Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

**IT'S A COMPACT MARKET!**

More than 1½ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

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

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

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.
Thank you—to midwest radio homes for thirty years of consistent and responsive listening. Thank you, too, to the many fine companies that have used this feature as a welcome guest to introduce their products into those homes.

The four companies listed here, alone represent seventy years of combined sponsorship of this popular program. During the next thirty years we will do our best to justify the continued confidence of these and others like them — and of the host of listeners in whose homes the National Barn Dance is a Saturday night must!

Now Full Time...
Starting Our 31st Year
WHK IS CLEVELAND

Represented by Headley-Reed Company

You can't cover it -- without it!
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.

Represented by

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco
ANY NOTION that FCC will reimpose tv freeze as requested by Ultra High Frequency Assn. (story page 48) appears remote indeed. Before last freeze was lifted, just two years ago last week, members of Congress were among most vociferous complainers and FCC felt it was under virtual mandate to thaw it as quickly as possible.

WITH RKO hoping to realize profit on "millions of dollars worth of theatrical films," it is not likely at moment, according to studio spokesman, that RKO's new ownership under Howard Hughes will release its backlog of films to tv "where they're selling pictures down the drain.

REVIVAL of project to eliminate present fm band (88-108 mc), to provide room for three television channels between existing low and high vhf band, is underway. In past, any such mention has aroused wrath of fm zealots, headed by late Maj. Edwin H. Armstrong. Proponents contend this means is way of relieving vhf congestion in metropolitan areas needing service. Aside from protest storm from fm licensees, other non-broadcast services have been casting covetous eyes on fm band.

PREPARING to enter the tv booster field, GE is measuring field strength for an unidentified Southern uhf tv station which has serious shadow problem within confines of its main coverage area. If tests show proposed "rim" site can receive station's signals in sufficient intensity to permit rebroadcasting, station will apply to FCC for experimental authorization for booster station to rebroadcast its signals on same channel, and GE will supply equipment.

ANNUAL spring reports of cutbacks in personnel of networks beginning to circulate again. ABC reportedly has trimmed 5-10% and Mutual has been "tightening up," but other networks deny any reductions made or planned.

BECAUSE of questions informally raised regarding acquisition of KOTV (TV) Tulsa by John Hay (Jack) Whitney interests, it's likely that FCC will be advised in greater detail about operations of Whitney organization. It is not "Wall Street" banking house but is strictly an enterprise interested in investing Whitney capital. It was because Whitney group felt television provided avenue for public service and at same time had potential profit yield that $4 million KOTV purchase was negotiated. Group contemplates acquiring other broadcast interests but only where prospects of providing service and of making reasonable return are deemed apparent.

CBS RADIO Affiliates Committee will meet April 27-28—probably in Chicago—to ready plans for general affiliates meeting during NARTB convention in Chicago, May 23-27. Chairman Kenyon Brown, KWFT-AM-TV Wichita Falls, plans to have committee elect replacement for I. R. (Ike) Lounsberry, who resigned with sale of WGR Buffalo to Niagara Frontier Amusement Corp.

MEMBERS of FCC were disposed to be optimistic after their appearance last Monday before Senate Appropriations subcommittee on 1955 fiscal year appropriation (see story page 46). House cut Budget Bureau recommendation from $7,649,300 to $6,694,400. Commissioners were hopeful that entire cut would be restored, permitting retention of present expert staffs at full strength.

FCC's SPLIT decision last week granting newspaper right to intervene on economic grounds in Clarksburg, W. Va., television case tells only part of story. Commission hasn't yet indicated form of hearing. Presumably case could be restricted to purely legal aspects rather than facts and possibly this could be done at oral arguments.

REPUBLICAN currently on Senate Interstate & Foreign Commerce Committee rather than "outside" Senator will be picked to fill vacancy on communications subcommittee created by death of Sen. Dwight Griswold (R-Neb.).

PRODUCTION of 24-in. color tubes at less than $100 each are implied in 26-page "reference memorandum" issued by Chromatic Television Labs., which recounts pilot plant experience of single-gun Lawrence picture tube. Chromatic is developer of Lawrence color tube.

ITS understood that films Zenith intends to use on WOR-TV New York Phonovision test (see story page 84) are run-of-mine type available in open market and do not include any special or new package from any major studio. When Zenith ran 90-day subscription-tv test in Chicago early in 1951, difficulties with major studios impelled appeal to Justice Dept., as well as to other influential contacts. Studios finally came through with more or less recent features for that test.

 tougher.

ultrasonic operators will shoot the works at special Senate hearing

newspaper is admitted to tv hearing in unprecedented ruling

twin cities tv cameras bounced from House subcommittee hearing

tv grant recommended to merged applicants for ch. 4, St. Louis

getting ready for color television: A special report

saturation radio spots pay off for this department store

winners of the Peabody Awards

WOR-TV asks FCC permission to test Phonovision

Teletatus: TV stations on air, tv sets, target dates of tv grantees

P. 48

P. 50

P. 58

P. 60

P. 68

P. 70

P. 76

P. 84

P. 121
The first color transmission in Central New York on January 31, 1954—another of the many firsts that have made WSYR-AM-FM-TV the outstanding broadcast organization in this rich, free-spending market.

NBC AFFILIATE
Headley-Reed, National Representatives
Erikson Resigns Voice Job To Return to Agency

LEONARD F. ERIKSON, director of Voice of America since last July, will leave the post April 30, Mr. Streibert, U.S. Information Agency head, will announce today (CLOSED CIRCUIT, March 29).

Mr. Erikson, who Mr. Streibert credited with having "reorganized and stabilized" VOA into "a more effective, hard-hitting instrument of the Government," rejoins McCann-Erickson, New York advertising agency, as vice president and general executive May 1. Mr. Streibert has not named successor to Mr. Erikson, pending his resignation. Mr. Erikson recalled that he had accepted post on temporary basis.

WHKC Bought by WTVN (TV), WKRC Interests for $158,000

ACQUISITION of WHKC Columbus, Ohio (610 kc, 5 kw, MBS affiliate), by WTVN Inc., licensee of WTVN (TV) Columbus and under same ownership as WKRC-AM-TV Cincinnati, announced Friday by Hubert Taft Jr., president WTVN Inc. and WKRC stations. Price: $158,000. Purchase, subject to customary FCC approval, was from United Broadcasting Corp., which also owns WHK Cleveland and is headed by Sterling E. Graham, publisher Cleveland Plain Dealer and News. WHK not involved in transaction, which was handled by R. C. Crisler & Co., Cincinnati brokers.

"As one who has never lost faith in radio," Mr. Taft said, "I feel that the purchase of WHKC will enormously strengthen our position in Columbus. A tv and am station operated as a team make a logical combination.... One of the impelling forces in our favor purchase was the fact that WHKC's magnificent transmitting site and facilities will permit us to use the same location for our tv station almost without additional cost."

Mr. Taft said that, upon FCC approval of transfer, WHKC and WTVN (TV) would be given same call (probably WTVN-AM-TV).

ABC GIVEAWAY

FIRST telephone giveaway feature added to network since Supreme Court approved them forthnight ago [B.T., April 12] was launched last night (Sun.) on Hazel Bishop Inc.'s Dr. I. Q. program on ABC-TV. Dr. I. Q. each week will call two telephone numbers picked at random and in each case recite famous quotation, award $1,000 to those who identify author.

ABC spokesman saw no conflict between the Dr. I. Q. telephone innovation and ABC's reorganization of its mutual voice advertising, now showing Supreme Court decision, that ABC programming "will not be affected since we still plan to be guided by ABC policy which was upheld in this [Supreme Court] opinion." They pointed out that introduction of telephone on Dr. I. Q. was only new phase of established program, not a whole new telephone giveaway program in itself.

UTC to Offer Radio Series For tv at 'Little or No' Cost

UNITY Television Corp., N. Y., plans to adapt several well known radio series for tv filming and to "pre-sell" them by offering feature film based on three-half-hour segments of each series to tv stations at 'little or no' cost. Technique is said to be innovation in tv film syndication.

Arche Mayers, Unity president, will leave Wednesday for Hollywood to confer with Isidore Lindenbaum of Filmcraft Productions series based on life and works of Mark Twain. Other series planned are said to be on two radio properties—a private eye and mystery format and a romance-comedy show—in additional to one based on popular syndicated comic strip with magician as central character.

NBC Signs Buffalo Ch. 2

SIGNING of Niagara Frontier Amusement Corp.'s newly authorized ch. 2 television station in Buffalo [B.T., April 12] as basic affiliate of NBC-TV was announced Friday by Harry Bannister, NBC station relations vice president, and George F. Goodyear, president of Niagara Frontier Corp., who own the station.

Other new programs and networks for WGR Buffalo for $1.45 million, is slated to commence operations in June with 100 kw power. Ch 2 outlet will be third tv station, second vhf, in Buffalo. WBEN-TV (Ch. 4), which has been carrying NBC-TV, switched basic affiliation to CBS-TV last fall. WBUF-TV (Ch. 17) also has been carrying NBC-TV and other networks.

Bell System Adds Stations

THREE STATIONS—KVAL-TV Eugene, Ore.; KARK-TV Little Rock, Ark.; KJKW-TV Waterloo, Iowa—have been added to Bell System's nationwide television facilities network, with WNET (TV), Providence, R.I., on Moines, WDEG-TV, Chattanooga, WSEK (TV) Erie, WBDO-TV Orlando scheduled for connection this week.
check .... and double check
Plan to Boost Ulf Power Opposed; Other FCC Actions

FCC PLAN to boost minimum ulf transmitter power from present 1 kw to 5 kw met with general opposition in filing of comments at deadline line Friday, including RCA and DuMont which argued for flexibility to permit steady growth [BART ECKERT, 9-14, 22].

They contended other factors such as antenna gain, height and terrain also are important, indicating 1 kw with high gain antenna often can do adequate job economically. "Survival" factor of costs cited by many, including ch. 24 WBTM-TV Danville, Va., which said $100,000 required to boost to 5 kw, when added to $300,000 already invested, would force station to cease operations.


Bid for $400 kc by WDKA Columbus BID for $400 kc filed with FCC Friday by WDKA Columbus also change from 28 kw to 1360 kc to 5 kw 1 day in lowest frequency.

Alabama Educational TV Group Files ALABAMA Educational TV Commission filed with FCC Friday, headed by M. W. Monford, Ala., with effective radiated power 318 kw, which would have served 30,000 volunteer, $100,000 required to $300,000.

The commission said it planned two stations in the Birmingham and Montgomery area.


McCarthy v. Army

EXTENSIVE radio and television coverage of Senate Investigations subcommittee hearing today of Army contract dispute planned on assumption sessions will begin Thursday. Live coverage is planned by NBC-TV, ABC-TV, ABC Radio and Mutual, while CBS-TV, CBS Radio and DuMont refused to present plans.

Pending court ruling on issue of FCC's ability to grant licenses if station has not yet received court ruling on issue of FCC's ability to grant licenses if station has not yet received broadcast license.

McDaniel Renews Appeal For Radio-Tv Tax Relief

AMENDMENT to pending tax revision legislation to kill 10% excise tax on radio-tv sets to be offered by Sen. Russell B. Long (D-La.), he said Friday at Senate Finance Committee meeting hearing of Glenn McDaniel, president of eastern electronics.Tv. Assn., has asked for tax relief. Chairman Eugene D. Milikin (R Colo.) commented he doubted that committee would go into tax excesses at this time.

Mr. McDaniel said tv set industry was only one failing to get major relief in recent excise tax legislation, though all radio appliance industry obtained relief. Asked about effect of color tv, Mr. McDaniel said, "We have created a great monster; the industry is scarcely feared." He said McDaniel's radio would not cost more than $1,000-$1,200 color sets and sales of black-and-white sets have been slowed.

Million-Watt Stations Fight Soviet 'Voice' Jamming

THREE powerful new million-watt radio stations relying Voice of America programs are helping overcome Soviet jamming and now send signals deep into Communist territory, Theodore C. Streibert, director of U. S. Information Agency, said Friday in talk to American Society of Newspaper Editors (story page 3B).

New stations are at Munich, Okinawa and Manilla. Voice is supplying news and documentary tv programs to reach 3 million video sets in 15 nations in Europe, Latin America and Far East, he said.

Elected directors of ASNE Friday were Virginia Danby, Richmond Times Dispatch (WRNL) and Stanley Barnett, Cleveland Plain Dealer (WHRK), both re-elected; Carl Lindstrom, Hartford Times; Michael Gorman, Flint Journal: Walter Lister, Philadelphia Bulletin (WCAU).

UPCOMING

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 23-25: American Women in Radio & Television, Kansas City, Mo.

For other Upcomings see page 127.

People

Harold E. Fellows, NARTB president, named to board of directors of Brand Names Foundation by Barry I. Leithead, Cluett-Peabody, chairman of foundation's board.

Robert S. (Bob) Wilson, associated with Mutual's publicity staff for past 11 years, most recently as exploitation manager, and previously editor of WRJ in New York, joined United Cerebral Palsy Assn. last Friday as manager of radio and television.

Harry K. McWilliams, advertising-public relations director of Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., resigning effective May 15 after 12 years with Columbia. In announcement since January 1953, he formerly was exploitation manager for Columbia Pictures, and before that served with Benton & Bowles, Ted Bates Agency, the late Major Bowes, Rubicon, Cincinnati Summer Opera Assn., San Carlos Opera Co., and Paramount Pictures.

Mrs. Maxine Stover, executive assistant to Robert E. Eastman, executive vice president, John Blair & Co., named head of firm's newly-created station stations department. Purpose of new department, Mr. Eastman said, is to assure proper adherence to varying operations and commercial policies of Blair-represented stations.


Patricia Segarle named program director for radio, H. Thomas Taussig programs for tv, WOR-AM-TV New York, issued statement Friday on Phonexion experimentation plans.

WOR Phonexion Statement

GORDON GRAY, General Telerik vice president in charge of WOR-AM-TV New York, issued statement Friday on Phonexion experimentation plans.

WOR-TV is happy to have the opportunity to cooperate with Zenith in these experimental broadcasts in Phonexion. These broadcasts will serve to make final determination of Phonexion's operating characteristics from a high-powered transmitter at WOR in New York, and we feel may be a real contribution to the future of tv broadcasting. But we feel that the ordinary receiver does not have the ability to receive Phonexion broadcasts for the time being. Hence, the experiments will probably not last more than two weeks. We feel Phonexion tv programs are not properly broadcast.

Syndication of Network TV Show Is Announced

IN ONE of first moves of its kind, arrangements have been worked out for syndication of kinescopes of network tv show, it was learned Friday. Program is Tales of Tomorrow, produced by George F. Foley Inc. Kinescopes of series, which originally appeared on ABC-TV, will be sold to stations (for one run in each market) through Tee Vee Co., owned by George Phillips, authorities said. Arrangement has approval of American Federation of Television & Radio Artists and others involved in series' production to receive full re-use payments.

Anderson Buys KLIR Denver

KLIR Denver, 1 kw daytimer on 990 kc, sold Friday by F. Donald Hall to George Basil Amador for $75,000. AM station was subsidiary of KJSK Columbus, Neb., and KJRG Newton, Kan. He sold KJAN Atlantic, Iowa, last November to local group for $27,500. Mr. Hall is retiring from radio because of ill health.

April 19, 1954 • Page 9
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
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Shows That Win—Win and Show

1st Place

to Russ Emery in all of New England, in TV Guide's television personality contest! Russ emcees New England Talent Club, 5:00 to 5:15 p.m. Monday through Friday. Came to WJAR-TV after playing Gogi's LaRue, Hotel Warwick's Raleigh Room, the Copacabana, Paramount Theater. On TV has been featured on Ken Murray Show, Kate Smith Show, Joan Edwards Show, Celebrity Time, Faye Emerson Show, etc. Has sung on all major radio networks, was male singing star on Pet Milk (Baron Munchausen) Show, guested with Paul Whiteman, Teen Timers and others. . . . had his own Russ Emery Show 56 weeks on WNEW, New York. Look up his Columbia Records releases!

3rd Place

to Hum and Strum, harmonizing daily in songs with piano accompaniment — now celebrating their 30th Anniversary as one of the most harmonious teams in show business. Hum and Strum have played all the major TV and radio nets, all major vaudeville circuits and night clubs everywhere — including southern Europe and Africa with the USO . . . came to WJAR-TV from Monday through Friday from 12:45 to 1:00 p.m. Popular demand recently added night shows Tuesday, Thursday and Sunday. Their recordings have international distribution.

Proof positive of the effectiveness of our live local shows—17 daily, Monday through Friday — in Southern New England's Big, Rich market!

NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives — WEED TELEVISION
"La vita comincia domani"*

... not only for nature, but for advertisers, as well.
Life begins (to become more profitable) tomorrow...
and in the days to come...
when a Storer station is on the schedule.

*"Life begins tomorrow"—Italian motto
STORER BROADCASTING COMPANY

WSPD-TV  WJBK-TV  WAGA-TV  KGBS-TV  WBRC-TV

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 East 37 Street, New York 2, Eldorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 7, Franklin 2-6494
Dope for Doctors
EDITOR:
We are preparing a series of how-to-do-it packets covering various types of projects which state and county medical societies may be interested in adopting. For the packet on TV programming, we would like very much to include a reprint of the article by Irving Settel, "Brightening TV Programs with Cheap Visual Aids," which appeared in your magazine, April 5.

May we have your permission to reproduce this article for distribution to medical society offices in television areas? Proper credit will of course be given.

Jean Meyrick
Administrative Assistant
American Medical Assn.
Chicago

[EDITOR'S NOTE: Permission has been granted.]

DX, TV, PDQ
EDITOR:
In order to obtain more information to aid scientists in their study of television "freak reception," the National Radio Club is sponsoring a TV DX contest this summer. As contest manager, I would like to request all TV stations to verify correct reception reports promptly.

William Moser
National Radio Club
Uniontown, Pa.

At Home and Abroad
EDITOR:
Your article on daytime television [B•T, March 29] is a good one.

In comparison with radio, however, the Nielsen report in the article shows that radio costs only half as much as daytime television on a basis of 1,000 commercial minutes.

This comparison is between in-home radio and in-home television. Therefore it does not tell the complete story. As we all know, radio has a huge outside the home audience and if this audience were included in the attached figures, the radio costs would of course be reduced even further.

Lee Bishop, Pres.-Gen. Mgr.
KORE Eugene, Ore.

Educating Educators
EDITOR:

While on a faculty fellowship granted by the Fund for the Advancement of Education of the Ford Foundation and a leave of absence from Fresno State College, I have had the good fortune to study television from the ground up at WTVJ (TV) [Miami] in cooperation with the radio-tv-film department of the U. of Miami. The working relationship between the university and WTVJ is something other schools and stations could study with profit.

Not only are advanced TV students given the opportunity to prepare weekly broadcasts, but the station turns over to them their entire facilities for educational half-hour productions...

In addition to the undergraduate apprenticeship there is the graduate professional apprenticeship program. . . It is my earnest hope that any educator who undertakes an apprenticeship in a commercial station will have the same wonderful cooperation, courtesy and unselfish assistance which I have received from Lee Ruwith, manager of WTVJ, and his entire staff.

Edwin Lombard
Dir. of Radio-Tv Broadcasting
Fresno State College
Fresno, Calif.

Broadcasting • Telecasting
ALICE HEINECKE

representing

SESAC

The Best Music
In America

.... and an outstanding
Transcribed Library

at the

AWRT

Kansas City, Mo.

April 22-25, 1954
WNBF still is Number One in Chicago Television
The Record Tells the Story

Quarter-Hour Ratings*
Station WNBQ has the highest rating in 20 PER CENT MORE quarter-hour periods that Station B and 20 PER CENT MORE than Stations C and D COMBINED.

Average Quarter-Hour Ratings*
Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

7:00 p.m. to 11:00 p.m. (Sunday-through-Saturday)*
Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

4:00 p.m. to 7:00 p.m. (Monday-through-Friday)*
Average WNBQ rating is 76 PER CENT GREATER than Station B and 93 PER CENT GREATER than COMBINED ratings of Stations C and D.

Proof again that more Chicagoland viewers are tuned most of the time to

The Quality Television Station of Mid-America

*American Research Bureau, March 1954

Represented by NBC Spot Sales
ASK Doris Louise Corwith what her hobbies are and she'll tell you: "People—and working with people in organizations."

Mrs. Corwith, one of the best-known women in network broadcasting, is NBC supervisor of public affairs programs. For two years she has been president of American Women in Radio & Television. She also is a past national president of the American Legion Auxiliary.

She believes national organizations have made a great contribution to American progress. From organizations, she says, "people get an important exchange of ideas, a widening of their own horizons, and the inspiration and courage to do things in a group that they wouldn't do as individuals. One person alone can't clean up a corrupt situation in a community; one person pooling his knowledge, interest and resources with others has the strength to go ahead with the objective." She also believes national organizations develop much-needed leadership qualities.

Mrs. Corwith's broadcasting career dates from 1941, when she went to NBC and said she felt too few people knew about the operations of radio. As American Legion Auxiliary's national radio chairman from 1935-39, she had noted this. "They're all using it," she told NBC, "but they don't know what goes on behind the scenes." NBC engaged her to tell the public what did go on behind the scenes.

For three years she went out speaking about radio to college and high school groups and to men's and women's clubs. She gave it up in 1944 because wartime travel was bad. Gradually she took over supervision of various programs in the network's public affairs and education department. In 1946 she became assistant to the department's manager, and in 1950 was made supervisor of talks and religious broadcasts. In 1951 she was named supervisor of radio and television public affairs programs, her present job.

From her desk at NBC headquarters in Radio City, New York, Mrs. Corwith coordinates for the network all details of Meet the Press, American Forum of the Air and Youth Wants to Know (all three on both tv and radio), and other regular program series. She also supervises special one-time tv and radio broadcasts, chiefly those involving national organizations and talks by the President and other government figures.

In working with organizations interested in presenting tv or radio programs, Mrs. Corwith finds one central problem. That, she says, "is to get them to direct the programs to the general audience rather than to their own membership. I try to get them to recognize the fact that they're working in a highly competitive field and should recognize that competition by budgeting money for dramatic or documentary programs rather than presenting talks or discussions by representatives of their own membership."

Before joining NBC, Mrs. Corwith's chief activity outside her home was the American Legion Auxiliary. She became a charter member of the Auxiliary in 1924. In 1935-36 she was New York State president, from 1935-39 its national radio chairman, and in 1939-40 its national president.

One story Mrs. Corwith likes to tell on herself dates back to the time she was Legion Auxiliary president. She went to the White House to present President Franklin Roosevelt with a memorial poppy to launch the annual nationwide sale. She chatted with the President half an hour, but when she left the President's office, it suddenly dawned on her she had made no arrangement for a photographer or reporter to cover the ceremony. "Apart from my personal pleasure in meeting the President," she says, "that interview was completely lost."

Mrs. Corwith was a member of the original steering committee that staged the Awrt convention in New York City in 1951. At that convention she was elected eastern vice president. She was a member of the committee that drew up the code of ethics and standards of practice for women in radio and television. In 1952 she was elected to a two-year term as president of AWRT which, during its three years has tripled its membership and now numbers nearly 900 women broadcasters and executives.

Although she gave up her full-time speaking post with NBC a decade ago, Mrs. Corwith still travels occasionally to deliver talks on broadcasting or allied subjects. Just before the start of the AWRT convention this week, she will squeeze in a talk, the night before, to the Kansas City Women's Chamber of Commerce.

Mrs. Corwith was born Jan. 8, 1898, and reared in her father's country hotel in Hillsdale, N. Y. Her parents were Mr. and Mrs. Harry P. Sweet. She was educated at New York State College for Teachers, at Albany. After her graduation in 1918, she taught English four years.

In 1922 she married William H. Corwith, an attorney and president of Corwith Brothers Inc., real estate and insurance firm. Although they have no children, the two have reared a nephew and a niece, the children of Mr. Corwith's brother. The children's mother died when they were infants.

Mrs. Corwith is a member of the American Assn. of University Women (Nassau County branch), the Eastern Star, and the Business and Professional Women's Club of Nassau County.
Yup... It's a STEAL at this RATING with a 4.6 quarter-hour average in the March '54 ARB.

No station has a higher rating at this time... in this market.

5 years of acceptance with a family audience.

Current users: The Fisher Baking Co.
The U.S. Rubber Co.

For proof of performance, call:

NEW YORK
BARclay - 7
3 2 6 0

NEW JERSEY
MITchell - 2
6 4 0 0

or ask your Weed Television representative

WATV channel 13
Television Center - Newark 1, N. J.
SERVING THE NEW YORK - NEW JERSEY METROPOLITAN MARKET
Want to be a hero?

Send for CBS Radio Spot Sales!

We're stationed in the right places to help you take quick, decisive action. For in fourteen of your richest major markets the station we represent is first on the scene.

First every time, too! Month after month, throughout all of 1952 and 1953, each of these fourteen CBS Radio stations delivered the largest average share of audience in its market. And still does.

What's more, the increase in radio homes in these fourteen areas is phenomenal—25 per cent since 1947. And in these fourteen markets alone, well over two and a half million new radios (excluding auto sets) were sold last year—a 20.5 per-cent jump over the preceding year.

Want to come through in a blaze of glory and reap a hero's reward? Just put in a call to CBS Radio Spot Sales for choice availabilities on the fourteen top-rung stations we represent. You'll be glad you did!

AN OLD radio and television favorite, The Goldbergs, heard for years on radio and seen for a time on tv, made a comeback last Tuesday evening on the DuMont Television Network. There is no reason that it should not stay at its new location a long time. Gertrude Berg, who writes the series and plays the lead role as well; is a top notch character actress, as anyone who knows Tremont Ave. in the Bronx—the street where Molly and her family live—will testify.

As Molly, a wonderfully warmhearted Jewish wife, mother and authority on neighborhood activity, she has captured a certain realism in her portrayal that sets the show apart from domestic comedy and attempts to win an audience with surface characterization alone. The program rings true and so do the people—particularly Molly—who play in it. They are real people. If they were not, The Goldbergs could be easily classed as "soap opera." It is this difference that accounts for the program's charm.

The episode last week was simple enough along plot lines. Sammy Goldberg, Molly's only son, was coming home after a two-year hitch in the Army. In her excitement, Molly made her way from one malapropism to the other as she readied the family, the festivities and the neighborhood for Sam's return. It was a very gay occasion not unlike one that might take place in any apartment in any city when a close-knit family was being reunited.

The show is expertly cast with only one exception. Robert H. Harris, as Jake, Molly's husband, does not match the quality of characterization delivered by his tv spouse. Mr. Harris gives an almost straight interpretation. His dialect is not consistent and when he uses it, it seems formed. On the other hand, Eli Mintz, who has played Uncle David for years, came through with a fine performance. He and Mrs. Berg play exceptionally well together.

Along with her strong audience appeal, Mrs. Berg is undoubtedly a sponsor's delight too. She also is handling the commercials on the show in an ingratiating friend-to-friend ap proach to selling that is sure to boost vitamin pill sales wherever the show is carried. She does the opening and closing commercial in character, leaning out of her apartment window chatting about Rybutal, a vitamin capsule that she feels surpasses all medication known to man. There is no middle commercial. From a program standpoint this is a happy turn of events.

MALAYA, WAR WITHOUT END

Network: NBC Radio
Time: Saturday, April 10, 1:30 P.M.
Sustained by: Irving R. Levine
Interviewer: Rhona Connery
Producer: under supervision of J. O. Meyers and Chet Hagen of NBC News Room

ANALYSIS of the six-year-old war in Malaya was presented to listeners April 10 on NBC Radio. It was an effective documentary, well thought out, well written and well produced. If the radio audience was left with a sense of futility it was not the fault of the program; the subject with which it dealt was at best gloomy—a story of a war seemingly without end.

No attempt was made to dramatize the content of the broadcast and that was as it should have been. The realism of the Malaya story was dramatic enough in itself to hold an audience for a half-hour program. NBC chose to give a straight summary of the Malayan conflict using on-the-spot tapes of opinions of men who have fought in this so-called "emergency" as well as British subjects who live in Malaya. The microphone took listeners out on patrols with soldiers. It recorded comments of English housewives as they recalled escapes from ambush set up by Red guerrillas. It brought listeners a statement from a Chinese boy who had deserted the Communist cause when he became disillusioned with its false promises.

From a standpoint of integrated programming, all points that add up to a good documentary broadcast were covered. There was a summary of conditions in Malaya since the war began, a discussion of the kind of war that it actually is, comments from people who know the war first hand, a brief outline of the Communist goals in Malaya and concluding opinions on conditions that would have to prevail if there is to be a peace of any kind.

Rhona Connery, NBC correspondent in Malaya, spent over a year collecting tape for this broadcast. She came up with some excellent material. Irving R. Levine, another NBC reporter wrote and narrated the production.

BOOKS


FOR those who plan a radio or tv career or for those who wish a practical guide to further specialized study in the field, this book is recommended by its writers. It emphasizes broadcasting and telecasting procedures and presents background material. It includes network and station organization and management and furnishes job inventories and descriptions. Chapters treat announcing, speech, acting, auditioning, directing, script writing and continuity for radio and tv. Newswriting and newscasting, educational radio-tv, tv films, audience measurement and research and industry regulation. Illustrated.
WKRC the King in the Queen City

WKRC RADIO reigns in Cincinnati in Quarter Hours Monday through Friday *

* Based on 70 one quarter hours daily 6 A.M. till midnight. Two quarter hours showing tie ratings not included.
* January-February 1954 Pulse.

All top ten daytime and nine of the ten top night time shows are heard over WKRC Radio*

**CINCINNATI

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

REPRESENTED BY THE KATZ AGENCY - CBS RADIO NETWORK
NOW ON THE AIR

YOUR TV OPPORTUNITY IN THE LAND OF OPPORTUNITY

KARK-TV
Channel 4
LITTLE ROCK'S ONLY TV STATION

You know of Radio Station KARK's 25 year old OUT FRONT record in the Central Arkansas market... first in ratings, first in sponsors, first in results. Well, one good thing always leads to another, and now KARK-TV is saturating the same market with NBC-TV programming on 58 KW E.R.P. If this hasn't convinced you that KARK - TV on Channel 4 is your TELEVISION OPPORTUNITY IN THE LAND OF OPPORTUNITY the further details your Petry Man has will!

WITH her father's advertising experience an integral part of her childhood, Joy Fisher Malli-coat, media buyer for Warwick & Legler Inc., Los Angeles, is doing what seems natural.

Born in Long Beach, Calif., 28 years ago, the daughter of Clarence E. (Bud) Fisher, her first job was with CBS Radio Hollywood script department in the summer of 1943.

In 1947 she started her career in earnest as secretary to Smith, Bull & McCreery, Hollywood advertising agency. The following year she joined Bruscher, Wheeler & Staff's Los Angeles office as secretary to the radio-tv director. Promoted to timebuyer, she handled Acme Breweries and the first Brew 102 campaign for Maier Brewing Co.

With two beer campaigns to her credit, Mrs. Malli-coat in 1950 moved to Lockwood-Shackleford Adv. Agency (since merged with Hixson & Jorgensen) as media director and timebuyer, handling the campaigns for Eastside Beer.

The next year, when Pabst Brewing Co. bought Eastside from Los Angeles Brewing Co., Warwick & Legler acquired both a new account and a new timebuyer.

Now, Mrs. Malli-coat is media buyer for Eastside, which she claims has the largest Los Angeles tv schedule of any beer advertiser for all of Pabst's West Coast spot announcements. Providing variety is H. J. Caruso, Compton Dodge-Plymouth dealer.

A firm believer in sporting events to capture the beer drinking audience, she recalls that until two years ago the idea of appealing to women was hooted at by beer companies. With the growing importance of supermarkets, more and more women are now doing the purchasing. Opining that Eastside's current campaign is the brewery's best one, Mrs. Malli-coat lists its one-third sponsorship Hollywood Stars and Los Angeles Angels home baseball games on KHJ-TV, augmented by a heavy radio-tv spot schedule in conjunction with top-rated Southern California programs.

Pabst currently has two daily newscasts on Inter-Mountain Network and news strips in five Colorado markets. H. J. Caruso, in addition to the major league game of the week on KABC-TV, has three feature films weekly on KTLA (TV) and the weekly hour-long Peter Potter disc program on KLAC, all Hollywood.

She makes her home in suburban Sherman Oaks with her parents and nine-year-old son, Alan. As he is a "natural athlete," Mrs. Malli-coat has all the more reason to indulge her avid interest in sporting events.

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Edward Petry & Co., Inc.
It's No Draw...in Omaha

When buying TV in the Omaha area, it's no knotty problem . . . it's unanimous decision for KMTV everytime. KMTV—and only KMTV—can offer you larger audience and greater coverage in this 240,000 set market.

JUDGE FOR YOURSELF

For Audience—The most recent Pulse Survey in Omaha (January 4-10) gave KMTV 9 of the top 10 weekly shows. The latest ARB Omaha Survey (Feb. 8-14) revealed KMTV carried 8 of the top 10 shows.

For Coverage—A recent survey of the TV-viewing preference in 7 cities throughout Missouri Valley area found that 85% of all people interviewed watched KMTV regularly. This survey, compiled by Omaha University students under expert supervision, showed that KMTV led the next highest station almost 3 to 1 as the ONE station most watched throughout the day. KMTV's signal was called the most dependable by more people than the 7 other stations combined.

Here's why KMTV saturates this 2-billion dollar market completely: 100,000 watts of power . . . low channel 3 . . . the flat Missouri Valley terrain . . . the high efficiency of KMTV's antenna and engineering facilities. BUY THE STATION THAT DELIVERS—Contact KMTV or Petry today.

Smart advertisers all agree: In Omaha the place to be is Channel 3

TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

Represented by

Edward Petry & Co., Inc.
Wherever you go there's WGR radio

- Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show ... the long-popular Keatons, headliners in entertainment ... and in ratings!

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.
nothing Works Like Wantmanship

Give people the want and you're on your way. The Crosley Group does it with Wantmanship, the dynamic new dimension in selling. Typical of the Group, WLW-D, Dayton, audiences your advertising with promotion to make sure your sell is seen and heard. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

the CROSLEY GROUP

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Hollywood
Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America—seven days a week—the year around?

KCMO, Kansas City's only 50,000 watt station. The 1953 composite Conlan "Study of Listening Habits" in Mid-America rates KCMO over all other Kansas City stations. In fact, KCMO serves a larger Mid-America audience than any other station heard in the area.* Simple sales arithmetic shows that KCMO is your best buy in the rich, expanding Mid-America market.

*There's good reason, too. For information on how KCMO's bright, fresh programming commands the loyalty of Mid-America's largest audience, contact KCMO or the Katz agency.

KCMO radio

50,000 Watts at 810 Kc.
125 E. 31st St., Kansas City, Mo., or THE KATZ AGENCY

"It's a Meredith Station"
158 NBC AFFILIATES ACCEPT NETWORK'S FIRST 'SPOT' SALE

Thirty-three affiliates reject, 8 have not replied, as NBC Radio announces first sale of a single one-minute participation in its 'spot announcement' sales plan. NBC officials said the purchase was to be carried as scheduled last night.

NBC's controversial "spot announcement" network radio sales plan appeared last week to have weathered its first storm with NBC affiliates and to be gaining momentum with advertisers.

Officials said Thursday that the first sale under the plan, a single one-minute participation ordered by Kiplinger's Changing Times magazine for last night's (Sunday) Dave Garroway radio program [B&T, April 12], had been accepted by 158 affiliates and, although 33 affiliates had rejected the plan, with eight others still to reply, the participation would be carried as scheduled.

From an opponent of the plan, however, came a cry of "coercion" by the network. A spokesman for this affiliate, which had rejected the Kiplinger order, said NBC notified the station it would not be fed the first half-hour of the two-hour Garroway program since the Kiplinger announcement was scheduled in that first 30-minute period. Yet in placing the order with affiliates, the station spokesman contended, NBC said it would be a cue announcement and specified the approximate time, indicating that stations not accepting the business would be able to cut the commercial out of the program.

NBC's Contention

NBC authorities, however, contended their procedure was normal in not feeding a commercial segment to an affiliate not accepting the commercial order. They also pointed out that, under the participations plan, affiliates may sell locally any spots not sold by the network, and said the timing of the Kiplinger announcement was made known to affiliates in advance in order to avoid conflict between the network sale and any sales made locally by the stations.

Meanwhile, it was learned that Liggett & Myers, for Chesterfield cigarettes, is set to underwrite participations on two of the three programs comprising NBC's so-called "Three Plan"; that arrangements are expected to be completed shortly for participations sponsorship by NBC's parent RCA, and that negotiations with at least two other advertisers appear near completion.

Chesterfield is slated to sponsor 13 announcements on the Fibber McGee & Molly series (Mon.-Fri., 10-10:15 p.m.) and seven on Second Chance (Mon.-Fri., 11:45 a.m. to noon), starting late in June.

These participations are in addition to Chesterfield's expected renewal of sponsorship of the Dragnet program on NBC Radio. Agency is Cunningham & Walsh, New York.

FINESHRIBER CITES 117 MILLION RADIOS OVER U. S. IN NEW NBC SALES APPROACH

MEASURE radio and you measure America. So says NBC Radio in a new presentation that the network's salesmen will start making today to advertisers and agencies. The presentation, shown Thursday in New York by William H. Fineshriber Jr., vice president in charge of the NBC Radio network, in a news preview session, emphasizes that:

- There are now 117 million radio sets in the country.
- Of the nation's 47,500,000 homes, 46,600,000 are radio homes.
- America's acquisition of radios is accelerating, despite tv competition. Last year the American public spent $775 million for 12 million new radios, a third more radios than were sold in 1952 and 714% more radios than tv sets.
- Two out of three of these new radios were purchased for use outside the living room—4¼ million auto radios, 1¼ million portable sets and nearly 2 million clock radios.
- Each week, 41¼ million families listen to the radio for an average per home of nearly one full 24-hour day.

- Each minute, more than 8 million people are listening to the radio.
- Mr. Fineshriber pointed out that, impressive as they are, these listening statistics (taken from Nielsen reports) reflect primarily living room listening, although there are 70 million radios in other rooms or outside the house.

"With 117,000,000 radio sets being used by 46,600,000 families, it can no longer be said that one radio makes a radio home," he said. "Likewise, one commercial does not equal an advertising campaign. To advertisers, the expansion of radio listening throughout the house and throughout the day dictates new selling strategies—tactics that emphasize the need for around the clock circulation, cumulative coverage of millions of different homes, frequency, or the repetition of the sales message over and over to the same people. Radio's ability to pre-select the advertiser's market becomes even more valuable. Likewise, there is continuing need for advertising which can merchandise—"name" talent which can be promoted through attention-getting displays at the retail level."

Concluding with a strong commercial for his network, Mr. Fineshriber declared that "for all national advertisers, regardless of the size of their budget, NBC Radio provides new ways
**NBC'S RADIO APPROACH**

**ADVERTISERS & AGENCIES**

**'SEE IT NOW' AUDIENCE INCREASED—ALCOA**

Sponsor of Edward R. Murrow show on CBS-TV admits 'uncomfortable moments,' but is watching the Murrow-McCarthy controversy's impact on the audience.

ALUMINUM CO. of America, sponsoring Edward R. Murrow on the CBS-TV See It Now program, is having "uncomfortable moments" but the audience has increased during the Murrow controversy with Sen. Joseph R. McCarthy (R-Wis.). Alcoa President I. W. Wilson told the company's stockholders Thursday.

Alcoa is keeping a close watch on the controversy and its impact on the TV audience. Mr. Wilson, and frequently reviews all aspects of the program. He reminded stockholders that the program was started in December 1951 when there was no metal to sell, with the idea of getting an audience for its public relations messages. The program was selected as a medium of good taste and public service [B&T, April 12].

Comment Aids Firm

Increasing comment by the public is good for the company, stockholders were informed. Mail stirred by the controversy has totaled around 4,000 letters, with more in favor of the commentator than against him. Some letters have been violent, such as one suggesting the firm name be changed to Aluminum Co. of Russia.

Mr. Wilson noted that the company now has plenty of metal to sell. He assured stockholders Alcoa is watching the program closely after some of them had asked if it's right to use company funds to let one man give his opinion. "We felt the program was bringing us good results, both from the public relations and advertising points of view," he said.

Arthur V. Davis, Alcoa board chairman, said the company feels Mr. Murrow has no Red ties. "We have no thought that he is a Communist," he continued.

Mr. Wilson said the McCarthy controversy hasn't detracted from the program's audience appeal but actually has made it more successful than before.

No indication of any change in the company's hands-off policy in regard to the program was indicated. Alcoa said it has nothing to say about content of the commentary and has not been consulted about the handling of the McCarthy dispute.

Summer replacement plans have not been discussed with CBS by Alcoa, which has been off the air eight weeks in each of the two past summers. Last year Mr. Murrow was off the program 13 weeks, with a five-week interim program used pending his return.

**Peerless Readies Spot**

PEERLESS Electric Inc., New York (Brol-Quik line of infrared broiler rotisseries), has appointed Hicks & Greist, New York, to handle its advertising, effective immediately, Max Steinbock, president of Peerless, announced last week.

The company plans a $2.3 million advertising campaign which includes a New York television spot drive.

**NAME ADVERTISERS SPUR TV ACTIVITY**

At least six national network advertisers are busy signing renewals and participations or seeking new time segments.

AT LEAST a half-dozen national TV advertisers last week were in the process of signing renewals, booking participations or looking for new time segments for network shows.

The group included American Chicle Co., Texaco, General Motors (Buick), Florist Telegraph Assn., Procter & Gamble (Tide), and General Foods.

American Chicle, New York, through Dancer-Fitzgerald-Sample, New York, was negotiating for one-third sponsorship of the Sid Caesar show which NBC-TV plans to launch next fall (Monday nights, three weeks out of four). Both Speidel watchbands and Block Drug, alternating sponsors of Name That Tune which is dropped from its time slot by the network to make room for the Caesar show, also have been offered participations on the new comedy program [B&T, April 12]. Both advertisers have about a month to make a definite decision for next fall.

Built by Kudner

Texas Co., which sponsored Milton Berle on NBC-TV a year ago, plans to start a weekly half-hour comedy show built by its agency, Kudner Inc., New York. The show will feature top name comics. Advertiser is negotiating with both NBC-TV and CBS-TV for evening availability.

General Motor's Buick Division is planning to renew its sponsorship of Milton Berle on NBC-TV for next year. Kudner agency also services the Buick account.

The Florists Telegraph Delivery Assn. will, in addition to its spot announcement campaign [B&T, April 5], participate in the CBS-TV Morning Show and NBC-TV's Today and Home shows to push sales for Easter and Mother's Day. Grant Adv., New York, is the agency.

Procter & Gamble's Tide, after sessions in

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**for 46,600,000 radio homes—the floor plan shows 117,000,000 radio sets.**

Distribution of sets in the home as seen by NBC

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New York last Thursday and Friday, is expected to sign renewal papers for the Letter to Lorettta program on NBC-TV, Sundays, early this week. Agency: Benton & Bowles, New York.

General Foods, also through Benton & Bowles, has been thinking about a possible replacement for the Monday night Red Buttons Show on CBS-TV. The decision does not have to be made until May 20, but it was understood the client would renew the time period for next fall.

**Fla. Citrus Group Allocates $650,000 for MBS Show**

THE FLORIDA Citrus Commission has authorized $650,000 of a proposed $1 million radio-TV budget for sponsorship of a five-times-a-week radio program for 52 weeks, it was announced last week.

The $650,000 is intended for the Tom Moore show, which will originate from Florida, 11-11:25 a.m., on MBS, reaching 560 stations.

Action was taken last Thursday when the Commission met to select one of three radio-TV plans prepared for them by their agency, the J. Walter Thompson Co.

