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23RD YEAR
THE NEWSWEEKLY OF RADIO AND TV

THE TELEVISION SERVICES PROVIDED BY KOTV HAVE IN A BRIEF SPAN OF FOUR AND A HALF YEARS BECOME AN IMPORTANT PART OF TULSA'S COMMUNITY LIFE. PLEDGED TO SERVE AND ADVANCE THE HIGHEST STANDARDS OF PUBLIC SERVICE, KOTV HAS TAKEN AN ACTIVE PART (WITHOUT COMPENSATION) IN ALL PUBLIC SERVICE PROJECTS. THE TIME, FACILITIES, AND TALENT OF THIS STATION WILL ALWAYS SUPPORT THE BEST INTERESTS OF THE COMMUNITY. YES . . . COMMUNITY SERVICE IS ALSO A PART OF OUR BUSINESS.

KOTV
channel 6

TULSA, OKLAHOMA

 Represented by
Edward Petry & Co., Inc.

Wrather-Alvarez, Inc. • Tulsa, Oklahoma
BIG CHIEF ERIEZ SAYS:

TOTEM POLE GIVUM WAY TO BIG TV ANTENNA . . .

WICU HEAP BIG TV STATION ON TOTEM POLE . . .

608,000 HEAP HAPPY VIEWERS IN TRI-STATE RESERVATION . . .

THIRD LARGEST HAPPY HUNTING GROUND IN PENNSYLVANIA FOR SPONSORS . . .

*SPENDUM MUCH WAMPUM . . .

WE GETTUM SALES QUICK LIKE FOR PALE FACES . . .

WICU TV
ERIE, PA., CHANNEL 12 • NBC • ABC • DUMONT

*$1,388,387,000 effective buying income

ERIE'S FAVORITE RADIO STATION—WIKK • ABC • NBC

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

* RADIO  •  TV  •  NEWSPAPER

EDWARD LAMB
Enterprises INC.
Coverage that Counts!

7 major Michigan markets for NBC, CBS, and ABC
pledged to service — active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight Channel 8 programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco
PRESIDENT Eisenhower gave no official clues last week to his attitude on FCC chairmanship. Reports that Rosel H. Hyde would be continued as FCC chairman were offset by others in which name new were mentioned. And hobbing up repeatedly was suggestion that John C. Doerfer, whose term as FCC member ends June 30, might be shifted elsewhere. But Mr. Doerfer likes FCC, has sound backing.

TWO NAMES to be considered if President decides to alter FCC alignment are: Lewis E. Berry Jr., former Army Dept. counselor, who turns from Cheyney, Mich., on MacArthur’s staff, active in GOP state politics, has solid support of Sen. Charles E. Potter (R-Mich.). Other is George C. McConnaughey, recently named chairman of Renegotiation Board, who hails from Columbus, Ohio, was chairman of Public Utilities Commission of Ohio from 1939-1945. Mr. McConnaughey reportedly was originally offered place on FCC and has support of Sen. John W. Bricker (R-Ohio), chairman of Commerce Committee.

DUE FOR early testing as result of suggestion within FCC is proposal to let daytime stations operate at night with carriers utilizing electric utility lines. Proposed service would be confined to city-limit areas, or less, and is described as magnified version of college campus or “gas-pipe” stations. Signals would likely be on outside edge of broadcast band.

WITHIN few days, it was learned, new Television Advertising Bureau organizing committee will announce appointment of former NAB president Neville Miller, now Washington attorney, as its counsel.

WHAT color transmission will do to fringe area coverage is question. Bettering stations and networks alike. FCC standards are same for color as for black and white. But “colored snow” is much more difficult to watch than black and white snow.

ADVERTISE registrations for NARTB convention in Chicago, May 23-27, indicate record-breaking delegate enrollment. Overall attendance may eclipse 3,000, according to NARTB headquarters.

ALL BUT ONE of the seven Commissioners expect to take part in FCC panel at the NARTB convention. Membership will be polled in advance for questions to be put before panel so that meeting can be conducted in an orderly manner.

