabling act under which the Commission has been granted authority to regulate metropolitan radio and television broadcasting.

\(^{*}\) The hearing before the Commission was reported in 3 F.C.C. 2d 315 (1949), and the decision of the Commission was reported in 3 F.C.C. 2d 316 (1949), both decided by the full Commission (three commissioners). (The decision of the Commission in this case was reported in 4 F.C.C. 711 (1949).)

\(^{*}\) The case is also reported in 3 F.C.C. 2d 318 (1949). (The decision of the Board of the Appeals of the Federal Communications Commission, an independent agency, is reported in 3 F.C.C. 2d 317 (1949).)

\(^{*}\) See 48 Stat. 1066, Sections 1, 5, 11, and 17, on the subject of the current FCC rules and regulations on this subject. See also the report of the 2d Section on the law of radio and television broadcasting by the Postmaster General, Vol. 129, 294 (1924). See also the book of the Radio Commission, supra, note 11, at 521-528. See also the book of the Radio Commission, supra, note 11, at 521-528.
There's no Puzzle about a
SUPER SIGNAL

- RIGHT TRANSMITTER SITE.
  KRON-TV's site provides "area-wide" coverage certainty.

- ANTENNA HEIGHT. KRON-TV's, highest in San Francisco at 1441 feet, "sees further."

- MAXIMUM LEGAL POWER. KRON-TV's 100,000 Watts has blanketed Northern California since February, 1953.

- TOP RATED NBC and Local Programs.
  KRON-TV leads consistently.

- GREATEST DEPENDABILITY.
  KRON-TV's double antenna system and automatic standby generator minimize "discrepancies."

- SELLING POWER. Fit these pieces together and you have KRON-TV's Super Signal—the solution of your sales problem.
TELESTATUS

April 12, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Television is new and educational outlets and (3) grantees. Triangle (1) indicates stations on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 184,300
WXJN-TV (46), 1/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur—
WMSL-TV (33) 12/36/52-5/1/54
Mobile—
► WALA-TW (10) ABC, CBS, NBC; Headley-Jones, 22,500
► WKAB-TV (48) CBS, DuM; Forjoe; 53,149
The Mobile To Corp. (1) Initial Decision 2/12/54
Montgomery—
► WCIV-TV (9) ABC, CBS, NBC, DuM; Raymer; 32,700
Montgomery Best Co. (12) Headley-Redd; 7/25/50-10/1/54
Selma—
Deep South Besty Co. (8) 2/24/54—Unknown

ARIZONA

Mesa (Phoenix)—
► KTVL-TV (12) NBC, DuM; Avery-Knodel; 90,007
Phoenix—
► KOOL-TIY (16) ABC; Blair; 90,007
► KPHO-TV (5) ABC, CBS, DuM; Katz; 90,007
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 21,800
► KVOA-TV (4) ABC, NBC; Raymer; 22,000
Yuma—
► KIVA (11) DuM; Forjoe; 17,492
ARKANSAS

El Dorado—
South Arkansas To Co. (10) 2/24/54—Unknown
Fort Smith—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs—
KTVN (9) 1/20/54—Unknown
Little Rock—
KARK-TV (TV) NBC; Petry; 6/18/53-4/15/54 (granted Sta. Jun. 11)
KFTP (52) 10/20/53—Unknown
KRTV (17) See footnote (6)
Pine Bluff—
► KATV (7) ABC, CBS; Avery-Knodel; 58,772
Texarkana—
► KCMA-TV See Texarkana, Tex.
CALIFORNIA

Bakersfield—
► KBK-A (29) ABC, DuM; Forjoe; 55,000
► KBKE-TW (19) ABC, NBC; Avery-Knodel; 109,922
Berkeley (San Francisco)—
► KQED (9) 7/24/53—Unknown
Chico—
► KHSI-TV (13) CBS, NBC, DuM; Grant; 34,275
Corona—
KCOA (52) 9/16/53—Unknown
El Centro—
► KELO (9) 2/10/53—Unknown
Eureka—
► KEM-TE (3) ABC, CBS, NBC, DuM; Blair; 10,000
Fresno—
► KHD-B (55) Meeker
► KJEO-TV (47) ABC, CBS; Brannan; 106,558
► KMZ-TV (24) CBS, NBC; Raymer; 85,641
Los Angeles—
► KABC-TV (22) 2/10/53—Unknown
► KABC-TV (7) ABC; Petry; 1,793,763

Newest Starters
Listed below are the newest stations that have started commercial operation:

► WALT-TY Albany, Ga. (ch. 16), April 1. WQED (TV) Pittsburgh, Pa. (ch. 13), educational, April 5.
► WNYC (TV) Providence, R. I. (ch. 14), April 5.