Final negotiations are still to be worked out with the network. Cost of the radio show has been set at $1 million. A balance of $350,000 is still to be agreed upon. The Florida State Advertising Commission has indicated it might contribute $200,000 towards the cost of the program.

Part of the accepted radio-TV campaign calls for spot announcements on NBC-TV's Today.

**Krug Joins C&HCM&S**

PETER ARNOLD KRUG, head of radio and television, Hicks & Greist, New York, for the past seven years, has been appointed director of the radio and television department of Calkins & Holden, Carlock, McClinton & Smith, New York, effective last Friday. He will direct radio and television activities of such clients as Prudential Insurance Co. of America, Stokely - Van Camp, Mars, Alcoa, Oakite, Stereo-Realist Cameras, and others.

Prior to his affiliation with Hicks & Greist, Mr. Krug was with Donahue & Coe and before that with WBEB, Buffalo and WBNS Springfield, Vt. (now WNKNE). He succeeds Henry Hull Jr., who leaves to become a television consultant in England.

**JWT's Dibert to Chicago**

TRANSFER of George C. Dibert, vice president of J. Walter Thompson Co., from New York to Chicago was to be announced today (Monday) by George Dibert, vice president and manager of the agency's Chicago office. Mr. Dibert will be assigned in a management capacity to the Swift & Co. account.

A member of Thompson's New York office for 21 years, Mr. Dibert has worked on advertising planning for Standard Brands, Lever Bros., RCA, Ballantine, Ponds and other accounts. He was media director on New York office accounts for nearly 10 years. Previously he was with Young & Rubicam, New York.

**Dr. Pepper Favors Radio in Budget**

Spot announcements already bought on 150 stations. Bulk of $1 million budget to radio.

BULK of Dr. Pepper Co.'s 1954 $1 million-plus advertising campaign will go into radio, it was announced last week.

A. H. Caperton, advertising manager for the soft drink firm with headquarters in Dallas, Tex., said that television, newspapers and magazines also will be used to support the greatest bottler participation drive in its history. Another estimated $250,000 will be spent by 400 bottlers themselves, though no estimate was available on the amount to be allotted to broadcast media. The account is handled by Ruthrauff & Ryan, Chicago.

Building its drive on the basis of competition with coffee and tea, and other soft drink beverages, Dr. Pepper has bought spot announcements on some 150 stations (all radio) throughout the country, with Del Shabutt handling commercials. Stations in 40 cities are carrying The Silver Dollar Man show.

Tv spots will include a variety of animated presentations. Bottlers are being furnished radio-TV spots, newspaper mats, publicity aids, point-of-sale pieces and other material for use in local advertising and promotion programs using the "Wake Up Your Taste" theme.

**C-P Renews 'Comedy Hour'; Bates Agency to Produce 20**

COLGATE-PALMOLIVE Co. will sponsor Colgate Comedy Hour (Sun., 8-9 p.m. EST) again next season, starting Sept. 19, but with Ted Bates & Co., Colgate agency, sharing production honors with NBC-TV.

In a departure from the network's general policy of producing its own shows, Ted Bates will produce 20 of the Comedy Hour programs. The agency was reported to have convinced Colgate-Palmolive that it could produce high-ranking programs for the series less expensively than NBC-TV.

Comedy Hour will be seen three Sundays out of four over a span of 39 weeks, with NBC-TV's projected color "spectaculars" going into the 7:30-9 p.m. spot every fourth Sunday. Comedy Hour programs produced by NBC will include a number of book shots similar to that of Anything Goes during the past season, as well as the Martin & Lewis shows.

Colgate also is retaining the Sunday 8-9 p.m. time period for the summer, with the Comedy Hour summer replacement program to be announced shortly.

**Hamm's Purchasing Nearly Half Million in Baseball**

THEODORE HAMM Brewing Co., St. Paul, will spend approximately $400,000 on radio-TV baseball coverage this year, it was learned last week.

Newest baseball purchase is that of 24 night and day games of the Minneapolis Millers and St. Paul Saints, American Assoc. teams, on WCCO TV there. It will co-sponsor tv.

Other buys include co-sponsorship of 12 games of the Albuquerque Dukes on KOAT-TV, about 130 contests of the local Fargo-Moorhead Twins (Class D, Northern League) on KVOX Moorhead, Minn., radio, with co-sponsorship; about 120 games of the Northern League Eau Claire Braves on WEAU, with Hamm's picking up one-third of the tab, and 40 Northern League Duluth night games on WDSM Superior.

No regional networks are involved in any market, although it was reported that Hamm's was interested at one time in setting up such a hookup for the Chicago White Sox and Cubs daytime home games emanating from WGN-TV there [B&T, April 12].
MEETING of creditors involved in bankruptcy proceedings filed against Muntz Tv Inc., Chicago set manufacturer now in process of reorganization, was held in Chicago the past fortnight.

The session was held at the offices of Michael Shore Adv, Chicago agency and one of three complainants in charges against the firm and two Muntz subsidiaries, with broadcasters and newspaper representatives in attendance. It was understood that creditors would decide to press their claims for unpaid bills pending outcome of the reorganization. The agency and two suppliers listed bills of $476,000.

Deadline on the reorganization proposal is July 10 for shareholders and creditors and Aug. 30 for filing by trustees. Hearing on proposals has been set for Sept. 15.

SPOT NEW BUSINESS

Florist Telegraph Delivery Service, on May 15, for that day only, to place spot announcement campaign in 11 markets. Firm also expects to use tv schedule. Agency: Grant Adv., N. Y.

Essotane bottled gas, used for home cooking and tobacco curing, placing radio spot announcement campaign to start May 30 for six weeks, followed by two more weeks in tobacco area. Campaign will go in three states, North and South Carolina and Virginia. Agency: McCann-Erickson, N. Y.

Jay Broiler Co., N. Y. (Roto-Broil '400' series), announced $115 million has been allotted to promote the rotisserie broiler during 1954 with a major portion to be spent in the Western market, utilizing radio-tv, along with other media.

Standard Oil Co. (of Indiana) will utilize 33 radio and 11 tv stations in 32 key Midwest cities for sales messages to promote its new Super PERM oil line as part of a heavy advertising campaign for April and May. The commercials will be aired on radio-tv news and sports shows and in spot announcements.

Orange Julius Sales Co., L. A. (fountain orange beverage), started summer spot campaign on KBIG Avalon, Calif., April 15, adding two more Los Angeles area stations May 1, making approximate total of 1,000 announcements per month through Sept. Agency: Beckman, Hamilton & Assoc., L. A.

NETWORK NEW BUSINESS

Quaker Oats Co., effective June 1, buys Tuesday and Thursday segments of ABC Breakfast Club out of Stockholm, 8:45-9 a.m., continuing 8-8:15 on radio Tuesday and Thursday until June 1, when it will pick up complete simulcast, throwing Mon.-Wed.-Fri. radio first quarter-hour up for sale. Deal sells out Breakfast Club on radio-tv across the board in last quarter-hour with Philco Corp. beginning Mon.-Wed.-Fri. tv sponsorship 8:45-9 a.m., April 12 to supplement radio portion. Agency: J. Walter Thompson Co.

NETWORK RENEWALS

Miles Labs renews News of the World on 187 NBC radio stations (Mon.-Fri., 7:30-45 p.m.) for 52 weeks, through Geoffrey Wade, Chicago.

Doubleday & Co., Garden City, N. Y., renewed The Answer Man on 12 CPRN stations, Sat., 7:45-7:55 a.m. (PST), from April 10; Sun., 9:45-9:55 a.m., from April 11; Sun., 10:15-10:25 p.m., from April 18, and Sat., 12:15-12:25 p.m., from May 22, each for 13 weeks. Agency: Thwing & Altman Inc., N. Y.

AGENCY APPOINTMENTS

Colonial Provision Co., Boston (packers of Colonial shoulder and frankfurts), appoints Ingall-Minter Co., same city, to handle merchandising, sales promotion and advertising.

The Home Builders Assn. of Metropolitan Washington, D. C., appoints Kal, Ehrlich & Merrick, same city, to handle advertising for eighth annual Home Show and Home Furnishings Festival, April 24-May 2. Radio, television and newspapers will be used.

Marinoland of the Pacific, Palos Verdes, Calif. (recreational and educational development), names West-Marquis Inc., L. A. Radio and tv saturation spot announcement campaign will be used for opening this summer. Roger Combs is account executive.

J. W. Elsworth Co., N. Y. (Ocean Pearl frozen oysters), names Jimmy Fritz & Assoc., Hollywood. Campaign is planned in western and Midwest states during "r" months.

N. Y. 3% Tax Could Force Out Agencies

EXTENSION of the New York City 3% sales tax to advertising agencies (B&T, April 12) would serve only to drive many agencies from the city, given the possibility that the commercial radio and tv programs would follow them out of New York, Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared Wednesday during a budget hearing before the city's board of estimates.

Mr. Gamble's arguments were augmented by Lawrence Valenstein, president of Grey Advertising and a director of AAAA, who said that for his agency, which has offices only in New York, the effect of the tax would be the same as if the agency's rent were to be increased by 90% of the tax.

It would take more than 25% of Grey's net profit before state and federal taxes, he said.

New York Mayor Robert Wagner was quoted as promising to give "the most careful consideration" to the serious practical questions raised by Messrs. Gamble and Valenstein and the others who appeared in opposition to the proposed broadening of the application of the city sales tax. During the hearing, however, the mayor declared that while everybody wants better city services nobody seems willing to pay for them. The complete sessions were broadcast by municipally-owned WNYC New York.

Declaring that the average advertising agency profit is only 6.2% of net income, or less than one per cent of gross billings. Mr. Gamble said that if the tax were to be imposed, the agencies would have to absorb it as they cannot pass it on to the client, whose payments for advertising time and space are expressly exempted from the tax proposal, nor to the media from whom the agency receives its 15% commission.

The agencies cannot absorb the tax, Mr. Gamble stated, "because it would amount to nearly 40% of their average net profit before federal income taxes—30% more than they pay on the average in federal income taxes."

New York agencies, which now place 55% or more of all national advertising, would be forced to move elsewhere if they are to compete with agencies outside the city, Mr. Gamble said. If they are forced to move, he warned, "suppliers, artists, etc., will tend to follow. Radio and television will probably go to Hollywood and Chicago."

This, he explained, would entail a loss to the city of some part of the 20,000 agency employees, with a payroll exceeding $120 million, plus $50,000 supplier employers. Total loss would mean $500 million in salaries, he said, plus $50 million in rentals, plus the millions in taxes now paid on materials.

If they will have more New York City people out of work and hence will need a still larger budget with a reduced business to raise it from," Mr. Gamble said. Noting that "diluting the value of the dollar spent for advertising will weaken sales," he declared, "if you tax advertising and weaken it, you are bound to have less sales to tax and less revenue from the sales."

Moving from Mr. Gamble's general figures, averaging those of all New York agencies, Mr. Valenstein cited the specific example of his own agency. With 81% of its business coming from out-of-town clients who could easily place their advertising with agencies outside New York, he said, the tax would have the effect of placing a premium on doing business with a New York agency. In effect, he said, the tax would tell New York agencies to get out of town.

Raleigh Industries of America (bicycles) appoints H. B. Humphrey, Alley & Richards Inc., Boston and New York. Account will be handled by Boston office.

L. D. Company (Western Hemisphere distributors for Baret Ware, manufactured in England) appoints Cayton Inc., N. Y.

Liebhmann Brewery Inc., N. Y., names Foo, Cone & Belding International div. to handle all Rheingold extra dry beer advertising in Puerto Rico, effective immediately. Radio and tv will be used.

AGENCY SHORTS

The Whitebrook Co., 730 Fifth Ave., N. Y., has been formed by Lloyd Whitebrook, former vice president in charge of service in New York office, Joseph Katz Co. Accounts and personnel to be announced shortly.

Time & Space Inc., Hollywood, changes name to Noel, Lent & Associates, with offices at 1522 N. La Brea. William I. Noel is president; Nat Lent, executive vice president; Harri Old Dryus, vice president, and Marjory Becket, head of merchandising department.


Abrun J. Gelula & Assoc., Philadelphia, moves to Wilford Bldg.

BROADCASTING • TELECASTING
MPTV'S RULING REQUEST DENIED BY FCC

Company had asked the Commission for opinion on legality of trading films for station time, which it would then sell. Refused Motion Pictures for Television Inc. that FCC issue a declaratory ruling on the legality of MPTV's films-for-spots plan. (Closed Circuit, April 12), was turned down by the Commission last Thursday because of its policy not to initiate or advise regarding such matters.

MPTV's plan envisages supplying films to uhf and vhf stations at no cost other than permission to act as "agent" in selling the station's available spots and retaining the income therefrom to the amount of the dollar value of the films. Station would retain full right to choose and control telecasting of films and to accept or reject sponsors solicited by MPTV.

The film firm advised FCC it considered this proposal does not suffer from "the defects inherent in the 'time brokerage' or 'reservation of time' agreements which the FCC has frowned upon in the past."

FCC wrote MPTV:

The Commission appreciates your interest in seeking to obtain a ruling concerning the legality of the arrangement you contemplate prior to its initiation. However, we have in the past considered the advisability of rendering opinions or, in effect, declaratory rulings concerning the legality of proposed program arrangements submitted by parties to the Commission other than station licensees. The considerations which have led the Commission to adopt a policy against rendering such advisory rulings are set out in our decision In re Goodman, 1 R 98. For reasons indicated in that decision the Commission is of the view that an advisory ruling such as you request should not be issued in this case.

In the 1948 Goodman case, FCC refused to rule in advance whether stations which carried Radio Telephone Game, a package of Harry S. Goodman Radio Productions, New York-Los Angeles, would violate the anti-lobby provisos of the Communications Act.

MPTV's letter to the Commission said "we have recently had separate extensive discussions with the licensees of several television stations concerning a similar program arrangement under which any one of them might obtain . . . a quantity of selected films for telecasting over his respective station without becoming financially obligated to pay for such program material."

"More particularly," the letter said, "our conversations contemplated the following arrangement with any interested station: MPTV will furnish to the station at a fixed monthly rate during the stated term of the agreement such of its film library as the station believes are suitable for telecasting in its community. However, instead of paying in cash for the films used, the station shall authorize MPTV, as its agent, to sell a prescribed number of spots announcements for telecasting over its facilities at such times as it may designate and deem appropriate.

"For number of announcements so to be sold will be determined by equating the dollar value of the films supplied by MPTV to the dollar value (as per the station's rate card then in effect) of the time in which such announcements are to be telecast. MPTV will be authorized, also, to retain for its own use and benefit the proceeds from such sales, and the amounts so received by MPTV shall be deemed to constitute payment in full for the films furnished by it to the station."

No Obligation

The petition asserted that "at no time shall the station become obligated to make payment to MPTV in any other manner. All spots sold by MPTV will be sold subject to the station's approval of sponsor, sponsor's product and program content; and at all times, the station shall retain full right to determine, select, supervise and control the program content and the selection of the program sponsors.

"The future success of the telecasting industry and "the survival of new stations in small or multiple-station communities," the letter noted, "has been said to rest in the 'resourcefulness, initiative, imagination and devotion to public interest' of the broadcasters. The proposed agreement with MPTV represents an application of these attributes which will assist a station to surmount its initial operating difficulties and to continue operation pending the production and distribution of substantial numbers of uhf-equipped sets and converters." FCC was told:

"The proposed arrangement with MPTV is 'equally advantageous' to both uhf and vhf stations "located in the large, highly competitive metropolitan markets or in the smaller, more remote areas where good network programs are unavailable for a variety of reasons," FCC was told.

INFORMAL moment at United Television Programs' recent three-day Chicago sales convention is shared by (l to r) Noel K. Rubaloff, UTP national advertising and sales promotion manager, Hollywood; Marion D. (Pat) Cloud, Chicago branch manager, Schmidt Lithograph Co.; John P. Reed, UTP vice president, Chicago; Lee Spivin, UTP executive vice president; Hollywood; Wynn Nathorn, UTP vice president in charge of sales, Hollywood; and Aaron Beckwith, UTP vice president, New York.

H-Bomb Film on Sale

THE film on the hydrogen bomb explosion last fall, "Operation Ivy," produced by the Federal Civil Defense Administration and the Defense Dept. (B+T, April 5), now can be purchased in black-and-white or color without restriction, it was announced last week by the organization or individual (except foreign governments) can buy the film without need for authorization or clearance. Prints cost $27.90 for black-and-white and $84.55 for color (includes reel, can and case). The film, which runs 28 minutes, can be purchased directly from Capital Film Labs., 1905 Fairview Ave. N.E., Washington, D. C.

NBC Film, March of Time Arrange for Lease

IN a transaction described as "the largest" for film footage in the history of television, the NBC Film Division last week acquired the March of Time film library for sales and distribution.

Carl and Noel Stanton, NBC vice president in charge of the division, announced the lease arrangement with the March of Time organization which will be effective on May 1. It was estimated that MOT's library consists of 10 to 15 million feet of film. Mr. Stanton said the amount of footage in the NBC Film Library, with this latest acquisition, will be raised to more than 30 million feet.

The footage, stolen by Mr. Stanton said, will be leased not only to tv producers but also to motion picture organizations that require documentary and stock film.

"The arrangement with the March of Time library," Mr. Stanton said, "will aid, greatly in our effort to offer the best film service in television. With the addition of this film, the NBC Film Library, established in 1946, will contain coverage of national and international events back to 1934, including unduplicated shots of important happenings prior to World War II." Frank Lepore, manager of the NBC Film Division's film and library division, will be in charge of combining MOT's film with the NBC Film Library. Ted Markovic, supervisor of the NBC Film Library, will be in charge of the combined footage, which will be handled from the present NBC Film Library headquarters, 105 E. 106th St., New York, N. Y.

Comet Offer to Uhfs Draws Some Response

COMET Television Films Inc., New York, reported last week that about 30 uhf stations have expressed interest in the firm's plan to make Comet products available to uhf stations at whatever price they can afford to pay.

Oliver Unger, Comet president, said the offer was made in a letter mailed to uhf stations several weeks ago and is designed to enable struggling uhf outlets to program film shows without incurring damaging expense. He said B+T last Thursday that this proposal is part of an overall plan, to be announced shortly, that Comet is formulating to help all tv stations, whether uhf or vhf.

Representatives of several leading distribution firms queried by B+T said they preferred to withhold comment, but pointed out it could
be uneconomical to the point of not even covering shipping charges. Mr. Unger, however, said he believed that most stations would view the offer "in the spirit in which it was made and make a fair accounting". He said that letters he had received from stations, including several uhf, asking for Comet catalogues and additional information supported this contention.

Mr. Unger contended that film distributors must keep smaller tv stations alive or jeopardize their own existence. He said his salesmen have told him that uhf stations particularly have invested in film programs which will have not paid off sufficiently to place them in a satisfactory financial position, and declared these stations today do not have the budgets to meet even the low prices which distributors generally are quoting to them.

Suit Resumes Today In Films' TV Release

A DAMAGE suit for $2.5 million, charging release of 11 feature films to television before their theatrical runs were ended, was rescheduled in Los Angeles Superior Court today (Monday) after a one-week recess.

The suit, expected to establish procedure on release of theatrical films to tv, was filed last year (B.T., March 2, 1953) and charges six independent motion picture companies with releasing the films to tv without authorization. It asks termination of distribution agreements, return of the films and proceeds of past tv distribution and an accounting (which has been ordered by the court).

Plaintiffs are Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwartz Productions, Frost Films, Russ Vincent and Dave Kestell.

The complaint charges the 1949-produced films were contracted for by Chesapeake Industries (then Pathe Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathe sold Eagle Lion Classics to United Artists, UA continued the distribution and turned over tv distribution to Motion Pictures for Television. Damages are asked of Chesapeake, Eagle Lion Films, Eagle Lion Classics, MPTV and United Artists. Also named, but not for damages, are Frank Laine and KTTV (TV) Hollywood and KMTR Radio Corp.

Frankie Laine, Guild Films

Contract for Video Series

Plans for the production of a half-hour tv film series starring Mr. Laine and Guild Films Co. as co-producers, were announced last week by Reub Kaufman, Guild President.

Production on the series, titled "The Frankie Laine Show", is expected to begin this week in Hollywood. Mr. Kaufman said the series will be available for release about Sept. 1, with Guild Films handling distribution.

With added participation of KTTV (TV) Hollywood, Guild Films will have three musical tv film properties. The others are "Liberace Show", currently on more than 170 tv stations, and the "Florin Zabor Show", presently in production and due for full release.

Tel Ra Productions

Releasing Racing Films

A SERIES of tv films "on the inside story of thoroughbred racing" is being released by Tel Ra Productions of Philadelphia, with the cooperation of several racing associations in New York, New Jersey and Delaware, it was announced last week by W. Wallace Orr, Tel Ra producer.

Bryan Field, CBS-TV racing commentator, and vice president, general manager of Delaware Park, Del., will narrate the film series, which is designed for 15-minute programming. First of the 16mm films, "Post Time, U. S. A.", was shown the week ending April 10 on: WRDW-TV Albany, N. Y.; WFGP-TV Atlantic City; WWMR-TV Baltimore; WBAB (TV) New York; WHEM-TV Reading, WARM-TV Scranton, WSBA-TV York, and WFIL-TV Philadelphia, all Pennsylvania; WTGG (TV) Washington; WATV-TV Waterbury, Conn., and WDEL-TV Wilmington, Del. The series is offered at print costs with participating station receiving exclusive rights in its city.

Princeton Film Starts

Rural Program for Tv

PRINCETON Film Center, Princeton, N. J., announced last week that it will launch production April 26 on a new 15-minute public service tv film series, "Rural Review", in association with Agricultural Assoc., Washington.

The series will be offered free of charge by Princeton Film to local television stations, provided the film is scheduled on a regular basis, at the same time each day. Gordon Knox, PFC president, said more than 250 stations already have indicated they will present the series on this basis, and he estimated that the line-up will be looped for the first time by Sept. 1.

"The program will be the first syndicated film series on tv aimed specifically at rural audiences," Mr. Knox said. "The purpose of our series is to present farm news of both general and specific interest to farmers, ranchers, dairymen, and to their wives and children."

Each 15-minute film will have four "sponsors" to cover the cost of production and distribution, Mr. Knox said. Sponsors signing for 13 participations will pay $22.50 for each station exposure, with PFC guaranteeing that each participation will be shown on a minimum of 200 tv stations.

Sponsors will not be allowed commercials as such, Mr. Knox explained, but their product will be demonstrated to emphasize the classification rather than the brand name.

FILM SALES

WCRS-TV New York announced last week that it has acquired from Hygo Television Films Inc., N. Y., a new package of 28 feature films, including 10 Hollywood productions, for exclusive use in the New York area, starting May 1. The Hollywood-produced group was purchased by Hygo recently from Chesapeake Industries Inc. at a reported cost of $300,000.

George Bagnall & Assoc. has announced WGN-TV Chicago purchase of 13 additional films in "Hollywood Half-Hour", and KGO-TV San Francisco for 39 films in the series. WNBTV (TV) New York has bought 195 five-minute cartoons in "Cruiser Rabbit"; KFBB-TV Great Falls, Mont., acquired "Ringside With Wrestlers".

KTTV (TV) Hollywood has obtained exclusive L. A. area tv rights to 12 "Sherlock Holmes" feature films, produced at Universal-International as recently as 1946, from Motion Pictures for Television in MPTV's first sale of the package.

In a statement of the films reportedly is no way indicative that Universal-International will re-verify its ban on releasing the U.S. backlog of theatrical features to tv. These films were supplanting profits from exhibitors, but television is changing this.
IT'S THE WOMAN'S ANGLE
with ANN MAR

MONDAY THRU FRIDAY
1:00-1:30 P.M.

MONDAY, WEDNESDAY, FRIDAY
4:00-4:15 P.M.

Realizing that the average homemaker has more budget-balancing problems than the U.S. Treasury, Ann Mar designs The Woman's Angle to help with the balancing act. Her recipes, for instance, are chosen because they fit into the average family eating pattern. And you can bet that the ingredients won't cost an arm and a leg. Ann's viewers also learn to save other pennies here and there . . . making their own slip covers, reupholstering furniture at home, or doing any of a hundred Ann Mar demonstrated things.

Billy Johnson's Cartoon Show

MONDAY THRU FRIDAY 9:00-9:30 A.M.

As a pleasant bonus for morning televiewers, WMAR-TV presents "The Billy Johnson Show," a program for all the family, each weekday, Monday through Friday at 9 A.M. Billy Johnson originates his program in Washington and designs it for viewers in both the National Capital and Maryland.

Most Powerful TV Signal in Maryland

WMAR-TV
CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Television Affiliate of the Columbia Broadcasting System
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Facts & Figures

31% of Farms Have TV, Says Telenews Firm

The film production firm announces figures upon release of its new quarter-hour "Farm Report" series.

COINCIDENTAL with the release of its new 15-minute, weekly TV filmed series Farm Report, Telenews Productions, New York, made public last week figures showing a 31% TV set saturation of U. S. farm homes.

This figure was derived by Telenews' research team, based on data in the A. C. Nielsen survey prepared for CBS-TV and released last Feb.

A. Telenews spokesman stressed that the 31% figure for TV set saturation in farm homes also was reached in a separate survey by Market Research Corp.

The new series, the speaker said, has prompted considerable sponsor interest. Telenews is pricing the program at $4,000 a week for network presentation. Each program is designed to provide up-to-date information in all areas of farm life.

In its computation of TV set saturation in farm areas, Telenews accepted as farm counties those in which there is no city of 25,000 population and where the majority of families live in rural areas.

One yardstick used by Telenews were to consider only those counties which have a 40% TV set saturation or better and to include counties within a 50-mile radius of a TV station in the market.

On the basis of the rate of growth in TV farm homes of over 200% between January 1952 and January 1954, Telenews spokesmen said, it is estimated that TV set saturation in farm homes will reach 50% by 1956.

In a separate tabulation of TV set ownership in 35 "preferred farm markets," Telenews reported a total of 1,799,320 sets. The breakdown was as follows:

<table>
<thead>
<tr>
<th>Market</th>
<th>Total TV Sets in Farm Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany, N. Y.</td>
<td>29,740</td>
</tr>
<tr>
<td>Alhambra, Mo.</td>
<td>72,720</td>
</tr>
<tr>
<td>Atlantic, N. J.</td>
<td>52,760</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>185,800</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>32,400</td>
</tr>
<tr>
<td>Boise, Montana</td>
<td>25,564</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>116,240</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>220,173</td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>32,400</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>20,220</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>42,200</td>
</tr>
<tr>
<td>Grand Rapids, Mich.</td>
<td>39,200</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>76,230</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td>15,910</td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>84,490</td>
</tr>
<tr>
<td>Jacksonville, Fl.</td>
<td>32,100</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>43,980</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>61,840</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>46,680</td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>38,750</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>76,780</td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>29,420</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>16,000</td>
</tr>
<tr>
<td>Omaha, Neb.</td>
<td>43,970</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>18,240</td>
</tr>
<tr>
<td>Rockford, Ill.</td>
<td>38,720</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>9,778</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>12,360</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>21,560</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>35,560</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>23,250</td>
</tr>
<tr>
<td>South Bend, Ind.</td>
<td>86,850</td>
</tr>
<tr>
<td>Syracuse, N. Y.</td>
<td>78,050</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>91,290</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>26,580</td>
</tr>
</tbody>
</table>

**TOTAL**: 1,799,320

March 7-13 Nielsen Ratings For Radio Dominated by CBS

NBC Radio was crowded completely out of the top 10 evening, once-a-week network radio programs carried by A. C. Nielsen Co. for the week of March 7-13. CBS Radio dominated the whole Nielsen list with the first five shows running in this order, as the last Nielsen report (B-T, April 5): Jack Benny Show, Amos 'n' Andy, Lux Radio Theatre, Our Miss Brooks and People Are Funny.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 17s (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n' Andy (CBS)</td>
</tr>
<tr>
<td>4</td>
<td>Our Great Gildersleeve (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>People Are Funny (CBS)</td>
</tr>
</tbody>
</table>

Over One Million TV Sets Shipped in Jan.-Feb.

SHIPPMENTS of tv sets from factories to dealers totaled 1,073,000 units during the January-February period, according to Radio-Electronics-Tv Mfrs. Assn. This compares to 1,248,178 sets in the same months of 1953. Shipments:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>17,173</td>
</tr>
<tr>
<td>Ariz.</td>
<td>14,062</td>
</tr>
<tr>
<td>Calif.</td>
<td>66,089</td>
</tr>
<tr>
<td>Colo.</td>
<td>7,622</td>
</tr>
<tr>
<td>Conn.</td>
<td>12,360</td>
</tr>
<tr>
<td>D. C.</td>
<td>7,225</td>
</tr>
<tr>
<td>Fla.</td>
<td>29,948</td>
</tr>
<tr>
<td>Ga.</td>
<td>22,947</td>
</tr>
<tr>
<td>Idaho</td>
<td>3,627</td>
</tr>
<tr>
<td>Ill.</td>
<td>6,959</td>
</tr>
<tr>
<td>Iowa</td>
<td>27,288</td>
</tr>
<tr>
<td>Kan.</td>
<td>50,780</td>
</tr>
<tr>
<td>Ky.</td>
<td>15,667</td>
</tr>
<tr>
<td>La.</td>
<td>2,790</td>
</tr>
<tr>
<td>Me.</td>
<td>19,160</td>
</tr>
<tr>
<td>Mo.</td>
<td>26,216</td>
</tr>
<tr>
<td>Mont.</td>
<td>2,680</td>
</tr>
<tr>
<td>Neb.</td>
<td>56,136</td>
</tr>
<tr>
<td>Nev.</td>
<td>1,178</td>
</tr>
<tr>
<td>N. C.</td>
<td>6,014</td>
</tr>
</tbody>
</table>

**Total**: 1,073,000

NBC-TV's 'Dragnet' Tops April Trendex

NBC-TV's 'Dragnet' topped the list of Trendex ratings for the week of April 1-7 for evening sponsored network television programs, based on the live audience broadcast. Complete list:

1. Dragnet (NBC) 46.3
2. Love Lucy (CBS) 46.2
3. Jack Benny (CBS) 44.2
4. Cavalcade of Sports (NBC) 43.5
5. Toast of the Town (CBS) 35.4
6. Our Miss Brooks (CBS) 32.4
7. This Is Your Life (NBC) 32.1
8. The Man From U.N.C.L.E. (ABC) 32.0
9. Ford Theatre (NBC) 32.2
10. Godfrey's Friends (CBS) 31.6

Broadcasting or Telecasting

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10. Godfrey's Friends (CBS) 31.6

Broadcasting or Telecasting

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Random Shots

**Gro-Krome Inc., Hollywood,** is scheduling overseas locals for final 13 films in final 39 of Lone Wolf series, now being distributed by United Television Programs Inc. Starting in July with a budget set at approximately $35,000 per half-hour film, sites selected are Bermuda, Nassau, Havana, Trinidad, San Juan, Matago Bay, Barbados and Caracas. Remaining films in the group will be shot in Europe and the Far East.

George Bagnall & Assoc., Beverly Hills, has expanded local facilities with booking and accounting departments located at 439 S. La Cienega. New offices will house personnel formerly under the administration of which has been assumed by the Bagnall firm.
“Doc, one of those superiority complexes is eating on me,” said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested “an examination of all the facets” of his patients’ personality.

“You mean for me to talk on a couch, like in the movies?”

“That’s it—psychoanalysis.”

“It’ll never work, doc. It’s my mother-in-law that’s got it.”

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo’s trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in per family retail sales last year.

If these facts motivate feelings of guilt about gilt you’re missing, don’t repress them. KGNC has comfortable couches — and schizophrenes can choose radio or tv.

KGNC - AM & TV
Amarillo

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency
AAA TO HEAR FOUR

Weaver, Van Volkenburg, Eliott and Stanton to address
color tv symposium Friday during AAAA's annual con-
vention at White Sulphur Springs. Good business but
better advertising stressed.

FOUR KEY FIGURES in the broadcasting field "will take part in the color television sym-
posium which launches the first general session of the
annual meeting of the American Assn. of Advertising Agencies at the Green-
brier, White Sulphur Springs, W. Va., on Fri-
day.

More than 400 representatives of AAAA member agencies and approximately 100 invited
media and advertiser guests are expected for the three-day meeting, which opens Thursday
with a series of closed sessions, followed by open meetings Friday and Saturday. Total
attendance will be limited to 550. Theme of the meeting is "Keeping Business Good—Making
Advertising Better."

In the color tv symposium starting at 9:45
Friday morning, President Sylvester L. Weaver Jr. of NBC and President J. L. Van Volken-
burg of CBS-TV will discuss "Building Audi-
cence for Color: The Challenge." Then will come
an appraisal of "Set and Tube Production: The Key?" by Joseph Elliott, executive vice presi-
dent in charge of the consumer products divi-
sion of RCA. The summation will be provided by Frank Stanton, president of CBS Inc., in a
speech on "How It Looks to Me."

The color tv meeting, first part of the Friday morning session, will be conducted by Marion
Harper Jr., president of McCann-Erickson, New
York, member of the AAAA operations com-
mittee. Second part of the Friday morning session will be devoted to talks by Fairfax M.
Cone of Foote, Cone & Belding, Chicago, on "The Dear Cost of Competition," and Robert
J. Keith, vice president of Pillsbury Mills, on "Better Integration of Sales and Advertis-
ing."

Sports Schedule
Friday afternoon will be devoted to a golf
tournament and other sports, under the direc-
tion of sports Chairman Robert E. Daiger of Van-
stone-Doughty & Co., Baltimore. The an-
nual dinner will be held that evening, presided
over by William R. Baker Jr., Benton & Bowles
board chairman and AAAA vice chairman. Ear-
lie Ludgin, president of Earl Ludgin & Co.,
Chicago, chairman of the AAAA board, will de-

erive the dinner address.

The Saturday morning program will open
with an address by Charles H. Brower, BBDO
executive vice president in charge of creative
cservices, on the proper integration of research
and creative writing. Walter Margulies, presi-
dent of Lippincott & Margulies, New York,
will analyze the impact of product design on the
buying public.

Winding up the convention program will be
a discussion of "Advertising and Other Devel-
opments in Washington" by a panel of News-
week "Periscope" editors, moderated by Ernest
K. Lindley, head of the Newsweek Washington
bureau, and an address by Roy E. Larsen, presi-
dent of Time Inc., on "Advertising and Good
Citizenship."

Attendance at the sessions on opening day
Thursday will be limited to AAAA mem-
bers. The agenda includes election of new
officers and directors, reports, and group meet-
nings for the discussion of agency problems. The
new board will hold its organization meeting
late Thursday afternoon, when the new Opera-

cations Committee will be elected.

The current Operations Committee, which is
in charge of planning the annual meeting, is

HARRY BURKE (r), general manager, KFAB Omaha, and new president of Neb-
braske Broadcusers Assn. (l, April 12),
is congratulated by Bob Thomas, general
manager, WJAG Norfolk, retiring presi-
dent of the association.

NARTB Units Plan
tv Circulation Study
One subcommittee will draft
procedures for the study while
the other finds out how to pay
for it. WDSU's Sweezy heads the parent group.

TWO SUBCOMMITTEES will refine and rec-
ommend plant to conduct an industry tv circu-
lation project, according to Robert D. Sweezy,
WDSU-TV New Orleans, chairman of the
NARTB TV Circulation Study Committee.

The committee was formed last year to look into
ways of conducting a nationwide tv circu-
lation project, possibly paralleling in some
ways the radio surveys conducted after the
war.

The full committee met Tuesday in New
York to work out details of a pilot tv study.
Paul Rabourn, KTTLA (TV) Los Angeles, was
named chairman of a subcommittee on organi-
fation and finance. On the subcommittee are
Campbell Arnoux, WATR-TV Norfolk; Harold
V. House, WABR-TV Fort Worth; Clair R.
McCollough, WGAL-TV Lancaster, Pa.; J.
Leonard Reinsch, WSB-TV Atlanta; Donald
Thornburgh, WCAU-TV Philadelphia, and Lee
B. Wailes, Storer Broadcasting Co. Mr. Sweezy
will be an ex-officio member.

The full committee heard reports from the
attorney general. California, and planned to
meet again in late May.

Mr. Sweezy said the research group will
approve details and procedure for the pilot
study. The other group will suggest a corporate
structure and ways of financing an all-industry
organization for the pilot study and the ulti-
mate nationwide tv count. He said the full
committee will report to the NARTB Tele-
vision Board, which will take final action.

NARTB President Harold E. Fellows at-
tended the Tuesday meeting along with Thad
H. Brown Jr., vice president and tv counsel;
Richard M. Allerton, director of research, and
Dr. Franklin Caw, marketing and research con-
sultant to NARTB on the project. Others at-
tending were Messrs. Sweezy, Arnoux, Reinsch,
Raibourn, Thornburgh, Quayl, Coyle, Katz,
Eadeh and Beville.

ASNE Hits at Restrictions
Imposed on News Media
J. R. Wiggins gives discouraging report on efforts to keep
ahead of restrictions on access
to governmental activities.

MEDIA are losing the battle for the public's legal right to knowledge of federal government
activities, in the opinion of the board of direc-
tors, American Society of Newspaper Editors.

Meeting in Washington last Thursday through Saturday, ASNE and its board agreed that
the new legislation will be closely watched. This scrutiny will be conducted with the aid of Dr. Harold L. Cross,
author of The People's Right to Know.

J. R. Wiggins, managing editor of the Wash-
ington Post-Time's Herald (WTOP-FM-
TV Washington, and WMBA-AM-TV Jackson-
ville, Fla.) reported as chairman of ASNE's Freedom of Information Committee on the society's efforts to protect the public's access to governmental affairs.

Noting "a slow legislative corroboration of the
ing of the right to know," Mr. Wiggins said his committee
knows of no effort "to correct the inadequacies of existing statutes." He added, "Nothing is
being done to prevent the enravishing of federal statutes from being passed. This knowledge
gives the committee the discouraging sensation

BAB'S Commercials

BAB has begun a new feature in its Radio
Advertising Newsletter on techniques and
formats used by national advertisers in their radio commercials. Titled "This Commercial,"
the feature reproduces outstanding radio commercials, giving
background on the origin and produc-
tion, complete copy content and sug-
gestion as to where and when they can
be heard. The first two commercials in the
series are musical announcements for
Pall Mall cigarettes (American Cigar &
Cigarette Co., through Sullivan, Stauffer,
Colwell & Bayles) and Rheingold beer
(Liebmann Breweries, through Foote,
Cone & Belding). BAB invites all adver-
tising agencies to submit commercials for
consideration.
Uses AP news alone . . .
for successful distributor's program

A familiar problem is that of the local advertiser who represents a prominent national firm. He wants a "big time" package, one that reflects the stature of the product he represents . . . but he wants it at a cost commensurate with local sales volume.

WPPA, at Pottsville, Pa., handled this kind of situation by using only AP news. International, national, state, sports and weather reports are integrated to make a fast-moving, full scale 15-minute program for the regional Tidewater Associated Oil Company distributor. Two announcers, using a beeper system, add to the pace of the show and keep listeners alert.

WPPA sold the program, but it's the distributor-sponsor who's keeping it sold. In fact, it has been sold to this sponsor for three years running.

Manager A. V. Tidmore doesn't lose sight of the target:
"The AP news program is selling Tydol Gasoline and Veedol Oil."

Manager Tidmore also has this to say:
"It's a pleasure and point of distinction for our duo-newscasters to open and close our newscasts by saying, 'From the wires of The Associated Press, the world's oldest and largest news service.'"

Those who know famous brands . . .
know the most famous brand in news is AP

---

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
38 Rockefeller Plaza
New York 20, N. Y.
MUTUAL - for radio PLUS
Summer time in radio is high time for selling.

Higher than you realize, maybe. And highest of all at Mutual.

Mutual is the only network with a higher share of audience in the summer than in the winter—12% higher, according to Nielsen (July-Sept vs. Jan-Mar, '53).

And Mutual is the network with highest gains in summer billings—25% higher, '53 vs. '52.

To sum up the summer evidence in a sentence, Mister PLUS is now ready to kite his clients' sales all over the map, all summer long—with far more stations, closer to people wherever they go.

May we ask where you plan to spend the summer?

THE MUTUAL BROADCASTING SYSTEM
NEW YORK . . . LO 4-8000; CHICAGO . . . WH 4-5060; LOS ANGELES . . . HO 2-2133
that new barriers to public knowledge are being raised more rapidly than old ones can be removed."

He cited figures showing that 44% of all committee and subcommittee meetings of the first session of the 83d Congress were closed. Some encouraging results have come from the eight NCAA districts, with no more than two district meetings per year. "But the NCAA districts have no more than 12 games, and the regional games are not as popular as the national games."

"The National Collegiate Athletic Association (NCAA) is a private, nonprofit corporation, and its members have the right to meet Wednesday to decide on issues that affect their colleges."

The four-day NCAA convention will open with a labor conference Monday. Tuesday the convention will divide into three sections, for papers of varying circulations. General sessions will be held Wednesday and Thursday morning, when new officers will be elected.

Logs Question

Radio and tv logs and whether they should be run free will be discussed by all three newspaper groups. Effect of tv on circulation, whether the final time of delivery of afternoon papers is different in tv areas than in others, and whether the advent of tv into a community has produced any switch from evening to morning newspaper reading are questions listed. Editorial problems include the effect of tv on writing and coverage, particularly in sports, and the effect on comics.

Added topics for papers with more than 100,000 circulation include the use of tv by department stores and what newspapers' retail advertising departments are doing to combat retailers' use of tv, formulas developed by newspapers to use tv effectively in their own promotion and policies of papers regarding such outside activities of employees as jobs on radio and television.

Wednesday afternoon, the Bureau of Advertising will hold its annual session on newspaper advertising matters and elect new board members. Stuart M. Chambers, St. Louis Post-Dispatch (KSDK-AM-TV), board chairman, will report on the past year and the outlook for the year ahead. Joyce A. Swan, Minneapolis Star and Tribune (WCCO-AM-TV), vice chairman, will discuss new Bureau activities.

AP, UP and INS also will hold meetings concurrent with those of ANPA. Henry Cabot Lodge, U. S. ambassador to the UN, will speak at the AP luncheon.

The address of President Eisenhower on Thursday will be broadcast live at 9:30 p.m. by ABC's radio and tv networks, with Mutual holding and DuMont telecasting it at that time. CBS Radio will carry the speech at 10:30 p.m. and CBS-TV at 11:11:30 p.m. NBC Radio and NBC-TV will carry it at 10:30-11 p.m.

The talk will also be telecast live in New York by WPIX (TV) and broadcast live by WVO, WGMJ, WQXR, and WBIX.

WSAB Opposes Bill Limiting TV Beer Ads

OPPOSITION to a bill (Initiative 194) prohibiting tv beer and wine advertising between 8 a.m. and 10 p.m. in the State of Washington was recorded at the April 9-10 meeting of the Washington State Assn. of Broadcasters, meeting at Spokane. The bill, filed by the State Temperance Assn., must get 50,000 signatures by July to be certified to the Nov. 2 ballot.

Mr. McCaw, KELK Ellensburg, succeeding president of WSAB, succeeding Leo Beckley, KBRC Mt. Vernon. Other officers elected were James A. Murphy, KIT Yakima, vice president; Allen Miller, KWSC Pullman, secretary-treasurer; Archie Taft Jr., KOL Seattle, D. Gene Williams, KSPO Spokane, Joe Chytil, KELA, and Mr. Beckley, directors.

Mr. McCaw said a drive will be conducted to bring every state station into the association. He added that a liaison will be set up with other state groups for mutual benefit. Ru Lund of Moore-Lund Radio Station Representatives, Seattle, described work of the Oregon State Assn. in promoting radio.