AMERICAN Tobacco Co. (Lucky Strike) will release its alternate-week sponsorship of Make Room for Daddy (ABC-TV, Tues., 9-9:30 p.m.) to its subsidiary, American Cigar & Cigarette Co. (Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles, effective in July. Dodge Div. of Chrysler through Grant Adv., N. Y., will continue alternate-week sponsorship of show. Pall Mall, however, will drop its alternate-week of Where’s Raymond? on ABC-TV but will continue to underwrite The Big Story on both NBC-TV and NBC Radio, plus Doug Edwards & the News on CBS.

“BUSINESS IS BETTER” campaign initiated by J. Frank Jarman, manager of WDNC Durham, N. C., is “snowballing.” Launched several months ago to counteract depression talk, campaign is being emulated in many areas, Mr. Jarman reports.

EXCLUDED FROM KMBC-AM-TV $3 million transaction with WHB Broadcasting Co. was Arthur P. Church Productions, organization created by veteran broadcaster, which introduced transcriptions of such shows as Texas Rangers, Sons of the Pioneers, Brush Creek Follies and Easy Aces. It’s presumed that Mr. Church will revive this operation on syndication basis.

MAN behind the scenes reportedly instrumental in getting Standard Oil of Indiana to shift agencies—from McCann-Erickson to D’Arcy Adv. Co.—was Harry Renfro, latter agency’s baseball contact executive on Anheuser-Busch account. Standard executives were impressed with him during recent D’Arcy agency presentation.

BECAUSE he was out of town April 19, Comr. George E. Sterling, at last Wednesday’s meeting of FCC, asked leave to add his vote to that of five of his colleagues for election of Rosel H. Hyde to acting chairmanship of FCC. Also absent at time of original vote was Comr. E. M. Webster, now on official business on West Coast.

AN NARTB management session last week decided to refrain from participating in testimony before Sen. Potter’s Communications Subcommittee at hearings beginning May 19 (story page 52). As overall trade association group, it was concluded that it could not espouse particular viewpoints because of its diversified membership representation in vhf, uhf, fm and am.

BEER people and others in alcoholic beverage industry are not passing off lightly new “dry” attempts in House to obtain passage of Bryson bill (story page 56). They acknowledge past prohibitionist tries in Senate came too close for comfort.

** THE WEEK IN BRIEF **

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- Army-McCarthy coverage cut by NBC-TV .......... 90
- DuMont shows new color film scanner and 19” tube .... 92
- Telestatus: tv stations, sets, target dates ...... 103
One year ago, Station KTHS was moved from Hot Springs to Little Rock, with 50,000 watts. In June, we went CBS, carrying the best network and local programs to virtually the entire State.

Results? We're getting lots of them. Listen to this letter from Mr. John R. Murphy, owner of the Shreveport Syrup Company, who has three 15-minute morning programs per week on KTHS:

"We have just completed making some territorial sales analyses for the full year 1953, as against 1952.

"In the 60-mile area in and around Little Rock, KTHS was the only advertising medium used, and sales were 11.2% greater in 1953, than in 1952.

"Your station had a great deal to do with this increase in sales, and we especially wish to thank you for the extra merchandising help you have given us."

That's what happens when good programs go out to an interference-free daytime coverage of more than 3 1/4 million people—primary daytime coverage of more than a million people—in an area which is not already blanketed by top-notch radio operations. Ask your Branham man for the whole KTHS story.
WBRC-AM-TV to CBS; WAPI, WABT (TV), WAFM to NBC

REALIGNMENT of network affiliations in Birmingham, Ala., with Storer Broadcasting Co.'s WBRC-AM-TV signing with CBS Radio and CBS-TV and Birmingham News, WAPI, WABT (TV) and WAFM (FM) moving to NBC Radio and NBC-TV, was revealed Friday, probably effective July 4. WABT (TV) will also continue affiliation with ABC-TV and DuMont, according to Henry P. Johnston, president and general manager of News stations. New lineup completes CBS-TV affiliation for all Storer Broadcasting's TV outlets.

Mr. Johnston said WAPI, WABT (TV) and WAFM (FM) were "delighted" to return to NBC, with which WAPI, Alabama's oldest station, was affiliated for ten years. He paid tribute also to NBC's programming plans, including color telecasts, and said that in preparation for latter event "we have ordered color television transmitting equipment so as to be ready for the day when color television comes," said Mr. Johnston.