► KCOP (13) Katz; 1,793,763
► KJL-TV (9) DuM; H-R; 1,793,763
► KNSH (4) NBC; NBC Spot Sls.; 1,793,763
► KNXT (3) CBS; CBS Spot Sls.; 1,793,763
► KTLA (5) Raymer; 1,793,763
► KTTV (11) Blair; 1,793,763
► KTIE (9) Merced—
KMER (34), 9/16/53—Unknown
Moderato—
KTRB-TV (14) 2/17/54—Unknown
Monterey—
► KMBY-TV (8) CBS; Hollingerby; 106,212
Sacramento—
► KBIE-TV (46) 6/28/53-Spring '54
► KCCO-TV (46) 6/355
► McCready Besty Co. (10) Initial Decision 7/12/55
Salinas—
► KSBV-TV (8) ABC, CBS, NBC, DuM; Hollingerby; 381,301
San Bernardino—
► KFTO (18), 11/8/52—Unknown
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (21) 12/25/53—Unknown
San Francisco—
► KSF-T (39) ABC, DuM; Katz; 206,382
KUSH (31) 12/25/53—Unknown
► KGO-TV (7) ABC; Petry; 851,250
► KPIX (5) ABC; 851,250
► KRON (4) NBC; Free & Peters; 851,250
► KSAN-TV (32) McGilvra
San Jose—
► Standard Radio & To Co. (11), Initial Decision 11/14/52
San Luis Obispo—
► KVVC (6) DuM; Grant; 65,428
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingerby; 430,200
Stockton—
► KVST (34) Hollingerby
► KHOP (13) 2/11/54/S/1/54
Tulare (Fresno)—
► KFVG (97) DuM; Forjoe; 132,000
COLORADO

Colorado Springs—
► KXTV (11) ABC, CBS, DuM; Hollingerby; 85/743
► KRMK-TV (13) NBC; McGilvra; 35,600
Denver—
► KBTB (9) ABC; Free & Peters; 209,306
► KCKL (2) DuM; Blair; 209,306
► KLZ (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
KRMA-TV (94), 11/53-1914

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Looking for top TV availabilities in Jacksonville, Florida?

Want them at sensible rates?

You'll find 'em on...

WJHP-TV

CHANNEL 36 IN JACKSONVILLE

WJHP-TV HAS TOP NETWORKS (ABC, NBC, DuM) AND LOCAL PROGRAMMING . . .

WJHP-TV HAS VIEWERS . . .

(estimated 42,600 sets — national research survey soon . . .)

. . . AND WJHP-TV HAS CHOICE AVAILABILITIES!

For further information and rates, call or write Tom Gilchrist, Mgr., or Bill Fraker, Sales Mgr., Ph. 98-9751 in Jacksonville.

WJHP-TV

JACKSONVILLE, FLORIDA

In New York, dial Mu. 7-5047
Represented nationally by John H. Perry Associates

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FOR THE RECORD
FOR THE RECORD

Grand Junction—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
KCSJ-TV (3) NBC; Avery-Knodel; 39,720
KDEA-TV (3) McGilvra; 60,000

CONNECTICUT
Bridgeport—
WCTB (71), 1/20/53-Unknown
WIOC-TV (42) ABC; DuM; Young; 59,127
WSJL (49), 8/14/53-Unknown
Hartford—
WEDH (24), 1/29/53-Unknown
WGTH-TV (18), 10/21/53-Unknown
New Britain—
WBNB-TV (30) CBS, DuM; Botting; 153,406
New Haven—
WNEW (59), 8/26/53-Summer '54
WHTN (8) ABC, CBS, NBC, DuM; Katz; 702,002
WHLC-TV (30) 12/15/53-Unknown
Norwich—
WCTN (453), 1/29/53-Unknown
Samarin—
WSTP (27), 5/27/53-Unknown
Waterbury—
WAR-TV (53) ABC, DuM; Stuart; 117,600

DELWARE
Dover—
WHRN (40), 3/11/53-Unknown
Wilmington—
WDEL-TV (12) NBC, DuM; Meeker; 201,538
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA
Washington—
WMAL (7) ABC; Katz; 285,600
WWIN (4) NBC; NBC Spot Sls: 605,000
WTOP (9) CBS; CBS Spot Sls: 605,000
WTLY (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA
Clearwater—
WPOT (22) 12/2/53-Unknown
Fort Lauderdale—
WFTL-TV (22) NBC; Weed; 118,110
WTVT (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers—
WINK-TV (11) ABC; Weed
Jacksonville—
WJCTP (36) ABC, NBC, DuM; Perry; 42,416
WMGR-TV (4) CBS, NBC, DuM; CBS Spot Sls: 238,468
WOSB (30) Starn Stars National; 8/13/53-Sept. '54
Miami—
WITV (17) See Fort Lauderdale
WMSB-TV (37) Starn Stars National; 12/3/53-9/20/54
WTBS-TV (22), 11/12/53-Unknown
WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 359,000
WMLF (33), 12/9/53-Unknown
Orlando—
WDWO (6) CBS, ABC, NBC, DuM; Blair; 10/4/53-11/14/54
Panama City—
WJDM (7) CBS; Hollingbery
Pensacola—
WEAR (3) ABC; Hollingbery; 32,500
WFFA (15) CBS, DuM; Young; 14,700
St. Petersburg—
WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000
Tampa—
Tampa Times Co. (13), Initial Decision 11/20/53
WFCTA (8) NBC; Blair; Initial Decision 7/15/53-June '54
West Palm Beach—
WEAT-TV (1) NBC, DuM; Weed; 23,000
WJNO-TV (3) NBC; Meeker; 11/4/53-6/1/54
WMIR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls: 224,400