Bill Simpson of KOL conducted the quarterly sales clinic. It featured Joe Ward of Advertising Research Bureau Inc. and General Friend, formerly of Frederick & Nelson, Seattle department store. Mr. Simpson showed a slide presentation to be used in Washington markets to promote use of radio by retailers.

Spurious Radiation Study Set for RETMA Convention

INDUSTRY program designed to cut down interference caused by radiation and spurious emissions from tv receivers will be submitted to the Radio-Electronics-Tv Mfrs. Assn. during the association's spring meeting to be held April 26-30. RETMA observed its 30th birthday this month.

Dr. W. R. G. Baker, vice president of General Electric Co., will submit to the RETMA board a voluntary program for self-regulation. Dr. Baker is chairman of a special spurious radiation committee. RETMA has attacked the problem in an effort to prevent threatened FCC action.

RETMA divisions and committees will meet April 26-27 at the Roosevelt Hotel, New York. Revised dues and budget structure for the association will be considered. If approved by district members on the board, it will go to the membership at a proxy meeting in May and go into effect Aug. 1. Two-thirds approval is required. Joint meetings of the U. S. and Canadian associations will be held April 29-30 at the
Three announcements on a 7:15 Sunday morning WFAA broadcast offering this photo of The Early Birds netted in excess of 3000 requests.

Mail pull was from 589 towns. 90.14% were post-marked from outside “sleeping-in” Dallas and Fort Worth. 38.5% bore rural route or box numbers. For the advertiser reaching for a rural market this Early Bird Sunday show is an extraordinary value at Class C rate.

Quaker Oats’ Aunt Jemima sponsors The Early Birds in three quarter-hour segments a week. 92,700 cards received in an Aunt Jemima drawing show The Birds’ weekday pulling power. Pulse rates The Early Birds first in every quarter-hour.

The Early Birds are the oldest breakfast variety show on the air. March 24, with their 7670th consecutive broadcast, WFAA celebrated the beginning of The Early Birds’ 25th year.

If you’d like to know more about how Texans love and listen to The Early Birds — just ask a Petry man.

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

ALEX KEESE, Station Manager
GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY & CO., National Representative
Radio Services of The Dallas Morning News
Ely Elected President Of N. Y. SDX Chapter

BURL A. ELY, administrative assistant to Oliver Gramling, assistant general manager of AP, has been elected president of the New York chapter of Sigma Delta Chi. The election was held last Tuesday at the annual SDX awards dinner at the Waldorf-Astoria hotel, New York (story page 7B). E. Palmer Hoyt, editor and publisher of the Denver Post, was principal speaker. He said news media should not be stigmatized by McCarthyism but should remain vigorous and watchful, keep the people informed, and keep up the fight for freedom.

SCAA SETS TALKS ON RADIO-TV USE

RADIO and television success stories and pointers on how the two media can be used to greater advantage by advertisers, will be related at the Southern California Advertising Agencies Asm.'s fourth annual conference at Palm Springs, May 1. At Alhambra, president, will preside.

J. Frank Burke Jr., general manager, KFVD Los Angeles and president of the Southern California Broadcasters Assn., will discuss radio's effective use at the final day media session. Richard A. Moore, vice president and general manager, KTTV (TV) Hollywood, will be spokesman for tv. A panel discussion on "Direct Advertising," is slated for April 30. Participants will include Walter Tils, partner, Tils & Cantz Adv.; Lee Ringer, president, Ringer & Assoc.; Ed C. Stodel, president, Stodel Adv. Agency, and Bruce Lindeke, vice president, Edward S. Kellogg Co.

Walter Marto, head of his own Pasadena agency, is conference committee general chairman, with Dougls Anderson, Anderson-McConnell Adv., heading the program division.

New Mexico Broadcasters Meet April 23-24

NEW MEXICO Broadcasters Asm. will hold its annual conference April 23-24 at Navajo Lodge in Ruidoso, with a pre-convention meeting to be held April 23 by MBS affiliates in the state.

The formal convention program will open April 24. It will be devoted to local news, sports, plus a music discussion led by Jimmy Bradshaw of BMI. Fred A. Palmer, station consultant, will lead an afternoon discussion of sales techniques. Officers will be elected.

Convention plans were arranged by a committee including Lydia S. Sieppy, KOB/ KOBE Las Cruces, NMBA secretary-treasurer; Wayne Phelps, KALG Alamogordo; Fred Roberts, KGFI Alamogordo; and David M. Button, KSWF Santa Fe, vice president; with Ernie N. Thwaites, KFUN Las Vegas, vice president.

More Money for Advertising Indicated in NRDGA Survey

TOTAL of 40% of the department stores and 31% of the specialty shops participating in a survey conducted by the National Retail Dry Goods Assn. plan to spend more on advertising in 1954 than 1953. NRDGA said last week in announcing results of the study.

NRDGA said more than 200 stores and shops contributed to the survey, which also showed that 47% of the department stores and 39% of the specialty shops expect their advertising outlays to be unchanged this year. This leaves 13% and 30% of department stores and specialty shops, respectively, anticipating lower advertising expenditures.

Increased use of television and direct mail were indicated by both the department and specialty store merchants, NRDGA reported.

The survey also showed that during the first two months of 1954 the sales and profits of 52% of the department stores and 48% of the specialty shops equaled or exceeded their results for the corresponding period of 1953; that more than half of the stores surveyed expect sales gains up to 5% for the first half of 1954, while 53% of the department stores and 48% of the specialty shops look for increases also in the second half of the year.

Smith Named NATRB Public Affairs Chief

JOHN H. SMITH Jr., in charge of promotion and fm at NATRB since he joined the association in 1951, last week was named manager of public affairs by President Harold E. Fellows. He will be in charge of the department handling publications, publicity and promotion, and the corresponding secretary, and Lillian Lang, as administrative vice president.

The appointment follows the decision of the NATRB last January to create a radio vice presidency as opposite number to the tv vice presidency. The radio vice president is to be named prior to the annual industry convention in Chicago May 23-27. Fran Riley continues in the public affairs department as manager of information and editor of publications.

Inside Adv. Week Starts: Gray on Wednesday Agenda

FOURTH annual Inside Advertising Week, designed to introduce outstanding advertising students in colleges and universities to "Inside Advertising," opened yesterday (Sunday) in New York and will continue through Friday.

For the event, which is sponsored by the Assn. of Advertising Men and Women, 54 top advertising students have been taken to New York to participate in the activities. The group consists of 49 young men and five young women from colleges and universities in 22 states, the District of Columbia and one foreign country (Denmark).

In cooperation with AAM&W, leading companies and service organizations have planned a comprehensive program of conferences, lectures, tours, luncheons and dinners.

As a result of the week's activities, one of the attending students will be named "Outstanding Advertising Student in America" by AAM&W at a future meeting.

Climax of the week will be the graduation banquet on Wednesday in the Hotel Biltmore. High point of the banquet will be an advertising editor-student panel, moderated by Robert Gray, advertising and sales promotion manager of Easco Standard Oil Co., in which a group of students will be interviewed by editors from the trade advertising press.
WDSM-TV
Channel 6
Has EVERYTHING

Equal to ANY!
Exceeded by NONE!

POWER . . . From the brass door knob to the tip on the tower everything at WDSM-TV is brand new. Operating through Channel 6, WDSM-TV is as powerful a television station, equal to or exceeding the coverage of any in Duluth and Superior.

PRESTIGE . . . From the first appearance of its test pattern to the on-the-spot telecasting of basketball and hockey tournaments and the consecration of a bishop, "the prestige station" has been an accepted description of WDSM-TV. All this has been greatly enhanced by WDSM's affiliation with the Duluth Herald and News Tribune.

PERSONALITIES . . . Like the door knob and the transmitter, WDSM-TV presents "TV-Wise" personalities. As a result there is an added professional sparkle to WDSM's presentations.

PERFORMANCE . . . Power plus prestige plus personalities are individually unimportant unless blended by "TV know-how". WDSM-TV has that know-how in trained management and supervisory personnel and most important of all, viewers know it too. You may expect "sales results" (performance) from the team with the proper equipment and the knowledge of how to use it.

C B S
Represented by FREE & PETERS, INC.

D U M O N T
Affiliated with the DULUTH-HERALD & NEWS-TRIBUNE
QUESTION OF HYDE’S REAPPOINTMENT
AS FCC CHAIRMAN STILL NOT RESOLVED

His one-year term due to end April 18, but President had not acted as of Friday, April 16. While Hyde is likely choice, Comr. Doerfer also is mentioned as possible successor.

WHETHER Rosel H. Hyde will be continued as Chairman of the FCC by President Eisenhower was an open question Friday as this issue went to press.

There were conflicting reports from semi-official sources. The preponderant view was that Mr. Hyde would be named as Chairman by the President. A second was that John C. Doerfer, who was appointed last year from Wisconsin, would be named. Yet a third had Mr. Doerfer transferred to some other government agency, with an unnamed newcomer to be nominated to succeed Mr. Doerfer and eventually assume the Chairmanship.

The one-year term to which Mr. Hyde had been named was to expire yesterday (Sunday). Mr. Eisenhowen is in Augusta, Ga, on a golfing vacation but he is carrying on Presidential business as usual. If the President should fail to act by today (Monday) the office of Chairman will become vacant. Under the law, however, the Commission can select its own acting Chairman to serve until the President exercises his prerogative.

The Year Is Up

Just a year ago—April 18—President Eisenhowen named Mr. Hyde Chairman for a one-year term, thereby creating a precedent. Mr. Hyde’s supporters—and their numbers are legion—are advocating his reappointment without tenure. His present term as a Commissioner runs until June 30, 1939.

In responsible GOP quarters it was indicated that no decision has been reached. Presumably neither the White House nor the Republican Committee is much concerned about the expiration. They evidently take it for granted that Mr. Hyde will continue as Chairmen until the President makes up his mind. There doesn’t seem to be any question about Mr. Hyde’s fellow Commissioners electing him to serve as acting Chairman—unless the Administration steps in with another suggestion.

Mr. Doerfer has not been an active candidate for the Chairmanship but some of his friends and co-workers have been busy in his behalf. Mr. Doerfer originally was slated for appointment to the Federal Power Commission but Southwestern oil interests, which were opposed to his philosophies as chairman of the Wisconsin Public Service Commission, blocked that appointment. The FCC appointment was a compromise.

Mr. Hyde’s opposition is practically 100% political. GOP politicians contend he hasn’t fired enough old New Dealers and Fair Dealers, notably among the Commission’s legal staff. There also has been opposition from members of Congress who have received complaints from their constituents about delay in trying comparative hearing cases involving TV applications.

On the other hand, the White House and the Republican Committee have been swamped with endorsements of Mr. Hyde from every caliber of licensee. Observers find it difficult to fathom a small hard core of professional politicians should be able to block what they regard as an obvious “merit” appointment. There has been sniping at Mr. Hyde at the junior staff level from within the FCC itself.

One of the situations that reportedly has provoked Chairman Leonard W. Hall of the Republican Committee is the status of Mary Jane Morris, who formerly worked on his staff. An FCC attorney, Miss Morris recently was appointed secretary upon recommendation of Chairman Hyde. But the functions of that office were redefined with Congressional liaison eliminated as a duty of the secretary. Miss Morris is known to resent this change in her job status. She could not have gotten the secretaryship without this downgrading because the Commission reportedly was unanimous in favor of revision of the jobsheet.

It was evident that opponents of Mr. Hyde were having a difficult time finding another candidate for the Chairmanship. Mr. Hyde’s appointment on the FCC expires June 30.

FCC CHAIRMAN Rosel H. Hyde (r) accepts an honorary life membership in the National Assn. of Educational Broadcasters from President Graydon Amsus. The presentation was made after Mr. Hyde’s address to an NAEB luncheon meeting held in connection with the Institute for Education by Radio-Television at Columbus, Ohio [B&T, April 12].

FCC Renews Request for Monitoring Funds

A NEW and urgent request for a $590,000 frequency usage monitoring program was made by FCC on Capitol Hill last week.

FCC Chairman Rosel H. Hyde, accompanied by other Commissioners and William Porter, assistant director for telecommunications, Office of Defense Mobilization, appeared Monday before the Senate Appropriations Subcommittee on Independent Offices.

The Senate group is considering the House-approved $6,694,400 budget for FCC operations in fiscal 1955, beginning next July 1. The House cut from the appropriation the $950,000 requested for the monitoring program.

Chairman Hyde and Mr. Porter explained the program would be needed to protect the interests of the U. S. around the international conference table on questions of spectrum use. Chairman Hyde said such a study is “necessary both for our economic welfare and for our defense.” He said the program is not necessary to control air traffic but to “find opportunities in the spectrum for establishment of communication channels, to protect channels already established.”

The program would entail expanding the existing seven stations and renewing operation of an eighth, now inactive at Puerto Rico. Chairman Hyde said he thought FCC could put the program into operation in about three months after it was authorized.

Chairman Hyde also noted that the President, through the National Security Council, had directed the Commission to work hand in hand with Mr. Porter’s ODM branch on the monitoring program that $950,000 request was placed into the budget after FCC had completed its yearly budget figure.

Under the House appropriation version, FCC would get $1,231,190 for broadcast activities. Included in the budget is the $150,000 which FCC did not spend during fiscal 1954.

The Senate group, as did the House Appropriations Committee earlier in the spring, applauded Chairman Hyde for the work performed by the Commission in processing the television application workload.
The far reaching WDSM-TV signal, with its “high on a windy hill” location (1200 feet above sea level), its brand new transmitter and related equipment merely mean that nothing has been spared to give the advertiser the best possible facility plus the assurance of coverage equal to any and exceeded by none.

When you “buy” WDSM make no mistake about it, you buy real power.

CBS
Represented by FREE
& PETERS, INC.

Dumont
Affiliated with the DULUTH-HERALD & NEWS-TRIBUNE
FCC ASKED TO SUSPEND ALL TV GRANTS UNTIL HEARINGS ARE HELD ON HILL

New group of station executives plans presentation to be made to Senate subcommittee. Pre-hearing meeting invitations sent out by Houston operator. UHF Assn. urges grant suspension.

(1) GENERAL reallocation of television channels. (2) Government guarantee of equipment loans. (3) Abolish vhf television and move all present vhf stations to uhf. There were some of the possible recommendations that may be made to the Senate Com- mercial Commerce Subcommittee May 4 when it begins hearings on the plight of uhf television (LET, March 19).

Girding for their appearance before the Congres- sional subcommittee, chairperson, by Sen. Charles E. Potter (R-Mich.), uhf station op- erators and grantees who hope to persuade Congress won't be able to affords economic distress were active last week on several fronts.

- UHF TV Assn. asked the FCC to suspend further vhf grants (both vhf and uhf) until the Senate subcommittee has held hearings, studied the testimony and made recommendations to the FCC.
- A group of uhf station broadcasters met in Washington last week and formed a tentative organization to formulate an all-uhf presen- tation to the Senate committee.
- Invitations to a pre-hearing meeting were extended to all uhf owners by Leon Green, sec- retary of KNUZ-TV Houston, to be held in Washington on Wednesday, May 2 and 3.
- Various regional meetings have been held, or are scheduled to take place in the next week or ten days, it was learned, to analyze uhf's problems and to hammer out salient features for presentation to the Senate subcommittee.

Radical 'freeze' idea

The UHF TV Assn.'s radical "freeze" recom- mendation was based on the pessimism that Senator Potter's subcommittee might make "certain drastic recommendations to the Commis- sion with a view toward ameliorating the present economic distress of the vast majority of the uhf broadcasters throughout the United States."

Many vhf applicants are "urgently" merging their applications, through dropouts or consoli- dations, in order to secure grants before the Senate subcommittee until UHF TV Assn. said. Since it is the competition from uhf stations that is at the bottom of "a large measure of the present economic difficulty faced by uhf broad- casters," UHFTA declared that it was in the interest of equity to maintain the status quo until the Congressional group has heard the testimony, weighed the evidence and recom- mended relief to the FCC.

In addition to the uhf competition, UHFTA added, uhf broadcasters are confronted with (1) lack of high power transmitters, (2) difficul- ties of manufacturers in producing adequate uhf receivers, (3) disinterest of major networks to associate with uhf stations, (4) opposition of advertisers and agencies to place lucrative time contracts with uhf stations if uhf facilities are available in or near the same markets.

Apparent anticipating some of the sugges- tions that may be made to Senator Potter and his colleagues, UHFTA said that among the possible remedies will be (a) changes in al- location, (b) control of programming, and (c) redistribution of uhf grant facilities.

The meeting in Washington comprised repre- sentatives from 25-odd uhf stations, it was learned. They chose Harold H. Thoms, WISE- TV Asheville, N. C., as temporary chairman, and plan to meet again today (Monday).

Others who will be present in the meeting were John G. Johnson, WOTV-TW Winston-Salem, N. C.; H. A. Seville, WACH- TV Newport News, Va.; Allen M. Woodall, WJAK-TV Columbus, Ga.; Wilton E. Hall, WAAM-TV Anderson, S. C.; H. S. Bowden, WACA-TV Camden, S. C. Others were pres- ent from Boston, Buffalo, St. Louis and Michi- gan.

Former FCC General Counsel Benedict P. Cottone was chosen as tentative counsel to work out a suggested presentation for the forthcoming Congressional hearing. Former Sen. Scott Lucas (D-III.), one-time Senate major- ity leader, spoke to a group of uhf broadcasters on details of appearing before Congressional commis- sioners. Mr. Cottone is associated with Sen. Lucas in the Washington law firm of Lucas & Thomas.

Statement of principles, to which it is hoped all uhf station owners will agree, is expected to be announced this week. At week's end, Mr. Cottone was drafting a working statement, for submission to today's meeting.

Among the subjects discussed at last week's Washington meeting were the deletion of uhf bands from the tv service and the move of all video broadcasting to the uhf portion of the spectrum.

Also seriously debated, it was understood, was the need for long-term financing on the part of uhf operators. Suggestion was gen- erally approved that some means of govern- ment guarantee to manufacturers for the fi- nancing of transmitting equipment might help in this regard.

Plea that the FCC be required to adopt a regulation which would permit a network to serve a live program to a non-affiliate in the same market, if its own affiliate could not ac- commodate the live show, was also made.

There was also varying discussion of the proposed FCC ownership rule re- vision which would permit the ownership by one party of seven tv stations, not more than five of which may be vhf.

A possible solution to the vhf-uhf coverage discrepancies through the addition of more channels to the uhf band, by using government and fm frequencies, was also explored.

There was also a suggestion that the Com- mission be asked to suspend further vhf grants until after the Congressional hearing.

Host of Subjects

Among other subjects broached were the possibilities of satellites and boosters, subscrip- tion-tv, power relationships between vhf and uhf, and failure of equipment manufacturers to develop high powered transmitters and all- wave vhf-uhf equipment.

Mr. Green, who is a 5% owner of KNUZ- TV and a 24% owner of KNUZ, told B'W that he had been in communication, both personally and by mail, with more than 60 uhf owners. He said he had received general approval of his plan to hold a mass rally in Washington prior to the Senate hearing. It was his hope, he said, that all uhf operators might

Added to Agenda

GENERAL ELECTRIC tentatively has been placed on the Senate Communi- cations subcommittee uhf hearing agenda for an appearance May 5, it was learned last week. Hearing days on uhf are May 4-6 [B'W, March 29 et seq.]. RCA also is tentatively on the witness list. It was understood that all four tv networks are expected to have, spokesmen, probably top executives, before the Senate group.

It was reported that as many as 10 uhf operators had informed the subcom- mittee by last week that they would testify before it.

join together to make a concerted appearance before the committee.

Mr. Green said that the first meeting will be in the Massachusetts Room of the Statler Hotel at 2 p.m. on May 2, and in the Michigan Room of the Statler Hotel at 10 a.m. on May 3.

In his own survey, Mr. Green said, he had found that network affiliation was one of the most significant factors in the success or diffi- culty of uhf operation. Where a station has a major network affiliation, it is competing equally with its vhf competitors. Where there is no affiliation, the uhf operator is in trouble, he conceded.

He also said that another problem for uhf owners was the high cost and low production of uhf tuners and all-wave receivers.

Undertones of opposing philosophies among some of the different groups of uhf broadcasters were heard last week. Apparently, there were, apparently, were conflicts of personalities.

The Potter subcommittee's exploration of the uhf problem followed a closed meeting with the FCC early in May. An announcement of the open hearings on uhf stated that the subcommittee would hold hearings on "the status and development of the uhf channels in the U. S."

He also said that the hearing would include consideration of the Johnson bill (S 3095) to count two uhf stations as the equiva- lent of one vhf station in determining common ownership with the limit to be five vhf or ten uhf. [B'W, March 17]

Sen. Potter also stated that the FCC would be the first witness. Others who would be in- vited to appear, he said, were station owners, network and equipment manufacturers. He also said that his group would like to hear from permit holders who had surrendered their grants.

As of April 15, the FCC had issued 305 uhf grants. Of these, 53 had been surrendered. During this time, the Commission also granted 232 vhf permits, of which 12 have been given up.

Originally the Potter subcommittee planned to hold the uhf hearings April 27-29, but Sen. Potter's duties with the Senate Government Investigations subcommittee in the McCarthy- Army imbroglio forced postponement to the May 4-6 dates.

Comic Book Probe Set

SEN. ROBERT C. HENDRICKSON'S sub- committee investigating juvenile delinquency will hold a hearing in New York Wednesday and Thursday on the effect of crime comic books on delinquency. The New Jersey Republic- an's group already has indicated it will in- vestigate the effects of radio-tv programs on the subject. However, the probe on broadcasts will not begin until later in the spring or early summer.
WDSM-TV ... acquired viewer-prestige quickly. Perhaps it was the remote job done in the district and regional basketball tournaments, or perhaps the international hockey tournament coverage, or yet again the on-the-spot coverage of a bishop's consecration. On the other hand maybe it was the WDSM-TV experienced personalities or the smooth technical performance, or the extraordinary news coverage. News coverage at WDSM-TV is no accident for behind its able editor stands AP, UP, INS, AP wire photo, facsimile sound on film equipment, and special crews plus the complete news gathering facilities of the Duluth Herald and News Tribune. Obviously, no other television facility can match WDSM-TV news coverage.

Yes, WDSM-TV has prestige. put it to work ... “Buy WDSM-TV”
NEWSPAPER’S TV PROTEST GRANTED BY FCC IN CLARKSBURG CH. 12 CASE

In split 4-to-3 ruling, Commission rules newspaper must be considered ‘party in interest’ under present construction of Sec. 309(c) of Communications Act. Ch. 12 grant to WBLK is stayed pending hearing.

UNDER the present construction of Sec. 309(c) of the Communications Act, a newspaper can protest a television grant on the ground of economic injury, FCC ruled Thursday in a split 4-to-3 decision which (1) stayed the ch. 12 grant for ch. 12 at Clarksburg, W. Va., to Ohio Valley Broadcasting Co. and set same for hearing, and (2) declared Cecil B. Highland Sr.’s Clarksburg Pub. Co. to be ‘party in interest.’

The Commission’s decision was considered to be a test case to show the extremes made possible by the McFarland Act amendment of the economic protest provisions of Sec. 309(c) of Communications Act [Clos. Circ. 3, April 12].

The McFarland amendment on this point originally was opposed by the Commission and substitute wording, to limit protest privileges to and be offered. The Commission currently is pressing Congress for revision of the law.

Date for the hearing and issues involved will be announced later, FCC declared.

Due to the majority action were written by Comrs. Robert T. Bartley, John C. Doerfer and Robert E. Lee who cited the absurdity and ridiculous extreme of the interpretation.

Ohio Valley is licensee of WBLK Clarksburg. The ch. 12 grant to it was made possible by the dismissal of a competitive application by WPDX there. Latter was reimbursed $14,000 for expenses. Clarksburg Pub. Co.’s protest was filed about a month ago [B+F, March 29, Feb. 22].

Publisher of the daily Exponent and Telegram, Clarksburg Pub. Co. contended it would be injured through the tv station’s competition for advertising and effect on circulation.

The newspaper firm contended its circulation already had been hurt in those areas now receiving tv service from WTRF-TV Wheeling, W. Va., the only tv station in the under common ownership with WBLK. Clarksburg Pub. Co. charged FCC’s multiple ownership rule would be violated since a community-tv cable system overlaps WTRF’s programs in Clarksburg, the WBLK-TV area. Concentration of newspaper-radio tv interests in the state also were charged to News Pub. Co., parent firm owning WBLK-TV.

Held Injury Not Specific

In reply, Ohio Valley asserted the injury claims were not specific and the newspaper firm could not be construed as legal party in interest under the basic statutory requirements of Sec. 309(c). The return cited publisher Highland’s long record of opposition to radio and tv and his papers’ policies in this respect, including refusal to even publish the word ‘radio’.

In its conclusions, the FCC majority noted Ohio Valley’s allegation ‘that a protesting party in interest has a long history of antipathy toward radio and television broadcasting. These allegations are not considered further since they are not relevant to our action on the subject protest.”

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“The this definition did not appear in the later ‘McFarland Bill,’ S 658 . . . and was not made part of Sec. 309(c).”

The majority held that the test provided by the Sanders decision is ‘a party in interest’ to economic protest to a legal right. This test, now imported into Sec. 309(c), is equally applicable under the relevant authorities to such injury caused by the grant of a new authorization for a new television station. The test fashioned in Section 309(c) which also relies mainly upon advertising.

“We do not decide that any indirect injury to other forms of enterprise would suffice, but merely that here there is a situation which can be determined under the Sanders case.”

The majority concluded:

In the present case, the protestant has presented a situation alleging direct competitive injury from a new grant, which could be said to lack in definiteness only the type of allegation which cannot reasonably be required where the actual operation of the new station is not immediately imminent. The cause and nature of the alleged injury has been specifically set forth in the context of a competitive situation where the action taken by the Commission clearly disrupts the existing competitive picture. The new television station will have as its primary city to be served the same city as the same newspapers are published, and will be in direct competition for the same advertising. See in re R. E. Pearl & Sons, Inc., RR 2, Pike and Fisher, RR 197; Vereluis Radio & Television, Inc., 9 Pike and Fisher, RR 102; Midwest Television, Inc., 9 Pike and Fisher, RR 611. This is in a situation where the Commission’s action could not be expected to result in a substantial competitive change and where, as a consequence, a more precise showing must be required. In re Application of Spartan Radiocasting Co., FCC 64-7, released February 4, 1964. We therefore find that a sufficient showing to constitute protestant’s party in interest within the intendment of Section 309(c) has been made.

The Commission further contended that a protestant has specifically characterized the facts, matters and things relied upon as required by Section 309(c) of the Communications Act to warrant the designation of the above-entitled application for hearing on appropriate issues to be specified by further order of the Commission.

Dissenting, Comr. Bartley said, ‘I would deny this protest on the ground that the allegations of potential economic injury are not sufficiently factual but are merely speculative.

In any event, I am of the opinion that Congress uses of the word ‘party in interest’ did not intend that a ‘host of parties who have no legitimate interest’ would be permitted to interfere under Sec. 309(c) ‘solely with the purpose of delaying license grant which would have been made’. (See Senate Report No. 44 on S 658, 82nd Congress, 1st Session, p. 8.) It is clear from a reading of the pleadings in this case that protestant seeks to prevent the establishment of any television service in Clarksburg which would interfere with its operation of the only newspapers in Clarksburg. I cannot believe that Congress intended that Sec. 309(c) license grant, in the state contained in Section 1 of the Communications Act to make available to all the people of the United States an efficient and nationwide radio and television system.

Doerfer added: ‘That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity — and an absurdity is the shadow cast by error. The error is a misconstruction of the purpose and intent of the law.”

Comr. Lee wrote, ‘I cannot conceive of the Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay. I believe also that this action is inconsistent with our mandate to provide tv service to the maximum number of citizens.”

BROADCASTING • TELECASTING
A STATION OF SERVICE AND EXPERIENCE!

BOB BALL
News Director
Graduate of the Missouri School of Journalism WHO News Bureau and "beat man". WCCO-TV beat man, rewrite reporter, special events interviews and featured telecaster for WCCO-TV, "News In Review".

JACK MCKENNA
Weather Man
The Army Air Corps provided Jack McKenna's education in meteorology at the University of Utah. McKenna was a part of the "Pre-D-Day" weather team which provided the important weather news for the Normandy invasion.

ED CONRAD
Production Manager
We are fortunate in having the services of this versatile young director. His network TV experience well qualifies him to head our production staff. He is truly an "expert" in producing and programming.

LUTE MASON
Sports Director
University of Wisconsin; CBS Pacific Coast sports department. KILO Grand Forks, WIDU & WISC Madison. Play by play announcer Wisconsin football for Wisconsin network. WCCO-TV sports and special events.

MARTY OLSON
Sales Director
It would take more space than we have available to cover the career of saleswise "Marty." Well-known locally and nationally as staff announcer, actor and national Sales Representative.

JERRY BAUMANN
Chief Engineer
A sincere, unruffled practitioner of TV engineering. "Jerry" makes a transmitter percolate efficiently and productively. We are proud to have him head our staff of experienced engineers.

DUMONT
Affiliated with the DULUTH HERALD & NEWS TRIBUNE
FCC Proposes to Curb Incidental Radiation

BRINGING FCC indirectly into “regulation” of television and fm receivers through proposed certification procedures designed to limit spurious emissions which harm established services, the Commission last week announced further proposed rule making to amend Part 15 of its rules. Comments are due June 16.

The action indicates the Commission’s concern over the growing interference from low power devices and other sources of incidental radiation.

In the past, when commenting on the problem, various Commission spokesmen have pointed out that tv and fm sets in effect are “little transmitters” and as such could be subject to direct FCC control if manufacturers did not take voluntary steps to provide necessary shielding within the sets. Offending models usually have reduced shielding because of competitive measures to cut selling cost.

The Commission’s proposal for certification procedures, similar to that employed for diathermy and other industrial radio energy devices, was considered to acknowledge the industry’s present voluntary efforts to curb excessive radiation and to put the solution on a cooperative basis between government and industry.

REMA-Industry Lab.

FCC said it is hoped the actual certification would be done by the manufacturers themselves, noting Radio-Electronics-Television Mfrs. Assn. has proposed the establishment of an industry laboratory for this purpose (also see story page 42).

FCC would put some limitations on set radiation into effect promptly for radio-tv receivers and more exacting limitations into effect Jan. 30, 1956, for all radio receivers.

The proposed rule changes provide that receivers be certified by the manufacturer “or by appropriate certifying authority, or where this does not take place, by the users of the receivers.”

Similarly, carrier current systems such as community tv antenna systems and college “wired-wireless stations” would come under certification requirements and radiation limitations by June 30, 1955. All cases of harmful interference to authorized services would have to be corrected immediately, however, the notice indicated.

The Commission has received reports that the coaxial cable distribution lines of community tv systems in some areas are causing interference to off-the-air reception by receivers in the homes of non-subscribers.

Two categories of radiation devices are set forth: Incidental and restricted. Incidental radiation devices are described as those in which the production of radio energy in unintentional or incidental, such as electric power, lighting and ignition devices. Restricted radiation devices are considered to embrace carrier current communication systems, laboratory signal generators, beat frequency oscillators, radio receiver oscillators, various low power radio frequency generators and remote control devices using radio energy, like garage-door openers and record players.

FCC’s proposal provides for minimum power and field intensity limitations and certification for restricted radiation devices. But the Commission said it “does not propose to place a limit on the radiation of incidental radiation devices at this time. However, in the event of their interference to regular radio services, the operators of such devices would be required to take prompt remedial action.”

KOIN-TV is Oregon’s most powerful station
KOIN-TV’s strong 56,000 watt signal (soon to be 100,000 ERP) plus a towering antenna height of 1,114 feet above average terrain is resulting in effective coverage of far more area in the rich Oregon and Southern Washington market than any other Portland station. Set sales are skyrocketing!

KOIN-TV is Portland’s only VHF station
KOIN-TV’s sharp VHF signal is the only television reaching many shadow areas. Reception and picture quality are excellent.

More people mean more sales
KOIN-TV’s tremendous coverage—its great lineup of CBS and selected ABC shows, as well as solid local programming has built a loyal, responsive audience. Write, wire, or phone for availabilities and complete market data.

KOIN-TV is your best buy in this rich Oregon market.
Since always runnen
Iss around,
Der office boy
Don't sitten down:
So iss by us
Nix qelt ge-wasted,
On him iss even
A broom ge-pasted.

We got so busy
As you can see
By using

WNHC-AM-TV

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English
WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

VHF
Channel 8

Three steps cover New Haven on radio.

- saturation — write for details
- NBC affiliation
- complete merchandising service
Orange Belt Group Renew Ch. 30 Quest

Applicant blasts Commission for denying its bid for $26,000 station, says FCC encourages excessive construction funds.

FCC Staff Cuts

EXPECTATION that FCC's staff will have to be pared by about 50 persons to meet the operating budget proposed for fiscal 1955 (story page 46) was voiced last week by General Counsel Ben D. Smith. The total payroll now is about 1,140 persons, both in Washington and the field.

Part of the cut might have to be in the FCC's 18 hearing examiners, some half-dozen of whom were hired on a temporary basis this past year to help clear the tv backlog. The rest would be attorneys and clerks, about 30 of whom are in the Broadcast Division.

The problem in cutting examiners, it was pointed out, is (1) that the hearing backlog, while reduced, still isn't cleared and (2) some of the new examiners, shifting from other agencies, carried over large annual leave accumulations. To prevent taking big chunks out of the 1955 budget, these examiners could be let just out just before fiscal 1954 on June 30, so accumulated leave payments technically would come out of the current budget, which can take it.

AT&T Asks Extension Of Color Rates Again

THE AT&T asked the FCC last week to extend the present temporary color tv intercity connection rates for another four months, to Sept. 15. A previous extension runs out May 15.

AT&T color rates are the same as for black-and-white, plus additional charges for terminal connections. These were instituted as experimental rates during the formative temporary color tv developments under the aegis of National Television System Committee. On Jan. 15, AT&T asked for the first extension, to Feb. 15, and then to May 15.

There has been talk that the telephone company planned to submit color charges that ranged up to 60% higher than present black-and-white rates. There have been references by AT&T officials that present black-and-white intercity charges do not cover the cost of supplying the service. This had led to belief in some quarters that the AT&T was planning to raise black-and-white rates and lower the proposed color rates in order to meet objections to the alleged high color rates [Closed Courty, April 12].

Under the experimental color tariff, and subsequent extensions, AT&T charges $450 per month for each station connection in addition to the regular black-and-white rate of $500 per month for full-time service (eight consecutive hours daily). Rate per mile for color or black-and-white remains at $35.

For occasional service, the experimental tariff of $450 per month plus $250 per month connection in addition to the black-and-white rate of $200 per month. Hourly and mileage rates remain the same as for black-and-white: $10 per hour and $1 per hour per mile.

In its application for extension of the experimental rates for another four months, the AT&T asked that it be granted without prejudice to the filing of commercial tariffs before the Sep. 15 deadline. This authority. This means that the telephone company could submit a proposed color tariff, which would become effective in 30 days unless someone objected or the Commission itself decided to study the situation.

VOA Sets Move Nov. 1 From New York to D. C.

Cost of the move in studio construction and equipment will be $1 million.

MOVING day for Voice of America from New York to Washington is Nov. 1. Details of the shift were announced last week by the U. S. Information Agency.

Leonard F. Erikson, director of the Voice, said the new Washington home will be in the Health, Education & Welfare building at 330 Independence Ave., S.W.

The VOAs are slated Nov. 1 to be on the air full time from the Nations Capital. Some 14 new Washington studios will be built and about 1,000 employees transferred. Cost of the move is estimated at $1 million, for studio construction and equipment. Actual transportation of personnel is not included in the figure.

This shift, which in effect was ordered by the Congress, will involve hundreds of miles of special wiring, large quantities of highly complex electronic equipment, sound and picture conditioning and special lines to connect with shortwave transmitters, according to USIA.

The move will be accomplished without interruption of round-the-clock broadcast schedules, the agency said. The new complex radio facility operates 76 transmitters in both hemispheres, programming in 34 languages.

Mr. Erikson said VOA cannot risk losing contact with listeners, "many of whom tune in on the truth at grave peril to their own personal safety." In transferring the master control board and associated equipment, technicians must complete an estimated 500,000 separate electrical connections. Much of the million-dollar cost, it was explained, will go for replacement of obsolete equipment which would have been required anyway. Studio construction starts this month, VOA said.

Sen. Dwight Griswold Dies; Was on Radio-Tv Committee

A TEMPORARY GOP vacancy was opened on the five-man Senate Commerce Committee and on the parent Senate Interstate & Foreign Commerce Committee by the death Monday of Sen. Dwight Griswold (R-Neb).

Fund-raising services were held Wednesday in his home town of Scottsbluff, Neb. Sen. Griswold, 60, died in Bethesda Naval Hospital after a heart attack. A former governor of Nebraska, the Senator was elected to the Senate in 1953 to fill out two years remaining in the term of the late Sen. Kenneth B. Wherry (R).

The Senator's son-in-law and daughter, Mr. and Mrs. John H. Gayer, flew to the U. S. from Switzerland to attend the funeral. Mr. Gayer was named last summer to the International Frequency Registration Board in Geneva, which was established to implement the Atlantic City Telecommunications Convention of 1947.
The PENN-N.Y. edition of TV Guide recently conducted a poll among its readers, asking which local TV programs they watch and enjoy most. Answers poured in from all Northeastern Pennsylvania. WILK-TV walked off with ALL the top honors. The April 15th issue tells the story. First Place goes to WILK-TV’s pace-setting early evening variety show, “CAROUSEL” with Hal and Nancy Berg—Second Place goes to the top show in local kid entertainment, “BUCKSKIN JIM’S TRADING POST” presided over by Jim Ward—and Third Place to the center of attraction for the local teens, “JOHNNY SOBOL’S RUMPUS ROOM”.

SMALL WONDER OUR TAILS ARE WAGGING WITH PRIDE!

WILK-TV covers a large and lucrative market where television competition is strong. The fact that we lead the field in popularity, quality of programming and reception is hard-hitting proof that we can sell more of your products at less cost than any other station in this widespread television-conscious area. 
TV's DOUBLE DUTY BUY!
in the HEART of ARKANSAS

CHANNEL 7

TWO fine studios
Little Rock • Pine Bluff
172,600 Watts ERP
From the State's Tallest Tower
Full Network Service

LITTLE ROCK
KATV
PINE BLUFF

AREA COVERAGE THAT COUNTS
Population ........................................... 806,400
Buying Income ..................................... $857,900,000
Retail Sales ......................................... $653,091,000
TV Sets ............................................... 59,600 (est.)

James P. Walker
General Manager

Bruce Compton, Sales Manager
100 Williams Road, Pine Bluff, Ark.

John Fugate, Manager
Little Rock Studios

AVERY-KNODEL, Inc. — NATIONAL REPRESENTATIVES

Page 56 • April 19, 1954
WNEW, WAIT SALES IN FCC APPROvals

RADIO-TV transfers approved last week by the FCC included sale of WNEW New York and WAIT Chicago.

WNEW was sold to a new company WNEW Broadcasting, Inc. for the basic consideration of $2,100,000, with the purchasing company assuming certain tax liabilities, commission and attorneys’ fees. New president and general manager is the well known quarter-century veteran broadcaster Richard D. Buckley (25%). Horace L. Lohnes, partner in Washington law firm of Dow, Lohnes & Albertson, assumes 25% interest and will serve as secretary, treasurer and director. Remaining 50% interest is divided equally among Harry R. Playford, St. Petersburg banker and former WNEW stockholder, and two associates. Mr. Playford becomes a vice president of the new company and he, along with his St. Petersburg colleagues will serve on the board [BTN, March 8].

At Chicago, FCC gave approval to the sale by Gene T. and Evelyn M. Dyer of their 78% interest in WAIT for $271,000 to the former owners of WSBC Chicago.

Purchasers are William T. McNeill (6%), and Bertha L., Julius, Oscar and Gertrude Miller, 18% each. Adele Moulds retains 10% holding and Louis E. Moulds and Grace V. McNeill each retain 6% [BTN, March 22].

Sale of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $5,000 plus assumption of obligations totaling about $105,000 also was approved. Rollins operates WNJR Newark, N. J.; WTVJ Georgetown, Del.; WBBO and WRAD Norfolk, Va., and holds permit for WRAP Dover, Del. Rollins proposes to dis- miss its pending bid for new station at Wilmington on 900 kc with 1 kw daytime.

In a separate action the FCC gave approval to the acquisition of negative control (50%) of Rollins Broadcasting by O. Wayne Rollins through purchase of 16.7% interest from John W. Rollins.

Other transfers receiving FCC approval were: WNCT-AM Atlantic City, N. J.—Assignment of construction permit for uhf ch. 58 from William G. & George C. Matta to David E. Mackey for $10,440 to cover expenses incurred.

KENM Portales, N. M.—Transfer of control of Plain Broadcasting Co. to John Burroughs and Leola Randolph through sale of all stock for $28,000.

WABF Augusta, Ga.—Transfer of control of Savannah Valley Broadcasting Co. to Gladys M. Bennett et al, by 41.2% interest sale for $33,000.

WTIK STOCKHOLDS

Over ONE HUNDRED TEN MILLION DOLLARS spent for FOOD PRO- ducts in the Peoria area annually, according to figures published by Sales Management. These food products, to list just a few, now are getting their share of business through local programs and announcements on WMBD:

HILLS BROS. COFFEE
RINSON
FLEISCHMAN’S YEAST
DREFT
BUTTERNUT BREAD
SUPER SUDS
PRODUCER’S DAIRY

FRY-KRISP DOUGHNUTS
ROSZELL’S SEALTEST
VEL
DEL’S DAIRY
TOASTMASTER BREAD
CHARMIN TISSUE
KROGER’S—for 10 years!

Experience LOCAL and NATIONAL SPOT advertisers know...

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See
Free & Peters

FIRST in the Heart of Illinois

WMBD CBS Radio Network
5000 Watts

April 19, 1954 • Page 57
TWIN CITIES STATIONS REBEL AT BAN

Action by House subcommittee barring radio-tv coverage of hearings in Minneapolis-St. Paul brings loud protest from broadcasting newsmen, particularly from WCCO-AM-TV and KSTP-TV there.

RADIO-TV news executives in Minneapolis-St. Paul were simmering last week over a congressional subcommittee ban against broadcast coverage of hearings held in the Twin Cities April 9-10. Efforts of the newsmen to have the ban rescinded, although vigorous, proved fruitless.

Stations affected were WCCO-AM-TV Minneapolis and KSTP-TV St. Paul.

Charles McCuen, news director of WCCO-TV, said the decision to keep out tv, radio or use of film and recordings, "deprives an estimated one million television viewers in the Minneapolis-St. Paul area of the complete news coverage of . . . [the] committee's activities that only television's exact reproduction of the testimony can provide." His remarks were entered into the hearing record by Rep. Claire E. Hoffman (R-Mich.) who sharply protested the ban.

The subcommittee is looking into alleged labor racketeering. It is part of the House Government Operations Committee of which Rep. Hoffman is chairman.

After the stations were denied access to hearing coverage the first day (April 9), Mr. McCuen presented a special news report on WCCO-TV charging the "open public hearings" were neither completely open nor public in view of the committee ruling against full tv and radio coverage. Four committee members appeared on a film tellying why they favored opening the hearings to full coverage. Also telecast was a portion of the debate between Rep. Hoffman and subcommittee members on the coverage ban.

The news director displayed on camera extensive clippings of newspapers which printed an abridged transcript of proceedings, noting that radio-tv sought equal opportunity for news coverage. He also asked for mail and telegrams. The audience responded with numbers of communications to the subcommittee but the group stuck to its earlier decision.