For CBS-TV, stations relations vice president Herbert V. Akerberg lauded WBRC-TV and its "tremendous circulation," and said it had been signed by CBS-TV with effective date of Oct. 26, but that switching of affiliations was moved up to July 4, with CBS-TV and NBC-TV approach at approval of suggestion of other principals. CBS Radio-WAPI contract had almost two years to run but, it was reported, will be allowed by mutual agreement to terminate to permit switchover to NBC affiliation on July 4.

WABT (TV) is on ch. 13; WBRC-TV on ch. 6. WAPI is on 1070 kc with 10 kw day and 5 kw night and its WAFM (FM) operates on ch. 258, while WBRC is on 960 kc with 5 kw fulltime.

NBC Radio Refuses Hunt's Facts Forum Program

DECISION of NBC to turn down request of H. L. Hunt, Texas oil millionaire, to place new series of Facts Forum radio programs on that network was contained in announcement made public yesterday (Sun.) by American Committee for Cultural Freedom. Committee, which said that Brig. Gen. David Sarnoff, RCA-NBC board chairman, had authorized release of NBC's decision, had appealed to NBC to repudiate Hunt-supported programs after citing news reports that Mr. Hunt had requested time on network [BWT, April 26].

In reply by letter from Gen. Sarnoff released by ACCF, there was no direct mention of NBC's refusal, but network spokesman confirmed that "the Hunt program is not acceptable to NBC." Gen. Sarnoff, in his letter, declared:

NBC has consistently maintained policy of retaining direct supervision and responsibility for production of all programs of news, news analysis and commentary broadcast over its facilities. This supervision is to assure public interest, fairness, balance and the public good. I agree with you that broadcasters have a responsibility for fair presentation of programming balanced and fair play, and we hope you agree that NBC has faithfully discharged this responsibility.

ACCF apparently was protesting to projected series of radio programs under auspices of Mr. Hunt's Facts Forum, which would match liberal against conservative commentator discussing controversial issues. At time Mr. Hunt re- viewed interest in series, he said he had approached several radio networks.

KTYL-TVA Mesa-Phoenix Sold To KTAR for $350,000

KTAR Phoenix will acquire KTYL-TVA Mesa-Phoenix if FCC approves application for transfer of ch. 12 NBC-TV outlet. In acquiring station from Harrick Broadcasting Co., announced Friday, estimated $350,000, plus assumption of obligations, KTAR Broadcasting Co. will have both radio and TV NBC affiliations.

KTAR first applied for Phoenix ch. 3 in 1948. Competition application was filed in February 1953 by Arizona Television Co., including ex-Sen. Ernest W. McFarland (D-Ariz.); Edward Cooper, Motion Picture Assn. of America; Ralph A. Watkins, auto dealer, and others. Competing applications had been slated to proceed.

NO FINAL TV GRANT

FOR FIRST week since lifting of TV freeze in mid-1952 FCC did not issue single final TV grant, indicating processing is boiling down to final residue of few major TV hearings. But Examiner Anne Neal Hunting came forth Friday with initial decision recommending grant of ch. 5 at Fort Smith, Ark., to American Television Inc. after withdrawal of competitive bid of George T. Hennreich. Later gets option for 50% interest in ch. 5.

* * *

BUSINESS BRIEFLY

LIPTON ON RADIO, TV • Summer plans of Thomas J. Lipton Inc., Hoboken, for two of its divisions, Lipton's iced tea and Lipton's Fruites de France, dessert, include the Tom radio and television spot announcement schedules. Iced tea campaign [BWT, April 12] starts June 1 in Deep South and on June 15 in all other markets. It will run in 100 radio and 50 television markets, through Young & Rubicam, N. Y. Frostee dessert summer plunge will start June 7 on 150 radio markets, consisting of daytime minutes, and in 45 television markets where there are at least 100,000 tv sets.

CONOCO RADIO • Continental Oil Co., Ponca City, Okla., placed a six-week radio spot announcement campaign using as many as 40 to 60 spots per week on each station, buying early morning periods from 7 to 8 a.m. and weekends, directed at male audience. Schedule to run in about 25 markets, starting June 7. Agency: Benton & Bowles, N. Y.

IVORY SPOT • Procter & Gamble's Ivory Soap, through Compton Adv., N. Y., placing six-week television spot campaign sometime within next two weeks in 25 scattered markets.