GEORGIA
Albany—
WALB-TV (10) NBC; Burn-Smith
Atlanta—
WAGA-TV (5) CBS, DuM; Katz; 340,610
WVLW (11) ABC, DuM; Crowe Sls.; 340,610
WSB-TV (2) NBC; Petry; 340,610
WQXI-TV (35), 11/19/53-Summer '54
Augusta—
WJRF (8) ABC, NBC, DuM; Hollingbery; 73,100
WRDW-TV (12) CBS; Headley-Reed; 65,000
Columbus—
WDAM-TV (28) ABC, NBC, DuM; Headley-Reed; 48,720
WRBL-TV (4) CBS; Hollingbery; 59,653
Macon—
WWXW-TV (47) ABC; NBC; Branham; 34,002
WMASA (3) ABC, CBS, DuM; Avery-Knodel; 75,500
Romney—
WROM-TV (9) Weed; 94,080
Savannah—
WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville—
WCTV (6), 12/25/53-Unknown
Vidalia—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO
Boise (Meridian)—
KBOI (3) CBS; Pre & Peters; 31,500
KIDG-TV (7) ABC, NBC, DuM; Blair; 24,800
Idaho Falls—
KIDV (3) ABC, CBS, NBC, DuM; Gill-Perna; 15,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa—
KFXN (6) See footnote (d)
Pocatello—
KISJ (6) CBS; 3/26/53-November '54
KWTV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-

ILLINOIS
Belleville (St. Louis, Mo.)—
WTIV (54) DuM; Weed; 205,000
Bloomington—
WBLN (3) McGilvra; 113,482
Champaign—
WCIA (3) CBS, NBC, DuM; Hollingbery; 237,500
WCUI (21), 7/22/53-Unknown
WTLC (11) 11/4/53-Unknown
Chicago—
WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
WBBX (9) ABC; Blair; 1,618,145
WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (28), 1/10/53-Unknown
WIND-TV (29), 3/3/53-Unknown
WINRB (5) NBC; NBC Spot Sls.; 1,618,145
WAPA-TV Inc. (44) 2/10/54-Unknown
WTIW (11) 11/25/53-Fall '54
Danville—
WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
WTVP (17) ABC, DuM; George W. Clark; 129,500
Evanson—
WLYL (32), 8/12/53-Unknown
Harrisburg—
WSIL-TV (22) ABC; Walker; 30,000
Joliet—
WJOL-TV (48) Holman; 8/11/53-Unknown
Peoria—
WKEW-TV (43) ABC, CBS, NBC, DuM; Head-
ley-Reed; 137,600
WTVO-TV (19) ABC, DuM; Petry; 108,405
Quincy—
KHSQ-TV (7) See Hannibal, Mo.
WGEM-TV (10) ABC, NBC; Avery-Knodel; 38,000
Rockford—
WXEK-TV (13) ABC, CBS; H-R; 112,000
WTVO (38) CBS, NBC, DuM; Weed; 75,000
Rock Island (Davenport) —
WHBF-TV (4) ABC, CBS, NBC, Avery-Knodel; 284,811
Springfield—
WICS (28) ABC, NBC, DuM; Young; 65,000

INDIANA
Bloomington—
WTYF (4) ABC, CBS, NBC, DuM; Meeker; 524,953
Elkhart—
WSVF (10) ABC, NBC, DuM; H-R; 118,000
Evansville—
WFIE (62) Venard; 41,700
Fort Wayne—
WJOG-TV (33) ABC, CBS, NBC, DuM; Ray-
mer; 73,904
Anthony Wayne Bost Co. (69), Initial De-
cision 1/21/53
Indianapolis—
WFBB-TV (6) ABC, CBS, NBC, DuM; Katz; 473,000

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BROADCASTING • TELECASTING
DIVIDEND

FOR WIBW-TV ADVERTISERS

Present advertisers will reach twice as many TV homes for the same cost as soon as the steel in our new antenna reaches 1,000 feet and our new 85 kw power can surge still further over the flat, unobstructed Kansas plains. The construction crew says, "We'll top her out in May."

Right now, we're delivering 49,289 homes* on interim operation and we're still accepting orders at the present rate and guaranteeing six month's protection. Better nail down a choice franchise NOW.

* Electric Assn. of Kansas City 2/1/54

The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

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CHANNLE 8, I PRESUME...

As far as Stanley is concerned, it's the end of the search. The big discovery has been made!

We mean Stanley, N.Y., of course, where they haven't seen a safari in a heck of a time. (The ground's pretty well trampled in those parts.)

Sounds as though there's nothing new to learn about Stanley, but WHEN-TV knows better. Stanley's just one of 250 upstate communities to which WHEN-TV has broken trail, getting to know the people, their buying habits, their buying power. Want to take some trade goods into the wilds of upstate N. Y.? Let WHEN-TV lead the expedition.