According to the stations, congressmen ordered camera equipment out of the hearing room (the Federal courthouse) when it was charged that KSTP-TV was filming witnesses (without sound) in defiance of the ruling.

Jim Bormann, WCCO radio news director, sent a general protest to subcommittee Chairman George A. Bender (R-Ohio)—reportedly sympathetic to the broadcast media's position, terming the denial of full access "a violation of the people's right to know." He spoke also as chairman of the Freedom of Information Committee of the Northwest Radio-Tv News Ann.

The ban was an outgrowth of a rule adopted by the full committee a few months ago [Footnote: B+T, Feb. 8]. Members then decided to prohibit radio and tv from all open hearings unless a majority of the members voted to approve coverage. The move actually had been directed against the committee's chairman, Rep. Hoffman.

A continuing battle has been fought between Rep. Hoffman and his balky committee which last year stripped him of his power to appoint subcommittees without the consent of his fellow members on the full committee. At stake was control of the subcommittee itself which was taken over by Rep. Bender.

When the subcommittee returned last week to Washington, Rep. Hoffman took to the House floor to attack the subcommittee's decision on radio-tv in the Twin Cities, which, he said, "discriminated against both those sources of information."

N. J. Senate Committee Convenes in Tv Studio

In what was believed to be "a first" in the history of state legislatures in the U. S., a New Jersey State Senate committee telecast one of its formal meetings from the studios of WATV (TV) Newark on April 11, 7:30-8 p.m.

Station last Friday announced that beginning April 25 a different committee would be telecast each Sunday night.

During the telecast, the committee debated and rejected a bill that would have required the Port of New York Authority not to engage in construction until a transit committee has investigated the possibilities of additional transit facilities in the New York area.

The tv program followed the weekly half-hour report over WATV by Gov. Robert B. Meyner, a Democrat. The television time had been granted to the Republican-controlled legislature after Republicans had sought equal time to answer Gov. Meyner's program [Footnote: B+T, March 29].

Though several leading Republicans had requested regular, weekly tv time equal to that given to Gov. Meyner, a spokesman for WATV told B+T last week that the station had no definite plan for such an arrangement.

An opinion rendered in advance by Grover Richman Jr., attorney general, said any action taken by the committee would be legal even though the committee was meeting in the studios of WATV and as part of a telexcast.

New Uhf Grants Made For Lexington, Fayetteville

LEXINGTON, Ky., and Fayetteville, N. C., each won a new tv station on uhf ch. 18 last week as the FCC finalized examiners' initial decisions.

At Lexington, the uhf ch. 18 grant was made to WLEX there. The decision was made possible by the withdrawal of the competitive bid of WVLK Lexington. No consideration had been promised to WVLK for dismissing its application.

The Fayetteville uhf ch. 18 grant to WFLB there was enabled when WFAI Fayetteville amended its competitive bid for the ch. 18 facility to specify uhf ch. 54.
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

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

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. (Sales Management's 1953 Copyrighted Survey)

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

April 19, 1954 • Page 39
St. Louis Ch. 4 Grant Proposed After Merger

KWK is surviving applicant as KXOK and Missouri Valley TV Co. acquire part-interest options. Ch. 54 WTVA (TV) Belleville protests action.

INITIAL decision was issued last week by FCC Hearing Examiner Claire W. Hardy proposing to grant ch. 4 to KWK St. Louis, stemming from the merger proposal, fortnight ago which saw the dismissal of competitive applications by KXOK and Missouri Valley TV Co., chiefly owned by KSTP-AM-TV Minneapolis.

Robert J. Globe-Democrat, present KXOK general manager, 23% by KSTP Inc., 23% by KXOK Ins., 23% by KSTP Inc., and 3% by St. Louis residents who had interests in Missouri Valley TV Co. KXOK would be sold to C. L. Thomas, present KXOK general manager, but the price has not been determined. Mr. Convoy would continue as KWK-AM-TV manager.

When options are taken, KWK would be owned 23% by present part-owner St. Louis Globe-Democrat, 28% by other part-owners Robert T. Convoy and associates, 23% by KXOK Inc., and only ch. 23% by KSTP Inc., and 3% by St. Louis residents who had interests in Missouri Valley TV Co. KXOK would be sold to C. L. Thomas, present KXOK general manager, but the price has not been determined. Mr. Convoy would continue as KWK-AM-TV manager.

On the eve of the initial decision, protest of the merger was filed with FCC by ch. 54 WTVA (TV) Belleville, Ill., contending the grant would result in concentration of control of mass media communication in the market since the Globe-Democrat is identified with the proposed ch. 4 station and the St. Louis Post-Dispatch, the city's only other daily paper, operates KSD-AM-TV, the latter the only operating vhf outlet on ch. 5.

WTVA alleged that St. Louis area viewers have $20 million invested in uhf converters and antennas, representing some 200,000 installations. The station contended advertisers would favor the new ch. 4 station because it would not be on the air and the outlet would compete with WTVA in both St. Louis and Belleville for audience and advertising.

Andrews Named to Head Tall Tower Study Group

DR. T. G. Andrews, head of the psychology department, U. of Maryland, has been chosen chairman of the ad hoc committee of the Air-drome, Air Routes, and Ground Aids subcommittee of the Air Transportation Committee to study the question of marking and lighting tall tv towers and guy wires [B&T, Jan. 11 et seq.]. Dr. Andrews is a member of the vision committee of the Armed Forces National Re-

Trinity Drops Plans On Baseball Re-creation

NO BASEBALL re-creations will be aired this season by Trinity Broadcasting Corp., FCC was advised last week, because complaints by three major league clubs, the Yankees, Dodgers and Cardinals, have prevented Trinity from making pre-season arrangements.

Trinity asked FCC to dismiss as moot the petitions for reconsideration filed a fortnight ago by the ball clubs and by Western Union against the Commission's action granting license renewal to Trinity's KELP El Paso, Tex. In that decision, FCC found Trinity's game re-creations in past seasons did not constitute illegal appropriation of private property and did not deceive the spectators, they were actually live pickups [B&T, April 5, March 8].

Preceding Arrangements

Trinity told the Commission that the ball clubs, by the institution of their complaints and "their subsequent course of action during the time the complaints were pending before the Commission," have made it "impossible for Trinity Broadcasting Corp. to make the necessary arrangements to re-create baseball games during the 1954 season." Consequently, neither KELP-AM-TV nor Trinity's KLFJ Dallas will air re-creations this year, FCC was told.

Western Union filed a Sec. 309(c) economic injury protest, charging FCC erred in the KELP case by not finding that the station had appropriated private property (game information) without consent and aired it as though it were live. Western Union said it pays the American and National leagues for the right to transmit games during the season and such stations may not allow unauthorized rebroadcasting, nor may a non-subscriber station appropriate the data aired by a subscriber.

Counter damage suits between the major league baseball clubs and Trinity's defunct fifth network, Liberty Broadcasting System, are pending in the courts and may be heard this fall, it was indicated last week. Depositions are being taken.

FCC Grants Microwave Links

LONG LINES Div. of American Telephone & Telegraph Co. last week was granted permits by FCC for seven new microwave radio relay stations to comprise the Los Angeles-Tur-quoise, Calif., section of the proposed Amarillo-Los Angeles, S.A. Div. L.H.P. Co. of Amarillo, Tex., and from Turquoise to provide network tv service to KLAS-TV Las Vegas, Nev. FCC fortnight ago approved permits for an initial section between Amarillo and Albuquerque.

GORDON GRAY, president of WSIS-AM-TV Kristin Salem, N. C., former Army Secretary and now president of the U. of North Carolina, is chairman of a special loyalty review board that is holding secret hearings on the charges mad e against atomic scientist J. Robert Oppenheimer by President Eisenhower has been suspended by President Eisenhow er from atomic research a c c t u a l l y to pend the board's determination of his security status.

Hearing Backlog Lowers

IN DESIGNATING for hearing three more competitive television cases, FCC last week reported only 13 cities remain to be set for hearing, but said all 44 applicants involved have been notified of expected hearing by McFarland letters. New cases designated, to commence May 14 in Washington, included: Big Spring, Tex., ch. 4, Texas Telecasting Inc. (KDUB-TV Lubbock) and Big Spring Broadcasting Co. (KBST); Jefferson City, Mo., ch. 7, KTWH-TV, Inc. to KWS, and Jefferson TV Co. (KWOS); and San Antonio ch. 12, Mission Telecasting Corp. (K O N O ) and The Wal-mac Co. (KMAC).

NBC, Clear Channel Group Protest FCC Skywave Ruling

BOTH NBC and Clear Channel Broadcasting Service last week protested FCC's order of early March eliminating from the three primary rule-making standards the use of am broadcast skywave measurements in other than general rule-making proceedings. FCC said the skywave curves in the standards shall be used in licensing proceedings.

The petitions asked for reconsideration and noted FCC had eliminated the use of measurements because of the short period of time over which they would be taken. NBC and CCBS replied that if this logic applied to the measurements, it should also apply to the curves themselves, since the curves are based on measurements taken over only a three-month period in 1935. They asked the Commission not to absolutely foreclose the use of specific measurements in cases where they might apply and could be properly tested.
Color cast equipment
The compatible color television system approved by the FCC last December—which will soon bring color TV to your market area—represents an investment of more than a million man-hours and nearly ten million dollars by the entire television industry.

G.E.'s role in this development is exemplified by Dr. W. R. G. Baker, General Electric Vice President and General Manager of the Electronics Division. Dr. Baker was chairman of the National Television System Committee which formulated the system as it was finally approved.

Nearly four years ago, Dr. Baker and his staff of color engineers (above) established a network of color signals at Electronics Park for research and equipment development. Their main consideration throughout these years has been your future in color TV.

Now's the Time!

Plan your color TV future with

Hundreds of G-E engineers cooperated in discovering new theories...new ways to provide a truly compatible system. One of the many General Electric color laboratories—in constant operation during the past four years—is shown above.

Major networks have already converted many top-flight programs to color. The strongest call for color has started—as was predicted—to come from local advertisers. Your needs, therefore, may be temporarily limited to film and slide facilities. General Electric is prepared to help you! For details, see a local G-E representative, or write today.
Chromacoder color equipment will soon be in production at General Electric's Electronics Park. Featuring a compact camera with only one I.O. tube, you will note there is little obvious difference between it and a standard black and white television camera. Size, simplicity of design, weight, maneuverability, ruggedness, economy and flexibility are important operating points.

The unique designed-in flexibility of General Electric's projection room equipment for color slides and film allows you a choice of the equipment you want... when you want it!

The 2" x 2" color slide scanner with color scanner pickup—the basic equipment you'll want first for color commercials...

Just add the high quality continuous motion film scanner to the slide scanner to provide color film programs...

Carry this block-building technique one step further... and add a second continuous motion film scanner. This entire combination occupies only 32 1/2 square feet of floor space!

GENERAL ELECTRIC

Using the Chromacoder Camera Channel, a single picture signal (containing all color intelligence in sequence) is selected for transmission. This signal is then fed into the Chromacoder and translated to simultaneous red, green and blue images. Subsequently, a Multiplexer forms a color signal for transmission under the compatible standards approved by the FCC. Only one Chromacoder is needed at each station to translate the signals of all its cameras.

Carrying this block-building technique one step further... and add a second continuous motion film scanner. This entire combination occupies only 32 1/2 square feet of floor space!
Modify Existing G-E Equipment To Broadcast Network Color Programs For Black and White and Color Reception! General Electric is providing its present customers, on a no-charge basis, all necessary internal transmitter parts, thus permitting stations with G-E transmitters to broadcast color. Engineering supervision for the installation of this equipment is on this same no-charge basis if it is done at the same time external color equipment is installed. External parts (Gamma Amplifier, Stabilizing Amplifier, Color Monitor, and other miscellaneous items) required for performance within FCC color specifications are being supplied at a moderate cost of approximately $7300 to $8800 (VHF-UHF). Optional test equipment is available as required. It is important to note that any of the above changes can be accomplished without loss of air time.

Locally Originate Color Slides and Film With G-E Equipment! General Electric provides the ideal solution to the demands of local advertisers for color commercials. Its top-quality film and slide facilities are designed for amazingly versatile effects. Slide Scanner equipment cost is in the order of $32,500; additional for Film Scanner equipment, approximately $36,000. To this must be added the cost for achieving best possible color transmission service as outlined in Plan 1.

Put Live Local Color Programs On-The-Air With G-E Equipment! This final step of your color objective incorporates a live camera channel, Chromacoder and allied equipment, Calibration Monitor Console, Monitor Switching Unit and miscellaneous accessories. With these G-E facilities broadcasters are assured of obtaining the ultimate in programming and performance... at what we believe to be the most economical cost figure you'll see in the industry!

Extra! G.E. is making rapid progress with an economy plan to factory-convert your existing G-E black and white cameras for live color program origination. This conversion will similarly apply to non-G-E cameras that are interchangeable. Moderate conversion cost will result in outstanding savings.

Plan your color future with General Electric—NOW!
Our local G-E broadcast representative has all the facts. Call him today or write:

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how responsive these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, United sold 2,200 pints of oysters—a complete sell out. In addition, United sold 4,800 chicken pot pies—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets. So successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in ½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.
INTERSTATE TV Proudly Introduces...

THE NEW SERIES!

Now being filmed and released! New plays... new stories... new casts... that will hit a new high in audience rating and product sales!

YOUR PRODUCT NAME HERE

Drama... Romance... Mystery... Comedy! The kind of stories America's millions love... written by America's top-notch writers!

39 NEW HALF-HOUR PLAYS!
... destined to eclipse the popularity of the first series, which was one of television's highest-rated shows! Let the new, greater 'DOUGLAS FAIRBANKS PRESENTS' series spark your product to sales and prestige dominance in your television market!

INTERSTATE TELEVISION CORPORATION

NEW YORK: 1560 Broadway Plaza 7-3070
CHICAGO: 1250 S. Wabash Wabash 2-7937
HOLLYWOOD: 4376 Sunset Drive Normandy 2-9181
CLEVELAND: 1234 Winstead Rd., S. Euclid, O. Elyria 1-2231
ATLANTA: Room 403 Georgia Savings Trust Bldg., 100 Peachtree
DETROIT: Woodward 1-1250
DALLAS: 300 S. Houston St. Houston 13-03
DES MOINES: 1115 3rd St. Phone 2-4115

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Broadcasting • Telecasting
Past Hits Revived by Radio

WHAT started as an experiment on an evening record program called Old Times Party, on WJAS Pittsburgh less than a year ago, has turned into one of the station's best known and most widely listened-to features. The idea can be traced back to a day in June 1953, when a WJAS maintenance man came into the studio with 20 old records—some released as early as 1908—and asked Hilary Bogden, m.c. of Old Timers Party, to play them on his show. Feeling that many of his older listeners might enjoy hearing some old favorites, Mr. Bogden did just that.

To test the reaction of the audience, Mr. Bogden asked his listeners if they would like a program featuring records of yesterday. "The response was phenomenal," says Cal Mara of the station publicity staff. "Old Timers Party since its inception has received not only requests for old records, but listeners bring albums and bundles of old time recordings into the studio."

In a short time Mr. Bogden built up a library of 2,800 old time records. The response from listeners prompted WJAS to designate a 30-minute segment each evening from 10:30-11 o'clock for the record series.

Only one obstacle stood in the way of the new show. Equipment at WJAS was too modern for the quarter-inch records that constituted Mr. Bogden's collection. An old phonograph was necessary. Mr. Bogden announced the need for such a machine and within a few days an Edison floor-type machine patented in 1898 was brought to the studio. Mr. Bogden now spins records on the old phonograph by cranking the machine and at the same time holds a streamlined microphone inside the speaker.

There's no doubt that the show has been an audience success. Mail received at the station emphasizes that older people who largely make up the audience appreciate a program that is designed for them. But the show has met with commercial acceptance, too. It is sold on a participation basis. Types of accounts that have found Old Timers Party a good advertising buy range from department stores and food markets to automobile concerns and movie houses. WJAS reports that once advertisers join the show's sponsor list they generally expand their schedules. Stylebrook Clothes, for example, used a few spots on the show last August. This spring when the store set up its advertising budget it bought three 15-minute segments on the program weekly for 13 weeks.

There is a public service angle to Old Timers Party, too. Because of the great number of records turned over to the show, naturally there are some duplicates. To stimulate a love of music, both popular and classical, among blind youngsters, Mr. Bogden turns over duplicate records to the Pennsylvania School for Blind Children. They are sent to the school along with biographical data on the recording artists for use in music classes. To date, 600 records have been donated to the school. Mr. Bogden's work with the blind children particularly aroused one listener's interest. She called the station to offer a collection of records to the school. Mr. Bogden picked them up and included in her gift was an old banjo. "It was in perfect condition," Mr. Bogden recalls. "Now a little boy at the school is happily learning to strum on his new instrument."

HILARY BOGDEN
Old tunes win new friends
GETTING SET FOR

IN BALTIMORE: ONE STATION BUILDS OWN COLOR GEAR

by Earl B. Abrams

WHAT'S the practical broadcaster doing about color TV? Is he rushing ahead to pump out color signals with nary a thought for the number of color sets ready to receive them? Or is he holding back, wishing color TV had never been invented?

The answer is neither. The practical broadcaster is making haste—slowly.

Take Baltimore, for example. The U. S.'s sixth market, it has three pre-freeze TV stations operating for the benefit of the more than two million people in its market. WBAL-TV on ch. 11 is the NBC station; WMAR-TV on ch. 2 is affiliated with CBS, and WAAM (TV) on ch. 13 carries ABC and DuMont programs. All three are commercial successes.

There are close to $50,000 black-and-white television receivers in the Baltimore area. There are also, as of now, about two dozen color sets there.

Those two dozen color receivers are the recipients of a lot of work and financial outlay on the part of two Baltimore stations—WBAL-TV and WMAR-TV.

WBAL-TV, owned by the Hearst Corp. (Baltimore News-Post), began operating in 1949. The first thing it did, when color seemed imminent late in 1953, was to adapt its transmitter to be ready to carry NBC's color programs. This was done by its own engineers. When the FCC authorized compatible color standards Dec. 17, 1953, WBAL-TV carried NBC's colorcast which followed the Commission's action by a matter of minutes.

There was exactly one color receiver in Baltimore then, and about 25 people huddled around that first color telecast in WBAL-TV's studios to watch it.

Even before that event, the station was preparing for slide and film colorcasting. Two of its 33-man engineering staff were detailed to build the required equipment. This they did in six months, and in late February, an eight-rack group of components that permit color slide telecasts was ready. These include power supply, test equipment, sync generator, colorplexer, and the myriad tubes and components necessary to originate a color signal. The gear is jammed into a workroom on the third floor of WBAL-TV's home on North Charles St. It has been used to demonstrate color for local advertisers on a closed-circuit basis.

Thus far, from the first steps in modifying its transmitter to the completion of the slide equipment, WBAL-TV has spent $20,000. This compares to about $60,000 that the same job would have cost if the equipment had been purchased commercially.

Hearst Corp.'s vice president in charge of engineering, John Wilner, feels he and his staff have gone as far as they can in building their own apparatus. On order is a color projector and camera, priced at $45,000.

The reason WBAL-TV's engineers built their own equipment is not solely economy. If color is going to be important in television broadcasting, Mr. Wilner wants his men to know as much about it as possible. What better way than to build from scratch.

Station Manager Leslie H. Peard Jr. and his staff have given a lot of thought to color timing. Aside from the network programs, which it has continued to telecast since the beginning, the station plans to telecast a color test pattern every Saturday morning beginning late this month. In September, when 200 color receivers are expected to be in the area, the station will begin broadcasting color slides. Then, a month or two later, when the film projector and camera arrive, color films will be telecast.

Live Production

Both Mr. Peard and Mr. Wilner feel that live local originations are about a year off. New camera developments (a single tube camera, for example) are due soon, they believe, and then there may be some stability in that field of color TV.

Commercial activities in color are geared to the number of color receivers in Baltimore. Mr. Peard doesn't think the station will charge for colorcasting until there are about 5,000 sets capable of receiving those signals in the area. He recalled that WBAL-TV's first rate card was issued when there were that many black-and-white sets in Baltimore. The first rate card carried a $350 charge for one hour of Class A time.

One thing has been brought home with an impact unlooked for by WBAL-TV management. It takes space to accommodate color gear. Although tightly squeezed into four floors at 2610 N. Charles St., on the edge of Baltimore's downtown area, it has managed to get along. It also has two transmitter buildings (for AM and for TV) and a warehouse.

Now, with color television coming along, with room needed for the additional equipment, the station has a space problem. The color slide and film equipment alone take up almost the same amount of space that the full black-and-white operation requires. A significant decision will have to be made soon—whether to expand at its present quarters, or start from the ground up.

WMAR-TV, owned by the Baltimore Sunpapers and run by former FCC Comr. E. K. Jett, has been operating since 1947. When color was approved by the FCC late in 1953, WMAR-TV immediately had its transmitter adjusted so it could bring Baltimoreans the regular CBS-TV colorcast every Friday evening. This has continued.

Early this year, WMAR-TV bought a Telechrome Inc. flying spot scanner, which uses 2x2 inch transparencies. The station began building its own library of special slides for use with this equipment, and to date has more than 500. Many of them are what Mr. Jett calls "dateline" slides—showing the skylines of principal cities with the name of the city superimposed (Washington, London, Paris etc.). Others are "subject" slides—politics, education, labor, etc. These are used on news shows.

Aside from the use of these slides throughout the broadcast day, the station has a regular colorcast five days a week, from 9:30 to 9:45 a.m. Using slides, these programs are in the nature of documentaries, covering Baltimore's Zoo, the Maryland countryside, the city's docks, etc.

The equipment is housed in four racks and is located on the 34th floor of the Mathieson Bldg. in downtown Baltimore. To the present 32-man technical staff, Mr. Jett expects to add four more.

It is WMAR-TV's plan, to begin any day now, to put on a color slide at least once an hour throughout the broadcast day. They will be used for public service spots, news, weather, sports and station identification.

Sometime soon, also, WMAR-TV will sign on and sign off in color.

Due late this summer is a film projector-camera chain. In 1955, WMAR-TV plans to order a live camera chain.

Mr. Jett looks for 1,500 color sets in Baltimore by the end of this year. He has figured that Baltimore accounts for 3% of

(Continued on page 70)
COLOR TELEVISION

IN MILWAUKEE: STAFF SEES HOW COLOR PLAYS TRICKS

by Joseph Fox

WTMJ-TV Milwaukee has been transmitting telecasts in color from NBC-TV for some time. All of the station's staffers have seen color, and shortly expect to be producing local color TV programs. The interest of all of this has generated throughout the staff and the department to be more aware than ever of the singular things that can and do occur in the perception of color. So we put together an elementary review of color psychology, limiting it, after much pruning, to those points of greatest pertinence to the unique type of picture that is TV.

We are not planning to undertake actual camera testing of hues for truth and the formation of standards, since that work is being done on a wide scale under the direction of Norman Grant, art director of NBC-TV in New York. Results of these proceedings will be available to us. We have concentrated here on the phenomena familiar to artists in all fields.

A magazine art director can tell in advance just how millions of copies of color material will turn out. He cannot be certain how they will be seen by the readers, since color perception is so highly personal, and variable to a considerable extent. In television, we cannot be sure even how the finished "copy" (on the viewers' sets) will look, but we can at least be on the lookout for some of the tricks we know the viewers' eyes will play unless we anticipate them.

The Mind's Eye

There is a large and ticklish bridge between a carefully planned and executed color presentation — whether balop art, slides, film, or studio set — and the mind of each viewer (which is where he "sees" color.) There are, on this bridge, these potential false steps: color balance and registration in the cameras; color temperature of the lights; lens used and distance between camera and object; difficulties in the camera chain, which operates on an unusually low tolerance; the condition of the viewer's set, and his adjustment of it; the amount of light in the room with the receiver; and the condition of the viewer's eyes which may be fatigued or dulled by age or illness; and, finally, the level of perception on which he commonly operates (and well within a "normal" standard, i.e., excluding gross color-blindness, this varies from person to person.)

The latter grouping, concerned with color perception rather than electronic pickup and transmission, is the area with which we concerned ourselves. To this subject, we brought nothing new, beyond a particular application to television. Most of our material goes far back, some of it to Leonardo da Vinci. But after a lot of research, and with layout sketches of the relevant data, we made up four displays, using a cover-stock paper of 63 Munsell gray, 23° x 35°, as backing. On these sheets, we used chips cut from Color-Aid papers mounted with rubber cement, and lined the displays with black masking tape. We tried to keep text material to a minimum, but even so, more than we would have liked became necessary.

The first sheet, on the right in the photograph below, covers the juxtaposition of colors, and the curious things that result. The gray scale at the bottom illustrates the illusory shadow that occurs when the chips touch. The three larger panels show how single hues change radically in appearance according to their backgrounds.

The second sheet demonstrates after-image, that strange retinal quirk that could conceivably, after a heavy dose of bright color, taint the succeeding picture with possible unfortunate results. We show it occurring on white paper as well as colored backings, where the result is a mixture.

The third sheet is concerned with association and emotional reaction, and here, if we could, we'd have included some material on aesthetic preference as well. We didn't, because it would have caused endless argument and, besides, preferences differ according to the object colored.

Finally, in the last sheet, we landed on the topic of the intensity of color. This, of course, is a matter outside the broadcaster's control, but important for him to recognize. Everyone of us in TV knows of badly-adjusted monochrome receivers which apparently satisfy their owners, even when contrast is so high as to obliterate all grays. All of us in TV have encountered grumbling clients who had to be shown that the commercial he saw at home was not a fair judge of what we'd transmitted. In color TV these mal-adjustments will produce some pretty aberrations in the intensity, saturation, and even

(Continued on page 70)

Mr. Fox is manager of the art department at WTMJ-TV Milwaukee.

Here's the color perception exhibition staged at WTMJ-TV. Doing final touch-up are Edward Stenzel (standing), WTMJ-TV artist, and Mr. Fox, author of this article.
Looking over their home-made color slide equipment are John H. Wilner, engineering vice president of Hearst Corp., which owns W&AL-TV Baltimore, and Leslie H. Peard Jr., station manager. On the monitor is W&AL-TV’s color station identification slide.

COLOR IN BALTIMORE

(Continued from page 68)

the TV receivers sold nationally each year, and estimates that there will be 50,000 color sets manufactured this year.

W&AM (TV) has been busy readying an increase in power to the maximum 316 kw permitted to a ch. 13 station. It is planning to ride easy on color until there is a demand for it, possibly, its executives feel, early in 1955. Although the networks with which it is affiliated have not originated any color programs yet, W&AM has had its transmitter adjusted so that it can re-broadcast such a program when it is received.

W&AM’s director of engineering, Ben Wolfe, has attended all of the major color television clinics and has shared his knowledge with his staff.

Although W&AM has taken no concrete steps toward color, it is ready to move when advertisers begin asking for it. Joel Chasey, director of public service, and public relations, says, that will probably come, Mr. Chasey feels, when there are some 1,000 color sets in the Baltimore area.

COLOR IN MILWAUKEE

(Continued from page 69)

the hues of colors, as the viewer sees them. On this last sheet, we described photopic and scotopic vision, their relevance to a darkened viewing room and over-bright chroma setting, and the effects.

Finally, and largely because it’s a new conception to a lot of people, we added an exhibit to show the difference between subtractive color—as in paint, ink, and the color TV camera—and additive color, as it occurs in color TV receivers. We contrasted a simple blending of paint primaries on a palette with a viewer we built to show how merging discs of colored light produce, from red, blue, and green, such surprising results as white and yellow. In this device, three flexibly-mounted lengths of cardboard tubing, carrying lenses, are set over openings exposing special slides we made from clear plastic painted with mixtures of lamp dyes. These tubes are made to lean inward with strings and rubber bands, causing an overlap of the colored discs on the screen. It’s crude, but it certainly does answer questions. While the phosphor dots of color on a receiver screen don’t move, of course, the effect is precisely the same.

We invited the entire staff of WTMJ and WTMJ-TV (about 190 people) to come and see, because we knew that the radio personnel and even the non-technical people are expected by their friends outside the industry to be experts. Most of our visitors, on seeing the demonstration, began to recollect much of it from their school days, and we have been well repaid by the interest and enthusiasm that have followed. It seemed to us that this review constitutes a legitimate part of the preparation for color TV, and it has certainly helped build up interest.

As was mentioned, we brought nothing new or inventive to this display, but we did have the good sense to list our sources, thus passing a very neat buck. This list does not show in the photograph on page 69. There are thousands of fine sources for material, but these are the ones we happened to find most handy and useful to us:

3. “Color Digest”—Higgins Ink Co.
6. Life magazine, July 3, 1944 (no reprints available) article on “Color.”
7. “Color as Seen and Photographed,” Eastman Kodak Co.
8. “An Introduction to Color” by Ralph M. Evans (of Eastman).

SATURATION SPOTS: KEY TO SALES

CONCENTRATION of radio spot announcements in peak selling days during the week has been worked into a highly profitable advertising format by William F. Gable Co., a department store in Altoona, Pa.

Until several months ago, the Gable organization confined its radio advertising to “reminder” copy on WFBG Altoona, used chiefly on 15- or 30-minute programs, some scheduled five times a week and others just once weekly. The three to five breaks in the show devoted to Gable merchandise were used to promote different items. Results, the store relates, were just so-so.

The change in advertising format that has spelled greater sales for the store meant a complete switch in Gable’s use of radio time. It was decided that the store would adopt a saturation spot campaign on WFBG at peak periods during the week, on the theory that repetition of commercials for merchandise for sale at the store ought to mean more sales.

Illustrating how correct the store was in its assumption is the experience at Gable’s in November 1953 with a sale of floor sample TV sets promoted entirely with radio advertising. The store bought $100 worth of spot time from WFBG to stimulate the sale of TV sets that had been marked down from $40 to $130 to make room for newer models. Forty spots were used from Friday morning through Monday. On Friday, sales amounted to $5,000. Monday business was $3,500. The store’s $100 radio advertising expenditure brought in $8,500. Advertising that produces 85 times its cost convinced the store that radio can be a powerful factor in a local advertiser’s media plans.

In the TV set sale case, there were 12 different pieces of copy used in 40 spots. Those used first announced the Saturday sale. The spots used later informed listeners that the sale would continue through Monday. All mentioned brand names and the savings in dollars. There were 25-second and one-minute spots. In the latter group credit terms were also explained.

Gable’s, which owns Gable Broadcasting Co., licensee of WFBG-AM-TV, is now a steady spot advertiser on WFBG. Top selling days at the store are Saturday and Monday. Monday night the store is open until 8:30 p.m. To assure a good flow of business on both these days, 12 to 25 spots are used Friday and Saturday mornings for Saturday selling, and a similar group is aired Sunday and Monday to boost Monday store traffic.

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every TV station needs

LOW COST COMMERCIALS

that local sponsors can afford

Here’s how the GRAY Telop screens out high production costs

Install a Gray Telop as part of your basic TV broadcast equipment for commercials... "screen" out high production costs! Use with any television film camera, including the new Vidicon camera. Projects opaque cards, photographs, artwork, 3½" x 4" transparent glass slides, strip material, even small objects... pens, watches, cigarette lighters, pipes, etc., or small models of large products.

A Gray Telop... at low initial cost... projects these economical materials and small objects with all the professional versatility of major "network" effects... without using costly film strips or live talent. Sponsors' copy can be prepared quickly, easily, for a variety of effects that is virtually unlimited. Gray's Telop will help you to sell more revenue producing commercials... increase your profits!

Seeing is Believing

- Gray Telop projection of commercials must be seen to be appreciated...
- You get dual projection, superposition, lap dissolve, fade-out... with a single lens system.
- You can project 'cinematic', exciting visual effects for greater audience interest...
- Your Gray Telop will pack punch and profit into every minute of your TV commercials... at a price that local sponsors can afford!


GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn., Division of the GRAY MANUFACTURING COMPANY, Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.
Almost Everybody In Cincinnati Listens To Radio Disc Jockeys

In a single week
8 OUT OF 10 FAMILIES IN A METROPOLITAN MARKET LISTEN TO RADIO DISC JOCKEY SHOWS *

EVERY DAY
41.9%
of all homes tuned in an average of
2½Radio Disc Jockey Broadcasts...
listening an average of
ONE HOUR
per home *

EVERY WEEK
79.1%
of all homes tuned in an average of
9½Radio Disc Jockey Broadcasts...
listening an average of
3 HOURS and 42 MINUTES
per home *

—and to whom do they listen most?

*Published by BAB from 1953 Nielsen Data

WCKY . . . ON THE AIR EVERYWHERE • TWENTY
IN CINCINNATI—

WCKY DISC JOCKEYS

Lead The Field

From 6 a.m. to 7 p.m., Monday through Sunday, WCKY DISC JOCKEY Programs have MORE 1st Place Audience Ratings* than the combined total of all other DJ Programs in Cincinnati.

WCKY Disc Jockeys are Your Best Buy

*Nov.-Dec. Pulse

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

- FOUR HOURS A DAY • SEVEN DAYS A WEEK
ACCENTING the behind-the-scenes operation of a TV station is this ID shot used on WJBK-TV Detroit. The station features station breaks to emphasize TV effects.

HERE is an ID shown on WJBK of its new tower while it was under construction. The station has recently concentrated on promoting the 1,057-ft. structure.

SIMPLICITY of line characterizes many IDs used on KRLD-TV Dallas, Tex. In all slides the station's channel number predominates. The station is a CBS affiliate.

A PAUSE FOR STATION IDENTIFICATION

AS the result of a channel switch, WNHC-TV New Haven Conn., has concentrated ID time on promoting its new channel number, much in the forefront of this particular station break slide.

THIS is a still shot of a 10-second WNHC-TV identification film used by that outlet. It is used with the actual sound synchronized with the action of the bell which the Town Crier holds in his hand.

KRLD-TV occasionally uses artwork like that shown above to promote itself with station breaks. Since it is in a three station market, other IDs stress "see more on ch. 4."

SCREEN-within-a-screen technique is used on many IDs at KDUB-TV Lubbock, Tex. Car- toon IDs such as this one are seen on screens throughout the area tuned to ch. 13 during the broadcast day.

SPECIAL TV slide department at WGVL (TV) Greenville, S.C., sees to it that station programs are properly promoted, as this slide indicates. Title in each case is imposed on an appropriate scene.

HERE is one of the outlet's earliest station break IDs, promoting itself when it went on the air last year. Since WGVL began telecasting, some 600 slides have been produced by the slide department.

OTHER station break announcements in a less humorous vein are also used by KDUB-TV, as this one illustrates. Such slides are used regularly to promote the station and the area it serves.

Page 74 • April 19, 1954
"The cattle feeder has helped to make Omaha the nation's largest beef packing center," Big Mike points out as he tells another chapter in Nebraska's industry story.

Located for the most part in a huge circle around Omaha's Union Stockyards, the feed lots receive range-fed cattle...almost 700,000 annually...from western Nebraska, Colorado, Wyoming, Montana and other ranch states. It is the feeder, with his physical equipment and know-how, who readies the range cattle for the market...and triples their value. Most of the beef cattle fattened in Nebraska and western Iowa feed lots are sold at the Omaha market and bought on the spot and processed in Omaha plants by the nation's major packers.

There's more...much more to the Nebraska Feeder story and how he plays an important part in making Nebraska a great market. And there's much more to the Big Mike story...how KFAB serves all — industry and individual alike...how people listen most to KFAB...and how this influences what they buy. Find out more from Free and Peters...or check with General Manager Harry Burke.
PEABODY RADIO-TV AWARDS PRESENTED

Television productions and stars capture most of the awards.

The 14th annual George Foster Peabody Awards for distinguished achievement in radio and television during 1953 were presented last Wednesday at a luncheon meeting of the Radio & Television Executives Society of New York in the Hotel Roosevelt.

The awards, in nine categories plus one special award, were announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, which, with the national Peabody Advisory Board, administers the honors in radio and tv.

George T. Shupert, RTES president, presided at the luncheon attended by several hundred radio-tv leaders. It was the eighth straight year that the event, which was both broadcast and telecast, took place at an RTES luncheon.

These Were Cited

The winners: Radio news, Chet Huntley, KABC (ABC), Los Angeles; television news, Gerald W. Johnson, WAAM (TV) Baltimore; television music, NBC Television Opera Theatre; television entertainment (double award), Television Playhouse and Imogene Coca (both NBC); television education (double award), Cavalcade of Books, KNXT (TV) Los Angeles, and Camera Three, (WCBS-TV) New York; television youth and children's programs, Mr. Wizard (NBC); promotion of international understanding through television, coverage of the (British) Coronation by British Broadcasting Corp.; public service by a regional radio-tv station, WSB-AM-FM-TV Atlanta, especially for Removing the Rust From Radio and You and Your Health; public service by a local radio station, WBAW Barnwell, SC, especially for Church of Your Choice; and special award, Edward R. Murrow (CBS).

Citations follow:

RADIO NEWS: Chet Huntley's skill in analyzing the news of the moment is coupled with the competence of a responsible reporter. In a time when the headlines reflect unreason and fear he has maintained a calm, mature commentary on the controversial issues of the day. Huntley has a thorough understanding of the need for courageous and thoughtful radio journalism plus a craftsman's knowledge of the medium which carries his observations twice daily to listeners in the 11 western states.

TELEVISION NEWS: The recipient of the television news award for 1953 has distinguished himself as a teacher, author, and editorial writer. It is from this rich academic and professional background that he has brought to the newest of the agencies of communication his profound sense of political history, his graceful literary style, and his outspoken courage. In recognition of these qualities, and especially for his perspective, liberal, witty, and scholarly commentary on the news, a George Foster Peabody Award is hereby presented to Gerald W. Johnson of WAAM (TV) Baltimore.

TELEVISION MUSIC: The George Foster Peabody Television Award in Music goes to the NBC Television Opera Theatre, for its imaginative and stunning production, splendidly cast and beautifully sung, directed, and conceived. Praise goes to many people for this enterprise: to General David Sarnoff, to Peter Herman Adler, the music and artistic director, and to Samuel Chotzinoff, the producer. Last year saw some memorable productions. Verdi's "Macbeth," Bizet's "Carmen," Strauss' "Bosenkavalier." Far from enough fine music is being encouraged on television, and it is with real pleasure that we salute those at NBC, who have had faith and the wisdom to present the NBC Television Opera Theatre.

TELEVISION ENTERTAINMENT: (a double award). Under the leadership of Fred Coe, the Television Playhouse was, during 1953, in the judgment of many discerning critics, the most consistent producer of fine television drama. We especially commend Mr. Coe for his firm emphasis on good writing, and note his steadfast opposition to the star system. In recognition of its superior standards and achievement, we present to the Playhouse a George Foster Peabody Award for outstanding entertainment.

TELEVISION ENTERTAINMENT: (a double award). Blessed with an imp-like, contagious and entirely original humor, Imogene Coca was a welcome visitor in television homes even before the show of Shaw's hit Top Ten. Now, it develops that the stars of Shaw's mean to go their own way next season. Regardless of the moves Miss Coca chooses to make, her mere presence thereon will assure a high comedy content, impeccable good taste, and a vast and appreciative audience. Which is our way of saying, Miss Coca, that you have won a George Foster Peabody Television Award in the field of entertainment, and with it goes our every good wish for the future.

TELEVISION EDUCATION: (a double award). The Peabody Award Committee dissolves as pithy the theory that, because of television, fewer good books are being read in America. There is no substitute for really good books. Television, as a matter of fact, can materially help to spread the word about the joys of reading, and Cansdale's Books, an excellent example of just how this can be accomplished. Produced by expert bookmen, backed solidly by the bookelling fraternity of California and the leading publishers of America, Cansdale's Books-KNXT is now being watched by upward of 350,000 people a week. The Peabody Committee (three of whose members know from personal participation the pulling power of the program) hopes that this award may stimulate bookmen in other parts of the country to similar endeavor. Under the heading of television education, therefore, we present that George Foster Peabody Award to Cansdale of Books-KNXT.

TELEVISION EDUCATION: (a double award). Camera Three set out, in its own words, "to put fact and conception together and to use the tremendous potential of the television camera in exploring the realities of man and his world, his arts and sciences, his ideas, his problems, his relationships to himself, to other men, and to the world." This is a large order, but Camera Three has, almost successfully. We recall especially fine programs devoted to the art of dance, to readings of Shakespeare, and to discussions of the emergence of Western Man. In recognition, George Foster Peabody Television Award in Education is hereby presented to Camera Three.

TELEVISION FOR CHILDREN AND YOUTH: Intended primarily for children and youth, Mr.

Scene From CAMERA NO. 3

Page 76  •  April 19, 1954  •  Broadcasting •  Telecasting
Smallest, finest Studio Sync Generator ever built!

RCA Type TG-2A

COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the ultimate in synchronizing generators. It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes: a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards
Radio News Citations
Made by Va. AP Group

SERIES of awards for radio news coverage, selected by a board of judges from North Carolina stations, featured the April 9 meeting of the Virginia Associated Press Broadcasters, held at the National Press Club, Washington D.C. President, Edward R. Murphy, of AP, directed the group.

Elected directors were Charles P. Blackley, WTON Staunton, retiring president (B&T, April 12); Don Greene, WSWS Crew; Mildred Alexander, WDBJ Roanoke, and John L. Cole Jr., WYLF South Boston.

Members of the board of judges were Jack Keel, WBT Charlotte; Mrs. Kathryn Murphy, WSTP Salisbury; Add Penfield, WBOI Greensboro; Ed Kirk, WPTF Raleigh; Edmond Smith Jr., WIRC Hickory. Awards follow:

COMMENTARY—Metropolitan: Ambert Dall, WGGH Newport News; Walter Crockett, WCBY Bristol; Don Murray, WDBJ Roanoke. Non-metropolitan: John F. Mudd, WYLF South Boston; Stan Eure, WYLY Emporia; Max Blakemore, WRIC Richmond; Robert Bradford, WREL Lexington.

COMPREHENSIVE—Metropolitan: Joe Moffat, WLS Norfolk; Herb Travis, WGGH Newport News; John Patterson, WYLY Emporia; Non-metropolitan: Wendell Sier, WYID Roanoke; Roy Wiegand, WBBQ Norfolk; Kent Wilson, WYLF South Boston; Jim Wood, WYIW West Point.

SPORTS—Metropolitan: Blair Eubanks, WYFP Norfolk; Non-metropolitan: Don Murray, WDBJ Roanoke and Josh Barry, WYOR Norfolk. Awards made to Roy Marsh, WYLF South Boston; Paul Zimmerman, WYVA Martinsville; Don Greene, WSWS Crew; Bob Sterrett, WTON Staunton.

STATES AND LOCAL—Metropolitan: Roger Mudd, WRNL Richmond; Wally Hankin and Ambert Dall, WGGH Newport News; John W. Eure, WDBJ Roanoke; Lewis T. Jester, WYFC Hampton. Non-metropolitan: Preston Young, WYLF South Boston; Maynard Dillaber, WYVA Martinsville; Earl Hendley, WLPW Suffolk; Washington & Lee Journalism School, WHEL Lexington.

NEWSPAPERS—Metropolitan: Frank Raymond, WCYB Bristol; Hal Grant, WDBJ Roanoke. Non-metropolitan: Bob Sterrett, WTON Staunton; J. E. Pettyjohn, WLPW Suffolk; H. B. Eiler, WMEV Marion; Preston Young, WYLF South Boston.

WOMEN'S NEWS—Metropolitan: Polly Daffron, WRNL Richmond; Anne Lee Ceglis, WGGH Newport News; Mildred Alexander, WDBJ Norfolk; Alice Frisbee, WCYB Bristol. Non-metropolitan: Barbara Dean, WYLF South Boston; Virginia Gay, WYVA Emporia; Jean Strang, WYLF Radford.