TWENTY QUESTIONS ON CBS-TV • CBS-TV is understood to have purchased Twenty Questions program, most recently sponsored by Bauer & Black on DuMont, and is understood to have client interest in sponsoring show.

NBC Buys 'People Are Funny'; Toni, Mars Will Sponsor

NBC late Friday bought People Are Funny program under five-year contract from John Green Productions, Los Angeles, selling week- ly tv version to Toni Co., starting Oct. 3 in NBC-TV's Sun., 7:7-30 p.m. period relinquished by Procter & Gamble [BWT, April 26]. Toni will participate with Mars Inc. in NBC Radio series, Tues., 8-8:30 p.m., on alternating basis. Leo Burnett Co., New York, services both accounts. Sponsor contracts are for 52 weeks. Toni Co. known to be shopping for other tv properties and availabilities and may alternate sponsorship of People if another advertiser is found.

Disney, ABC Buy Location

PURCHASE of 160-acre "Disneyland" tract by Walt Disney in association with ABC and Western Printing & Lithograph was announced yesterday (Sun.). Acquired for reported $9 million, it is located in Anaheim, Calif. ABC-TV, Disney recently entered agreement whereby latter will produce 26-hour long programs year for network, giving ABC exclusive rights for such properties [BWT, April 12]. Disney also produces expected dinner shows, to be completed mid-summer 1955, as future base of operations.

Kluger, Associates. Buy WKDA

WKDA Nashville, Tenn., was sold Friday to John Kluger and associates by Tom Baker Jr. and Al Beaman for $312,500. Sale of 250 w, 1240 kc outlet enables Messrs. Baker and Beaman to exercise option to buy 50% of WLAC-AM-TV there. Blackburn-Hamilton Co. handled transaction.

May 3, 1954 • Page 7
Radio Station WSPD
136 Huron Street
Toledo, Ohio

ATTENTION: Mr. Wm. Ashworth, Promotion Mgr.

Dear Mr. Ashworth:

I thought you would be interested in this unsolicited note about the terrific response we at The Secor Landscape Company have gotten from our Saturday radio show "Down to Earth." As you know, the program is 11:45 to 12 and usually by 2 the same afternoon we experience accelerated traffic in our garden shop as a direct result of items which we talk about on our program. Not only that but the number of letters we receive from our listeners, as far as Norwalk, Ohio, Bloomdale, Ohio and Birmingham, Michigan, is really gratifying to us. We have been on the air only 6 weeks now and the surprising amount of direct results from this sales media is far beyond my fondest expectations.

In closing I want to mention that I have never dealt with a more cooperative group of folks as the WSPD staff.

Very truly yours,

THE SECOR LANDSCAPE COMPANY

A. W. Lambke, Mgr.

LANDSCAPE ARCHITECTS
NURSERYMEN
HORTICULTURISTS

Latest ratings credit WSPD RADIO with
94% consistent listenership in Toledo.
McGrath Hints Court Action If FCC Delays Lamb Probe

HINTING court action if delay of FCC's Edward Lamb probe continues, ex-U. S. Attorney General J. Howard McGrath, Lamb counsel, issued statement hinting at disputing authority of Commission and legalities of its procedures which put burden of proof on applicant.

Broadcaster-publisher Lamb's WICU (TV) Eric, Pa., faces license renewal hearing involving alleged common rate inflation. Mr. Lamb has denied charges [BT, April 12]. Earlier in week, he was top bidder to lease WSUN-AM-TV St. Petersburg (story page 80).

Acknowledging receipt of pre-hearing McFar- land petition, Mr. Campbell said it was filed with applications for ch. 12 at Toledo and ch. 9 at Orlando, Fla. Mr. McGrath said burden of proof upon applicant "raises a presumption of guilt and we feel that it is a serious violation of Constitutional right. If this Commission, which was created by the Congress solely for the purpose of regulation, can, on these grounds, decide the issue unsupported allegations of undisclosed informers, the freedom and independence of the communications industry is at stake."

Citing "destructive" publicity attending delay of FCC, Mr. McGrath commented, "The power of this proceeding is that the Commission's action will have to be tested in the courts."