SEE YOUR NEAREST KATZ AGENCY
NEW JERSEY

Asbury Park—
► WRTV (58) 107,000
Atlantic City—
► WFFP-TV (48) ABC, CBS, NBC, DuM; Peck, 110,150
WOCN (52), 1/8/53—Unknown
Camden—
► WCNW-TV (17), 1/28/54—Unknown
Newark (New York City)—
► WATV (13) Weeds; 4,150,000
New Brunswick—
► WDIY (47) ABC, CBS, NBC; Brancham; 40,548
Roswell—
► KSWE-TV (8) ABC, CBS, NBC, DuM; Meekeer; 20,430

NEW YORK

Albany (Schenectady, Troy)—
► WPTR-TV (23) 6/10/33—Unknown
► WBOB-TV (4) ABC, CBS, DuM; Bolling: WTVX (17), 7/24/32—Unknown
Binghamton—
► WNYO-TV (13) ABC, CBS, NBC, DuM; Bolling: 289,550
► WQTV (*46), 8/14/32—Unknown
Buffalo—
► WBNY-TV (4) ABC, CBS, DuM; Harrington, Union: Righter & Parsons; 384,531. See footnote (4).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-Q; 130,000
► WKBW (*22) 7/24/32—Unknown
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage—
The Broadway Co. (1) ABC, CBS; 3/3/54—Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,839
► WTVG (24) ABC, CBS, NBC, DuM; Forjee; 27,485

Hicksville—
► WHCU-TV (20) CBS; 1/8/33—November '54
► WJIT (*14), 1/8/33—Unknown

Jamestown—
► WTVN-T (58), 1/25/33—Unknown

Kingston—
► WKNY-TV (66), CBS, NBC, DuM; Meekeer; 1/23/53—5/15/54

New York—
► WNAC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WCBS (28), 7/24/32—Unknown
► WCBS-TV (28) ABC, CBS, NBC, DuM; Bolling; 190,000
► WNYF-TV (27), 4/15/32—Unknown
► WOR-TV (7), 12/31—Unknown
► WORF-TV (10) ABC, CBS; Bolling: 106,000
Schenectady (Albany, Troy)—
► WRGB (18) ABC, CBS, NBC, DuM; NBC Spot Sls; 306,000
► WORF (25) CBS; Headley-Reed; 70,188
Syracuse—
► WGEN-TV (8) ABC, CBS, DuM; Katz; 259,401
► WSMX (48) 8/8/54—Unknown
► WSYR-TV (3) NBC; Headley-Reed; 339,855
Utica—
► WRGB (18), 7/1/53—Unknown
► WATV (13) ABC, CBS, NBC, DuM; Cooke; 157,500

NEW JERSEY

Asbury Park—
► WRTV (58) 107,000

Atlantic City—
► WFFP-TV (48) ABC, CBS, NBC, DuM; Peck, 110,150
WOCN (52), 1/8/53—Unknown
Camden—
► WCNW-TV (17), 1/28/54—Unknown
Newark (New York City)—
► WATV (13) Weeds; 4,150,000
New Brunswick—
► WDIY (47) ABC, CBS, NBC; Brancham; 40,548
Roswell—
► KSWE-TV (8) ABC, CBS, NBC, DuM; Meekeer; 20,430

NEW YORK

Albany (Schenectady, Troy)—
► WPTR-TV (23) 6/10/33—Unknown
► WBOB-TV (4) ABC, CBS, DuM; Bolling: WTVX (17), 7/24/32—Unknown
Binghamton—
► WNYO-TV (13) ABC, CBS, NBC, DuM; Bolling: 289,550
► WQTV (*46), 8/14/32—Unknown
Buffalo—
► WBNY-TV (4) ABC, CBS, DuM; Harrington, Union: Righter & Parsons; 384,531. See footnote (4).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-Q; 130,000
► WKBW (*22) 7/24/32—Unknown
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage—
The Broadway Co. (1) ABC, CBS; 3/3/54—Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,839
► WTVG (24) ABC, CBS, NBC, DuM; Forjee; 27,485

Hicksville—
► WHCU-TV (20) CBS; 1/8/33—November '54
► WJIT (*14), 1/8/33—Unknown

Jamestown—
► WTVN-T (58), 1/25/33—Unknown

Kingston—
► WKNY-TV (66), CBS, NBC, DuM; Meekeer; 1/23/53—5/15/54

New York—
► WNAC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WCBS (28), 7/24/32—Unknown
► WORF-TV (10) ABC, CBS, NBC, DuM; H-Q; 130,000
► WKBW (*22) 7/24/32—Unknown

Schene...
TOP SPOTS AVAILABLE IN MATINEE THEATER

OKLAHOMA CITY'S TOP RATED TV SHOW
4 to 5 P.M., MON. thru FRI.

17.0 RATING
According to Jan. 1954 OKLAHOMA CITY TELEPHONE

MINUTE SPOTS AVAILABLE WHILE THEY LAST!