TELECASTING NEWS—Metropolitan: Frank Raymond, WCYB Bristol; Hal Grant, WDBJ Roanoke. Non-metropolitan: Bob Sterrett, WTON Staunton; L. E. Pettyjohn, WLPW Suffolk; H. B. Eiler, WMEV Marion; Preston Young, WYLF South Boston.

THE WINNERS:

Radio "Wizard" receives Peabody Award

DON HERBERT ("Mr. Wizard")...
Height and Power make the difference! 1973 feet above average terrain with 296,000 watts.

yes . . . in thousands of television homes, WSLS-TV programs score the most . . . . . .

viewers preference
WSLS-TV in Roanoke  96%*
WSLS-TV in Lynchburg  86%*
WSLS-TV in Danville  61%*

a tri-city metropolitan market of 356,000 population, the center of WSLS-TV's coverage area of 63 counties where 2,312,240 people live.

*Source: American Research Bureau, Inc.

Shenandoah Life Stations, Inc.

WSLS am-fm-tv
Roanoke, Virginia

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
nalism; Harold L. Cross, Skowhegan, Me., for research about journalism. (Dr. Cross received the award for his book, "The People’s Right to Know").

**Citations for radio-television awards:**

For consistently distinguished and powerful radio newswriting, the Sigma Delta Chi award is made for 1953 to Charles Chatfield of Radio Station WHCU, Ithaca, New York.

Charles Chatfield is making a genuine contribution to his community in a regularly broadcast "Letter to the Editor" which discusses controversial local matters in a well-balanced, temperate fashion intended to enlighten as well as lead. His writing is clear and concise and the "Letters" leave little to be desired in objectivity and completeness. They must by their nature

For distinguished public service in the field of Radio Journalism, the Sigma Delta Chi award is made for 1953 to the Columbia Broadcasting System.

Columbia Broadcasting System’s "Dead Stop," one of its hour-long serial series of factual, feature projects, dealt realistically and effectively with the current problem of public safety. It had universal appeal, affecting all listeners, whether drivers or pedestrians, and startling them to realize the dangers and the precautions of traffic hazards through realistic on-the-spot reporting and dramatic presentation.

For distinguished public service in television journalism, the Sigma Delta Chi award for 1953 is made to Station WHAS-TV of Louisville, Ky. Venturing into a void where public enlightenment is becoming increasingly vitally day by day, Station WHAS-TV gave to its viewers dramatic and living proof of its existence.

The prize for the most outstanding advertising series has been awarded to the late Mr. O’Farrill, who was a dominant figure in Mexico City’s advertising industry, and was having their studios in Mexico City and was having their studios in Matamoros, Tams., and Brownsville, Tex., and they were within a few weeks the patient, back on his feet and once again at work on his job.

Mr. O’Farrill, that is the name of the man who is the most significant figure in the Mexican radio industry.

**Mr. GAMMACK**

**Mr. CHATFIELD**

be of real interest to the community served by WHCU and must by their content lead to community improvements. The editorial matter is of remarkable quality considering the difficulties under which newspapers are prepared.

For distinguished service in the field of radio news reporting, the Sigma Delta Chi Award is made to Gordon Gammack of radio station KNTV Des Moines, Iowa.

During a time when millions of Americans were keenly interested in the exchange of prisoners in Korea, Gordon Gammack was on hand at Freedom Village to talk with the men as they exercised on the line to freedom. Gammack’s recorded interviews are fine examples of the type of superior news service that a broadcasting station can give to its listening audience. The interviews were with Iowa men, gathered without a hint of an Iowa accent, by Gammack and the "Letters" leave little to be desired in objectivity and completeness. They must by their nature

**LEE NICHOLS**

**Country Music Man**

"Sagebrush Serenade"  
"Western Requestion"  
"Lee Nichols Show"

**THE MART STORES**

"For the first time we have volume sales that could directly be attributed to our advertising."

**DOUGLAS OPTICAL**

"We attribute a good share of our traffic to the terrific impact of our KWBB spot announcements."

**Reg. by**  
George W. Clark, Inc.

**TV Guide** Names Three For Gold Medal Awards

THREE network television programs were named to receive TV Guide magazine’s Gold Medal Awards for 1953-54, the publication has announced. They are See It Now (CBS), news and feature program; The United States Steel Hour (ABC), dramatic presentation, and Cavalcade of Sports (NBC), sports series.

The shows were selected by TV Guide’s editorial staff for their "outstanding achievement, initiative and enterprise, and their major contributions to the industry."

To Guide named 11 other tv programs as runners-up: Adventures of Superman (NBC), Dramatic (NBC), Arthur Godfrey & His Friends (CBS), The Living (ABC), Edward R. Murrow’s Reporter (CBS), Not to Mention the Weather (ABC), The Joey Bishop Show (ABC), Walt Disney’s Wonderful World of Color (NBC), Tonight Show (NBC), and Your Show of Shows (NBC).

**NAAN Award to WMT-AM-TV**

For Advertising Campaign

WMT-AM-TV Cedar Rapids, Iowa, have received the Premier Award for a Service Advertising Campaign in Non-merchanting Business Publications at the 23rd Annual Conference of the National Advertising Agency Network, it was announced last week.

The prize-winning advertisements, which were full pages in two colors, appeared in Broadcasting-Telecasting between Jan. 1, 1953, and Jan. 31, 1954, at regular intervals. The campaign was prepared for William Quaun, WMT-AM-TV general manager, and supervised by Henry J. Kaufman & Assoc., Washington, D. C.

**‘Weekend’ Wins Polk Award**

NBC Radio’s Weekend program (Sun., 4-6 p.m. EST) has been awarded the George Polk Memorial Award of Long Island U. for outstanding contribution in the field of radio journalism during 1953. Honor plaques were accepted by William R. McAndrew, manager of news and special events for NBC, and Merrill Mueller, executive producer of Weekend.

**INTERNATIONAL**

500-KW XEX SETS MOVE FOR JUNE

Romulo O’Farrill Sr. says the half-megawatt XEX Mexico City and its affiliated XEQ Mexico City will reach 70% of that country’s population when the former begins operating from a location in mid-central Mexico in June.

SEVEN out of 10 Mexicans will be within reach of two Mexican radio stations sometime this June, when 500-kw XEX, Mexico City (on 730 kc) begins operating from Leon, Guanajuato, in mid-Central Mexico, Romulo O’Farrill Sr., industrialist, publisher and broadcaster, told BT last week.

Mr. O’Farrill, in Washington to preside over the second session of the Inter-American Committee for the Pan American Highway Conferences, said that the move followed by about a year the merger of his XEX with Emilio Ascarraga’s 150-kw XEQ (on 940 kc), both in Mexico City. The station is now XEQ, broadcast owner and film producer.

XEQ will be fed by XEX, which remains in Mexico City, Mr. O’Farrill said. Telephone lines and microwave relays will be used.

Although there has been talk that the merger might encompass their respective tv stations, that presumably is not contemplated at the present time. Mr. O’Farrill said he bought the YMCA Building in Mexico City and has been laying it into shape as studios for his XHTV on ch. 4. These studios will be raining in about a year, Mr. O’Farrill said, and the entire project will cost $1 million.

XHTV made a small profit in 1953, Mr. O’Farrill said.

**Four Other Outlets Planned**

Four more XE’Farrill tv stations will go into operation this year, according to Mr. O’Farrill. At a cost of $1.5 million, tv operations will begin in Mexico City, Mexico, and Guadalajara, and Guanajuato. In 1953, three more tv stations are due to begin operating, he said; in Paso de Cortes, Vera Cruz and Juarez.

Aside from XHTV, Mr. O’Farrill is half owner of XELD-TV in Matamoras, Tams., across the Rio Grande from Brownsville, Tex. Mr. Ascarraga owns the other 50%.

Television has not injured radio broadcasting in Mexico yet, Mr. O’Farrill said. There are so few tv stations outside of Mexico City, he pointed out, that Mexican radio is still the dominant broadcasting medium.

Even in Mexico City, he said, there are still not enough tv receivers to make a dent in radio listening. He said there were about 85,000 tv receivers in the Mexican capital, and until there were about 200,000 he did not think radio listening would be adversely affected.

Even then, he added, tv would only have an impact on evening radio hours. And, he said, he was not sure that would be too significant.

Nor does the publisher of the Mexico City Newspaper (Spanish and News) believe that tv will have any substantial impact on newspaper readership or advertising. Mr. O’Farrill said that his ownership of newspapers, radio and tv permitted him to offer an attractive package to advertisers through joint use at joint rates.
All you need to shell out

When you buy radio to move goods right now (and not just make friends for the future), do what some of today's smartest advertisers do: Get the most for the least — buy spot radio, on key stations. The cost, in comparison with any other advertising is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area:
15,000,000 customers
Canadian Newsman Hits Threat to Press Freedom

THE IMPORTANCE of freedom of the press and radio in a democratic country is emphasized by Patrick Nicholson, member of the Parliamentary Press Gallery in Ottawa.

In a radio address delivered over privately-owned stations in Canada, Mr. Nicholson said, "Only through newspapers and radio can the public learn how they are being governed. CANADA needs them, how their very substantial tax payments are being spent, how their elected representatives are carrying out their duties on their behalf.

He also claimed the Canadian Broadcasting Corp., which operates government-owned broadcasting stations, holds control of privately-operated stations there.

"There are, of course, many independent radio stations which are not owned and operated by the CBC, although by a monstrously undemocratic and unfair piece of legislation they are subject to the general control of the CBC. Thus, in spite of our lip service to free enterprise in Canada, our free enterprise radio stations are ultimately under the control of the government and operating only with its approval," Mr. Nicholson said.

235 In Attendance At BMI Program Clinic

WITH 235 present at the Royal Connaught Hotel in Hamilton, Ont., the Central Canada Broadcasters Assn. April 12 presented the 12th Central Canadian BMI Program Clinic.

CANADA W. H. Stovin, manager of CJIBQ Belleville, Ont., president of CCBA, and Harold Moon, assistant general manager of BMI Canada Ltd., Toronto, were joint chairmen.

Particularly singled out for his tremendous organizational work in connection with the all-day affair was Thomas E. Darling, manager, CHML Hamilton, which, with CKOC Hamilton, acted as hosts.

Delegates heard reports of a survey on late night listening in the Toronto area presented by T. W. Kober, research director of Vickers & Benten Adv., Toronto.

Other clinic speakers included Lyman Potts, assistant manager, CKOC Hamilton; Joseph B. Kirby, general manager of WKRS Waukegan, Ill.; Arch L. Madsen, general manager of KOVO Provo, Utah; Carl Haverlin, president of BMI, New York; and J. Frank Jarman, vice president and general manager of WDNC Durham, N. C.

New Jersey Schools Drop Educ. Tv Test

NEW JERSEY Dept. of Education announced last week that it is terminating its two-year experiment in educational television because its appropriation request had been rejected.

Comr. of Education Frederick M. Raubinger ordered his department last Tuesday to cease all television activities immediately. The department had operated closed-circuit station WUTV (TV), west of New Brunswick, beaming programs by microwave transmission to classrooms in nearby communities.

The order came after both Gov. Robert B. Meyner and the joint appropriations committee of the legislature earlier this year had refused to allot state funds for the construction of a 1 kw station. Gov. Meyner was quoted as saying that "a 20-inch screen should never be allowed to come between teachers and pupils during school hours.

Comr. Raubinger said that a $100,000 appropriation from the Ford Foundation's Fund for Adult Education, earmarked for erection of the proposed station, will be returned. He said that smaller donations will be disposed of in a like manner. Similarly, some $150,000 of equipment lent to the state for its experimental project will be returned to the owners.

Applications Being Taken For WAAM (TV) Fellowship

WAAM (TV) Baltimore's third annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants, university officials have announced.

The fellowship carries a stipend of $4,500 to $6,000, depending on family responsibilities, for a "mature person, active in television, may be free from professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work.

Applications, which must be filed by May 15, may be secured from Chairman, WAAM Fellowship Committee, Johns Hopkins U., Baltimore.

SPEAKERS at the opening general session of Ohio State U.'s Institute for Education by Radio-Tv, Columbus, were Hymon H. Goldin (l), chief economist for FCC, and Carl E. George (r), WGR Cleveland general manager, shown with L. Keith Tyler, the institute's director.

Page 82 • April 19, 1954
WDAY-TV
FARGO, N. D.
NOW ON FULL POWER
(UP FROM 13,000 TO 65,000 WATTS)
AND CARRYING PRACTICALLY ALL TOP-RATED PROGRAMS FROM ALL 4 NETWORKS (AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT
FREE & PETERS, INC., Exclusive National Representatives
**WOR-TV ASKS TO TEST PHONEVISION**

Station petitions FCC for authorization to go ahead with experimental broadcasts of Zenith's 'pay as you see' TV system. Transmission would begin May 31.

WOR-TV New York petitioned the FCC last Friday for authorization to conduct experimental broadcasts of the Phonevision system of subscription or "pay as you see" TV, it was jointly announced by the General Teleradio station and Zenith Radio Corp.

If permission is granted, Zenith will install Phonevision equipment, and experimental transmission will start May 31 on the New York station, according to Gordon Gray, general manager of WOR-TV.

There will be no general public demonstrations.

Purpose of the experiments, according to Dr. Alexander Ellett, Zenith vice president for research, is to finally determine operating characteristics from a high-powered transmitter in metropolitan New York, where Phonevision-equipped receivers will be distributed in different locations. Tests will be continued indefinitely, with WOR-TV and Zenith employing controlling and operating the sets.

Dr. Ellett said that if the FCC grants the necessary authorization, "pay as you see" TV will be operated in New York without telephone lines, the original and only Zenith method, and the decoding signal will be carried out over the air rather than by wire to the receiver. Each receiver will have an air code translator, the use of which is contemplated in commercial operation, if and when approved by the FCC, in conjunction with a coin box or information cards supplied to subscribers.

Any video set that can pick up WOR-TV's regular program fare will be able to receive the experimental broadcasts. But the picture will be unintelligible except on test receivers equipped with Zenith's decoding equipment.

"We have now reached the point where it has become necessary to also determine the operating characteristics of our Phonevision equipment at the transmitter in the New York area," Dr. Ellett said, noting a series of Phonevision field tests had been made in Chicago with moderate power transmitters.

Program material will comprise test patterns, a variety of motion picture films (the nature and age unrevealed) and occasional live pickups, according to Mr. Gray.

Zenith stated that any authorization should not be of Phonevision for commercial radio, and the joint venture with WOR-TV in stressing the broadcasts would be experimental.

Over a period of years WOR-TV has cooperated with Skiatron Electronics & Television Corp. in tests of Skiatron's Subscriber-Vision, rights to which were recently acquired by Matthew Fox, board chairman of Motion Pictures for Television [B&T, April 12, March 29].

**WTOP Inc. Splits Radio, TV Operations**

A PLAN setting up a pool of announcers and talent is the main feature in the scheduled reorganization of WTOP-AM-FM-TV Washington next Sunday under which the CBS outlets will separate radio and television operations, John S. Hayes, WTOP Inc. president, said last week.

Mr. Hayes said four operating divisions of WTOP Inc. will be created, three to be headed by vice presidents and the fourth by a director, all operating under the WTOP Inc. president.

The divisions: WTOP Television, to be headed by George Hartford, who will hold the title, vice president for television; WTOP Radio, under Lloyd Dennis, vice president for radio; WTOP Engineering Division, under Clyde M. Hunt, vice president for engineering; WTOP General Services Division, under Lawrence E. Richardson, director of general services. Further organizational breakdown will be released this week, Mr. Hayes said.

Under the new setup, WTOP-AM-FM and WTOP-TV will rent all electronic equipment from the engineering division. The general services division will be "housekeeper" and will rent building space, besides maintaining the announcer and talent pool for hire to the radio or TV divisions, Mr. Hayes said.

Excluded From Pool

Publicity people, salesmen, program directors and others will not be included in the pool, but will be in separate departments in the radio and TV divisions.

Mr. Hayes said he feels every combined radio-TV operation must meet the problem of integration or separation, adding that he thinks WTOP Inc. has solved under its new plan the problems of economy and efficiency.

He said:

"In setting up our radio and television stations as separate organizations, each is given the opportunity to concentrate on and develop its particular advantages in a free competitive economy."

Mr. Hayes said no additions of personnel are planned in effecting the reorganization.

Under the present setup WTOP radio and television operations are combined under top management executives, with Mr. Hartford vice president in charge of sales, Mr. Dennis vice president in charge of the program department, Mr. Hunt vice president in charge of engineering and operations and Mr. Richardson executive assistant to Mr. Hayes.

**HERBUVEAUX HEADS WMAQ, WNBQ (TV)**

25-year NBC veteran becomes general manager of the network's Chicago stations.

**APPOINTMENT of Jules Herbuveaux as general manager of NBC's WMAQ and WMAQ-TV Chicago, succeeding Mr. C. A. Kopf, was announced last Wednesday by Charles R. Denny, vice president in charge of the network's radio stations division.**

Mr. Herbuveaux, assistant general manager of the stations, assumes his new managerial duties immediately. Mr. Kopf died last month [B&T, April 5].

In announcing the appointment, Mr. Denny noted that Mr. Herbuveaux was instrumental in the establishment and growth of WNBQ, the NBC outlet, which has pioneered in local live programming and in sound broadcasting locally.

"Mr. Herbuveaux' qualifications for the position of general manager ... are outstanding," Mr. Denny stated. "He has an intimate knowledge of the station's operations. He is a prominent member of Chicago's advertising, show business and civic circles, and he is a pioneer broadcaster with 25 years service with NBC."

Mr. Herbuveaux also has been credited with development of talent in Chicago, particularly that utilized on NBC network originations out of that city. He was cited last year by Chicago Unlimited and the Chicago Television Council for his achievements.

A musical director early in his career, the new NBC Chicago general manager started on KYW (then in Chicago) with his own orchestra. Later, he arranged and conducted the first musical show for NBC there, formally joining NBC as music director in 1931.

After various creative and administrative posts with NBC, Mr. Herbuveaux was appointed program manager of WMAQ in 1939 and ten years later, with the advent of television and WNBQ, named manager of tv for NBC Central Div. In January 1953 he was promoted to assistant general manager for both WMAQ and WNBQ.

**WNBK (TV) Goes to Ch. 3, Using New Parma Plant**

WNBK (TV) Cleveland expects to improve its picture strength up to 15 times when it moves from ch. 4 to 3 next Sunday and begins transmitting from its new million-dollar transmitter and 905-foot tower at Parma, Ohio, Lloyd E. Yoder, general manager of the NBC o&o outlet, said last week.

The new 905-foot tower is said to be the tallest structure in the area, and will extend the station's present fringe area an additional 10 to 20 miles, Mr. Yoder said. WNBK will
Bring local scenes to your TV screens

For all your TV movie-equipment needs

CINE-KODAK SPECIAL II CAMERA, 16mm.
Ideal for news...advertising...special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene films of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials on film.

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip your station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.
Please send name of nearest Kodak Audio-Visual Dealer and information on:
☐ Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors
☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst Projector

NAME ________________________________________ TITLE ____________________
COMPANY _______________________________________
STREET _____________________________ CITY ____________________ STATE ________

Prices subject to change without notice.

For outside showings. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$460. Five other models from $375.

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Leading the Color-Blind

AFTER several weeks of testing its new color tv equipment, WKY-TV Oklahoma City was putting on its first color broadcast (of NBC-TV's Paul Winchell Show). Several prominent guests had been invited to view the program on color receivers in tv dealer booths at a Home Builders' show in the Municipal Auditorium. Midway through the program, Jim Reed, staff reporter for the Oklahoma assigned to cover the event, leaned over to a WKY-TV official and asked: "Do you think that's a really good color picture?" The official, his feelings ruffled because he thought the reception was "magnificent" after his weeks of hard work, replied with an emphatic affirmative and asked if the reporter didn't think so. "I don't know," was the reply, "and I can't understand how I ever caught this assignment... I'm so color blind my wife has to match my socks and ties before I can dress for work each day." Mr. Reed's story was filed, and the station, only after color details had been described for him by more fortunate viewers.

WKY-TV plans to begin regular colorcasts of both network and live studio shows by May 1. P. A. Sugg, general manager, reported. The station has been transmitting a daily color test pattern a half-hour before sign-on, since April 1.

Dabadi Will Assume WBRZ (TV) Post in Fall

J. ROY DABADIE, vice president and general manager of WJBO-WBRL (FM) Baton Rouge, has been appointed general manager of WBRZ (TV) Baton Rouge, which expects to begin regular programming April 15. WBRZ general manager will be Charles Garvey, former sales manager of the radio outlets, Mr. Manship said. Mr. Dabadi will remain at the radio stations to help Mr. Garvey in taking over management before devoting full time to the television outlet, Mr. Manship declared.

New Outlets to Start
In San Juan, Honolulu

First vhf for Little Rock, KARK-TV began regular programming April 15. Two stations were scheduled to begin regular programming this past weekend: in San Juan, P. J. Palmer, president, said.

KULU-TV Honolulu (ch. 4), has been on test patterns since April 2 and was to begin commercial operations last Friday, Jack Burnett, general manager, reported. Station is affiliated with ABC and represented by Headley-Reed TV Inc. WAPA-TV San Juan (ch. 4), was reported ready to start regular, programming yesterday (Sunday), affiliated with ABC, NBC and DuMont, and represented by Caribbean Networks. Little Rock, Ark., got its first vhf but second video outlet last week as KARK-TV (ch. 4) began regular programming April 15.

Test Patterns
WHO-TV Des Moines, Iowa (ch. 13), started regular test pattern transmission last Thursday, and "barring unforeseen difficulties" will begin commercial programming April 25, Col. B. J. Palmer, president, said. Tentative starting date of May 15 has been set by WKNY-TV Kingston, N. Y. (ch. 66). In addition to network programming, the station has signed popular local radio talent for regular tv shows.

WCNY-TV Carthage (Watertown), N. Y. (ch. 7), reported it expects to begin regular programming sometime this summer, affiliated with CBS and ABC. KLIX-TV Twin Falls, Idaho (ch. 11), has set a tentative starting date of Aug. 1, Frank C. McIntyre, vice president and general manager, reported. Station will be represented by George P. Hollingbery Co. and affiliated with ABC.

E. J. Schneider, president of Seattle Construction Co., permitted for ch. 20 at Seattle, reported last week that target date and other plans have not been definitely set. Mr. Schneider said that plans are being carried out very cautiously to avoid unwelcome decisions.

The Uhf Story

"We have followed the uhf story quite closely . . . In our opinion, a smartly planned campaign for the sale of low cost converters to the public, and proper programming will be the determining factors in the success of this venture," he said.

Bald Bevens, executive vice president, Air-Pix Corp., permitted for ch. 48 at Gastonia, N. C., said last week the station plans to be on the air by the summer. Coit M. Robinson is president.

Peninsula TV Inc., granted of ch. 6 at Marquette, Mich., expects to begin regular op-
OAK HILL IS SECOND IN WEST VIRGINIA!

OAK HILL’S WOAY—WITH 10,000 WATTS
— IS THE STATE’S SECOND MOST POWERFUL STATION!

Pardon us for yelling at you, but we do want to point out that Oak Hill is the home of 10,000-watt WOAY—West Virginia’s second most powerful station!

Nielsen credits WOAY with a 21-county audience of 102,200 daytime families—yours for a quarter-hour at a cost of less than 22c per-thousand-homes! (26-time rate)

If that’s your idea of a good radio buy, we’d certainly like to discuss availabilities with you. Just address Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
10,000 Watts AM
20,000 Watts FM
erations in October, Jerome Sill, general manager, announced. Other plans have not been set.

The following stations have reported they plan to begin regular programming by May 30:

WSML-TV Decatur, Ala. (ch. 23); KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N.Y. (ch. 66); WTHT (TV) Wilmington, N. C. (ch. 3); KVAL-TV Eugene Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 33); WCMB-TV Harrisburg, Pa. (ch. 27); WDEF-TV Chattanooga, Tenn. (ch. 12); WHA-TV Madison, Wis. (ch. 21), educational.

(For details see Teletstatus, page 121.)

Radio Warns Flint Of Approaching Storm

CITIZENS of Flint, Mich., who were served by radio during a disastrous tornado in that area last summer [8*T, June 15, 1952], were warned by their city manager to listen to their radio “for the fastest and most reliable information” after a second, but much less harmful, tornado struck near the city April 7.

WFDF Flint, which aired U. S. Weather Bureau warnings before the April 7 tornado, continued broadcasting without interruption during the storm and broadcast descriptions afterward of the extent of damages. City Manager Harold C. Chirgwin issued the warning after municipal and civil defense services were flooded with telephone calls from a population still nervous over last year’s tornado, which killed 116 persons and injured 900.

WFDF reported the April tornado hit just outside Flint and a “severe storm raked the city itself, causing almost a million dollars damage and injuring two persons.” The WFDF disaster procedure went into effect at noon, when first warnings were received, and lasted through the storm, which hit at 8 p.m., and to midnight, when damages were re-counted.

WCAN-TV Sets New Rates

RATE CARD No. 3, effective May 1, has been announced for WCAN-TV Milwaukee by Lou Poller, general and sales manager of the uhf station. The schedule calls for one-hour rates of $500 in Class A ($100 increase), $375 in Class B, $300 in Class C and $200 in Class D. Rates for Class A run $300 for a half hour, $200 for 15 minutes, $150 for 10 minutes, $125 for five minutes, $85 for both one-minute and 20 seconds, and $40 for 1Ds. Class A time is from 6 to 11 p.m. Mon.-Sat. and 5 to 11 p.m. on Sundays.

KNPT Hands Hard at Work To Repair Fire Damage

FIRE April 13 completely gutted the transmitter-studio building of KNPT Newport, Ore., causing damage in excess of $20,000. Major part of the loss was covered by insurance, according to Manager Tom Becker.

Personnel are working day and night to put the 1310 kc, 1 kw independent back on the air. Record distributors are contributing discs to replace the 5,000 records lost in the blaze. Equipment and offers of technical assistance have been received from other Oregon stations including KWRO Coquille, KWIL Albany, KOOS Coos Bay, KGW Portland and KORE Eugene.

Zenith Appoints Bubeck

APPOINTMENT of Harry Bubeck, radio-tv industry veteran, as director of television programming for Zenith Radio Corp. was announced last Wednesday by Comdr. Eugene F. McDonald Jr., Zenith president.

Mr. Bubeck has been placed in charge of program planning for proposed operation of ch. 2 in Chicago, on which the company has scheduled competitive hearings for May 7.

Mr. Bubeck was appointed program manager for NBC Western Division in 1951 and also served as NBC’s West Coast public affairs director.

Employes Defend Lamb

EMPLOYES of Edward Lamb’s Erie (Pa.) Dispatch, numbering 182, paid for and listed their names on a full-page ad in that newspaper April 8 in which they defended the broadcaster and publisher against charges of association with Communist Party members. Among statements in the ad: “We have seen him oppose Communism and Fascism at all times. We feel that charges filed against him are the work of vicious political and business rivals.” Mr. Lamb has been notified by the FCC that a hearing is indicated on the license renewal bid of his WICU (TV) Erie. Mr. Lamb has denied the charges in detailed reply filed by former U. S. Attorney General J. Howard McGrath [At Deadline, April 12]. Dispatch reprinted Mr. Lamb’s reply April 13.

KBIF-KBID-TV Changes

CONSOLIDATION of John Poole Broadcasting Co. radio and tv operation in Fresno, Calif., was announced last week, with George Nickson, KBIF general manager, assuming a similar position with KBIF-KBID-TV. In other personnel changes, Robert Wesson, KBID-TV general manager, has resigned, and Gene Grant, KBID-TV sales manager, becomes sales director for both stations, with Ray Grant, KBID account executive, promoted to sales manager, that station.

KSWM-TV Names VR&M

KSWM-TV Joplin, Missouri, owned and operated by Air Time Inc., has appointed Venard, Rintoul and McConnell, New York, as its national station representative, effective immediately. Austin A. Harrison, president and general manager, announced last week. The station was granted by FCC in December and will be affiliated with CBS-TV. Target date for start of operations is Aug. 15.
Remember?

... this scene from the first television drama ever produced, "The Queen's Messenger", in 1928 by the General Electric Company's experimental television station? WRGB's smooth and efficient programming today is a result of this first experiment and 26 years of television experience. With this background, WRGB brings the finest service to advertisers and audience through 361,600 sets in WRGB's 14,000 square mile area.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales
New York • Cleveland • Chicago • Detroit
Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION
WBAL Guests Help Orioles Come to Rost

"ORIOLES Opening Day" in Baltimore, marking return of major league baseball to Baltimore, was observed by WBAL-AM-TV with an agency-industry promotion party. Fifty guests, mostly from New York, traveled to Baltimore in a special B&O car, had lunch at the broadcast station, saw the game and returned to New York in a special three-car unit.

Guests were given travel kits at Jersey City, along with flowers from Gov. Theodore J. McKeldin, of Maryland. Two musicians joined the group at Philadelphia. At Wilmington guests were given copies of the Baltimore News-Post with wraparound section carrying stories of the trip and caricatures of each guest at the train window, along with a subdued sales message.

At lunch in the WBAL-TV studios the guests saw photos of the train-boarding at Jersey City, still having been sent by facsimile. Raincoats were handed out when showers appeared before the game.


AGENCY TIMEBUYERS and other industry figures were guests of WBAL-AM-TV Baltimore at "Orioles Opening Day" baseball promotion party Thursday. Part of group caught in pre-game rain included (1 to 7): Don Redding, WBAL; Chuck Wilds (portly concealed), N. W. Ayer & Son; Leslie H. Peard Jr., WBAL-AM-TV manager; Don Kane, Ellington & Co.; Pete Kondras, Lewis & Gilman; Hal James (in background), Ellington & Co.; Fred I. Archibald, publisher, Baltimore News-Post; Mrs. D. L. Provost; unidentified person in rear; Arnold Wilkes, WBAL-TV, Frank Knight, Joseph Foley Co.; Ed Kobernagel, WBAL-TV; D. L. Provost, vice president and general manager, Radio-TV Division, Hearst Corp.; Don Blauhut, Edward Kletter & Assoc.; Freeman Cordall, WBAL.

REPRESENTATIVE APPOINTMENTS

WKGN Knoxville, Tenn., names Everett-McKinney as national sales representative, effective immediately.

WGSF Huntington, N. Y., appoints The Marks-Aiken Co., 71 W. 45 St., N. Y., for national and local advertising.

WAIM-AM-TV Anderson, S. C., name Headley-Reed Co. as national representatives, effective immediately.

WOKY-TV Milwaukee appoints Gilt-Perrin Inc. as exclusive national representative.

WICC Boosts All Rates

WICC Bridgeport, Conn., has raised its rates around the clock on its rate card No. 17, effective April 1, claiming the largest advertising concentration in its 28 years, Philip Merriman, general manager, has announced.

WICC Class A time, reflecting "the change in radio listening habits," is from 6:30 a.m. to 8 p.m., with rate $340 per hour and $25 per announcement. Class B, noon to 10:30 p.m., is $180 per hour, and Class C, 10:30 p.m. to 6:30 a.m., $125. WICC is offering 52 weeks protection for the new card.

Mass. Radio Outlets, R. I. TV Band for Drive

A FIVE-STATION "Heart-to-Heart" network in southeastern Massachusetts, plus a television station in neighboring Rhode Island, supplied blanket area coverage for the Heart Fund appeal by the Southeastern chapter of the Massa-

The pooled radio broadcast, followed up the next day by a quarter-hour program on WJAR- TV Providence, is credited as being largely responsible for the 25% increase in contributions over last year for the area.

The stations—WBSM and WNBR New Bed-

ford, WPEP Taunton, WALE Fall River and WARA Attleboro—each supplied an eight-minute tape recording for the simultaneous broadcast by announcer-producer Leo McDev-

it, now of WALE, from WBSM studios. WBSM relayed the show by fm to three of the stations and WNBR fed it to WALE.

A Queen of Hearts for the five-station area was chosen before the end of the show and she appeared on the WJAR-TV show with Heart Fund workers and entertainers. Mr. McDev-

it, who was radio chairman for the drive, was given a chapter award for his services. Other announcers on the one-hour show: Joe LaFreniere, WPEP; Pat Donahue, WALE; Hal Carpenter, WNBR; Dick Burgess, WBSM, and Dave Mohr, WARA.

Gene Arnold Dies in Fla.

GENE ARNOLD, 73, one of radio's first celebrities, died April 13 in a Kissimmee, Fla., hospital after suffering a stroke. Mr. Arnold started in radio in 1928 and appeared on such national network shows as the Sinclair Minstrels, Carnation Contests Hour, Fifteen Minutes With You and Crazy Water Crystals programs. He specialized in a husky style of singing and poetry. He had been in retirement since 1948.

Radio Bandleader Specht Dies

PAUL L. SPECHT, 59, orchestra leader whose music was credited with having been the first to play dance music over radio, died April 11 in New York. Mr. Specht made the historic broadcast on WWJ Detroit and later played dance music on WIZ (now WABC) New York.

A New Competitor

IMPLICATIONS of television are so far-reaching that an insurance company reports it has overwhelmed its sales techniques to cope with the "stiff competition" of the medium. According to a survey of its agents by the Farm Bureau Insurance Cos. of Columbus—owner of WGRD Cleveland, WTTM Trenton, WMNN Fairmont, V. Va., and WRFD Worthington, Ohio—published in The Challenger, agents' publication, television offers competition but "has not really hurt the agent's business...in fact, the agent is selling harder because of it." The survey concluded that the agent can overcome "a great competitor," and re-

ported he accomplishes this in one of three ways: He can lure the prospect away from the tv set; he can just relax and watch the program or ignore the program and gain the prospect's attention by either talking low or out-shouting tv.
an important "for the first time" story...

There has long been cable easy to install.

There has long been highly efficient cable.

HELIAX is the first cable to deliver both characteristics. It is as flexible in application as solid dielectric cable, but has the same efficiency as copper air dielectric. HELIAAX is superior in design, in efficiency and in electrical performance at microwave and all lower frequencies, yet it is comparable in cost to lower frequency cables.

Ease of installation (HELIAX can be pulled through conduit and bent repeatedly without changing its characteristics) means substantial savings in installation costs.

HELIAX is crush proof, may be removed from one installation, coiled and reinstalled. Now available in 7/8" size in continuous lengths. Soon available in larger sizes. Send the coupon for detailed specifications.
AFM’s ‘Allegro’ Twisted Statement Says Stanton

The CBS president says his statement that radio is ‘dying’ referred to nighttime radio in use of live music, not as a medium, in reply to claim by AFM Local 802 publication. The publication also reveals differences between AFM President Petrillo and Local 802 President Al Manutti.

The statement that “radio is dying,” attributed to CBS President Frank Stanton by an AFM publication in a report on the recent AFM-networks negotiations for a new contract, was taken out of context and misrepresented his views, Dr. Stanton told BVR last week.

Dr. Stanton said he made the statement, but that it came during a session in which he was under “cross-examination” by union officials for approximately two hours and clearly intended to apply to nighttime network radio stations as related to the use of live music, not to radio as a medium.

The attribution was contained in an AFM-networks negotiations report in Allegro, official publication of New York Local 802, American Federation of Musicians, as follows: “On Friday [Feb. 19], Dr. Frank Stanton, head of CBS, spoke for one hour. He said that radio is dying fast; that costs were going up, and that if films continue to invade TV, they would kill the networks. He insisted that they must have pre-recordings at live rates, if they were to survive.”

Pre-recordings at live rates was one of the issues, won by the networks, in the new three-year deal, which ended in a five-year agreement on Feb. 19. The new contract provides, among other things, for 10% increase in pay for musicians for the first three years of its term and another 10% boost for the succeeding two years; and for maintenance of quotas of staff musicians for the length of the contract (these are: NBC 92; CBS and ABC, 65 each; DuMont and Mutual, as networks, were not involved in the negotiations).

In his answer to Dr. Stanton, as reported in Allegro, Al Manutti, president of Local 802, contended that his statement would mean “a loss to us of $400,000.”

Allegro’s lengthy report, which consisted of minutes of a special meeting of Local 802 at which President Manutti reviewed the negotiations, also revealed a number of behind-the-scenes sidelights.

These included differences between AFM President Petrillo and Local 802 President Manutti, at the one point led the national head to say Mr. Manutti and Local 802 members could not remain in the Federation if they refused to go along with Mr. Petrillo and AFM’s executive board. Mr. Manutti was quoted then, “after further discussion,” that Local 802 “as a unit of the AFM, and being subject to its orders, must, cathectically abide by the rule of the majority.”

(In the final poll of the local unions by Mr. Petrillo, Allegro’s lengthy report, “all voted to accept the network contract, with the exception of New York.” In his report to the Local 802 membership, the minutes also showed, Mr. Manutti still maintained that he does not think this the best contract we could have won and remained on record as being opposed to it.)

The report showed that in the meetings with the network, President Petrillo throned on more than one occasion to strike.

On the live-music question, the Local 802 membership was told by Mr. Manutti of a conversation between Mr. Petrillo and an NBC vice president.

The vice president told President Petrillo that he had discussed the nighttime music question with General Sarnoff, head of NBC (Brig. Gen. David Sarnoff, board chairman of RCA and NBC). He quoted General Sarnoff as saying that regardless of his respect for amicable relations with the Federation, NBC felt that they had given in helping to get the broadcasting industry established, there could be no compromise on this issue.

President Manutti told us that he believed General Sarnoff, and that if we insist on live music, a strike is inevitable.

Petrillo’s Views

President Petrillo’s views were further reported to the union negotiators as follows, according to the Allegro minutes:

He — President Petrillo — did not know what the international executives planned, but he said, “In my personal opinion we cannot afford to lose the 297 million men we are earning from the networks.”

With all stride and from the bottom of his heart, President Petrillo said, he knows that we are getting a bad deal, but he would use all his power to prevent a strike on the single issue of live music, because the networks should not be won. Local 802 needed Local 802 more than any other local in the Federation, he said, but he can’t permit it to destroy the Federation. The other locals are dying, and a strike would kill them altogether.

Mr. Manutti’s response to the Federation chieftain, the account said, was:

That 802’s position was a just one. Furthermore, he [Mr. Manutti] was not convinced that the networks mean what they say. He pointed out that Local 802 had successfully negotiated a number of contracts during the past year. None was easy, but Local 802 has not had a strike yet. However, through the threat of a strike, we obtained good contracts.

Now, here we are dealing with one of the richest industrial giants in the country. It is making millions in profits, but it has not increased ten men. These networks fear that if they give in on live music now, we will extend that principle when the next contract comes around. Local 802 can’t accept that kind of reasoning. Therefore and for these reasons, Local 802 regretfully cannot go along with the interstate good reason there is nothing we can do but to vote for a strike.

Local 802 maintained its opposition to the contract even amended.

The minutes in Allegro also reported that Mr. Manutti told the Local 802 membership, in discussing the union-WOR New York situation (see story below), “that some members had been speculating on the possibility of withdrawing from the AFM. He pointed out that the only practical way to win a fight was to ‘stay in the ring.’ If we were to withdraw, we would get no support from other unions because they are members of the American Federation of Labor.”

Court Studies WOR Appeal

APPELLATE division of the New York Supreme Court last Thursday took under advisement until May 1 an appeal by WOR-AM-TV New York from a court decision permitting members of Local 802, American Federation of Musicians, to go on strike during the contract term (March 15). In a ruling March 12, New York Supreme Court Justice E. L. Hammer denied a motion of WOR-AM-TV for an injunction against picking. The stations and the local have been involved in a labor dispute since Feb. 28 [BVT, March 1, et seq.].

—— PROGRAM SERVICES ——

Haverlin Sums Up First BML Clinics

Broadcasters attending the 1954 BML clinics series are seeking new ideas and techniques for better programs, says BML President Haverlin.

BROADCASTERS are not complacently following old established patterns of programming but are avidly seeking new ideas and novel techniques that will enable them to present more stimulating, more interesting and more entertaining program fare to their listeners, Carl Haverlin, president of Broadcast Music Inc., said last week, following the conclusion of the first 1954 series of BML clinics.

Since the beginning of the year, 36 BML clinics have been held throughout the U. S. and Canada and with one session in Hawaii, a 1954 innovation. At each clinic three traveling speakers — there were 12 such teams in all — joined local broadcasters in presenting addresses on the various facets of programming for today’s audiences and in exchanging ideas in the open forum session concluding each clinic.

Another series of 11 clinics will be held in June, Mr. Haverlin said. Places and dates are: Winnipeg, June 7; Regina, June 9; Edmonton, June 11; Amherst, New Brunswick, and Butte, June 14; Boston and Pocatello, June 16; Salt Lake City, June 18; Colorado Springs, June 21; Huron, S. D., June 23; Indianapolis, June 25.

Mr. Haverlin, who attended 12 of the 36 clinics held so far this year, reported a wide interest in cultural programming, including programs of book reviews and literary discussions as well as those of concert music. Concrete evidence was presented, he said, of classical music programs which have developed followings larger than those for popular music shows broadcast at the same time.

The greatest value of the clinics, Mr. Haverlin said, seems to be in the exchange of program ideas, the clinics serving as a cross pollina- tion agent to pick up ideas of proven value in one locality and disseminate to the program executives of other stations throughout the land. It was not only broadcasters from one part of the country taking their ideas to other

—— PROGRAM SERVICES ——
names the whole nation knows....

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

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

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

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

wfmy-tv

Basic CBS Affiliate—Channel 2
Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

AP REPORT SHOWS RADIO-TV GAIN

AN increase of 79 radio and tv members of Associated Press during 1953 brings the total to 1,264. AP General Manager Frank J. Starzel said in his annual report, released in advance of today’s AP membership meeting in New York.

Newspaper members of AP in the U. S. increased only by eight last year, Mr. Starzel reported, bringing the total to 1,733. Largest increase came from out-of-the-country subscribers, which rose from 3,138 at the end of 1952 to 3,762 at the end of 1953. “Argentina, Italy and Japan were 1, 2, 3 in adding the largest number of radio stations to the direct broadcasting of AP news,” Mr. Starzel said.

AP’s revenue and expenses passed the $28 million mark last year, the report stated. $1 million more than the previous year and nearly 2/4 times the total of ten years ago.

Nearly 150 newspapers and tv stations began using Wirephoto delivery service of some kind during the past year. Mr. Starzel said, noting that a desire on the part of some of the tv station subscribers to receive the service by means of facsimile had led to arrangements for equipment to be made by Multihead Ltd. in England to AP specifications, with initial deliveries scheduled for early this year. Ten stations are already equipped for this service out of AP’s 71 tv Wirephoto subscribers.

“Radio station members continued during 1953 to extend their news protection and coverage activities on behalf of AP,” Mr. Starzel said. “Additionally, television station contributions continued to the Newsphoto report. This participation in enlarging the general news pool is of growing importance and a valuable contribution to the association’s operations.”

Effective Work

Mr. Starzel reported that the AP Radio Members’ Committee, formed in 1952, “worked effectively with the management in developing enlarged cooperation and improved use of the news report in broadcasting.” Changing news needs and interests of stations was studied by a subcommittee on the News Report, which group “proposed and assisted in the development of featuredized weather scripts as well as in the refinement and improvement of news summaries and telescript programs.”

Another subcommittee, on News Programming, “inaugurated a continuing exchange of programming and information and ideas among all radio station members” [B•T, March 15]. Still another committee activity was the preparation and distribution to member stations of a manual on reporting news to AP.

Two new radio scripts—“Let’s Look at the Weather and Around the Farm, Around the Country”—were inaugurated during 1953 and were well received, the report noted. In line with the continued popularity of “Fix It-Make It,” other special interest scripts were introduced, including several five-part series dealing with men’s fashions, how to watch football, hunting, etc.