Week's Uhf Casualties Include Flint, Monroe

UHF CASUALTIES increased Friday as ch. 16 WATC-TV Flint, Mich., and ch. 43 KFAZ (TV) Monroe, La., suspended operations while ch. 25 WIRE (TV) Indianapolis surrendered its permit and FCC deleted ch. 49 WSIJ (TV) Bridgeport, Conn., for lack of prosecution of extension bid. Latter two not on air.

Two deletions raise post-thaw casualty total to 70 (58 uhf, 12 vhf) while suspensions bring total to 79, all uhf.

H. Allen Campbell, vice-president general manager WATC-TV, said station would maintain grant.

Reason for suspension, Mr. Campbell reported, was failure of national advertising agencies to use uhf. He also expressed hope that Senate hearing on status of uhf would con- clude into mix of vhf and uhf in same market, and that FCC would "terminate further grants until problem is settled."

Deletion of WIRE (TV) Monroe, La., by FCC, Mr. Campbell said national agencies and advertisers have developed "blanket aversion" to use of uhf outlet if vhf station covers market, even with adequate signal. WATC-TV began operating from new $125,000 building Thanksgiving Day 1953 and has been losing a minimum of $10,000 a month, Mr. Campbell said. It is affiliated with ABC and radiates 37.5 kw power from 100-ft. antenna, 50 miles north of Detroit in Lansing and Bay City.

KFAZ (TV) Monroe La., was to suspend Saturday pending FCC action on its petition for allocation of ch. 13 to Monroe. Station, owned by J. O. Willet, began operating last August. It is maintaining its CP in meantime, it was announced.

WATC-TV's limited experience of uhf in markets where channels are intermixed with vhf indicates it is not advisable to continue construction at Indianapolis where station status has changed since original grant. Network attitude toward uhf was noted.

WTXVI (TV) Appeals to Court

WTXVI (TV) Belleville, Ill. (St. Louis), appealed Friday to U. S. Court of Appeals from FCC grant of ch. 34 to WOKI (TV) St. Louis [BT, April 26]. WTXVI, operating on ch. 54 since

NEWSFILM EXHIBIT

CBS-TV understood planning special demonstration of Newsfilm activities at NARTB convention in May. Interviews of sta- tion executives by tv stars will be filmed, processed and moved to stations for show- ing same day as part of network's news service.

August 1953, also asked court to issue stay order to maintain status quo until court acts on appeal. WTVI claimed FCC granted WKKW, revised applica- tion even though WTVI had filed ch. 4 application two days before. This constitutes denial of right without hearing, WTVI claimed.

Merger Approval Asked

BID for FCC approval to merger of former ch. 8 applicants in WKEF (TV) LaCrosse, Wis., tendered Friday. WKBI, surviving applicant winning ch. 8 grant, reduces ownership to 40% while LaCrosse Tribune acquires 41% and five area residents get 19%. FCC earlier granted sale of Tribune's WTVI to Lee & Assoc. for $80,000 [BT, May 9 (BT, May 2)].

WGRD Granted Oral Argument

WGRD Grand Rapids, Mich., was granted oral argument before FCC on question whether Commission order prohibiting it from pre-sunrise operation was legal. WGRD is at ch. 5 at Grand Rapids.

Questioning right to operation at 4:30 a.m. in Grand Rapids, WGRD will be heard by FCC on petition by Glenn Corp., seeking same channel.

WCMU (TV) Suspending

COMMERCIAL operation of CMTV (TV) Havana suspended Friday by Television del Caribe, of which George B. Storer has been 90% owner, according to United Press dis- patches. Manuel D. Autran, president and Cuban radio pioneer, said Cuban TV enterprise will take over ch. 11. Cuban TV industry as whole is estimated to be losing more than $100,000 monthly.

WDOC Carries Hearing Pickup

WDOC Cleveland stepped in Thursday to give Cleveland live pickup from Senate McCarthy- Army hearings in Washington, according to R. Norris Pierce, president. He said city had been without any afternoon coverage, either radio or tv.

UPCOMING

May 3-6: Premium Advertising Confer- ence, Conrad Hilton Hotel, Chicago.
May 4-6: Government-industry electron- ic components conference, Dept. of In- terior Auditorium, Washington.
May 4-7: Assn. of National Advertis- ers, Royal York Hotel, Toronto.
May 7-11: IEEE Seventh Region conference and exhibit, Multnomah Hotel, Portland, Ore.
May 7: Advertising conference, U. of Michigan, Ann Arbor.
For other Upcomings see page 109.