EDGAR T. BELL
Exec. Vice President
FRED L. VANCE
Sales Manager

OKLAHOMA
Adair—
KTEN (19), 12/16/53-6/15/54
Enid—
KGEO-TV (5), 12/16/53-Unknown
Lawton—
KSOW-TV (7) Everett-McKinney; 36,217
Stievenville—
Mall—
KMWV (58), 4/23/53-Unknown
Mustogee—
Tulsad Bostg, Co. (8) Initial Decision 3/3/54
Oklahoma City—
KMPT (10) Du; Boiling; 98,207
KTVQ (25) ABC, Du; H-R; 100,062
KWTY (9) CBS; Avery-Knodle; 256,102
WKY-TV (4) ABC, CBS, NBC; Du; Katz; 256,102
KETA (*13) 12/31/53-Unknown
Tulsa—
KCCH (23) Boiling
KOTV (6) ABC, CBS, NBC; Petry; 229,000
KSPG (17) 1/4/54-Unknown
OREGON
Eugene—
KVAL-TV (13) NBC; Hollenberg; 5/14/53-
Medford—
KRES-TV (5) ABC, CBS, NBC, Du; Blair
Portland—
KCON-TV (6) ABC, CBS; Avery-Knodle; 167,183
KPTV (27) NBC; NBC Spot Bel.: 111,309
Oregon To Inc. (12), Initial Decision 11/10/53
Salmon—
KSLM-TV (3), 9/20/53-Unknown
PENNSYLVANIA
Allentown—
WPXM-TV (67) Avery-Knodle; 7/16/53-Sum-
WQCY (39), 8/13/53-Unknown
Altoona—
WPBG-TV (10) ABC, NBC, Du; Du; 148,768
Bethlehem—
WLW-TV (51) NBC; Meeker; 67,516
Chambersburg—
WCHM-TV (46) CBS, Du; Forjee; 15,900
Easton—
WOLF (57) ABC, Du; Headley-Reed; 65,608
Erie—
WICU (12) ABC, CBS, NBC, Du; Petry; 209,000
WSEE (55) CBS; Avery-Knodle; 10/14/53-
LH-54/55
WLHU (66) 12/31/53-Unknown
Harrisburg—
WCMX-TV (27) Cooke; 7/24/53-5/1/54
WHP-TV (55) CBS; Bolling; 118,150
WTOP (74) NBC; Headley-Reed; 110,100
Hatzelton—
WAZL-TV (63) Meeker; 6/8/53-Unknown
Johnstown—
WARD-TV (56) Weeds
WJAC-TV (6) ABC, CBS, NBC, Du; Katz; 270,453
Lancaster—
WGAI-TV (8) ABC, CBS, NBC, Du; Meeker; 283,691
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon—
WLIR-TV (15) Pearson; 146,575
New Castle—
WKSF-TV (45) Du; Everett-McKinney; 169,011
Philadelphia—
WCAU-TV (10) CBS; CBS Spot Bel.: 1,592,000
WFIL-TV (6) ABC, Du; Katz; 1,763,362
WIBG-TV (22), 12/16/53-Unknown
WIP-TV (20), 11/26/53-Unknown
WPXZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
WPITV (2) ABC, CBS, NBC, Du; Spot Bel.; 921,370
WENG (16) ABC, CBS; Petry; 326,482
WKJF-TV (53) CBS, NBC, Du; Weed; 236,000
WQED (*13)
WTMV (47) Headley-Read; 12/21/52-Unknown
Reading—
WEEL-TV (33) ABC, NBC; Headley-Read; 63,972
Whitney-TV (61) CBS; H-R; 175,000
Scranton—
WARM-TV (35) ABC; Hollenberg; 150,000
WORJ-TV (22) CBS; Blair; 150,000
WTIU (73) Everett-McKinney; 150,424

SHARON—
WSHA (38) 1/27/54-Unknown
Wiker-Barron—
WRBE-TV (28) NBC; Headley-Reed; 160,000
WIL-AM (54) ABC, Du; Avery-Knodle; 160,000
Williamsport—
WKRK-TV (36) Everett-McKinney; 11/13/53-
Spring '54
York—
WNOW-TV (49) Du; Hollenberg; 72,000
WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND
Providence—
WJAR-TV (10) ABC, CBS, NBC, Du; Weed;
WNET (16) CBS; Raymer
WPBG-TV (12) Blank; 9/2/53-Unknown (grant-
ed STA Sept. 23)

SOUTH CAROLINA
Aiken—
WAKR-TV (54) 10/8/53-Unknown
Anderson—
WAIM-TV (40) CBS; Headley-Reed; 46,500
Camden—
WACA-TV (15) 6/3/53-Unknown
Charleston—
WCSC-TV (5) ABC, CBS, NBC, Du; Free &
Peters; 7/14/53
Southern Resident Co. (3) NBC; 2/25/54-9/1/54
Columbia—
WCOS-TV (25) ABC; Headley-Read; 41,207
WIS-TV (10) NBC; Free & Peters; 94,606
WNOK-TV (61) CBS, Du; Raymer; 46,000
Florence—
WPDV (8) CBS; 11/20/53-Sept. '54
Greenville—
WPBC-TV (4) NBC; Weed; 267,366
WGOV (23) ABC, Du; H-R; 35,532
Greenwood—
WCRS-TV (21) 4/13/53-Unknown
Spartanburg—
WSPA-TV (7) CBS; Hollenberg; 11/23/53-
Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA
Rapid City—
The Hills Bostg. Co. (7) 2/24/54-Unknown
Sioux Falls—
KELO-TV (11) ABC; NBC; Raymer; 56,119