Radio also contributed to newspapers, with a new human interest column by Mary Margaret McBride termed the “outstanding success of the year” among AP byline features.

communities, he said, commenting that most of the speakers took away from each meeting more ideas than they brought to it, but also the analysis, criticism and development of the ideas during the forum sessions that seemed to him the major contribution made by the BMI clinic to the broadcasters and through them to the listening public.
STORER'S WSPD-TV SWITCHES TO CBS

Toledo station drops its basic NBC-TV affiliation, becomes the fourth Storer video property to join Columbia. Other affiliations announced.

CBS-TV officials claimed a coup last week in the signing of Storer Broadcasting Co.'s WSPD-TV Toledo to switch its primary basic affiliation from NBC-TV to CBS-TV, effective immediately.

Signing of the ch. 13 station, only television outlet in Toledo, was announced jointly by George B. Storer, president of SBC, and J. L. Van Volkenburg, president of CBS-TV.

WSPD-TV has been served by all four networks, with basic NBC affiliation. The contract with CBS-TV means that the latter will now get first call on the station's network option time. The NBC radio affiliation of WSPD, it was reported, will continue.

Also announced was the addition of six new stations, five in Canada and WDEF-TV Chattanooga, as affiliates of CBS-TV.

Herbert V. Akerberg, CBS-TV vice president in charge of network station relations said the Canadian stations are CBUT (TV) Vancouver, B. C. (ch. 2); CHSJ-TV St. John, N. B. (ch. 4); CKSO-TV Sudbury, Ont. (ch. 5); CKCO-TV Kitchener, Ont. (ch. 13) and CPFL-TV London, Ont. (ch. 10).

Mr. Storer pointed out that WSPD-TV is the fourth SBC television station to become a basic affiliate of CBS-TV, and continued: "As in the case of WJBK-TV Detroit, WAGA-TV Atlanta, and KGBS-TV San Antonio, once more our decision to become a primary basic affiliate of the CBS Television Network was reached after long and careful analysis of the entire broadcasting situation both at present and for the long range. As a result, we believe that it is in the best interests of our station and the vital, expanding area it serves, for us to switch our primary basic affiliation to the CBS Television Network."

[One of the CBS-affiliated Storer tv stations, KGBS-TV, along with KGBS, was sold a fortnight ago to Express Publishing Co., owner of KTSAM-FM San Antonio, for $3.5 million, subject to FCC approval (BET, April 12)].

Mr. Van Volkenburg's Statement

Mr. Van Volkenburg said:

"We are very happy to welcome WSPD-TV. With WSPD-TV as our primary basic affiliate, we believe the CBS Television Network has taken another step forward in its leadership from the standpoint of facilities as well as programming and sales. We are now able to offer our advertisers the best possible service in this important Midwest market area."

Toledo is Ohio's sixth largest market, with a population of 1,106,000 and an annual retail sales volume of $1,249,673,000. Announcement of the WSPD-TV signing said that as of the first of this year there were 263,000 tv families among the 331,400 families in the area served by the station.

WDEF-TV (ch. 12) joins CBS-TV as a secondary interconnected affiliate, effective Aug. 1. The station is owned and operated by WDEF Broadcasting Co. Harold Anderson is general manager.

CBUT (TV), CHSJ-TV and CKSO-TV have signed as secondary non-interconnected affiliates, and CKCO-TV as a secondary interconnected affiliate, effective immediately. CPFL-TV will become a secondary interconnected affiliate on May 1.

CBC, owner and operator of CBUT (TV), also will represent the four other stations (all independently owned) as agent. Wolter E. Powell, commercial manager, CBC, Toronto, is contact for all five stations.

ABC-TV Gets Monday Bouts Now on DuMont

ABC-TV's contract is for 52 weeks. DTN plans to shift its Monday night fight operations to another city's arena.

ABC-TV last week acquired the rights to the Monday night boxing bouts from Eastern Parkway Arena, Brooklyn, N. Y. (Mon., 9:30-11 p.m. EST), starting May 17, apparently outbidding DuMont Television Network, which has presented the boxing telecast for the past two years. The contract is for 52 weeks.

Announcement of the transfer to ABC-TV was made last Thursday by Les Arries, sports director of ABC, and Emil Lence, promoter of the arena. Mr. Arries revealed that an ultimate line-up of 90 stations is planned, with 50 stations already having given assurance that they will carry the telecasts.

DuMont, meanwhile, reportedly was set to present another boxing program from an arena in another city on the same night and at the same time. The final show under its contract with Eastern Parkway will be carried on May 10. DuMont carried the program on about 56 stations.

Mr. Arries said the telecast will be offered for sponsorship on a cooperative basis, and that many of the sponsors of the bouts on DuMont already have agreed to present the boxing show over ABC-TV.

He added that certain regional sponsors indicate they will expand sponsorship.

Unlike DuMont's presentation, Mr. Arries said, ABC-TV will carry the Monday night bouts in 12 West Coast cities by means of "hot kinescopes," with transmission from New York starting at 1 a.m. for showing at 10 p.m. Pacific Time. Stations serviced by kinescopes will receive the main bout only.

Mr. Arries said Chris Schenkel, who has been the boxing announcer over DuMont, will continue in that capacity over ABC-TV for an indefinite period, but that plans are in progress to substitute another announcer later.

ABC-TV also presents Ray Arce's Saturday Night Fights (9-9:45 p.m., EST).

Three additions to the MBS stations relations department [AT DEADLINE, April 12], discussing their assignments with director Robert W. Carpenter (2d l) are (l to r) John A. Buning, southern representative; Charles King, eastern representative, and Thomas P. Duggan, who is assigned to the western area.
MBS, General Teleradio Sale Discussion Denied

PRESIDENT Thomas F. O'Neil denied flatly last week that sale of "any part" of Mutual Broadcasting System or General Teleradio had ever been discussed with "anyone at any time." He branded as "fantastic" any report of sale to H. L. Hunt, Texas oil billionaire and right-winger whose Facts Forum underwrites two Mutual talk programs.

Mr. O'Neill's statement followed publication in B&T and elsewhere of reports that Mr. Hunt might be interested in acquiring control of Mutual. B&T's report, published after attempts to reach Mr. O'Neil for comment prior to deadline had failed, was that Mr. Hunt "is pondering overtures for purchase of control of Mutual" and that, although Mr. O'Neil could not be reached, sources "close in" conceded "there's been talk" (C. J. Currant, April 12).

The statement by Mr. O'Neil: "Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with any person at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fantastic one I have heard of yet and should be consigned to the oblivion it so richly deserves."

Company Activity

General Teleradio is the General Tire & Rubber Co. subsidiary which controls almost 60% of Mutual and owns the Don Lee and Yankee Networks and WOR-AM-TV New York. It also is becoming engrossed in tv film properties, and is expected shortly to name an operating head for its film operations. The company, with 20th Century-Fox the Greatest Dramas series, currently in syndication; it next acquired the Phillips H. Lord properties and filming of at least one of these, Gangbusters, is in progress; and most recently it announced negotiations for exclusive licensing rights to a group of 30 feature films at a cost estimated unofficially at $1.25 million.

Meanwhile, there were other published reports of a planned wide scale realignment of the two networks at Mutual. These were denied by authorities at Mutual headquarters in New York. It was understood that Julius F. Seebach, vice president in charge of program productions, may be assigned to other duties possibly in films—upon return from his current vacation.

NBC Radio Announces Plans For Boston Symphony Concerts

EXCLUSIVE arrangements to broadcast Boston Symphony Concerts over the coast-to-coast facilities of NBC Radio direct from Symphony Hall in Boston during the 1954-55 season were announced by Sylvester L. Weaver Jr., president of NBC, last Wednesday.

The concerts will start early in October and continue through April on Saturday evenings at a time to be announced later. Mr. Weaver said, Under the completed arrangements, NBC secures the rights to the Boston "Pops," the Esplanade Concerts and the Berkshire Festival at Tanglewood.

It was pointed out that the Boston Symphony concerts will comprise NBC Radio's principal offering in the symphonic music field and as such will replace the NBC Symphony Orchestra. The latter group, under the leadership of Maestro Arturo Toscanini, had broadcast on NBC from 1937 until April 4, when Mr. Toscanini's retirement was announced (B&T, April 5).

The NBC Symphony, created for Maestro Toscanini 17 years ago and maintained over that period at a cost estimated by NBC at $15 to $20 million—an average of approximately $1 million a year—will cease to exist following the spring and summer series it is now playing as the NBC Spring Symphony under guest conductors.

This series, which uses somewhat fewer men than were employed under Maestro Toscanini, will continue (Sun., 6:30-7:30 p.m. EST) until the Boston Symphony's last broadcast in October. It was pointed out that many of the personnel of the NBC Symphony—which was created for Maestro Toscanini at the behest of Gen. David Sarnoff, board chairman of RCA and NBC—will be employed in the orchestras of the Telephone Hour, Voice of Firestone and other NBC musical programs.

Mr. Weaver said the composition of NBC's musical personnel will be rearranged into smaller orchestra units to serve the requirements of the network.

Gore Appears on Lewis Show After Equal-Time Request

LEROY GORE, editor of the country weekly Sauk City-Prairie (Wis.) Star, last week asked for and was granted equal facilities to answer what he said was criticism by Fulton Lewis Jr., MBS commentator, on the latter's April 9 show.

Mr. Gore's request was granted in the form of an interview in the concluding portion of Mr. Lewis' program last Tuesday (7-7:15 EST). Mr. Gore is the founder and executive secretary of the "Joe Must Go" club in Wisconsin which seeks the recall of Sen. Joseph R. McCarthy (R-Wis.).

Mr. Gore, who was in New York and Washington seeking financial support and political backing for his recall campaign, wired MBS asking for "equivalent" time to express his viewpoints because Mr. Lewis allegedly had "gone beyond news commentary and into politics" on the Gore-McCarthy issue.

After the Gore request, Milton Burgh, director of news at Mutual, wired Mr. Gore in Washington that time was being extended through Mr. Lewis to appear on the program with the commentator "to discuss points at issue."

'Strike It Rich' Principals Get Summons; Plead Innocent

SUMMONS were served last week upon Walter H. Frammer, producer of Strike It Rich radio and television program, and Warren Hull, master of ceremonies of the show, on a charge of soliciting funds for the program without a license from the New York Dept. of Welfare.

The summons issued last Monday, were returnable in Magistrates Court last Wednesday, at which time counsel for Messrs. Frammer and Hull pleaded innocent. Magistrate Milton Solomon set May 9 for a hearing.

The complaint against the program was filed by Henry L. McCarthy, commissioner of welfare, who declared last February that the show was "a national disgrace" and should be licensed by his office (B&T, Feb. 8, et seq).

A spokesman for Walt Frammer Productions expressed surprise at the summons. He pointed out that Mr. Frammer had sought a declaratory judgment in the New York State Supreme Court last month to prevent the Welfare Dept. from requiring the program to obtain a fund-raising license from the city (B&T, March 15).

The case has not yet come up for a hearing.

Broadcasting • Telecasting

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R. S. GATES was named executive vice president of Collins Radio Co., Cedar Rapids, Iowa, in organizational changes announced last week by Arthur A. Collins, president, following action by the company's board of directors.

In other changes, L. E. Bessemer was elected vice president for manufacturing; R. T. Cox was named vice president for research and development; J. G. Flynn Jr., vice president for sales, and M. W. Burrell, second vice president. All will have headquarters at Cedar Rapids, except Mr. Flynn, who will be in Dallas at the company's Texas division.

DuMont Ships $130,000 In Equipment to Nova Scotia

DuMont has sold $130,000 worth of equipment to Cape Breton Broadcasters Ltd., Sydney, Nova Scotia, to be shipped about May 15 for use by CJB-C-TV (ch. 4). Station is slated to go on the air about Aug. 15, using an RCA 10 kw transmitter. DuMont equipment includes dual camera chain, multiscanner, lighting, film editing apparatus, etc.

DuMont is also shipping April 23 by Avianca Airlines to Bogota, Colombia, four complete camera chains, fifteen 17-inch monitors, a multiscanner, lighting and studio control equipment and several hundred receivers, including some 30-inch sets. The mobile unit (truck equipped for remote pickups) will be shipped by steamer.

Ramon Cuelar & Cia Ltda, Bogota, Colombia, has been appointed DuMont sales representative for the country, to handle sales of receivers as well as transmitters and TV broadcasting studio equipment. This company handled the $300,000 sale of DuMont equipment to the Colombian Government [BT, April 12].

Gotham Forms Subsidiary

FORMATION of Gotham Audio Development Corp. as a subsidiary of Gotham Recording Corp., New York, was announced last week by Stephen F. Temmen, president of the new company. The firm has been organized to design and manufacture products of a custom-built nature for broadcasters and professional recording companies.

First client of Gotham Audio Development Corp. was Reeves Equipment Corp., for which the new firm will design a high-power driving amplifier for use with B. B. C. Grampian disc cutting head. The Reeves organization will serve as distributor for the final product.

Other officers of Gotham Audio Development are Rein Narma, vice president, and Herbert M. Moss, president of Gotham Recording, who will serve as secretary-treasurer of the subsidiary.

Cathode Ray TV Tubes Up

FACTORY sales of cathode ray TV receiver tubes totaled 645,715 units in February, compared to 557,681 sold in January, according to Radio-Electronics-TV Mfrs. Assn. Receiving tube sales totaled 25,189,147 in February compared to 22,133,347 in January.

Special on Color

RCA Engineering Products Div. has published a special issue of its periodical Radio News entirely devoted to the basic technical problems of color broadcasting, the first time in the publication's 22 years that it has prepared a one-topic issue. Contents comprise a condensation of the material presented at the RCA color clinics for broadcast engineers.

Electronics Parts Show Planning Display Record

RECORD number of new products for display is anticipated for the 1954 Electronics Parts Show, to be held at Chicago's Conrad Hilton Hotel May 17-20, it was announced last week.

Total of 307 booths and display rooms will be occupied by 277 exhibitors, covering the exhibition hall and fifth and sixth floors of the hotel. The volume of advance new-product releases has been running twice that of last year.

Member-exhibitors are cooperating with the show's management by not scheduling outside activities, sales meetings and other events, it was reported. The show's board, consisting of members of RETMA, National Electronics Distributors Assn. and other groups, have voted to abandon seminars and educational sessions during the convention.

Avco Stockholders Meet

DEMAND for color TV sets will not materialize in volume until sets with large screens are available "at acceptable prices," Victor Emanuel, chairman and president, Avco Mfg. Corp., said at the company's annual stockholders meeting in Wilmington. He reported that record acceptance of the Super V black-and-white TV receiver, compact set easily moved from place to place, has established, "to a degree being felt in the entire industry, the salability of a so-called second set" in the American home. As with radio sets, family ownership of more than one TV set "will become a commonplace," he said.

Manufacturing Shorts

Caterpillar Tractor Co., Peoria, Ill., has published a two-color, eight-page booklet, titled Stay on the Air to show the job Cat Diesel Electric Sets have been doing keeping stations on the air. A chart lists the 12 models available and their respective power ratings. A copy of the booklet may be obtained from any Caterpillar dealer or by writing to the company.

Browning Labs Inc., Winchester, Mass., announces new high fidelity tuner specifically designed for binaural reception and providing simultaneous reception ofam and fm broadcasts. Detailed information is available without obligation from the manufacturer.

New kind of electronic stop watch which measures and records (on tape) time intervals as short as one ten-thousandth of a second has been invented by Ebrahim Nuban, U. of Southern California graduate student in electronics. His "precision timebase generator" can also start the operation of another machine and stop it within a fraction of a second. Results are printed in numerals on adding machine tape.
For the first time... a precision Presto tape recorder complete with amplifier in studio console cabinet for less than $1000. Here are the facts about this amazing value:

**The R-11** Mechanism  
Here is the smooth operating, sleekly designed tape transport unit that drew engineers acclaim when it was introduced last year. Embodies the exclusive Presto capstan drive unit where pressure pulley and solenoid are mounted on a single sub-assembly for easy maintenance. Capstan and motor are interconnected by a belt. Two torque motors, each including its own brake system (external contracting type) assure smooth, positive action without the usual hazard of tape breakage. If tape does break, an automatic safety switch instantly stops the mechanism.

**The Amplifier**  
Actually there are two separate chasis for amplification. One contains the recording and reproducing channels. The second is the power supply located at the base of the console. This arrangement reduces noise and keeps operating temperature down.

**The Console Cabinet**  
Presto's designers have given particular attention to accessibility of every part of the SR-11. The top panel swings upward on a sturdy hinge to expose the underside of the tape mechanism, while the amplifier opens from the front and turns over on gimbals for access to tubes.

Ask your Presto distributor to order your SR-11 today. You'll never match it in value or performance.

*formerly RC-11*
**PROGRAMS & PROMOTION**

**BOW-TIE (UHF) PROMOTION**
A Bow tie appeared on many a time buyer's desk early last week, accompanied by a card which cryptically stated: "Hope you like it. Explanation to follow later. Best regards. Two Two." The mystery was cleared up later with a letter informing the sender that WGBI-TV Scranton, ch. 22, had an explanation that "in the Scranton-Wilkes Barre area nearly everyone sports a 'bow tie' (uhf tv antenna) these days." The message pointed out that "to reach . . . to sell, this rich northeastern Pennsylvania market, it's uhf tv all the way . . . to be specific, your first buy is WGBI-TV."

**Kfab Manhunt Coverage**
AN AIRPLANE was chartered by KFAB Omaha to fly newsmen to the scene of a manhunt in the Nebraska panhandle, thus providing that station with exclusive coverage in the event that was taken part in by law enforcement officers from the entire area, that station reports. Newscaster Hugh McCoy and special technician Harlan Underkefler made special tapes and relayed last minute information to listeners and KFAB claims that they were the only radio newsmen on hand to provide such on-the-spot coverage.

**Thirty-Year Brochure**
THE THIRTY-year anniversary of WGBF Evansville, Ind., is the theme of a brochure published by that station. The brochure reviews the 30 years of operation for the reader and contains tributes received from well-known people in the advertising, theatrical, educational, political and communications professions. A reproduction of a congratulatory letter from FCC Chairman Rosel H. Hyde is included and pictures of notables, station staff and program personalities fill out the booklet. Coverage maps of WGBF and affiliate WMLL (FM) appear in the rear of the brochure.

**Rate Increase Leaflet**
A LEAFLET titled Profits from Pennies, which introduces advertisers to a rate increase, is being distributed by KXO El Centro, California. The pamphlet points out that "everything" has increased, including a 98% jump in KXO's operating expenses over the past seven years. Announcing the 7.8% increase the station emphasizes that the cost is actually less per listener because KYO is reaching 134% more people than ever before. These facts prove, station claims, that KYO is a better buy than ever, still the best advertising buy in the Imperial Valley. A valley-wide listening survey, which shows KYO has the largest share of the audience, is included along with a station coverage map.

**Wnax Bowling Tournament**
The world's largest regional bowling tournament was sponsored by WNAX Yankton, S. D., according to that station. The tourney, the fifth annual WNAX 3 State Bowling Tournament, attracted 9,195 male bowlers from Iowa, Nebraska, the Dakotas and Minnesota. Over $27,000 in cash prizes, 38 trophies and over $6,000 in merchandise were awarded at the event, which was sanctioned by the American Bowling Congress, and is reported to be second in size to the ABC bowling classic.

**Wbel Radio Promotion**
MOST effective way to promote your own cooking school is to use spots on your own station. At least that's the belief of WBEL Beloit, Wis., which used about 75 spot announcements, but used no printed media. Three local merchants cooperated in the three-day event which drew such crowds to the local Majestic Theatre—where many of the station's programs were screened—that hundreds of ladies had to be turned away. WBEL is reported to be considering the station as an annual promotion.

**DODGER Fan Aid**
WMGM New York, in cooperation with the Brooklyn Chapter of the American Red Cross, is distributing volume four in a series of manuals by the Red Cross on the "Care and Protection of Dodger Fans," giving information on how to root calmly, how to eat and drink healthfully at Dodger games and how to safeguard the blood pressure. WMGM, which broadcasts all Dodger games, will supply copies of the manual to interested persons who write the station at 711 Fifth Ave., New York 22, N. Y.

**'ECONOMY Run' Telecast**
FILM program of the 1954 Mobilgas Economy Run was shown on KTTV (TV) Hollywood after an all-night editing job. News photographers from the station rode in contestants' cars between Los Angeles and Sun Valley, recording the event on film. After the film portion of the program the winners of the race were presented. The KTTV program was sponsored by General Petroleum Corp., Los Angeles, which also conducts the Economy Run.
As a trained newsman, do you know: WHICH ONE OF THESE DOESN'T BURN TAX DOLLARS?

You're undoubtedly familiar with these traffic control devices for various forms of transportation. But do you realize that only one of them doesn't burn up tax dollars?

Consider these facts. Up to the end of 1953, Federal and local governments had spent some 2 billion dollars on the construction of civil airports and airways.

From the turn of the century to June 30, 1953, Federal expenditures for river and harbor navigation facilities exceeded 4.3 billion dollars.

Highway construction in the United States has cost 39 billion dollars since 1921. Highway construction and maintenance costs come to about 5 billion dollars annually—with you, as a private citizen, picking up the biggest part of the bill. (For every 100 ton-miles of travel, a typical personal car pays taxes averaging 34 cents while a 30-ton highway truck pays an average of only 12 cents.)

Railroads, on the other hand, have spent more than 20 billion dollars to install rights-of-way and other facilities. In addition, they pay taxes on them—which help to subsidize their competitors in the air, on the water and highways.

When, therefore, you hear the railroads say they want the opportunity to compete with other forms of commercial transportation on a free and equal basis, you can understand their position.

It is their feeling that the public would be much better served if all forms of transportation were put on a truly competitive basis. Not only would each be spurred to provide constant improvements in services and facilities, but the cost would fall where it rightly belongs—on users instead of taxpayers.

Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
REACHING HEAD MEN

INVITATION to barbers to attend an exclusive open house for members of that trade has been extended by WHO-TV Des Moines in a clever promotion piece sent to barbers with its coverage area. Pointing out that barbers are considered "high authority" on all subjects by customers, WHO-TV expresses confidence that its story will get to "the right guys in the right place," after the barbers have visited the station. Included are a program schedule for the barbershop, coverage area map, and a list of answers to questions people will ask about the new TV station.

GOOD FRIDAY PROGRAM

ABC-TV network was scheduled to present a special Good Friday live documentary, The Shroud of Turin, with the program originating in studios of WBKB (TV) Chicago. The show will feature a discussion of the authenticity of the famous Turin shroud, an ancient cloth believed to be the fabric in which Jesus was wrapped after his crucifixion. Rev. Francis L. Filas, S.J., religious professor at Loyola U., Chicago, was to present the program, slated to be telecast 1:30-2 p.m. April 16.

KMJ-TV TEACHES ENGLISH

FOREIGN born residents of San Joaquin valley, in central California, are learning English for naturalization and voting tests on twice-weekly KMJ-TV Fresno Let's Speak English program. The program is designed to teach practical, everyday English and is conducted with the cooperation of the adult division of Fresno city schools. Printed study aids are supplied to viewers by KMJ-TV.

KOTV (TV) PHOTO CONTEST

MORE than 50 entries were submitted by members of the Tulsa Camera Club in a contest conducted by KOTV (TV) for the best pictures on the "behind the scenes activity" at that station. A special open house was held during which contestants were invited to take pictures of the various operations. The winners appeared with their winning pictures, along with other members of the club, on KOTV's Tulsa Skyline Show.

BASEBALL SCHEDULE REQUESTS

AN OFFER of an American League baseball schedule by WTAM Cleveland's Tom Manning brought over 15,000 requests, according to that station. Mr. Manning told his listeners: "I realize you can pick up a schedule at any corner store, but I'd like to send you one of mine if you'll send me a stamped, self-addressed envelope." WTAM reports that three girls were kept quite busy in an effort to get the schedules in the mail before the opening games.

Kgem KITCHEN CITED

THE February issue of the Idaho Food Dealer, food trade publication, contains an article about KGEM Boise, titled "KGEM Kitchen Sponsors Take a Bow," which tells about the kitchen show and its four sponsors. The sponsors, Gem Canning Co., Emmett; Keim Packing Co., Nampa; Idaho Creameries, Boise, and Eagle Flour Mills, Eagle, each have a section of the story and pictures devoted to its plant, facilities and product. The program, which features Helen Peterson, as hostess, and Don Bish, as kitchen helper, is written and produced by Mrs. Peterson. The program is described as one that "has proved to be of real interest to housewives . . . of exceptional value to sponsoring suppliers and incentive to food dealers in the area."

RED BEARD PROMOTION

WNBT (TV) New York mailed red beards to radio and television editors to call attention to the beard-growing contest conducted on the station by Jim Moran, hirsute host of Midnight Movie program. Winners of the contest were picked on April 9 by "a jury of bearded peers" consisting of Burt Ives, Commander Edward Whitehead, Mitch Miller, George London and Pietro Carbone.

BBC EXPLORES ENGLISH

BBC and the English Speaking Union have produced a new, 15-minute series of radio programs, Plain English, designed to "explore trans-Atlantic understandings and misunderstandings which crop up between people of two nations using the same language." The series has been made available to U. S. stations for broadcast.

WBNS-TV SALES MEETING

WBNS-TV Columbus, Ohio, reports an unusual sales meeting at that station when the entire sales organization of the Omar Baking Company for the state of Ohio met to view its Omar TV Weatherman show, a nightly feature over WBNS-TV. Host for the half-day meeting was Frank Wear, station general manager, and Ross Davis, general sales manager for Omar, presided.

RECORDED FROM LIFE with utmost realism and fidelity.

Pressed on double faced 78 r.p.m. vinyl plastic discs.

. . . a complete sound library

over 1000 super sound effects

send for free catalog

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His magic touch moves merchandise

You've met men like Bill Mayer. The look in the eye, the easy smile, the sincere manner of talking, the warmth of the handshake...all tell you, "Here's a man we can trust."

Bill Mayer has radio's magic touch—the ability to inspire confidence in those who listen to him.

Recognized as the area's outstanding commercial announcer, he has the confidence of both listeners and advertisers in Northern Ohio. From 6:30 a.m. to 10:00 a.m., Bill, known to millions as the "Mayor of the Morning", presents listenable music and interesting comment in his inimitable, easy-going style.

His popular show reaches a dual audience—homemakers, and motorists on their way to work. If yours is a product bought by women or by car owners, Bill Mayer's sincere voice can do an effective selling job for you.

Ask your nearest Christal representative for current spot availabilities.

WGAR
THE STATION WITH
4½ MILLION FRIENDS
IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto
Agencies

William N. Huse, formerly with Albers Milling Co., and Fred Mitchell, Poote, Cone & Belding, N. Y., appointed vice presidents and account executives, Dancer-Fitzgerald-Sample, N. Y.

William Brooks, Kenyon & Eckhardt, to D-F-S as assistant account executive.

W. J. Haughey, vice president, Ingalls-Miniter Co., Boston, assumes additional duties of general manager.

Arkady Leokum, copy chief, Sherman & Marquette Inc., N. Y., elected a vice president.

William Rindfuss, associate copy director, Young & Rubicam, N. Y., appointed vice president and copy director of Chicago office effective April 19. Frank Harrel replaces Mr. Rindfuss in New York.

James L. Lohian, assistant copy chief, Erwin, Wasey & Co., L. A., to Mogge-Privett Inc., that city, as vice president and copy chief.


William M. Englehaupt named merchandising director, Earle Ludgin & Co., Chicago; George Duke to creative staff and John Meloney to research staff, same agency.

Mahlon G. Remington, sales and merchandising director, Ward Wheelock Co., Phila., appointed vice president and account executive, Lewis & Gilman Inc., same city.


Robert F. Ohrens, chall, recently discharged from Navy, to Wank & O'Rourke, S. F., as account executive.

Midge Krone, former timebuyer, Erwin, Wasey & Co., N. Y., to Galen E. Broyles Co., Denver, as assistant account executive.

Robert Campbell, J. Walter Thompson Co., S. F., to Doremus & Co., same city, as production manager and assistant account executive.


Donald L. Perris, director of news, special events and promotion, WEWS (TV) Cleveland, to creative dept., McCann-Erickson Inc., same city.

Robert J. Noel, radio-tv director, Campbell-

Mithun Inc., Chicago, to creative staff, radio-tv dept., Needham, Louis & Brophy, same city.

David Luhman, CBS-TV promotion and merchandising department, N. Y., to Young & Rubicam, same city, as a copy writer.


William E. Greenberg, staff artist, Leo Woolf Co., L. A., to Abbott Kimball Co., that city, as assistant art director.


Donald C. Dahus, production supervisor, Leo Burnett Co., Chicago, to Saunders, Shrub & Assoc., same city, as production manager.

Robert Merrifield, news director, KBID-TV Fresno, starts own advertising agency, that city, but continues as announcer for Jim Clinton Clothing Store commercials on station.


Wendell W. Oberholtzer, N. W. Ayer & Son, Phila., to Gray & Rogers, same city.

Ernest E. C. Jackson, vice president, J. Walter Thompson Co. Ltd. and managing director, Montreal office, died April 1.

Stations

George I. Stanford Jr., head of his own merchandising firm at Hobe Sound, Fl., named sales account executive, WPIX (TV) New York.

Thomas Clifford, advertising manager, Montgomery Ward & Co., Fresno, to KBID-TV that city, as account executive.

Phillip A. Meyers, WCUE Akron, Ohio, named
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously... 54.6% more people... 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

HEIGHT COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station in Kentucky and Southern Indiana

36.1% GREATER CIRCULATION
than the area's leading NEWSPAPER!

761.0% GREATER CIRCULATION
than the area's leading NATIONAL MAGAZINE!

WAVE-TV delivers a perfect picture to thousands of families who get satisfactory television reception from no other outlet. The reason is simple:

WAVE-TV's tower is on top the highest hill in this area — is actually 525 feet higher than Louisville's other VHF station!

WAVE-TV's Channel is 3 — the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3 — is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Ask NBC Spot Sales for all the WAVE-TV facts.

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, Dumont
NBC Spot Sales, Exclusive National Representatives

Broadcasting • Telecasting
assistant commercial manager, same station.

Peter T. McGovern appointed sales manager, WCOP Boston, Mass., in reorganization of that station's sales department.

Stanley J. Hudson, sales manager, XEO Brownsville and XEOR McAllen, Tex., appointed director of merchandising and public relations for the stations.

Jackson M. Fleming, formerly program director, KXXL Seattle, to KEX same city, as account executive.

Murray L. Goldsborough, formerly general manager, WQET Gettysburg, Pa., to WHVR Hanover, Pa., as assistant manager.

Ray Armand, program director, WARD Arlington, Va., promoted to assistant manager; George Crump, sales representative and Don Allen, traffic manager, named sales manager and acting program director, respectively; Robert Hall, program director, WEAM Arlington, and Robert Cobinas, named sales representatives, WARL; James Larkin named record librarian, John Gallaway, continuity director, and Ruth Lewis, auditor, same station.

Robert O. Paxson, sales staff, KEDD-TV Wichita, and formerly account executive, McMinnick - Armstrong Inc., same city, appointed regional sales manager, KEDD-TV.

George Vogel, chief engineer-director of sports, KHOW Alliance, Neb., named program supervisor, succeeding Erv Jensen, who moves to KGLO Mason City, Iowa. Roland Reed appointed technical supervisor, KHOW.

John L. Palmer appointed national sales manager, KOIN-TV Portland, Ore.

Jim Carroll, manager, KONG Visalia, Calif., appointed merchandising director, KYNO Fresno.

Walter M. Windor, formerly manager, WGAB Columbus, Ga., named general manager, KMTC-TV Texarkana, Tex.-Ark.

Frank Sharp, program director, WFBM Indianapolis, Ind., named personnel director. Robert Yeager, assistant program director, WLW Cincinnati, succeeds Mr. Sharp.

Carol Vinson, promotion director, KABK-AM-TV Little Rock, to KSLA Shreveport, La., in same capacity.

William Hollenbeck, formerly producer-director, KGO-TV San Francisco, appointed program manager, KHOF (TV) Stockton, Calif., vhf station scheduled to start operating June 1.

Theodore B. Pittman Jr., program director, WTAO-AM Cambridge, Mass., appointed general manager, WTAO-AM-TV. John H. Kimball named sales manager and Edward J. Penny, program director, WTAO. Richard H. Garley Jr. named sales manager; Fred Stein, program supervisor, and Walter Harrington, program director, WTAO-TV. Alice Conlon named film director-publicity director, WTAO-AM-TV.

John M. Haberlan, formerly time salesman, WKY Oklahoma City, appointed national TV sales representative, WKY-TV; Wallace R. Dunn, formerly general manager, KSLC Miami, Ohio, to YV sales staff, WKY-TV.

Here's how...to sell more listeners per dollar invested than with any other major station in the Detroit area...use CKLW...the station with lower rates which produces low-cost results for your advertising dollar!

CKLW covers a 15,000,000 population area in five important states!

Soon! This region's most powerful TV station! CKLW-TV channel 9 325,000 watts

50,000 watts 800 kc.

Jim Randolph, research director, KOTV (TV) Tulsa, appointed assistant program director.

Norman Heffron, newsmen, WCCO Minneapolis, returns to KOTA Rapid City, S. D., as news director.

Louis F. Allen, KOMU-TV Columbia, Mo., Merle Mann, WLWT (TV) Cincinnati, named to sales staff, WCPO-TV Cincinnati. Jack Kelly, traffic dept., WCPQ-TV, also joins sales staff.

Ed Bush named to sales staff, KABQ Albuquerque, N. M.

Jack Norman and Elke Kleb, sales staff, defunct WENR Chicago, to similar duties at WLS same city.

Ian Bernard, special material writer for Eddie Cantor in NBC-TV Colgate Comedy Hour, to KABC-TV Hollywood, as writer and general assistant to executive producer.

Lou Weiner, freelance publicity and exploitation, Hollywood, to KABC-TV that city, in similar capacity.

Forrest H. Respress, formerly with WHOK Lancaster, Ohio, appointed studio manager, WTTV (TV) Bloomington, Ind.

Roy L. Gallagher, formerly chief engineer,
TWO-DAY program clinic in Cleveland for program directors and general managers of Peoples Broadcasting Co. stations was attended by (1 to r) Dick Carlson, management consultant, Farm Bureau Insurance Co., which owns Peoples; Rea Merridew, program director, WGAR Cleveland; Wes Hopkins, program director, WTVJ Trenton, N. J.; Murray Lincoln, president, FBC; Frank Lee, program director, WMVN Fairmont, W. Va.; Joe Bradshaw, general manager, WRFD Worthington, Ohio; Herbert E. Evans, vice president-general manager, Peoples; Bob Geis, program director, WRFD; Gary Ferriese, general manager, WMNN; Carl George, general manager, WGAR; George Campbell, Washington news correspondent, and Fred Bernstein, general manager, WTTM.

KELK Elko, Nev., to WHIT New Bern, N. C., in same capacity.


Mike Hamlin, WJIM-AM-TV Lansing, Mich., to WILS-AM-TV same city, as host on House of Music show, replacing Chuck Renwick, who moves to news dept., succeeding Marv Phillips, promoted to traffic department.

Mark F. Ehrig, publisher of the Louisville Times and Courier-Journal, licensee of WHAS-AM-TV Louisville, elected a trustee of Ford Foundation.

J. S. Sinclair, director of public relations, WJAR-TV Providence, received an award from Woosneck, R. I., Junior Chamber of Commerce in recognition of his cooperation during the 1954 Woosneck Mardi Gras celebration (B*T, March 15).

John Campbell, sports director, KXLL Missoula, Mont., appointed chairman, Montana State Athletic Commission, in addition to his present duties.

George Putnam, newscaster, KTTV (TV) Hollywood, awarded first Civic Affairs Citation, by Loyal Order of Moose in California.

Bill Welsh, sportscaster and special events announcer, KTTV (TV) Hollywood, named to board of trustees of Southern California B.P.O.E. polio rehabilitation funds.

Dick Renick, producer-director, WTVJ (TV) Miami, and Val Phillips were married.

Ted Reeves, program director, WBNS-TV Columbus, Ohio, father of girl, Rebecca Anne, March 25.

Art Davis and A. G. McDaniel, WBAP Fort Worth, Tex., both fathers of boys.

J. Fred Weber, chief engineer, CKOV Kelowna, B. C., father of boy, Robert Neil, March 27.

Jack Sterling, emcee of WCBS New York Jack Sterling Show, father of girl, Patricia Ann, April 7.

Sid Forhman, Chicago disc emcee father of girl, April Brooke.

Mervyn L. McCabe, 56, sales manager, KFRC

San Francisco, killed in automobile accident April 8.

Networks

Thomas P. Duggan, formerly with WOR New York and John A. Buning, formerly with American Broadcasting Co., to Mutual Broadcasting System's station relations department.

Len Levinson added to writing staff, NBC Radio Fibber McGee and Molly, which will broadcast through the summer.

Mike Dougherty, assistant publicity director, KNXT (TV) Hollywood; Bill Steinmetz, Script Annex head, CBS that city; and Jerry Smith, unit publicist, Wayne-Fellows Productions, named to press information staff, CBS-TV that city.

Ted Keenow, named associate director, CBS Radio Hollywood, as summer replacement.

Harriet Egan, secretary to David C. Adams, NBC staff vice president, crowned "Miss NBC of 1954" at annual spring dance for NBC employees in New York, at Waldorf-Astoria Hotel April 2.

Kit Kinne, formerly featured on Sally Smart's Kitchen, WOR-TV New York to NBC-TV's Home show tomorrow (Tuesday), as cooking editor.

Martha Rountree, tv panel moderator, to address Women's Adv. Club of Chicago April 20 on "TV As I See It From Washington."

Gordon MacRae, star of NBC Radio Railroad Hour, father of son, April 7.

Film

elected vice presidents and Taylor Byars continues as vice president and general manager.

John C. Allee, formerly in sales capacities, Guild Films Inc. and Advance Television Picture Service Inc., to TeeVee Co. as eastern sales manager in new offices at 666 Fifth Ave., N. Y.


Robert Rockwell, who portrays Mr. Boynton in CBS-TV Our Miss Brooks, father of boy, April 12.

Manufacturers
Frank Steeter, director of RCA plant facilities administration, elected vice president, RCA facilities administration.
John S. Frietsch, formerly Cincinnati district representative for appliances, Philco Corp., Phila., appointed advertising manager, radio division.
James Adabele Jr., named Eastern manager, extension div., E. I. duPont de Nemours, Wilmington, Del.
Ralph H. G. Mathews, sales engineering consultant, to Magnavox Co., Chicago, as general sales counsel, high fidelity division.
Jay T. Nichols, formerly with Armour Research Foundation, to Petron Corp., Chicago, as chief engineer.

Program Services

Wallace D. Cochran, formerly manager, Les Brown orchestra, to RCA Victor Record Div., Thesaurus & Syndicated Sales, headquartered in Atlanta.

Mississippi Broadcasters Assn. elected a new slate of officers at its annual meeting in Biloxi. L to r: seated, Granville Waiters, WAAM Laurel, secretary-treasurer; Bob Evens, WELO Tupelo, president; Ed Wilkinson, WSLJ Jackson, vice president. Standing, C. F. Wright Jr., WFOR Hattiesburg, retiring president; Charles Holt, WHSY Hattiesburg, Joe Carson, WMOX Meridian, and Bill Guest, WPMP Pascagoula, board members.

Patricia Jean Beall, former assistant producer at WTTG (TV) Washington and producer of educational radio-tv shows there, has announced incorporation of her own firm, Public Service Productions Inc., a non-profit corporation, to produce public service programs for radio-tv. Address: 3400 Newark St. N. W., Washington.

Thomas B. Williams, formerly with General Electric Co. in promotional and visual education capacities, to Product Services Inc., N. Y., as supervisor of film production.

Edward Reinauer, research dept., American Newspaper Publishers' Assn.'s bureau of advertising, to BAB as research analyst.

Edwin H. Kasper, formerly a partner, Kasper-Gordon Inc., to Television Programs of America Inc., as account executive in New England area.

Robert T. Donnelly, East Coast representative, Vitapix Corp. and previously Midwest representative, Procter Television Enterprises, to film syndication div., Motion Pictures for Tele-vision, as account executive in Detroit.

Herb Jaffe, eastern sales manager, Motion Pictures for Television, named director of sales, Official Films; Verne Banke, assistant to Mr. Jaffe at MPTV, will succeed him as eastern sales manager.

Jerry Jaros of Paramount Pictures, Hollywood publicity staff, named radio-tv contact succeeding Ted Wick, resigned to become publicity director, CBS-TV that city.

Trade Associations


Philip G. Lasky, vice president-general manager, KPDX San Francisco, elected to board, Northern California Electrical Bureau.

Page 106 • April 19, 1954
R. H. Wunsberg, vice president-manager, Bozell & Jacobs Seattle office, elected chairman, Puget Sound chapter, AAAAA.


Frank Klicheski, formerly manager of retail promotion and publicity, Bureau of Advertising, American Newspaper Publishers Assn., promoted to chain store sales staff.


Representatives
Tom Wynn Carroll, State Dept., New York, to Radio-Tv Reps., radio and tv station representative firm, same city.

Professional Services
William R. Cahill, editorial staff, Harshe-Rotman Inc., Chicago office, public relations firm, named assistant group supervisor.

Edward F. Thomas, vice president and public relations director, Geyer Adv., forms Edward Thomas Assoc., public relations counsel, 745 Fifth Ave., N. Y.

Courtenay E. McCurry, formerly with Ziv Television Programs Inc., named supervisor, Cabe11 Eanes Inc.'s newly opened Norfolk, Va., branch office.

Government

Dr. Ralph J. Slutz, formerly assistant chief, National Bureau of Standards Electronic Computer Lab., promoted to assistant chief, NBS Central Radio Propagation Lab.

* RETAIL SALES
$1 1/2 billion annually ... 50.2% above U. S. percentage gain with an increase of 310% since 1939!*

* WHOLESALE SALES
$1 1/4 billion annually ... 54.7% above U. S. percentage gain with an increase of 323.1% Since 1939!!

* POPULATION
1 1/4 million ... 26.1% gain since 1940!*

KSL-TV
lands that WHALE of a Market!

KSL-TV
Salt Lake City, Utah
serving 39 counties
in 4 western states

Represented by
CBS-TV Spot Sales

* Sales Management
** Consumer Markets

April 19, 1954 * Page 107
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B * T)
April 8 through April 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations

FCC Commercial Station Authorizations
As of March 31, 1954

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,532</td>
<td>536</td>
</tr>
<tr>
<td>CPs on air</td>
<td>2,525</td>
<td>536</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>159</td>
<td>12</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,691</td>
<td>548</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,688</td>
<td>576</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>157</td>
<td>157</td>
</tr>
<tr>
<td>New station applications</td>
<td>163</td>
<td>3</td>
</tr>
<tr>
<td>Facilities change applications</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>885</td>
<td>108</td>
</tr>
<tr>
<td>Licenses denied in March</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted in March</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial fm and tv stations.
† Authorized to operate commercially.

Am and Fm Summary through April 14

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>On</td>
<td>2,542</td>
</tr>
<tr>
<td>Pnd</td>
<td>1,168</td>
</tr>
<tr>
<td>Hrng</td>
<td>168</td>
</tr>
<tr>
<td>In</td>
<td>557</td>
</tr>
</tbody>
</table>

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>232</td>
<td>35</td>
</tr>
<tr>
<td>357</td>
<td>29</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

| Commercial | 915 |
| Noncommercial | 26 |
| Total | 941 |

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New Am</th>
<th>New Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>915</td>
</tr>
<tr>
<td>Educational</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>940</td>
</tr>
</tbody>
</table>

FOR THE RECORD

Actions of FCC

New TV Stations . . . .