PEOPLE

ROBERT WOLFROST, timebuyer with Ken- yon & Eckhardt, N. Y., to Dancer-Fitzgerald- Sample, N. Y., in same capacity.

MICHAEL DONOVAN, timebuyer, McCann- Erickson, N. Y., to Benton & Bowles, N. Y., in same capacity.

BOB WILLIAMS, formerly with WCTC New Brunswick, N. J., last Friday assumed general manager of WTVI-Durham, N. C., under its new ownership. Station was purchased last month for $110,000 under duopoly transaction resulting from merger of other Durham interests for new ch. 11 WTVD (TV).

ELIHU F. HARRIS resigning as national di- rector of advertising and promotion of U. S. Savings Bond Div., Treasury Dept., to join Green Gens Inc., N. Y., on May 17 as ad- vertising and promotion director, taking over part of duties formerly handled by HARRY R. McWILLIAMS, who has resigned as director of advertising and public relations of tv film company [BT, April 19].

ROBERT L. KLABIN, general manager of F. W. Sickles division, General Instrument Corp., Danielson, Conn., appointed vice president and general manager of newly-created Elizabeth (N. J.) division of company, which produces television, radio and electronics components.

RETMA Acts on Radiations; Sprague to Receive Award

LABORATORY testing facilities will be ar- ranged by Radio-Electronics-Tv Mfrs. Assn. to make periodic reports on spurious radiation of tv waver under new voluntary program of manufacturers. RETMA board, meeting Thurs- day-Friday in Niagara Falls, Ont., authorized Dr. W. R. G. Baker, General Electric Co., chair- man special committee, to report to FCC on industry's actions.

Dr. Baker will tell FCC what companies are doing to cooperate in program. Commis- sion has expressed concern in recent month over various radiations.

RETMA board named Robert C. Sprague, its chairman as well as head of Sprague Elec- tric Co., to receive third annual RETMA Medal of Honor at annual manufacturing industry banquet June 17 at Palmer House, Chicago.

WSPA-TV Given Authority To Move Transmitter Site

FCC Friday granted WSPA-TV Spartanburg, S. C., authority to move its ch. 7 transmitter site to Paris Mt., 5½ miles from Greenville, S. C. At same time, Commission denied ob- jections of uhf stations WAIM-TV Anderson, and WGVU (TV) Greenville, both S. C. Comrs. Fred S. Hennock and Robert T. Bartley dissented.

Move from Hogback Mt. was permitted on ground new location met all requirements of signal strength over principal city, mileage separation and other technical criteria. Site is same as that authorized to WSPA-TV on in- term basis earlier this year, which was sur- rendered after Court of Appeals issued stay order on plea of WAIM-TV and WGVU [BT, May 5, Page 1].

In denying objections, FCC said no proof had been presented, "only speculations, infer- ences and presumptions that it is not ad- vantageous for CBS affiliation and national advertising. They also claimed move to Paris Mt. would make WSPA-TV more a Greenville station and that this violated allo- cation table."
SIRRY—
NO BASEBALL
BUT
PLENITY OF
AFTERNOON
PROGRAMMING
FOR THE
HOUSEWIFE

WSAZ
IS
THE ONLY
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PROGRAMMING
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HOUSEWIFE

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annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook
(53rd issues): $9.00. Annual subscription including TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCAST-
ING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage.

Regular issues: 35c per copy; 53rd and 54th issues: $0.50 per copy. Air mail service available at postage
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1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal
zone numbers. Post office will not forward issues.

BROADCASTING* magazine was founded in 1931 by Broadcasting Publications, Inc., using the title:
BROADCASTING™ the News Magazine of the PFTU. Effective
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecasting® in 1935.

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“Working Ownership”:  

A NEW CONCEPT OF NATIONAL SPOT REPRESENTATION

The owners of the company that represents you for national spot sales may have vast experience. But are the salesmen, the men who are actively making calls on your behalf, widely known in the industry? Are they top professionals?

A balanced group of the most experienced men in broadcasting-telecasting have joined forces to establish a new company with a new concept.

The Company: VENARD, RINTOUL & McCONNELL, INC.

The Men: Lloyd George Venard, with Edward Petry & Co. for eleven years, then President of The O. L. Taylor Co.