TENNESSEE
Chattanooga—
WOUN (40) Pearson; 5/12/52-Unknown
WDEF-TV (12) NBC; Brannum; 1/28/54-4/25/54
Jackson—
WDXI-TV (9) Burns-Smith; 12/2/53-Summer '54
Johnson City—
WJHL-TV (11) ABC, CBS, NBC, Du; Pearl-
Pearson; 46,957
Knoxville—
WATE (6) ABC, NBC; Avery-Knodle; 63,620
WSK (20) CBS, Du; Pearson; 58,550
Memphis—
WIBG-TV (13) CBS; Blair; 276,342
WMCT (5) ABC, NBC, Du; Brannum; 276,342
Nashville—
WSIX-TV (8) CBS; Hollenberg; 186,176
WSMV-TV (4) NBC, Du; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS
Abilene—
KBBR-TV (9) ABC, NBC, Du; Pearson; 30,316
Amarillo—
KFDA-TV (10) ABC, CBS; Brannum; 47,400
KGNM-TV (4) NBC, Du; Katz; 47,400
KLYN-TV (7) 11/13/53-Unknown
Austin—
KBTX-TV (37) ABC, CBS, NBC, Du; Raymer;
71,799
Beaumont—
KBBM (34) 12/27/53-Unknown
KTRM-TV (8) Initial Decision 7/22/53
Corpus Christi—
KVDO (22) 1/6/54-11/54
KXTL (45) 1/9/53-Unknown
Dallas—
KCTV (23) 1/15/53-Unknown
KLIF-TV (4) CBS, Du; Brannum; 36,500
WFVA-TV (8) ABC, NBC, Du; Petry; 330,000

Broadcasting • Telecasting
To Build Consumer Acceptance

Can You Afford NOT to Use WFBG-TV?

Set Count, 418,798
Retail Sales, $1.9 Billion
Families, 640,000

The Only Station You Need to Cover the Rich Pennsylvania Area Between Pittsburgh and Harrisburg

The Gable Broadcasting Co.
ALTOONA, PA.

ABC  NBC  DU MONT
Represented Nationally by H-R Television, Inc.

April 12, 1954  Page 131
take a shot at a

HALF-BILLION
DOLLAR MARKET
Columbia, South Carolina's
14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities. U.S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.S.I. $378,686,000.1

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation:

WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.

MUTUAL

PALMETTO
RADIO CORPORATION

Studies: 1811 Main Street • COLUMBIA S.C.