Grants

Lexington, Ky.—Central Ky. Best. Co. (WLLEX) granted uhf ch. 18 (494-500 mc); ERP 171 kw visual; 59 kw audio antenna height above average terrain 629 ft., above ground 651 ft. Estimated construction cost $300,000, revenue $300,000. Post office address 136 N. Limestone St., Lexington. Studio and transmitter location Staley Road, Lexington. 28 k. The station is equipped for a 500-watt 64-kilocycle service. Geographic coordinates 38° 08' 56" N., Lat.; 78° 36' 15" W. Long. Transmitter and antenna RCA. Legal counsel, connection applicable to the competitive bid of WVLK, Lexington.Granted April 13.

Buffalo, N. Y.—Niagara Frontier Amusement Corp. granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 80 kw audio. antenna height above average terrain 209 ft., above ground 400 ft. Estimated construction cost $509,882. First-year operating cost $150,000, revenue $1,352,000. Post office address 70 Niagara St., Buffalo. Studio location 184 Barton St., Transmitter location Staley Road, Buffalo. geographic coordinates 43° 00' 36" N., Lat.; 79° 00' 47" W. Long. Transmitter and antenna RCA. Legal counsel, connection applicable to the competitive bid of WVLK, Lexington. Granted April 13.

Curtis Bell, Vice President Billings Inc., S. W. R., Prima., B. C. & R.C. Co., with headquarters at 111 W. W. M. Stock Co., Washington. Principals include President J. D. Gay Jr. (46.5%); Secretary-Treasurer H. G. Boll (46.5%). Grant was made for 10 kw visual, 25 kw audio, antenna height above average terrain 209 ft., above ground 400 ft. Estimated construction cost $509,882, first-year operating cost $150,000, revenue $1,352,000. Post office address 70 Niagara St., Buffalo. Studio location 184 Barton St., Transmitter location Staley Road, Buffalo. geographic coordinates 43° 00' 36" N., Lat.; 79° 00' 47" W. Long. Transmitter and antenna RCA. Legal counsel, connection applicable to the competitive bid of WVLK, Lexington. Granted April 13.

Applications

Fayetteville, N. C.—Fayetteville Steers, Inc. (WFLB), granted uhf ch. 18 (494-500 mc); ERP 94 kw visual, 53.2 kw audio; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost $185,213, first year operating cost $72,020, revenue $70,000. Post office address P. O. Box 512, Fayetteville, N. C. Studio and transmitter location on Breed Blvd., near Westmont Dr., at WFLB (AM) transmitter site. geographic coordinates 35° 04' 00" N., Lat.; 78° 56' 17" W. Long. Transmitter and antenna RCA. Legal counsel, connection applicable to the competitive bid of WVLK, Lexington. Granted April 13.

Pitts, possible, connection applicable to the competitive bid of WVLK, Lexington. Granted April 13.

Public Broadcasting

PERFORMANCE BROADCASTS

Selling Western New York, Not Just Rochester

Booms Out the Hour That Still Booms Sales

Page 108 • April 19, 1954

Booms Out the Hour That Still Booms Sales

WILSON, direcor of Towel Creek
for the past 10 years.
From where I sit
by Joe Marsh

So They Stopped Baiting Each Other

If you want to hear a real hassle, listen to Cob James and Whitey Baker on the subject of trout fishing sometime. You'd think it was more important than anything.

Cob favors dry flies. Whitey pooh-poohs anything but wet flies. Cob swears by a Fan-Wing Royal Coachman; Whitey won't hear of anything but a Silver Doctor. And so it goes—they can't even get together on steel rods versus bamboo rods.

But on Saturday, each got back from Fox Creek with a catch that couldn't have differed by more than a couple of ounces! Then over a friendly beer, they allowed as how maybe they were both right... which is how so many arguments should end.

From where I sit, life would be a whole lot pleasanter if we all respected one another's opinions—whether about trout flies, or having a glass of beer, or voting. After all, every single one of us has a right to follow his own line of thinking.

Joe Marsh

Copyright, 1954, United States Brewers Foundation
New Am Stations

ACTION BY FCC

Naples, Fla.—Collier County Beatra, Inc., granted for a new station at 1290 kc, unlimited day and nighttime. Post office address is Mrs. M. H. Blackledge, NPR, Box 110, Naples, Fla. Estimated construction cost is $99,000, first year operating cost is $55,000, revenue is $99,000. Principals include Mrs. N. H. Blackledge, Treasurer, W. M. Blackledge, Director, and J. H. Blackledge, Director. Granted April 9.

Applications

Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood & Charles W. Stratton d/b as Perryville Beatre, Co., granted for a new station on 1290 kc, unlimited day and nighttime. Post office address is Mrs. M. H. Blackledge, NPR, Box 110, Naples, Fla. Estimated construction cost is $152,622, first year operating cost is $56,222, revenue is $152,622. Principals in general partnership include A. W. Wood (18), printing and partner Kentucky News Media, Hopkinsville; Thomas F. Wood (16), printing and 1/4 partner Kentucky News Media, Hopkinsville; Robert M. Keith (12), partner. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $59,590, first year operating cost is $59,590, revenue is $59,590. Principals in general partnership include Robert M. Keith (15), and Benny L. Blackledge (14). Miss. Granted April 10.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1350 kc 500 w unlimited to specify 1340 kc. Filed April 6.

Existing Am Stations

ACTION BY FCC

KJFJ Webster City, Iowa.—Land O’Corn Beatre, Co. granted authority to sign-off at 6:00 p.m. CST, during the morning and afternoon, on station KJFJ. Granted April 5; announced April 13.

WGMJ Pitchburg, Mass.—Wachusett Beatre, Co. granted permission to sign-off at 6 p.m. EST from April 23 through Aug. 31. Granted April 9; announced April 13.

STATION DELETED

Kane, Pa.—Hilltop Management Corp. FCC deleted stations WZMW and WZMX. Granted April 6; announced April 8.

Applications

WHBS Huntsville, Ala.—Huntsville Times Co. seeks modification of CP for 1350 kc to change from directional day and night to directional day only. Filed April 8.

KEEN San Jose, Calif.—United Beatre, Co. seeks CP for the daytime power from 1 kc to 5 kc on 1570 kc. Filed April 8.

WRFC Athens, Ga.—Radio Athens Inc. seeks CP to increase daytime power on 960 kc from 1 kc to 5 kc. Filed April 12.

New FM Stations

ACTION BY FCC

Corpus Christi, Tex.—International Radio Co. granted CP for new station on 93.3 mc; ERP 2 kw; antenna height above average terrain 250 ft. Granted April 14.

Existing FM Stations

APPLICATIONS

KJFJ-FM Los Angeles, Calif.—Los Angeles Beatre, Co. granted CP for new station on 92.1 mc; ERP 3 kw; antenna height above average terrain 1375 ft. Granted Apr. 5; announced April 13.

WRQF (FM) Goldsboro, N. C.—Eastern Caro- lina Beatre, Co. granted CP to change to 96.3 mc (56.7 mc). Granted April 7; announced April 13.

KCMC-FM Texarkana, Tex.—KCMC Inc. granted CP to change to 95.3 mc; antenna height above average terrain to 275 ft. Granted April 14.

WHSA (FM) Madison, Wis.—State of Wis. State Radio Council granted CP to change to ERP 2 kw; antenna height above average terrain 450 ft. Granted April 7; announced April 13.

STATION DELETED

KJFL-FM Denver, Colo.—Eugene P. O’Fallon Inc. granted request to cancel license and delete FM station on 91.4. Deleted April 6; announced April 12.

OWNERSHIP CHANGES

APPLICATIONS

KNOG Nogales, Ariz.—Old Pueblo Beatre, Co. granted voluntary assignment of which to Charles F. Lytle and Alice M. Lytle. Principals are owners of Phoenix Advertising Co. Granted April 14.

WFWJ, Waunakee, Del.—WNJR Newark, N.J.; WRAP Norfork, Va.; WRAD Radford, Va.; WBBN (TV) Deerfield, Ill.; WRAD Radford, Va.; WNJR Delaware, Del.; WRAP Norfork, Va., and is in the transportation service and sales of radio-television receivers. Filed April 9.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1330 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $159,590, first year operating cost is $56,590, revenue is $56,590. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (14). Miss. Granted April 10.

APPLICATIONS

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1350 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $152,622, first year operating cost is $56,222, revenue is $56,222. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (16). Miss. Granted April 10.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1350 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $152,622, first year operating cost is $56,222, revenue is $56,222. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (16). Miss. Granted April 10.

APPLICATIONS

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APPLICATIONS

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WFWJ, Waunakee, Del.—WNJR Newark, N.J.; WRAP Norfork, Va.; WRAD Radford, Va.; WBBN (TV) Deerfield, Ill.; WRAD Radford, Va.; WNJR Delaware, Del.; WRAP Norfork, Va., and is in the transportation service and sales of radio-television receivers. Filed April 9.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1330 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $159,590, first year operating cost is $56,590, revenue is $56,590. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (14). Miss. Granted April 10.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1350 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $152,622, first year operating cost is $56,222, revenue is $56,222. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (16). Miss. Granted April 10.

APPLICATION AMENDED

Las Vegas, Nev.—R. Floyd Farr, George Snell & Robert J. Nimmo d/b as Radio Nevada amends application for new station on 1350 kc, unlimited day and nighttime. Post office address is Robert M. Keith, Jr., 120 Williwiss Bldg, Laurel. Miss. Estimated construction cost is $152,622, first year operating cost is $56,222, revenue is $56,222. Principals in general partnership include Robert M. Keith (18), and Benny L. Blackledge (16). Miss. Granted April 10.
vice president-manager WSAZ-AM-TV Huntington, W. Va., to cease and desist from any application to change the existing channel of WSAZ from Ch. 11 to Ch. 2. The application is signed by the president of the station, L. A. Dalby.

Memphis, Tenn.—FCC by order denied petition filed Feb. 19 by Tri-State Broadcast, Service to add in the issue in proceeding involving its application and that of Southern Broadcast Service, for new tv stations on Ch. 13 in Memphis. Tenn., and application of KMBY Newport, Ark., to shift from 1280 to 1230 kc. Action April 13.

Big Spring, Tex.—VHF ch. 4 proceeding. FCC scheduled for hearing on May 14 the applications of KBST and Texas Telecasting Inc., for new tv stations on VHF ch. 4. Action April 14.


KTRH Houston, Tex.—By order, the Commission dismissed as moot for petition for waiver filed by KTRH, and granted petition filed by the Chief Broadcast Bureau, to enlarge the issues in proceeding involving applications of KTRH for change in daytime da system and Texas Broadcast, Co., for new tv station in Houston, Tex. (760 kc.) to include an issue with respect to radiations in the KTRH proposal. Action April 13.

Seattle, Wash.—VHF ch. 7 proceeding. FCC by memorandum opinion and order, denied petition filed Dec. 16, by Queen City Broadcast, Co., for enlargement of the issues on applications for tv ch. 7 in Seattle, Wash.; further ordered that that part of the hearing examiner's memorandum opinion and order of Jan. 27, which denied petitions of Puget Sound Broadcast, Co. and KXXA for leave to amend the application with respect to radiations, be reversed, and in all other respects the said memorandum opinion and order be affirmed. Action April 13.


Wausau, Wis.—VHF ch. 7. FCC by order, granted petition of WSAU Inc. (WSAU), FCC Comr. Robert T. Bartley granted petition to dismiss without prejudice its application for new tv station on ch. 7. Retained in hearing bid of Wiz Valley TV Corp. Order April 8.

Memphis, Tenn.—FCC by order denied petition filed Feb. 19 by Tri-State Broadcast, Service to add in the issue in proceeding involving its application and that of Southern Broadcast Service, for new tv stations on Ch. 13 in Memphis, Tenn., and application of KMBY Newport, Ark., to shift from 1280 to 1230 kc. Action April 13.

WCS-TV Charleston, W. Va.—The Tierney Co., filed assignment of CP for new tv station on vhf ch. 8 to WCS-TV Inc. Purpose of application is to carry out a merger agreement for the ch. 8 facility whereby WCAW Charleston, obtained option to purchase 40% interest. Filed April 12.

Hearing Cases...

INITIAL DECISIONS

St. Louis, Mo.—New tv, vhf ch. 4. FCC hearing examiner Claire W. Hardt issued initial decision looking toward grant of the application of KWK, for CP for new tv station on ch. 4 in St. Louis, Mo.; engineering condition and subject to the conditions that the grant is without prejudice to any action the Commission may take with respect to any future application which may be filed to effectuate the agreement between KWK and KXXK and stockholder or subscribers to capital stock of KWK, whose holdings are to be transferred to KXXK, Elsey M. Roberts Jr., Sr., president of his family. If any of them shall then own an interest direct or indirect in any standard broadcast station in St. Louis, Mo., without the prior written approval of the Commission. Action April 13.

Wausau, Wis.—New tv, vhf ch. 7. FCC hearing examiner, by order granted petition of WSAU Inc. (WSAU), for vhf ch. 7 in Wausau, Wis., engineering conditions. Competing application of WSAU (Docket No. 866) is disposed of without prejudice on April 6. Action April 9.

OTHER ACTIONS

KXXL Waterloo, Iowa—Class I-B facility. By report and order, the Commission finalized its proposal, dated Nov. 23, and designated 1560 kc as a Class I-B am channel in the U. S. as provided for in the terms of the North American Regional Broadcasting Agreement, effective 30 days after publication in the Federal Register. Comr. Conr. Bennett, Bailey and Lee dissented. The effect is to make KXXL Waterloo, license, the dominant station on that channel. Other existing stations on that channel are not required to make any changes. Order April 8.

WELO Tupelo, Miss.—Tupelo Bcasting Co., FCC denied petition to change application to change from 1490 kc 250 w unlimited to 580 kc 500 w by new daytime, unlimited, directional, made WHQB and WRBC, both of Memphis, Tenn., parties to proceeding. Order April 14.


St. Louis, Mo.—VHF ch. 11 proceeding. FCC by order, granted request of CBS filed Dec. 30, for waiver of Section 136(1) and 132 of the rules as to retransmit in proceeding; denied motions of St. Louis Telecast Inc. and 220 tv inc., for dismissal of Columbus's application for tv ch. 11 in St. Louis, Mo., and, on further request, to dismiss of 220 tv inc, for enlargement of the hearing issues. Comr. Conr. Hennock dissented. Order April 13.

St. Louis, Mo.—VHF ch. 4 proceeding. FCC Comr. Rosel H. Hyde granted petition of KXXK and others for dismissal, without prejudice of their application and retained in hearing application of KXXK. Action April 13.

WCUE Akron, Ohio—FCC by order, granted request of WCUE Akron, Ohio, to enlarge the issues in proceeding involving its application to change operation from daytime only to unlimited time, with power of 1 kw day and 500 w night on 1150 kc, employing different directional antennas day and night. Action April 13.

TV Allocation—VHF ch. 68 to Petaluma, Calif. By report and order, pursuant to rule making proceeding 47, for the period May 25, the Commission amended the table of tv assignments and assignments to Petaluma, Calif., in lieu of ch. 68. In response to a petition filed by Delta-Sierra Educational tv Corp., Steckton, Calif. The change becomes effective 30 days after publication in the Federal Register. Action April 8.

BROADCASTING • TELECASTING
Routine Roundup

April 8 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Robert T. Barley

WMBV, Belleville, Ill., and WMBQ, Belvidere, Ill., Franklin County Bestg. Co., Washington, Mo.—Dismissed as moot motion filed by WMBV to enlarge the issues in this proceeding (Dockets 10830-52).

By Hearing Examiner Isadore A. Honig

Bristol, Va., & Tenn., Appalachian Bestg. Corp., Tri-Cities Bestg. Co.—Denied motion for leave to amend its tv application for ch. 5 (Docket 10876: BPC-690), as to substitute new transmitter site. (Action taken 4/6.)

By Hearing Examiner Claire W. Hardy

Denied motion of WREC Memphis, Tenn., to quash or change notice of taking depositions in re proceeding for ch. 3 (Docket 10781-62); and ordered that said proposed depositions be restricted to periods subsequent to Jan. 1, 1951, and prior to Sept. 1, 1953.

By Hearing Examiner Elizabeth C. Smith

Peoria, Ill., WMBD Inc., WIRL TV Co.—Granted request of WMBD that certain specified corrections be associated with and made part of its proposed findings re proceeding for tv ch. 8 (Docket 10841-63).

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp., Tri-Cities Bestg. Co.—Denied motion for leave to amend its tv application for ch. 2 (Docket 10863-55), to be postponed from April 5 to April 12; that the formal presentation of said points of reliance to the examiner and exchange of certain stipulations be postponed to April 16, and commencement of the taking of testimony is postponed from April 26 to May 3.

By Hearing Examiner James D. Cunningham

Granted motion of the Chief of the Broadcast Bureau, to stay the progress of hearing in re applications of Biacayne Television Corp., et al., for ch. 7 in Miami, Fla. (Docket 10854 et al), and said hearing proceedings are stayed, pending publication of the Commissioner's decision on the appeal of moving party, filed March 29, from certain rulings of the Examiner relating to points of reliance of the four competing applicants.

By Hearing Examiner Thomas H. Donahue

Issued a ruling as to the validity of additional time for hearing in re applications of Queen City Bestg. Co., et al, for ch. 7 in Seattle, Wash. (Docket 10830 et al).

By Hearing Examiner William G. Butts

James Gerity Jr., Pontiac, Mich.—Gave notice of a prehearing conference to be held April 9 in re application for am construction permit (Docket 10294).

By Hearing Examiner Fannye N. Litvin

Hartford, Conn., The Travelers Bestg. Service Corp., Hartford Telecasting Co.—Denied petition of Hartford Telecasting Co. for leave to amend its application for ch. 3 (Docket 10866: BPC-1540), so as to substitute new transmitter site. (Action taken 4/7.)

By Hearing Examiner Herbert Shapiro

Granted motion of WBBF that Richard Stain, a member of the Bar of the Supreme Court of the State of Tenn., be admitted to practice before the Commission pro hac vice, in re proceeding for ch. 10 in Knoxville (Docket 10631 et al).

By Hearing Examiner Charles J. Frederick

Issued an order that the parties in the proceeding re ch. 13 in Jacksonville, Fla.—City of Jacksonville, et al.—(Docket 10823 et al), shall submit final drafts of their points of reliance to the Examiner on April 13; and a final hearing of this proceeding will be held April 13. (Action taken 4/7.)

Wausau, Wis., WSAU Inc., Wisconsin Valley TV Corp.—Ordered motion for leave to amend its tv application for ch. 7, closed (Docket 10907-08). (Action taken 4/7.)

Wisconsin Valley TV Corp., Wausau, Wis.—Granted motion for leave to amend its tv application for ch. 7 (Docket 10638), to include an agreement entered into between W. Valley and WSAU. (Action taken 4/5.)

By Hearing Examiner Annie Nell Hathings

Killeen, Tex., Highlite Bestg. Co.—Granted request of T. M. Wilkinson, a member of the Bar of the State of Texas, to be admitted to the Bar of the State of Texas, pro hac vice, for the purpose of participating in the taking of depositions at Brownwood, Tex., for the tv application of Highlite (Docket 10123).

April 9 Applications

**ACCEPTED FOR FILING**

License for CP

KBHMI Henderson, Nev., Moritz Zenoff—License to cover construction permit (BP-667) as modified, which authorized new standard broadcast station (BL-3252).

**MODIFICATION OF CP**

WPIT Greensboro, N. C., Wayne M. Nelson—Modification of construction permit (BP-4648), as modified, which authorized new standard broadcast station for extension of completion date (BMP-6468).

Renewal of License


**VHF TV STATIONS**

Secondary Markets—East—Midwest—Southwest

These stations have large non-competitive audience coverage, network affiliation, low operating cost.

The differential between asking prices for these properties and current market appearances are out of all proportion to competitive real and potential revenue. Your inquiries are invited.

R. C. CRISLER & Co.

RADIO and TELEVISION BROKERS

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Tel. Dunbar 7775

LINTON WELLS

20 CHURCH STREET

GREENWICH, CONN.

Greenwich 8-6692

Tcl. N. Y. Murray Hill 8-8300
Help Wanted

Managerial

Salesman

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement in your field, you will find an unusual opportunity to become a sales manager and future manager. Box 60D, B-T.

This vsh sales job is not permanent! If you do not progress rapidly to $10,000 a year, we don’t want you. We want success and will pay you for it. If you’re good, you’ll move upward quickly. If you’re not good, you’re out! We are a good team in small and competitive market, CBS affiliated in radio business. Response to Box 41D, B-T.

Experienced salesman for small west Tennessee station. Also sales manager—new station. Must be aggressive sales man with successful small or medium station experience. Send B.T. resume to Jackson, Tenn.

Salesmen

Commercial All-Stars

Seeking manager with successful small or medium station experience. Some travel required. Salary, commission and traveling expenses. Chicago headquarters. Box 625C, B-T.

Excellent major market management-ownership opportunity, must be aggressive and successful independent operator. Requires rare combination of excellent sales ability, age under 40 and high personal integrity. Ownership is expected and successful in radio business. Response to Box 41D, B-T.

Experienced station manager for small west Tennessee station. Also sales manager—new station. Must be aggressive sales man with successful small or medium station experience. Send B.T. resume to Jackson, Tenn.

Advertisements

Authorized to advertise in this section are classified advertisements for employment seeking men with successful small or medium station experience. Send B.T. resume to Jackson, Tenn.

Help Wanted—(cont'd)

Announcer- with or without ticket. Emphasis on announcing, top salary. Also girl copywriter, some sales contacts. KBOY, 43 North Peach Street, Medford, Oregon.

Need first class engineer-anouncer. Must be able to do transmitter maintenance and DJ show. Send audition tape and background. Good opportunity for steady family man. Base NBC affiliated in major market. Box 67D, B-T.

Capable radio announcer, top salary. Familiar with control board. Send photograph and audition tape to Station WTTM, Taylorsville, Illinois.

Experienced, like, friendly town. References. First class ticket desirable. WDSR, Lake City, Florida.

Announcer—Independent, news, hillbilly, popular, race shows, 60 hours. Chance to complete college education at Mississippi State College. Joe Phillips, WSSX, Starkville, Miss.

Announcer—first class engineer needed by local independent. Excellent opportunity for young ambitious engineer. Good pay, vacations and sick leave. Send audition tape and salary requirements to Station WTMX, Moline, Ill.

Combination engineer wanted for full-time high class operation. Good pay and pleasant working conditions. Send resume to Box 1511, Meridian, Mississippi.

Technical

Need engineer-anouncer for Arizona Network kilowatt. Response to Box 65C, B-T.

Chief engineer—strong on announcing. Must take board shift 40 hour week. Excellent opportunity in California. Send all details and photo letter. Radio Station KMMJ, Monroe, La. Start $1000.

Established progressive indie has opening for chief with am know-how. Formally, Box 17D, B-T.


Position for tv transmitter and studio engineers (supervisors) for new midwest vsh educational station. Send resume and photo letter. Opportunity to continue education and pursue research work is desired. Send resume indicating experience, education and salary expected. Box 64D, B-T.

Chief engineer for 5000 watt daytime station. KMLJ, Jefferson City, Missouri.


First engineer, network station. Apply WSYB, Rutland, Vermont.

Production-Programming, Others

Production manager with 4 to 5 years experience wanted for 5000 watt CBS affiliate. For 40 hour work week. Must have extensive experience, approx. 30 years old, capable of handling independent. Experience of management. KGO, Missouri, Montana.

Wanted immediately: Copywriter, either male or female. Send complete details, WCVS, Springfield, Illinois.

Experienced continuity writer—preferably young woman, who can write strong, brief sales copy for good salary, good future. Send sample copy, photo and background material to Program Director, WDFF, Flint, Michigan.

Radio news reporter, to edit and compile news reports for local morning show. Good shoe leather must be used. Excellent spot for the right man. WDSR, Beaverton, Oregon. Maurice K. Henry, General Manager, Daily News and WJUX, Middlesboro, Kentucky.

Copywriter—for radio and tv. Commercial experience required. Box 56C, B-T.

Television

Help Wanted

Salesmen

Hard hitting aggressive salesman for midwest television station. First 5 markets. 20% commission. No ceiling on earnings. Box 60C, B-T.

Production-Programming, Others

Midwest tv station in major market desires experienced announcer engineer wanted with some studio experience, top salary. Box 60C, B-T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager, desire independent stn. Prefer men as much as women, preferably young, references, nationally respected. Worth investigating. Box 81C, B-T.

Mr. Owner, here’s your man: integrity, reliability; industry; imagination. Eight years experience, three years managing independent and network operations. 37; family; active civic, fraternal organizations; experienced writer, announcer, salesman, presently manager; specialize minimum; cost, maximum-revenue operation. Prefer west or midwest. Box 43D, B-T.

Top advertising executive. Exceptional background in radio, television and industrial advertising. Have ready to go or ready to top agency work. Broad experience in all phases of talent situation. Versed in all phases of radio production and creation. Knows sales promotion, merchandising and broadcast. Has good record of results. Over 15 years diversified experience. Must present excellent face to face or telephone interview. Must have strong sales background. Dangerous opportunity. Prefer large market. Openness to make diversification of talents advantageous. If you need help—send this TIP. Must meet all requirements you specify. Box 67D, B-T.

Salesmen

Experienced married commercial manager desires contact with television network. One with CP considered, am or tv, to discuss possibilities of association. Experienced all phases of operation, am and tv. Box 91D, B-T.


Salesman-announcer. 6 years experience, details preferable. Box 60C, B-T.

Success-bound salesman, college graduate, 30, single, inexperienced selling. Anywhere. Box 60D, B-T.

Announcers

Baseball announcer. Seven years experience. Fine voice; best of references. Box 341C, B-T.

Sports announcer. Due to unusual situation in middle west, is offering outstanding opportunity for right announcer. One will have exposure to a first rate sports broadcaster is available. Specialist in baseball, football, basketball, perhaps hockey. Good reference is current employer. Write Box 745C, B-T.
**Announcer-engineer.** Recent broadcasting school graduate. Specializes in commercial disc jockey work and network class ticket. No experience. Box 886C, B.T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 906C, B.T.


Announcer, Ambitious. Reliable. Excellent references. Progressive station anywhere. Box 964C, B.T.


Deejay, Employed million market independent. College graduate, 26, veteran. Seeks northeast Box 966C, B.T.

Experienced announcer—draft exempt—excellent reference—progressive station—preferably south. Box 141D, B.T.

Announcer—summer relief. Experienced news, music, commercial, combo. Tape available. Box 212D, B.T.

Announcer—Experienced, presently employed, needs permanent position with good station. Box 222D, B.T.

Announcer-newsceiver. Experienced, competent, radio/motion picture—new, no director, program director, assistant to manager. Box 332D, B.T.

Country music DJ—complete knowledge of music and artists. South preferred. Box 352D, B.T.

Wanted, change for the better ... willing, able. Midwestern new DJ, program director. Experience all phases radio except play-by-play. Married. Available April 16. Box 424D, B.T.

Staff announcer, five years present position, desires change. Play-by-play a must. 27, married, veteran. Box 432D, B.T.

15 years experience—single— currently doing late hour DJ show. Prefer to get in on ground floor of radio-tv operation! Radius 120 miles of Cleveland—Personal audition. Box 442D, B.T.

Staff announcer, exco in news and DJ. Can work board. Desires position in midwest. Veteran, age 25, married. Box 452D, B.T.


Announcer-station staff, commercials strong, news, sport interest. Platters smooth with ad lib. Limited experience, conscientious, dependable, reliable, veteran, travel. Resume. Tape. Box 462D, B.T.

Negro announcer, broadcasting school graduate, good prospects, interested in moving to Single. DJ, commercials, MC. Light experience, news. Box 502D, B.T.


Announcer-light experience-good potential-strong news, smooth DJ, commercials. Permanent station. Staff Veteran, single, reliable. Available for travel, resume, tape, references. Box 522D, B.T.

Alert announcer, light experience. Strong DJ, news, sports, commercials, board. Available now, disc, tape, Box 532D, B.T.

Negro DJ announcer. Newscaster. Recent Cambridge Radio School graduate, N.Y.C. Draft exempt. Relaxed DJ personality, strong selling. Free to travel, audition tape and resume on request. Ambitious and will work diligently. Box 542D, B.T.

Experienced in sports, news, DJ-play-by-play. Excellent baseball, basketball, football, Veteran, college education, reliable, hard worker. Box 662D, B.T.


**TV and Radio Personnel Wanted**

- **Announcers**
  - Network tv announcer, 37, looking for tv playbyplay, near the western seaboard area. Experienced in announcing, news, variety, weather, commercials. Presently employed. Box 152D, B.T.
  - Thoroughly experienced tv announcer—MC-singer. Good commercial delivery, good news background. Creative ideas loved. Box 322D, B.T.
  - Experienced tv announcer—remce, desirable opportunities with new tv operation. 3 years varied tv experience—10 years in radio with top records in sales. Prefer warm climate location. Recent photo and complete biography on request. Am presently employed. Box 312D, B.T.

- **Technical**
  - Technical—television chief engineer or well paid maintenance/engineer. Experienced complete construction two television stations ( RCA GE/DeMont). Three years thorough operations-maintenance all units. Married, 31, car, don't drink, top references. Extensive technical, operation notes invaluable to new station. Former am professional. Box 211B, Michigan Avenue, Detroit, Michigan, 48201.

- **Production-Programming Others**
  - Ty director—seven years varied experience in television. Desires relocation to larger market. Willing larger operation or new station where advancement is possible. Prefer midwest or east. Box 106C, B.T.

- Farm director and producer: Experienced in all phases of tv. Staff announcing, grain and live stock markets, hillbilly and western shows. Married and two children. Graduate of University of Illinois in agriculture. Am now on tv in midwest, desire to locate in Florida but will consider anywhere. Box 181B, California.

- Ty operations-program manager, now employed. Top references. Thorough experience and knowhow. Desires to relocate. Box 242D, B.T.

- Ty producer-writer-director, creative commercial. Now employed. Six years experience to relocate in new重大 market. Box 322B, New Mexico.

**Announcers**

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- Ty producer-writer-director, creative commercial. Now employed. Six years experience to relocate in new重大 market. Box 322B, New Mexico.
For Sale

Stations


Radio and television stations bought and sold, Theatre Exchange, Licensed Brokers, Portland 28, Oregon.

Equipment, etc.

1-C.R. 475C frequency monitor. 1-C.R. 681D circuit tester, meter using 1450 kc. Good condition. Best offer. Box 95C, B-T.

Used Presto TL-10 turntable tape play-back unit. Makes good spare play-back machine in control room. EX-R. Used, Rosenberg, Texas.


1000 watt am Western Electric 45A31 transmitter bought new four years ago. Good condition. Available June account equipment standardization available several stations. $3,000. WHIP, Mooresville, N. C.

3900 watt (erp) fm station, complete and ready to go for $5000, includes 1500 watt r.e.l. transmitter frequency monitor, modulation monitor, coaxial feedline and antenna with 200 feet of coaxial cable. WIVY, Jacksonville, Florida.

196 feet Wincharger type 101 guyed tower complete with base insulator and CAA specification A-25 lighting. 1, Andrew type Mica-6A-UF, dry air pump. 1, Andrew type 49 antenna tuning unit. Made by: C. J. Burdette, WSPA-TV, Spartanburg, S. C.

Two RCA 75B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. $250 each. Crating and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.


It’s smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newsaker, the Walkie Tape TVK-700. No charging, no lines, just you. Try before you buy. Broadcast Equipment Corp. 136-40 Liberty Ave., Richmond Hill 19, N. Y.

Commercial crystals and new or replacement broadcast crystals for Hilley, Western Electric, RCA holdings and all other major manufacturers. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

1 year old galvanized Lehigh 475’ self supporting 40' tower now disassembled, ready for immediate shipment. Will support six bay superturntable antenna, will sell as is or erected, also have 500’ of 15-30’ high sections and one RCA heavy duty type BF142D pylons. Tower Contracting Company, Box 2876, Greenville, Mississippi.

Wanted to Buy

Stations

250-1000 kw in Wisconsin, Minnesota or western states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 942C, B-T.

Equipment, etc.

Used equipment for 1000 watt am station including 250-500’ tower. Will consider offer on all or any part of equipment. Box 152D, B-T.

Skw am high level modulated transmitter—RCA—Collins—Gates preferred. Must be in operating condition. 1940 model or later. FCC approved. Box 16D, B-T.

Used tv camera chain (1 or 2). Will pay cash. Tv school. Box 180D, B-T.

Interested in buying all necessary equipment for 250-500 or 1000 kw. What do you have and how much do you want for it? Write Box 95D, B-T.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 17th, Portland, Oregon.

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For Sale

Equipment Etc.

TOWERS

ANTENNAS—Coaxial Coax

6100 N. E., Portland 11, Oregon

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio

Effective Service to Employer and Employees

HOWARD S. FRIEL

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS

We render a complete and confidential service to Radio & TV stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)

280 Madison Ave., New York, N. Y. 10016 2-2690

Paul Baron, Dir., Radio TV and Film Div.

CALL TODAY—READER SERVICE—FOR SALE—FOR HIRE

FOR SALE

An assortment of broadcast equipment. Sold as part or complete. For more information, write Box 2432, Tel. 4251, Gunton, N. C.

FOR SALE

Job listing service. Box 1035, Tel. 2851, Lewisburg, W. Va.

Miscellaneous

FOR THE RECORD

(Continued from page 112)

KUAM Agana, Guam, Radio Guam—Granted license for am broadcast station; 610 kc, 1 kw, U (BLT-525).”

Crawfordsville, Ind., First Baptist Church—Granted license for fm broadcast station; ch. 286 (106.3 mc), 1 kw, U (BLL-566).”

Granted CP

KEIS—Corpus Christi, Tex., Gulf Coast Beest Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1360 kc, 250 w (BF-9277).

WBML, Macon, Ga., Middle Georgia Beest Co.—Granted CP to change transmitter location (same city) (BF-9281).

Modification of CP

WEMR Emporium, Pa., Elk-Cameron Beest Co.—Granted Mod. of CP to make changes in the antenna system (increase height) (RMP-5454). The following were granted Mod. of CP’s for extension of completion dates as shown:

WTVI (TV) Belleville, Ill., to 11-5-56; WLBW (TV) Jackson, Miss., to 10-30-54; KPTV (TV) Portland, Ore., to 10-30-54; WHIZ-TV Syracuse, N. Y., to 8-28-54; WUIZ (TV) Zanesville, Ohio, to 12-5-54; KAIJS Austin, Minn., to 7-5-54, condition.

Actions of April 8

Removal of Condition

WHJL Dalton, Ga., Dalton Beest Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

WHDR Houghton Lake, Mich., Sparks Beest Co.—Granted Mod. of CP to change transmitter and studio location (RMP-5694).

The following were granted CP’s for extension of completion dates as shown: WJNA-AM Chillicothe, W. Va., to 11-5-54; WBYC-FM Bay City, Mich., to 11-2-54; WCOS-TV Columbia, S. C., to 10-30-54; WNBW-TV Binghamton, N. Y., to 11-5-54.

Actions of April 7

Granted CP

Grants

**WSNY Schenectady, N. Y., Western Gateway Bestg. Corp.—Granted license covering installation of auxiliary frequency control equipment (BL-5241).**

**Granted License**

**WEBK (FM) Springfield, Mass., School Committee of S. B.—Granted license for noncommercial educational FM broadcast station; ch. 219 (BL-145).**

**WICC Bridgeport, Conn., The Bridgeport Bestg. Corp.—Granted license to use formerly licensed main transmitter as auxiliary transmitter, at present location of main transmitter, to be operated on 600 kc, 500 w, N and l w, D (BL-5209).**

**WSTF Rutland, Vt., Philip Weiss Music Co.—Granted license for installation of new transmitter as auxiliary transmitter (BL-5223).**

**Modification of License**

**KTOK Oklahoma City, Okla., Oklahoma City Bestg. Co.—Granted Mod. of license to change name to KTOK Inc. (SML-1581).**

**Granted CP**

**WAKO Atlanta, Ga., WAKO Bestg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at 1380 kc, 250 w (BP-9188).**

**Modification of CP**

**WMEN Tallahassee, Fla., WISP, Inc.—Granted Mod. of CP to change name to WMEN Inc. (BMP-4683).**

The following were granted Mod. of CP’s for extension of completion dates as shown: WABD (TV) New York, N. Y., to 10-6-54; KETM-TV St. Louis, Mo., to 11-1-54.

**Actions of April 5**

**WEBB Inc., Buffalo, N. Y.—Granted authority to exchange E成功的CBA (Corporation Canada, from Oﬀeram Stadium, Ferry & Michigan Sts., Buffalo, N. Y. (BFF-245).**

**Granted CP**

**WHOW Clinton, I1., Cornbelt Bestg. Co. — Granted CP to install new transmitter and increase height of the antenna (BP-9190).**

**WEMB New Orleans, La., WEMB Inc.—Granted CP to install new transmitter (BP-9229).**

**Modification of CP**

The following were granted Mod. of CPs for extension of completion dates as shown: WHO-TV Des Moines, Iowa, to 11-3-54; KPAR-TV Sweetwater, Tex., to 10-26-54; WXLN Cleveland, Ohio, to 10-30-54.

**ACTIONS ON MOTIONS**

By Hearing Examiner William G. Buss

Ordered that the hearing re application of John T. H. Miller, Mich. (Docket 10846) which was continued indefinitely the time for filing of proposed findings and conclusions re application of Lake Radio broadcasters, Latrobe, Pa. (Docket 10438, BP-8073) (Action April 9).

By Hearing Examiner Herbert Sharman

Chief Broadcast Bureau—Granted petition to extend indefinitely the time for filing of proposed findings and conclusions re application of KWTX of Waco.

By Hearing Examiner Millard L. French

Indianapolis Bestg. Inc., Indianapolis, Ind.—Granted petition for leave to amend its application for ch. 13 at Indianapolis, to reflect changes in costs of contemplated operation and revenues (Docket 10906, BPCT-281). By Hearing Examiner Elizabeth C. Smith

James A. Neve and Co. New Orleans, La.—Granted motion for continuation of hearing from April 15 to April 20, for the exchange of direct cases in writing between the applicants and the proposed hearing thereof with the Commission in proceeding re. ch. 4 at New Orleans (Docket 8809 et al.).

By Hearing Examiner Thomas H. Donahue

Ordered hearing conference re applications of KWWK, KXOK, and KSRO, St. Louis, Mo.—Ordered hearing conference re applications of WPAC, WCCT, and WBDR, Buffalo, N. Y.—Issued Statement and Order re applications for ch. 4 at Buffalo, granting joint motion for more time to prepare certain material and order that the date for the commencement of the hearing is continued from April 23 to May 27 with the attendant continuance of the date for further basic data relating to the adverse cases of each party from April 8 to May 17 (Dockets 10967 et al.).

By Hearing Examiner Herbert Sharman

Chief Broadcast Bureau—Granted petition to extend indefinitely the time for filing of proposed findings and conclusions of KWTX of Waco (Docket 10438, BP-8073) (Action April 9).

By Hearing Examiner Millard L. French

Indianapolis Bestg. Inc., Indianapolis, Ind.—Granted petition for leave to amend its application for ch. 13 at Indianapolis, to reflect changes in costs of contemplated operation and revenues (Docket 10906, BPCT-281). By Hearing Examiner Elizabeth C. Smith

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By Hearing Examiner Herbert Sharman

Chief Broadcast Bureau—Granted petition to extend indefinitely the time for filing of proposed findings and conclusions re application of KWTX of Waco (Docket 10438, BP-8073) (Action April 9).
By Hearing Examiner Annie Neal Hustling

Issued statement reciting action taken at hearing conference in re applications of Central Plains Enterprises Inc. and The Continental Tele-\nvision Corp., for ch. 2 in Tulsa, Oklahoma (Docket 10639-41; BRCT-1581, 1590) which shall control the subsequent course of the hearing. The taking of testimony is scheduled to commence on May 10 and exhibits are scheduled to be ex-\nchanged on May 5.

April 13 Applications

ACCEPTED FOR FILING

Modification of CP

WBHV Richmond, Ind., Central Bcast. Corp.—Modification of construction permit (BP-8314) as modified, which authorized change in name and location for extension of completion date (BRCT-6497).

WYII Rochester, N. Y., The Federal Bcast. System Inc.—Modification of construction permit (BP-8313) as modified, which authorized retransmission of transmitter power, installation of new transmitter and change from DA day and night to DA-N only for extension of completion date (DIMS-6498).

Remote Control


April 14 Applications

ACCEPTED FOR FILING

Modification of CP

WBBM Chicago, Ill., Central Bcast. Corp.—Modification of construction permit (BP-8314) as modified, which authorized change in transmitter and studio location and installation of new antenna system for extension of completion date (BRCT-6497).

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley and Doerfer, took the following actions on April 14:

 Renewal of License

The following stations were granted renewal of licenses for the regular period:

April 14 Applications

ACCEPTED FOR FILING

License to Cover CP

KEBN Neosho, Mo., John V. Turner and Lawrence P. Neumeyer d/b as Ozarks Playdown Bcast.—License to cover construction permit (BP-8880) as mod., which authorized new standard broadcast station (BL-3255).

WERS Boston, Mass., Emerson College—License to cover construction permit (BP-9239) which authorized changes in licensed station (BLED-148).

Modification of CP

WWIT Canton, N. C., Western N. C. Bcast. Inc.—Modification of construction permit (BP-9009) which authorized new standard broadcast station for approval of antenna, transmitter and studio locations and change type of transmitter (BRCT-6485).


WSM-TV Nashville, Tenn., WSM Inc.—Mod. of CP (BPCT-1751) which authorized changes in existing tv station for extension of completion date to 8-4-54 (BMPT-2051).

Remote Control

WBBP Rock Island, Ill., Rock Island Bcast. Co. (BRRO-356); KWQA Worthington, Minn., Worthington Bcast. Co. (BRRO-355); KCSB Chadbourn, N. C., Community Service Radio Corp. (BRRO-361); KLEP Oklahoma City, Okla., Oklahoma City Bcast. Co. (BRRO-357); WTVS Jackson, Tenn., The Sun Pub. Co. (BRRO-360); WTVS-FM Jackson, Tenn., The Sun Publishing Co. (BRRC-06).

Application Dismissed

Fred B. Henry, Joe E. Hall and Bay V. Tru-\nman, a partnership d/b as Radio Lafayette, LaFayette, Ga.—Construction permit for new standard broadcast station to be operated on 1560 kc with 1 kw, daytime (per request of at-\ntorney) (BR-8933).

Modification of CP

KTFF (TV) Los Angeles, Calif., KTFF Inc.—Mod. of CP (BPCT-1756) which authorized changes in existing tv station for extension of completion date to 11-3-54 (BMPT-2052).

KHOP (TV) Stockton, Calif., Radio Diablo Inc.—Mod. of CP (BPCT-368) which authorized new tv station to change corporate name to Television Diablo Inc. (BMPT-2055).

WSIL-TV Harrisburg, Ill., Turner-Fair Farm As-\nassociation, a partnership of Oscar L. Turner, et al.—Mod. of CP (BPCT-1923) as mod. which au-\nthorized new tv station for extension of completion date to 11-11-54 (BMPT-2063).
FIRST IN THE UNITED STATES WITH 316,000 WATTS AND 1000-FOOT A.A.T.* TOWER

WOOD-TV, Grand Rapids, Michigan, on April 17, was the first TV Station, anywhere in the United States, to deliver 316,000 watts from a tower 1,000 feet above average terrain.

For the best in technical equipment, plus top local and network programming, select Grand Rapids' only TV Station, WOOD-TV.

* Above Average Terrain

WOOD-TV
GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC, BASIC; ABC, CBS, DUMONT, SUPPLEMENTARY. ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. * WOOD-AM. WOOD-TV. REPRESENTED BY KATZ AGENCY
Governors of 28 states sent birthday greetings to the oldest station in the South

During its 32nd birthday celebration in March, WSB Radio—"The Voice of the South" extended daily salutes to listeners in all the 48 states.
Governors of 28 of the states graciously acknowledged this neighborly gesture. Many sent transcriptions, and these were broadcast for all of WSB's near and far-flung friends to hear.

The prestige and huge audiences which WSB has built in 32 years of broadcasting in the public interest is richly shared by its television affiliate, WSB-TV.
And in turn — by the advertisers using these pioneer stations.

WSB
"The Voice of the South"

WSB-TV
"The Eyes of the South"

Affiliated with The Atlanta Journal and The Atlanta Constitution.
Represented by Edw. Petry & Co.
TELESTATUS

Tv Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Separate figures are shown for each as claimed. Set U. S. sets in use is unduplicated B+T estimate. Stations in italics are grantees, not yet operating.

ALABAMA
Birmingham:
△ WBFA (13) CBS, ABC, DuM; CBS Spot: 258,395
△ WBCD-TV (6) NBC; Katz: 218,454
△ WZLJ-TV (46), 11/10/52-Unknown
△ WQGN-TV (49), 12/10/52-Unknown
Decatur:
△ WMST-TV (23) 12/5/52-5/1/54
Mobile:
△ WALA-TV (10) ABC, CBS, NBC; Headley-Reed: 33,450
△ WKRK-TV (48) CBS, DuM; Forjoe: 66,660
△ The Mobile To Corp. (5) Initial Decision 2/12/54
Montgomery:
△ WCVO-TV (20) ABC, CBS, NBC, DuM; Ray-\ny: 25,765
△ WSFA-TV (11) Headley-Reed: 3/25/54-10/1/54
Selma:
△ WSLA (8) 3/24/54-Unknown
ARIZONA
Mesa (Phoenix):
△ KTVX-TV (12) NBC, DuM; Avery-Knodel: 90,607
Phoenix:
△ KOOL-TV (16) ABC; Blair: 90,607
△ KPHO-TV (5) ABC, CBS, DuM; Katz: 90,607
Tucson:
△ KOPO-TV (13) CBS, DuM; Forjoe: 21,800
△ KVOA-TV (4) ABC, NBC; Ramsey: 22,620
Yuma:
△ KIVA (11) DuM; Hollingerby: 18,243
ARKANSAS
El Dorado:
△ KRRB (10) 2/24/54-Unknown
Fort Smith:
△ KFRA-TX (32) ABC, NBC, DuM; Pearson: 18,500
Hot Springs:
△ KTVF (8) 1/20/54-Unknown
Little Rock:
△ KARK-TV (4) NBC; Petry: 6/18/53-4/15/54
△ (granted STA Jan. 11)
△ KETV (23) 12/20/53-Unknown
Pine Bluff:
△ KAYA (7) ABC, CBS; Avery-Knodel: 58,772
Texarkana:
△ KCNC-TV See Texarkana, Tex.
CALIFORNIA
Bakersfield:
△ KBAB-TV (80) ABC, DuM; Forjoe: 55,900
△ KERO-TV (16) ABC, CBS, NBC; Avery-\nodel: 109,692
Berkeley (San Francisco):
△ KQED (9) 7/24/53-Unknown
Chico:
△ KCHL-TV (12) CBS, NBC; Grant: 34,275
Corona:
△ KOCA (52) 9/10/53-Unknown
El Centro:
△ KFTC-TV (16) 1/29/54-Unknown
Eureka:
△ KIEM-TV (3) ABC, CBS, NBC, DuM; Blair: 11,000
Fresno:
△ KHEA (3) Meeker: 92,053
△ KGEO-TV (47) ABC, CBS; Bransham: 108,588
△ KMLU-TV (24) CBS, NBC; Ramsey: 85,841
Directory Information is in following order: call letters, channel, network affiliation, national repre-
representative, market, set count for operating sta-
tions, date of grant and commencement target
date for grantees.

NEWEST STARTERS
Listed below are the newest stations that have started commercial operation:
WMFD-TV Wilmington, N. C. (ch. 6), April 9.
KRKV-TV Welsey, Tex. (ch. 5), April 11.

Los Angeles:
△ KABC-TV (7) ABC; Petry: 1,793,763
△ KCOP (13) Katz: 1,793,763
△ KHJ-TV (9) DuM; H-R: 1,793,763
△ KNBC (4) NBC; NBC Spot: 1,793,763
△ KNXT (2) CBS; CBS Spot: 1,793,763
△ KTLA (5) Raymer: 1,793,763
△ KTFF (11) Blair: 1,793,763
△ KTTV (12) **28

Merced:
△ KMER (34), 9/16/53-Unknown
Monterey:
△ KMRY-TV (8) ABC, CBS, NBC, DuM; Holling-
bergy: 382,361
Sacramento:
△ KGTV-TV (46) 6/26/53-Spring '54
△ KCOV-TV (40) ABC, CBS, NBC, DuM: 72,200
△ KCHC-BCT (20) 11/12/52-Unknown
San Jose:
△ KSBW-TV (3) ABC, CBS, NBC, DuM; Holling-
bergy: 851,250
△ KDFN-TV (25) 11/23/53-Unknown
San Francisco:
△ KSBY-TV (30) 3/11/53-Unknown (granted
STA Sept. 13)
△ KGO-TV (7) ABC; Petry: 851,250
△ KPDK (5) CBS, DuM; Katz: 851,250
△ KRON-TV (4) NBC; Free & Peters: 851,250
△ KSAN-TV (23) McGilvra
San Joaquin:
△ KSBW (20) 11/20/53-3/1/54
△ KVU (36) Hollingerby
△ KHGF (13) 1/11/54-4/1/54
△ Tulare (Fresno):
△ KMVX (57) DuM; Forjoe: 123,000
COLORADO
Colorado Springs:
△ KRAY-TV (11) ABC, CBS, DuM; Holling-
bergy: 42,175
△ KDRO-TV (13) NBC; McGilvra: 35,600
Denver:
△ KBCF (9) ABC; Free & Peters: 209,306
△ KFEL-TV (2) DuM; Blair: 209,306
△ KLZ-TV (7) CBS; Katz: 209,306
△ KZA-TV (4) NBC; Petry: 209,306
△ KOAA-TV (9), 7/1/53-12/44
Grand Junction:
△ KFJ-T (5) Holman: 3/26/53-May '54
Pueblo:
△ KCSI-TV (5) NBC; Avery-Knodel: 39,720
△ KDZA-TV (3) McGilvra: 40,000
Because the Picture
Has Changed in The
SOUTH BEND-
ELKHART MARKET
★ It's a brighter picture
★ A clearer picture
★ A stronger picture

FOR THE RECORD

CONNECTICUT
- WBTV (72), 1/30/53-Unknown
- WICO-TV (63) ABC, DuM; Young: 59,327
- WJSL (49), 8/14/33-Unknown

Hartford—
- WEDH (54), 1/30/33-Unknown
- WTHQ-TV (18), 10/21/33-Unknown

New Britain—
- WKNY-TV (30) CBS, DuM; Bolling: 153,406

New Haven—
- WLLY-TV (39) H-H; 6/24/33-Unknown
- WNHC-TV (18) ABC, CBS, NBC, DuM: Katz: 705,035
- WNLC-TV (16) 11/31/33-Unknown

Norwich—
- WCTN (*63), 1/30/33-Unknown

Stamford—
- WTSP (77), 8/13/33-Unknown

Waterbury—
- WATR-TV (53) ABC, DuM; Stuart: 117,600

DELWARE

Delaware—
- WIRH (40), 11/30/33-Unknown

Wilmington—
- WDEL-TV (12) NBC, DuM; Meeker: 261,039
- WILM-TV (62), 10/14/33-Unknown

DISTRICT OF COLUMBIA

Washington—
- WMAL-TV (7) ABC; Katz: 265,600
- WNDW (4) NBC, NBC Spot Sls.: 405,000
- WTOP-TV (9) CBS; CBS Spot Sls.: 860,000
- WTTG (5) DuM; Blair: 509,000
- WOON-TV (59) 8/24/34-Unknown

FLORIDA

Clearwater—
- WPCH (57) 12/13/33-Unknown

Fort Lauderdale—
- WFTL-TV (32) NBC; Weed: 116,116
- WTVJ (13) ABC, DuM; Venard: 107,500 (also Miami)

Fort Myers—
- WINK-TV (11) ABC; Weed

Jacksonville—
- WJCH-TV (50) ABC, NBC, DuM; Perry: 45,415
- WMNR-TV (4) CBS; CBS Spot Sls.: 135,947
- WOFS-TV (50) Stars National; 8/15/33-Sept. '34

Miami—
- WTVJ (17) See Fort Lauderdale
- WMEL-TV (17) Stars National; 11/13/33-6/30/34
- WTBS-TV (*2), 11/13/33-Unknown
- WTVJ (*) ABC, CBS, NBC, DuM; Free & Peters: 84,500
- WMFL (25), 12/9/33-Unknown

Orlando—
- WDBO-TV (5) CBS, ABC, NBC, DuM; Blair: 10/14/33-6/15/34

Panama City—
- WJDM (7) CBS; Hollenberg

Pensacola—
- WEAR-TV (5) ABC; Hollenberg; 52,500
- WFFA (15) CBS, DuM: Young; 14,799

St. Petersburg—
- WUSJ-TV (38) ABC, CBS, NBC, DuM; Weed: 71,505

Tampa—
- Tampa Times Co. (13), Initial Decision 11/30/33
- WFLA-TV (5) NBC; Blair; Initial Decision 11/13/33-June '34

West Palm Beach—
- WEAT-TV Inc. (122) Walker; 2/16/34-7/11/34
- WIRK-TV (23) ABC, NBC, DuM; Weed: 23,650
- WBBR-TV (3) NBC; Meeker: 11/31/33-11/34
- WBBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.: 222,600

GEORGIA

Albany—
- WALB-TV (16) NBC; Burrow-Smith

Atlanta—
- WAGA-TV (5) CBS, DuM; Katz: 360,810
- WLWA (11) ABC, NBC, DuM; Crossley: 360,810
- WBGA-TV (2) NBC: Petry: 360,810
- WXQI-TV (30), 11/19/53-Summer '34

Augusta—
- WJYF-TV (6) ABC, NBC, DuM; Hollenberg: 75,500
- WGRD-TV (12) CBS; Headley-Reed: 65,500

Columbus—
- WDAK-TV (98) ABC, NBC, DuM; Headley-Reed: 51,600

directory information is in following order: call letters, channel, newspaper affiliation,Halal representation; market set count for operating stations; date of grass and commencement target date for granites.

H-R TELEVISION MAN

NOW WHILE CHOICE AVAILABILITIES CAN STILL BE HAD—ASK YOUR

H-R TELEVISION MAN for facts about

WSJS-TV Channel 52
ELKHART, INDIANA

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WJRE (28), 3/20/33-Unknown

BROADCASTING • TELECASTING
LaFayette—
- WLPF -TV (50) Rembeau; 46,700
Muncie—
- WLBC -TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,259
Princeton—
- WRAY -TV (52) Walker; 35,000
South Bend—
- WSBT -TV (34) ABC, CBS, NBC, DuM; Raymer; 101,853
Terre Haute—
- WTHI -TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo—
- WMT (15) 4/6/53-7/1/54

IOWA

Ames—
- KOWC (5) ABC, CBS, DuM; Weed; 260,000
Cedar Rapids—
- KCRI -TV (9) Venard; 118,444
- KMVT -TV (3) CBS; Katz; 217,564
Davenport (Moline, Rock Island)—
- WOC (5) NBC; Free & Peters; 264,811
Des Moines—
- KGTV (17) Hollenberg; 46,713
- WHO -TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)
Fort Dodge—
- KQTV (31) Pearson; 42,100
Mason City—
- KGLO -TV (3) CBS, DuM; Weed; 10/16/53-May '54
Sioux City—
- KCCI (30), 10/30/52-Unknown
- KTVG (9) CBS, NBC, DuM; Katz; 100,010
- KTIV (4) Hollenberg; 1/21/54-8/16/54
Waterloo—
- KWWL -TV (7) NBC; DuM; Headley-Reed; 101,468

KANSAS

Great Bend—
- Central Kansas Tele. Co. (8) 3/1/54-Unknown
Hutchinson—
- KTVH (12) CBS, DuM; H-R; 99,040
Manhattan—
- KSAC -TV (*8), 7/24/53-Unknown
Pittsburg—
- KOMA -TV (7) ABC, CBS, NBC, DuM; Katz; 20,000
Topeka—
- KTKA (43), 11/5/53-Unknown
- WIBW -TV (13) ABC, CBS, DuM; Capper Sis.; 45,286
Wichita—
- KAKE -TV (10) 4/1/54-July '54
- KEDD (18) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland—
- WPTV (59) Petry; 8/14/53-Unknown
Henderson—
- WKYT (50) CBS; Meeker; 30,189
Lexington—
- WLKP -TV (27) 1/1/54-See footnote (c)
- The Central Kentucky Btspg. Co. (18) 4/15/54-Unknown
Louisville—
- WAVE -TV (3) ABC, NBC, DuM; NBC Spot Sis.; 364,836
- WJAS -TV (11) CBS; Harrison, Righter & Parsons. See footnote (b).
- WKLO -TV (21) DuM; Venard; 61,942
- WQXL -TV (41) Forjoe; 11/15/53-Summer '54
Newport—
- WNKP -TV (74) 12/24/53-Unknown
Paducah—
- WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria—
- KALB -TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
- WABD -TV (28) ABC, CBS, NBC, DuM; Young; 40,000
- WBRZ (2) Hollenberg; 1/28/54-9/1/54
LaFayette—
- KVOL -TV (10), 9/16/53-7/1/54
- KLFY -TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles—
- KPLC -TV (7) Weed; 11/15/53-9/1/54
- KTAG (26) ABC, CBS, DuM; Young; 15,000
Monroe—
- KNOE -TV (8) CBS, NBC, ABC, DuM; H-R; 109,870
- KFAZ (43) Pearson; 16,500

New Orleans—
- WCNO -TV (22) Forjoe; 4/2/53-Summer '54
- WDSU -TV (6) ABC, CBS, NBC, DuM; Blair; 244,162
- WJMB -TV (61) ABC, CBS, DuM; McGilvra; 69,581
- WTLO (20), 2/26/53-Unknown
- Shreveport—
- KLUA (12) ABC, CBS, NBC, DuM; Raymer; 34,300
- Bangor—
- WABI -TV (5) ABC, CBS, NBC, DuM; Hollenberg; 59,600
- Murray Carpenter & Assoc. (3) Initial Decision 3/26/54
- Lewiston—
- WLAM -TV (17) CBS, DuM; Everett-McKinney; 18,564
- Poland—
- WMTW (8) 7/1/53-7/1/54

Portland—
- WSHH -TV (6) NBC; Weed; 89,875
- WGAN -TV (13) Avery-Knode; 11/19/53-1/16/54 (granted STA March 29)
- WPMT (52) ABC, CBS, DuM; Everett-McKinney; 38,700

MARYLAND

Baltimore—
- WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
- WBAL -TV (11) NBC; Petry; 539,503
- WTHI -TV (73) Forjoe; 12/18/53-Unknown
- WMYR -TV (3) CBS; Katz; 539,503
- WTLF (18) 12/1/53-Summer '54
- Cumberland—
- WBTO -TV (17) 11/15/53-Summer '54
- Salisbury—
- WBOC-T V (15) Burns-Smith; 3/11/53-5/1/54 (granted STA Feb. 18)

Wintry's jumping with joy—because NOW, your televised sales message may originate from downtown Wichita...right from KTVH's new studio in the centrally located Hotel Lassen. NOW, you can choose your point of origination as well as sales office. Sell your product to the vast Kansas TV audience by contacting a KTVH facility in Wichita or Hutchinson. Howard O. Peterson, Gen. Mgr.
FOR THE RECORD

MASSACHUSETTS
Adams—WMGT (74) DuM; Walker; 134,110
Boston—WBOS-TV (58) 3/26/53-Unknown
WBZ-TV (24) NBC; Free & Peters; 1,162,827
WGMB-TV (24) 7/16/53-10/1/54
WDIV (4) 11/13/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R; 1,182,827
Brockton—WHEP (52), 7/20/53-Fall '54
Cambridge—Boston—WTAE-TV (56) DuM; 104,285
Lawrence—WGUM (72), 6/10/33-Unknown
New Bedford—WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield—WBEC-TV (64) 11/12/53-Unknown
Springfield—WHEN-TV (55) CBS, DuM; Brancham; 132,000
WWLP (61) ABC, NBC; Hollenberg; 128,000
Worcester—WAAB-TV (20) Hollenberg; 8/12/53-Aug. '54
WWOR-TV (14) ABC, DuM; Raynen; 45,000

MICHIGAN
Ann Arbor—WPAG-TV (20) DuM; Everett-McKinney; 18,000
WDUM-TV (29), 11/4/53-Unknown
Battle Creek—WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—WXEM-TV (5) NBC; DuM; Headley-Reed; 205,160
Cadillac—WPZT (12) ABC, CBS, DuM; Weed; 42,772
Detroit—WCJO-TV (82), 11/18/53-Unknown
WJZK (3) CBS, DuM; Katz; 1,420,500
WWJ-TV (4) NBC; Hollenberg; 1,277,901
WXZY-TV (7) ABC; Blair; 1,140,000

East Lansing—WKAR-TV (*60)
Flint—WFDF-TV (12), Initial Decision 3/11/53
WTAC-TV (16) ABC; Raynen; 54,000
Grand Rapids—WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 398,500
Kalamazoo—WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—WILS-TV (54) ABC, DuM; Venard; 26,000
WJLA-TV (6) ABC, CBS, NBC, DuM; H-R; 251,000
Marquette—Peninsula TV Inc. (6) 6/7/54-Oct. '54
Muskegon—WTVY (33), 12/3/35-Unknown
Saginaw (Bay City, Midland)—WIXN (6) CBS, Glll-Penna; 73,225
WSBM-TV (51), 10/29/53-Unknown
Traverse City—WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA
Austin—KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth—KDAL-TV (3) NBC; Avery-Knodel
WPTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing—KHTV (10), 1/15/54-Unknown
Minneapolis (St. Paul)—WCOC-TV (4) CBS, DuM; Free & Peters; 447,200
WTTC-TV (11) ABC; Blair; 427,000
St. Paul—KSTP-TV (5) NBC; Petry; 447,200
WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI
Columbus—WCHI-TV (28), 2/11/53-Unknown
Jackson—WJTV (25) CBS, DuM; Katz; 50,224
WLBT (3) NBC; Hollenberg; 85,007
WSLI-TV (12) ABC; Weed
Meridian—WCOC-TV (30)
WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI
Cape Girardeau—KPVY-TV (12) CBS; Pearson; 10/14/53-Unknown
KCMO-TV (18), 4/18/53-Unknown
Clayton—KPUO-TV (30), 2/5/53-Unknown
Columbia—KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,550
Festus—Kacy (14) Raynen; See footnote (d)
Hannibal—Quincey, Ill.)—
KHQA-TV (7) CBS, DuM; Weed; 107,110
Joplin—KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54
Kansas City—
KCMO-TV (5) ABC, DuM; Katz; 380,450
KMBC-TV (9) CBS; Free & Peters; 380,450
WDAF-TV (4) NBC; Harrington, Righter & Parsons; 380,450
WHB-TV (9) CBS; Blair; 380,450
Kirksville—KTVI (5) 12/16/53-4/15/54
St. Joseph—
KFQW-TV (2) CBS, DuM; Headley-Reed; 96,706
St. Louis—
KACY (4) See Festus
KETC (9), 5/7/53-Fall '54
KSD-TV (5) ABC, CBS, NBC; NBC Spot Sla.; 631,425
KSTM-TV (36) ABC; H-R; 215,000
WILL-TV (43), 1/12/53-Unknown
WTVI (54) See Belleville, Ill.
KWK Inc. (4) Initial Decision 4/13/54
Sedalia—KDKO-TV (6) Pearson; 2/26/53-Unknown
Springfield—
KTTV (19) CBS, DuM; Weed; 39,000
KYYV (3) ABC; NBC; Hollenberg; 46,040

MONTANA
Billings—
KOOK-TV (3) ABC, CBS, DuM; Headley-Reed; 9,000
Bozeman—
KOPR-TV (4) CBS, ABC; Hollenberg; 7,000
KXLF-TV (5) NBC, DuM; Walker; 4,200
Great Falls—254,700
KFBB-TV (5) CBS, DuM; Headley-Reed; 3,500
Missoula—KGVO-TV (13) CBS; Gill-Penna; 3/11/53-7/15/54

NEBRASKA
Holdrege—
KOLN-TV (10) CBS, DuM; Meeker; 20,500
Lincoln—
KFOR-TV (10) ABC; Raynen; 89,122
KOLN-TV (12) ABC, DuM; Avery-Knodel; 72,560
Omaha—
KMTV (3) ABC, CBS, DuM; Petry; 266,000
KOWO (6) DuM; NBC; Blair; 227,963

NEVADA
Las Vegas—
KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,401
Reno—
KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE
Keene—
WZNE-TV (45), 4/22/53-Unknown
Manchester—
WMUR-TV (9) ABC; Weed
Mt. Washington—
WMFT (8) See Poland, Me.

NEW JERSEY
Asbury Park—
WRTL (58) 107,000
Atlantic City—
WFPG-TV (48) ABC, CBS, NBC, DuM; Pearson; 16,130
WOCN (32), 1/8/53-Unknown
Camden—WKBN-TV (17), 1/18/54-Unknown
Newark (New York City)—
WATV (12) Weed; 4,150,000
New Brunswick—
WBNH (47), 2/3/53-Unknown
WTLY (41), 12/4/53-Unknown
Trenton—
WTMM-TV (41), Forjoe; 7/10/53-Unknown

NEW MEXICO
Albuquerque—
KGGM-TV (13) CBS; Weed; 41,500
KOAT-TV (7) ABC; Hollenberg; 40,000
KOB (4) NBC, DuM; Brancham; 66,548
Roswell—
KSWX-TV (8) ABC, CBS, NBC, DuM; Meeker; 26,430

NEW YORK
Albany (Schenectady, Troy)—
WFRP-TV (32) 5/16/32-Unknown
WGIRW-TV (14) ABC, CBS, DuM; Bolling; 77,452
WTVT (47), 7/4/53-Unknown
Binghamton—
WBNF-TV (13) ABC, CBS, NBC, DuM; Boling; 360,360
WQTV (46), 8/12/53-Unknown
Bloomingdale (Lake Placid)—
WBLD (5) 12/2/53-Summer '54
Buffalo—
WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 364,336. See footnote (i.)
WUPW-TV (17) ABC, CBS, NBC, DuM; H-R; 126,000
WTVF (42), 7/4/54-Unknown
Nigeria Frontier Amusement Corp. (1) 4/7/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement date for granted.

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NON-COMPETITIVE TV MARKET
128,300 Homes
COVERED EXCLUSIVELY
by "The TV Link in the Heart of the Nation"

KOHL TV
Kolney, Nebraska

Represented by MEEKER TV, Inc.

Dumont

Broadcasting • Telecasting
Carthage—
WCNY-TV (7) ABC, CBS; 9/3/54-Summer '54
Elmira—
WEXT (18) NBC; Everett-McKinney, 28,462
WTVE (24) ABC; CBS, DuM; Forjoe; 30,000
Ithaca—
WMCM-TV (26) CBS; 1/53-November '54
WJET (14), 9/6/53-Unknown
Jamestown—
WFNN-TV (58), 1/23/53-Unknown
Kingston—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-12/13/54
New York—
WABC-TV (1) ABC; Petry; 4,150,000
WADJ (4) ABC; DuM; Avery-Knodel; 4,120,000
WATV (3) See Newark, N. J.
WCHR (91) ABC; CBS Spot Sls; 4,150,000
WNBT (4) NBC; Spot Sls; 4,150,000
WROR-TV (10) ABC; CBS, NBC Spot Sls; 4,150,000
WFXL (11) Peers & Petry; 4,150,000
WGGY (37) 4/15/53-Unknown
Rochester—
WCRF-TV (15), 10/15/53-Unknown
WKTT (96) ABC, NBC, DuM; Hildebrand; 210,000
WHEC (10) ABC, CBS; Everett-McKinney; 2,300,000
WRNY-TV (27), 4/25/53-Unknown
WRCH (97), 7/24/52-Unknown
WVTB (16) ABC, CBS; Rolling; 190,000
Schenectady (Albany, Troy)—
WGBB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 303,400
WBRE (35) CBS; Headley-Reed; 17,180
Syracuse—
WGEN-TV (8) ABC, CBS, DuM; Katz; 360,000
WHTV (49), 9/14/53-Unknown
WSyr-TV (3) NBC; Headley-Reed; 339,855
Utica—
WFRB (18), 7/15/53-Unknown
WKTV (15) ABC, CBS, NBC, DuM; Cooke; 175,200

NORTH CAROLINA

Asheville—
WJWE-TV (82) ABC, CBS, NBC, DuM; Rolling; 19,500
WLOS-TV (13) 12/9/53-Aug. '54
Chapel Hill—
WUNC-TV (*4), 9/30/53-September '54
Charlotte—
WAYS-TV (26) ABC, CBS, DuM; Rolling; 41,500
WHTV (3) CBS, NBC, DuM; CBS Spot Sls; 391,155
Durham—
WTIX-TV (11) 1/21/54-Unknown
Fayetteville—
WFayetteville Beaters, Inc. (18) 4/13/54-Unknown
Gastonia—
Air-Plus Corp. (48) 4/7/54-Summer '54
Goldsboro—
WTYX (34), 9/26/53-Unknown
Greensboro—
WGCG-TV (57) ABC; Rolling; 11/20/52-Unknown
WFMY-TV (29) ABC, CBS, DuM; Harrington, Riether & Parsons; 115,900
Greensboro—
WNCCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000
Raleigh—
WFNAG-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,180
Wilmingtton—
WBNF-TV (6) NBC; Weed
WTIX (3) 2/17/54-1/15/54
Winston-Salem—
WSYR-TV (15) NBC; Headley-Reed; 193,280
WTOB-TV (29) ABC, DuM; H.R.; 49,260

NORTH DAKOTA

Bismarck—
KFMF-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo—
WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,800
Grand Forks—
KNOX-TV (10) 10/30/54-Unknown
Minot—
KCBJ-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000
Valley City—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
WAKR-TV (49) ABC; Weed; 49,431
Ashland—
WJICA-TV (15) 18,000
Cincinnati—
WCET (*48), 11/23/53-Unknown
WCPO (49) ABC, DuM; Brandom; 450,000
WKRC-TV (12) CBS; Katz; 450,000
WLW (14) NBC; WLW Sls; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Broadcasting • Telecasting

Yes, 1 buy covers 3 . . . when that one buy is WJAC-TV, Johnstown. You actually make triplets out of every budget dollar, because you’re selling in Johnstown, Pittsburgh AND Altoona. Here are Hooper facts on WJAC-TV.

FIRST in Johnstown
(2-station market)

SECOND in Pittsburgh
(4-station market)

FIRST in Altoona
(2-station market)

If you want to get your sales message perambulating around southwestern Pennsylvania, make sure you include in your plans the 1 buy that covers 3 . . .

Ask your KATZ man for full details

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FOR THE RECORD

TENNESSEE

Chatanooga—
WOUC (49) Pearson; 8/21/53-Unknown
WDEP-TV (13) NBC; Bracken; 12/1/54-4/25/54
Jackson—
WDXJ-TV (9) Burns-Smith; 12/12-52/Summer '54
Johnson City—
WJHL-TV (11) ABC; CBS; NBC; DuM; Pearson
Knoxville—
WATE (6) ABC; NBC; Avery-Knodel; 63,620
WTSK (28) CBS; DuM; Pearson; 58,550
Memphis—
WHLQ-TV (13) CBS; Blair; 276,342
WMCT (5) ABC; NBC; DuM; Bracken; 276,342
Nashville—
WSIX-TV (8) CBS; Hollingbery; 186,176
WSM (4) ABC; NBC; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-4/15/54

TEXAS

Able—
KRGB-TV (9) ABC; NBC; DuM; Pearl; 30,318
Amarillo—
KFDA-TV (10) ABC; CBS; Bracken; 47,481
KGNC-TV (4) NBC; DuM; Katz; 47,481
KLYN-TV (7) 11/12-53-Unknown
Austin—
KTBC-TV (7) ABC; CBS; NBC; DuM; Raymer; 68,045
Beaumont—
KBTM (31) 12/4-53/Unknown (granted
April 5)
KTRK-TV (8) Initial Decision 7/22/53
Corpus Christi—
KVYO (22) 1/2/53-6/15/54
KTLG (45) 12/2/53-Unknown
Dallas—
KDFX (23) 12/13-53-Unknown
KLIF-TV (29) 12/13-52/Unknown
KRLD-TV (4) CBS; Brumham; 368,500
WFAA-TV (8) ABC; NBC; DuM; Petry; 330,000
El Paso—
KEDK (4) ABC; CBS; DuM; Bracken; 50,171
KEMM (9) ABC; Hollingbery; 50,400
KFTV (13) Fort; 3/18-54-Sept. 24
Fort Worth—
WBAP-TV (5) ABC; NBC; Free & Peters; 371,605
Galveston—
KGUI-TV (11) ABC; CBS; DuM; Spot Sis.;
276,000
Hartington—
KBGT-TV (4) ABC; CBS; DuM; Pearlson; 31,600
Houston—
KNUZ-TV (39) DuM; Forjoe; 68,144
KPBC-TV (3) ABC; CBS; NBC; DuM; Petry;
330,550
KTPV (23) 11/4-53-Unknown
KURT (4) 281,500
KXYZ-TV (39) 6/18/53-Unknown
KLJF (13) 2/23-54/Unknown
Longview—
KTVL (32) Forjoe; 19,300
Lubbock—
KCBX-TV (11) ABC; NBC; Pearson; 51,028
KDHT-TV (13) CBS; NBC; DuM; Avery-Knodel;
31,348
KFXL-TV (5) Katz; 57/53-Unknown
Lufkin—
KTRE-TV (9) Venard; 3/11-53-Fall '54
Marshall—
KMSL (16) 6/20/53-Unknown
Midland—
KMDI-TV (2) ABC; CBS; NBC; DuM; Venard;
31,500
San Angelo—
KXIL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 2/26/53-Unknown
KGBS-TV (5) ABC; CBS; DuM; Katt; 188,181
WOAI-TV (4) NBC; Petry; 188,181
Sweetwater—
KPAR-TV (12) CBS; Avery-Knodel; 8/28/53-
Unknown

Directory information is in following order: call
letters, channel, network affiliation, national rep-
resentative; market set count for operating sta-
tion; date of grant and commencement date for
grantees.

Temple—
KENC-TV (6) NBC; Hollingbery; 71,815
Texarkana (also Texarkana, Ark.)—
KCMC (5) ABC; CBS; DuM; Venard; 66,223
Tyler—
KETX (19) CBS; NBC; DuM; Pearson; 28,405
Vidor—
KNAL (19) Best; 3/26/53-Unknown
Watson—
KANG-TV (34) ABC; Pearson; 28,000
Waxahachie—
KRGY-TV (5) NBC; DuM; Raymer
Wichita Falls—
KFDP-TV (3) ABC; NBC; Raymer; 59,500
KWFT-TV (6) CBS; DuM; Blair; 85,300

UTAH

Provo—
KVOO-TV (11) 12/2/53-Unknown
Salt Lake City—
KDYL-TV (4) NBC; Blair; 157,080
KSL-TV (5) ABC; CBS; DuM; Spot Sis.;
157,080
KUTV (3) ABC; Hollingbery; 3/25/53-8/15/54

VERMONT

Montpelier—
WMVT (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville—
WBCT-TV (34) ABC; Hollingbery; 10,114
Hampton (Norfolk) —
WVEC-TV (15) NBC; Ranume; 90,016
Harrisonburg—
WSVVA-TV (3) ABC, CBS, NBC, DuM; Devaney;
80,162
Lynchburg—
WLVU-TV (13) CBS; DuM; Hollingbery; 102,581
Newport News—
WACH-TV (35) See footnote (d)
Norfolk—
WATR-TV (4) ABC, CBS; DuM; Petry; 213,889
WTVO-TV (17) ABC, DuM; Forjoe; 92,000
WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
WHRN (8) NBC; Blair; 441,070
Roanoke—
WSLE-TV (10) ABC, CBS, NBC, Avery-Knodel;
341,156

WASHINGTON

Bellingham—
KVOS-TV (12) DuM; Forjoe; 60,806
Seattle—
KOMO-TV (5) ABC; Blair; 345,300
KOMO-TV (4) NBC; Hollingbery; 345,300
KUOW-TV (9) 12/25/52-9/5/54
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
KIQV (6) ABC; NBC; Katz; 55,048
KIXL-TV (4) CBS; DuM; Walley; 66,007
Louis Warmer (3) 3/18-54-Sept. 24
Tacoma—
KMO-TV (13) Bracken; 345,300
KYNT-TV (11) CBS; DuM; Weed; 345,300
Vancouver—
KVAN-TV (21) Bolling; 8/25/53-Unknown
Yakima—
KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;
20,570

WEST VIRGINIA

Beckley—
WBEY (31) 6/25/53-Unknown
Charleston—
WKWA-TV (45) ABC; DuM; Weed; 36,100
WCHS-TV (8) CBS; Bracken; 2/11/54-7/15/54
Clarksburg—
WBLR-TV (12) Bracken; 2/11/54-7/15/54
Fairmont—
WVPS-TV (35) ABC; NBC; DuM; Gill-Perma;
30,785
Huntington—
WVSZ-TV (3) ABC; NBC, DuM; Katz; 382,353
Parkersburg—
WTAP (15) ABC; DuM; Forjoe; 24,850
Wheeling—
WLTW (51) 11/25/53-Unknown
WTRF-TV (7) NBC; Hollingbery; 451,500

Howard E. Stark
Broadcasters and Financial Consultants
Chain television stations

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WISCONSIN
Eau Claire—
\[\text{WBAY-TV (12) ABC, CBS, NBC, DuM; Hollingbery; 55,700}\]
Green Bay—
\[\text{WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,263}\]

Valley Telecasting Co., (5) 10/15/54-Unknown
La Crosse-
\[\text{WDRT (8) CBS, NBC, DuM; Ramsey; 10/28/53-11/1/54}\]

WTCL (38) 12/16/53-Unknown


date

Note—
\[\text{WHA-TV (21) 10/73-3/54}\]
\[\text{WKOW-TV (27) CBS; Headley-Reed; 41,500}\]
\[\text{WMTV (33) ABC, DuM; Meeker; 46,600}\]

Marquette
\[\text{WMBV-TV (11) NBC; George Clark; 11/18/53-8/14/53}\]

Milwaukee—
\[\text{WCAN (25) CBS; Rosenman; 308,700}\]
\[\text{WOXY-TV (18) ABC, DuM; Gills-Penna; 287,500}\]
\[\text{WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 865,700}\]

Neenah—
\[\text{WJAM-TV (42) George Clark}\]

Superior (Duluth, Minn.)—
\[\text{WDEN-TV (8) CBS; Free & Peters}\]

Wausau—
\[\text{WXWA-TV (18) Ramage; 9/10/54-7/1/54}\]

Wisconsin Valley Tel Corp. (7) Initial Dec 4/19/54

Casper—
\[\text{KSPR-TV (2) 5/14/53-Unknown}\]

Cheyenne—
\[\text{KFXC-TV (5) CBS; Hollingbery}\]

ANCHORAGE—
\[\text{KFIA (3) ABC, CBS; Weed}\]
\[\text{KTVA (11) NBC, DuM; Felts}\]

Fairbanks—KFI (3) ABC, CBS; 1/15/53-Spring '54

HAWAII
Honolulu—
\[\text{KGMB-TV (9) CBS; Free & Peters; 55,000}\]
\[\text{KOWA (11) NBC, DuM; Feltis; 80,000}\]

KULA-TV (4) ABC; Headley-Reed; 5/14-53/4/9/54 (granted STA Feb '71)

PUERTO RICO
San Juan—
\[\text{WAPA-TV (4) ABC, NBC, DuM; Caribbean Network; 8/12/53-4/18/54 (granted STA Sept 13)}\]
\[\text{WKAQ-TV (2) Inter-American; 6,000}\]

CANADA
London—
\[\text{CFPL-TV (10) 55,000}\]

Montreal—
\[\text{CBFT (2) 145,005}\]
\[\text{CBMT (3) 65,600}\]

Ottawa—
\[\text{CBOT (10) 10,100}\]
\[\text{CCHU-TV (4) 11,000}\]

Sudbury—
\[\text{COSO-TV (5) ABC, CBS, NBC; All-Canada; 6,000}\]

Vancouver—
\[\text{CITV (9) 225,500}\]

MEXICO
Matamoros (Brownsville, Tex.)—
\[\text{XELD-TV (7) ABC, CBS, NBC, DuM; Young; 3,100}\]

Tijuana (San Diego)—
\[\text{XETV (6) Weed; 213,175}\]

Total stations on air in U. S. and possessions: 377, total cities with stations on air: 248. Both totals include stations XELD-TX and XETV. Mexico as well as educational outlets that are operating. Total sets in use 29,267,523.

Cities Not interconnected with AT&T.
(a) Figure does not include 228,417 sets which WDBN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WDBN-TV Buffalo, Ky. Last report was 256,544 on July 10, 1952.
(c) President and General Manager, Nunn announced that construction of WAPL-TV has been temporarily suspended.
(d) WPYX-TV has suspended regular operation, but have not turned in CPS.

BROADCASTING • TELECASTING

UPCOMING

APRIL
April 18-21: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 24-29: Fourth District Advertising Federation of America, Loreto, S. L., Pittsburgh.
April 25: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 27: Los Angeles Advertising Women, awards dinner, Los Angeles.
April 28: Brand Names Day.
April 28-29: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.

MAY
May 3-5: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-6: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-14, Senate Office Bldg., 10 a.m. Washington.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multinomah Hotel, Portland, Ore.
May 7: Advertising Conference, U. of Michigan, Ann Arbor.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, III.

JUNE
June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 2-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 12-14: Assn. of Independent Metropolitan Stations, Westworth-by-the-Sea, Portsmouth, N. H.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.
June 28-30: Advertising Federation of America, Hotel Statler, Boston.
June 30-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.
July 2-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.
July 31-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

SPECIAL LISTING
BMI Program Clinics
June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Redmond, (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 22: Huron, S. D.
June 25: (city unnamed) Indiana

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editorials

Educational TV: Two Years Later

A SIGNIFICANT anniversary passed last Wednesday virtually unnoticed. On April 14 two years had elapsed since the adoption by the FCC of its sixth and final report on television allocations, lifting the then three-and-one-half-year-old freeze and signaling the resumption of licensing.

That April 14 date also was a deadline, in theory. The allocations report set aside 242 channels on a "reserved" basis for noncommercial educational stations—an innovation resulting from the activities of the Peabody most effective lobby ever to operate in communications. The deadline wasn't hard and fast. Actually the FCC inferred the reservations would be reviewed after one year, not two. But the lobby got in its licks and there was a sort of phantom extension of a year, based on the contention that in some states the legislatures, which must provide the authority and the funds, met at two-year intervals.

Now two years have elapsed. What's the educational picture? Let the statistics speak:

The grand total of educational stations on the air is four (4). The total number of construction permits authorized for educational stations is 29, most of them on flimsy financial showings. The total number of applications filed is 52, out of the 242 reservations (this number has been increased since to 250).

What has happened to the 200 uncalled-for channels? They're vegetating, many of them in areas where there are qualified commercial applicants and where additional service is needed.

In our issue of April 14, 1952, in regard to the then 242 reservations, we commented that we doubted whether there would be a dozen educational stations on the air in the first year. It seems we overshot our mark by 300% after two years rather than one.

So the picture today is two vhf and two uhf educational stations on the air. The reservations gave 80 vhs (13% of the total) and an overall 250 channels representing nearly 12% of the available assignments, to educators. The balance of these facilities lie fallow, when many of them could be used to serve vast audiences, both urban and rural.

But the educational lobby—largely with Ford Foundation funds—continues to function. We would judge that more money has been expended on the lobbying and paper-work than for the operation of the four noncommercial stations.

The FCC must take another look at the Communications Act in relation to these socialistic reservations, pitting government against industry.

Section 1 of Title 1 of the law creating the FCC states that agency is created "... to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and worldwide wire and radio communication service. ..."

Based on this record, what do you think?

Behind the Curtain

THE spotlight which award bestowers generally train upon the star of the show was shared in the case of last year's Peabody presentations—indirectly, but most fittingly, we think—by the too often overlooked people who put the stars on the air.

Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the presentations, sounded the note for commercial radio and television in his introduction. Commercials, he noted, have been often maligned. Since the condemnation frequently comes from academicians, he thought it appropriate that he, as an academican, should defend commercials. It is the advertiser who keeps radio and television on a solid financial footing, who makes possible not only the commercial but the sustaining features. Although the Peabodies single out the programs and performers, Dean Drewry observed, they also pay indirect tribute to the sponsors.

Similarly, WAAAM (TV) Baltimore's Gerald W. Johnson, an award winner, took the opportunity to honor the technicians who, he said, cover the flaws and highlight the advantages of the performer. Paraphrasing H. L. Mencken, he observed that if a commentator could ever do his work as well as the technicians who do theirs, broadcasting would have the greatest commentators mortal man ever saw.

Taking nothing away from the Peabody recipients, we think it most appropriate that the sponsor and the technician thus were given at least a measure of their due.

Maryland, Whose Maryland?

THE American Civil Liberties Union was quite correct in brand- ing, as it did last week, the criminal indictment of Fulton Lewis jr. as a "shocking abridgement of free speech." The question of whether or not Mr. Lewis libeled anyone in his series of broadcasts alleging corruption in Maryland is one which should be settled in civil court, if indeed it needs settling. To make a criminal case of it suggests political reprisal and, of wider consequence, an effort to stifle freedom of broadcasting.

No matter what his political views, Mr. Lewis is entitled to have them and beyond that to express them on the air. Free radio and free television, like a free press, require diversity of expression. If a grand jury in St. Mary's County of Maryland becomes an instrument for the suppression of Mr. Lewis, what is to prevent a grand jury somewhere else from acting similarly against any other commentator?

Sour Music Season

THE decision of Life Music Inc. to withdraw from BMI and attempt to arrange its own music licensing agreements with stations is not in itself a matter of transcendental interest.

It may be presumed, however, that the results of this move by one music publishing house will be attentively watched by others. For that reason, broadcasters would be well advised to consider possibilities.

Whatever flaws may be inherent in such concentrations, the existence of two major licensing firms, ASCAP and BMI, has the merit of providing broadcasters and telecasters with central authorities with whom to deal on license payments. Indeed the disadvantages of concentration of power have been largely overcome since the formation of BMI and the introduction of real competition against ASCAP.

Consider the administrative chaos that would prevail if a broad- caster were obliged to enter into individual license agreements with every publisher whose music he wished to broadcast. Aside from the probability that such an arrangement would enormously increase the cost of music, it would introduce bookkeeping problems too ramified for any station to bear.

The wise broadcaster, who has been confronted with situations similar to the Life approach in past years, has taken steps to fortify himself with a catalog of Life numbers. He has also arranged to be notified of any new works which might be acquired by the company.
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