FOR THE RECORD

Richmond
WNFR (28) 12/25/53—Unknown

WBTW (8) NBC; Blair; 441,079

WSHS (10) ABC, CBS; NBC; Avery-Knobel; 241,158

WASHINGTON

Bellingham—

KVOS-TV (12) DuMont; ForJoe; 54,097

Shattle—

WING-TV (8) ABC; Blair; 338,400

KOMO-TV (4) NBC; Hollingsberry; 339,400

KFWO-TV (9) 12/25/53—September '54

Seattle Construction Co. (20) 4/7/54—Unknown

Spokane—

KJR-TV (6) ABC; NBC; Katz; 55,048

KXLY-TV (4) CBS; DuMont; Walker; 67,158

Louis Walker (2) 5/15/54—Sept. '54

Tacoma—

KMO-TV (13) Branham; 338,400

KTNT-TV (11) CBS; DuMont; 338,400

Vancouver—

KVLN-TV (21) Boiling; 9/25/53—Unknown

Yakima—

KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA

Beckley—

WBEY (21); 6/25/53—Unknown

Charleston—

WKNA-TV (45) ABC; DuMont; 36,100

WCHS-TV (8) CBS; Branham; 2/11/54—7/15/54

Charleston—

WBLK-TV (12) Branham; 2/17/54—9/1/54

Fairmount—

WZPB-TV (35) ABC, CBS, NBC; DuMont; Gillette

Huntington—

WMAZ-TV (3) ABC, CBS, NBC, DuMont; Katz; 383,338

Parkersburg—

WTAP (15) ABC, DuMont; ForJoe; 24,850

Wheeling—

WLTV (54) 7/1/53—Unknown

WTRF-TV (1) NBC; Hollingsberry; 451,500

WISCONSIN

Eau Claire—

WEAU-TV (13) ABC, NBC, DuMont; Hollingsberry; 35,700

Green Bay—

WFRF-TV (2) ABC, CBS, NBC, DuMont; Weed; 141,253

Valley Telecasting Co. (5) 3/10/54—Unknown

La Crosse—

WKBT (8) CBS, NBC, DuMont; Raymer; 10/26/53—

FEB. '54

WTLB (38) 12/16/53—Unknown

Madison—

WIBV (21) 10/17/53—5/15/54

WKOW-TV (27) CBS; Headley-Reed; 40,500

WMTV (33) ABC, DuMont; Meeker; 36,500

Marquette—

WMEV-TV (11) NBC; George Clark; 11/18/53—

Aug '54

Milwaukee—

WCAN-TV (25) CBS; Rosenman; 308,750

WOKY-TV (39) ABC, DuMont; H-R; 260,040

WTMJ-TV (4) ABC, NBC, DuMont; Harrington, Righter & Parsons; 660,770

Peninsula TV Inc. (9) 4/7/54—Unknown

Neenah—

WNAM-TV (42) George Clark

Superior (Duluth, Minn.)—

WDSD-TV (6) CBS; Free & Peters

Wausau—

WSWA-TV (16) Rambeau; 2/10/54—7/1/54

WYOMING

Casper—

KSPR-TV (2) 5/16/53—Unknown

Cheyenne—

KFBC-TV (8) CBS; NBC; Hollingsberry

ALASKA

Anchorage—

KFIA (2) ABC, CBS; Weed

KTVA (11) NBC, DuMont; Feils

Fairbanks—

KFIJF (2) ABC, CBS; 1/1/53-Spring '54

HAWAII

Honolulu—

KGBB-TV (9) ABC, CBS; Free & Peters; 50,000

KONA (11) NBC, DuMont; NBC Spot Slw.; 50,000

KU-A-TV (4) ABC; Headley-Reed; 5/14/53—

4/18/54 (granted STA Feb. 1)

PUERTO RICO

San Juan—

WAPA-TV (4) ABC, NBC, DuMont; Caribbean

Networks; 8/12/53—4/18/54 (granted STA

March 5)

WKAT-TV (2) Inter-American; 5,500

CANADA

London—

CFPL-TV (10) 35,000

Montreal—

CBFT (2) 143,005

CBMT (6) 143,005

Ottawa—

CBOT (4) 10,100

St. John, N. B.—

CHSJ-TV (4)

Sudbury—

CCTV (5) 5,035

Toronto—

CBLT (9) 222,500

Vancouver—

CBUT (3)

MEXICO

Malamoros (Brownsville, Tex.)—

UXLID-TV (7) ABC, CBS, NBC; Dufy, Young; 31,200

Tijuana (San Diego)—

KXET (6) DuMont; 213,175

Total stations on air in U. S. and possessions: 315; total cities with stations on air; 247. Both totals include stations XFLD-TV and KTXV Mexico as well as educational outlets that are operating. Total sets in use 23,116,590.

* Indicates educational station.

Cities NOT interconnected with AT&T.

(a) Figure does not include 225,417 sets which WHAS-TV Buffalo reports it serves in Canada. (b) List of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952. (c) President Gilmore N. Nunn announced that construction of WLAM-TV has been temporarily suspended (B-T, Feb. 22). CP has not been surrendered.

(e) KATV (TV), KFBD-TV, WACH (TV) and WIFE (TV) have suspended regular operation, have not turned in CPs.

(f) Studio facilities of KRTV (TV) have been purchased by KATV (TV) Pine Bluff, Ark. KRTV is not presently operating.
Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

CHANNEL II

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Seattle</td>
<td>37.65%</td>
</tr>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td>TOTAL (1,250,000)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION
editorials

Is the Sky the Limit?

The irresponsible attack made by Sen. Joseph R. McCarthy against Edward R. Murrow on Mr. Murrow’s own show last Tuesday demonstrated the utter futility of the “equal time” policy now prevailing in U. S. radio and television.

The only justification for the principle of equal time is that it assures the public of receiving well-reasoned arguments representing diverse views on controversial subjects. How hopeless it is to make this principle work by simply handing out facilities and time without retaining the right of editorial judgment was clearly shown on last week’s See It Now. Mr. McCarthy’s presentation was savage, cynical and—of more importance here—irrelevant. It was in no sense a commentary on the previous Murrow show which supposedly was the issue for discussion.

We need not consider which of these men was right or wrong or indeed whether either or both was truthful. The point is that the equal time given to Mr. McCarthy to rebut Mr. Murrow was used for a new attack on a wholly different front.

It is obvious that the granting of equal time in itself does not assure the public enlightenment which is the professed objective of the equal time principle. Only by the most careful preparation and supervision of the material which is to fill the time can that objective be attained.

The difficulties of supervising a McCarthy presentation are, admittedly, numerous. If Mr. Murrow had insisted that Mr. McCarthy clear the script in advance or had refused to telecast the film as submitted, we have no doubt that his actions would have been subject to McCarthy comment, which is not invariability restrained. Under the circumstances, Mr. Murrow’s hands-off policy was understandable and in keeping with his well-earned reputation as a gentleman.

There is a lesson here, however, for future dealings with extremist elements who become involved in radio-television controversies. The lesson is to establish definite ground rules at the outset, to make it clear to the parties and the public alike that the use of equal time must be confined to the issues which precipitated the demand for it.

The alternative is to let the principle of equal time go by the board and to permit the give-and-take to degenerate into personal vilifications of which the McCarthy performance must be regarded as an unwholesome classic.

Getting the Uhf Story

In calling for hearing next month on the status of uhf in the overall television picture, the Senate Communications Subcommittee acted in timely fashion. The situation today is one of confusion and contradiction.

We have no doubt that interplay of competition eventually will provide the solution. But the Senate and the nation might as well have the facts now. Senators have been told, on the one hand, that all future vhf assignments should be frozen, to permit uhf to get a foothold. On the other, they have been told that the FCC is perpetuating “monopolies” by failure to authorize additional vhf stations in virtually the same major markets.

Some uhf stations are doing well. They have competent, resourceful management. They are providing attractive program service. But it is regrettably true that others—notably in mixed markets and without network service—are faring poorly. Many uhf operators were newcomers to broadcasting. They were sold, or sold themselves, on TV being an automatic pass-key to the mint.

This situation is not peculiar to uhf, however. Of the 62 construction permit-holders who have thrown in the sponge since the thawing of the freeze two years ago, 12 were vhf. These were in markets where the economic prospects were unfavorable. The same reason motivated the turning in of virtually all of the uhf permits, including four operating stations.

There is no pat answer to the problem. The FCC certainly could not advise prospective applicants not to apply. It cannot unduly delay additional vhf grants when the law commands it to make maximum use of the spectrum and when there are qualified applicants. Congress alone can change the law, but it is our guess it will move warily, lest it disturb the delicate balance of the existing statutes relating to free, competitive enterprise.

Congress can, and should, use its investigatory and legislative powers to take a look. Congress created the FCC to perform the licensing and regulatory functions. Congress delegated the responsibility because it required the expertise of a special agency, and because Congress itself does not have the time for it.

The subcommittee should have the benefit of the views of experts in all facets of television. The FCC, the uhf broadcasters, the networks and the manufacturer should offer testimony. Guideposts are needed if uhf is to enjoy even part of the progress predicted for it. Without uhf, achievement of a “truly competitive” nation-wide TV service is out of reach at the present state of the art.

Giveaway Right of Way

Last week’s Supreme Court decision against the FCC’s giveaway rules must be regarded as a victory for the cause of free radio and television. It must not, however, be regarded as an invitation for further abuse of the freedom thus gained.

In the unanimous decision the highest court has assured broadcasters and telecasters that there is recourse against agrandizement of power by the FCC. Such assurance may be more or less academic at the moment, for the Commission, in its present composition, has been reasonably circumspect in keeping within its proper provinces. There is always the possibility, however, that a future Commission will revert to the kind of empire-building that characterized Commissions of the past. In that event, the Supreme Court’s giveaway decision would be extremely useful.

Now that the decision is on the books and the legality of giveaways established, it remains to be seen whether broadcasters and telecasters will apply to a number of existing programs a test somewhat more severe than that of deciding whether they are within the law. Trial of these programs on a broader consideration is demanded.

It must be decided whether they are in good taste, whether they advance or retard the art of programming, whether they are economically sound. Some, we submit, could not survive investigation on those grounds.

There are programs which exploit misfortune for the perverted amusement of the audience, others which substitute the unimaginative trick of giving things away for the more challenging effort of creating an interesting program, still others which are embarrassingly encumbered with free plugs for giveaway merchandise which would have to be advertised in paid time if the tit-for-tat of the giveaway were not available.

The Supreme Court can test giveaways on the relatively narrow point of law. It is up to broadcasters and telecasters to test them on the more important question of ethics.
AUTOMATIC STARTER

for sales in Detroit...

The Morning Combination of

MOTORISTS and MAXWELL

Between 6:30 and 9 A.M., 975,000 Detroit-area workers are
captive in their cars for an average of 41 minutes. They are the
70% of Detroit's working population who drive to work daily,
individually or in groups. Buses, streetcars and trains handle but 30%
of the traffic load.

With 85% of the autos in the area equipped with radio, it's no
wonder time-buyers are impressed by Detroit's unique audience.

Most of these motorists listen to WWJ's Bob Maxwell, with his hum-
and-whistle music punctuated by news and safety reports. Maxwell
catches them when their ears are close to the speaker and their minds
open to suggestions. Maxwell can catch them with your commercial
message, too.

Ask WWJ—or Hollingbery—for facts and figures.
in Kansas City...
YOUR SPOTS ARE
IN THE SPOTLIGHT

When you Swing to

WHB-TV
ON CHANNEL
9

When the spotlight swings on the
favorite stars of Kansas City's vast TV
audience—those stars are on Channel
9. A full schedule of top-rated CBS
Network TV programs and a wide
variety of talent-packed local shows
provide top entertainment. The Stars
Shine On Channel 9 in the nation's
rich 17th market, and that's why your
message makes a greater impression—
and makes more sales per advertising
dollar—when you let WHB-TV sell
this billion dollar retail trade area
with 380,450* TV homes.

So get in the Swing ... the Swing to
Sales in the Kansas City market with
WHB-TV. Ask about the merchandising
cooparation that swings in to
help you.

Write, wire or call your nearest Blair-
TV representative for availabilities!

*Feb. 18 report of Kansas City Electric Ann.

WHB-TV puts audience to sleep . . .
on Sleep-E-Z beds! Autry Brothers, Inc., bedding
manufacturer, recently devoted their late-night
(12:15 a.m.-12:30 a.m.) segment of "Star Time" to
promote a special sale of their Sleep-E-Z twin Holly-
wood beds. Roch Ulmer, staff emcee of this locally
produced show, delivered the two commercials as he
relaxed on the bed fetchingly attired in a flannel
nightshirt and sleeping cap. During the three days
following this novel sales pitch, the Sleep-E-Z folks
did $5,400.00 worth of business on their twin bed
special at their two retail locations. The sponsor's
field supervisor attributed 75% of the store traffic to
the "Star Time" plugs.

Don Davis, President
John T. Schilling, General Manager

1922-1954

KANSAS
OLDEST
Re
pre,mred
nabonolly
by
CALL
LETTERS
JOHN BLAIR
d
CO.