Steve Rintoul, a former director of World Broadcasting System, eight years with The Katz Agency and recent owner-operator and manager of radio stations.

Jim McConnell, formerly member of NBC Management Committee and director of NBC Spot Sales, later Vice President of John Blair & Co. and Blair-TV, Inc.

Abner Lichtman, a stockholder of Edward Petry & Co. and a former partner of Ungerleider & Co., members of the New York Stock Exchange.

Howard Meyers, formerly western manager for The O. L. Taylor Company, previously account executive NBC Spot Sales, then sales manager for WMAQ, Chicago.

The Concept: “Working Ownership” — active, on-the-street selling by all the owners. — This means stable representation for you — and stable representation to national advertising agencies and their clients.

Venard, Rintoul & McConnell, Inc.
is available to represent well-managed radio and television stations in certain additional markets. To discover how “Working Ownership” can be put to work for your station, write today to:

VENARD, RINTOUL & McCONNELL, INC.
444 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-1088
NBC Radio's new public service series, Citizens at Work, should find an appreciative audience in civic-minded individuals interested in community-action stories, packed with the drama and human interest of an aroused citizenry working toward a common goal. Dramatized stories of successful citizen action against crime, corruption, poor schools, public apathy and inefficient government in American communities will constitute Citizens at Work.

The initial program on April 25, titled "The Scranton Story," described the efforts of citizens of Scranton, Pa., in stemming the tide of an alarmingly rising unemployment problem caused by the decline of the bituminous coal industry. Utilizing tape-recorded commentary of Scrantonians, the program showed how unemployement-riden Scranton banded together—labor unions, industrialists, the Chamber of Commerce and the ordinary man of the street—to raise funds to buy one abandoned plant and to construct others; how teams visited companies planning expansion and urged them to settle in Scranton; and finally, how unemployment dwindled from more than 40,000 to less than 5,000 in a few years.

The series is inspirational but not preachy or melodramatic. With the wealth of material provided with the assistance of the National Municipal League, NBC Radio should be able to present, in the next 12 weeks, a series of highly informative and provocative programs.

CITIZENS AT WORK
Network: NBC Radio
Time: Sun., 1-130 p.m. EDT
Produced in cooperation with: National Municipal League
Producer: Wade Arnold
Director: Harry Frazee
Writers: Various
Narrator: Jack Costello
Production Cost: $1,500 per week

LOSS STORY
Network: DuMont
Play (4/27): "Timmy"
Time: Tues., 8:30-9 p.m. EDT
Producer: David Low
Director: Frank Telford
Associate Director: Alex Weston
Scenic Design: Carl Huegil
Music: Benny
Writers: Oliver Crawford
Cast: James Gregory, June Lockhart, Pud Flanagan
Production Cost: $16,000

SUSTAINING series of drama shows titled Love Story has made its debut on DuMont Television Network. The show is seen Tuesday evenings. The second teleplay offered on the series on April 27 was "Timmy," a melodramatic tale of a 10-year-old boy and his somewhat strained relationship with his adopted parents. The nicest thing about the story was that it departed from the much belabored boy-meets-girl love theme and dealt with a love of another kind. Should the network continue to pursue its present course in selecting scripts for the half-hour production at least some variety will be assured.

Other than the fact that "Timmy" offered a change from the obvious, little else can be said in its behalf. The story had more than its share of climaxes—none of them motivated. The story idea itself—that an adoption could turn out tragically if the child and adoptive parents didn't try to adjust equally to a new situation—was not bad. But in the hands of Oliver Crawford, who wrote the script, the circumstances surrounding the story were contrived and artificial.

The performances along with the story were shaky. The father, played by James Gregory, lacked conviction as Mr. Gregory interpreted him. His efforts to convince his wife that the child should be sent back to an orphan home were shallow and insincere. His indifference to the role was evident in his characterization. June Lockhart, playing opposite Mr. Gregory as the young mother, was just too teary and overdone a type to ring true. But at least her heart seemed to be in this thing more than Mr. Gregory's did. The little boy in question, one Pud Flanagan, made only a brief appearance. However, he displayed a greater theatrical awareness in his short role than any of the adult players.

Perhaps that was because he is too young to realize that there was little he could do to save this script.

IN REVIEW

BOOKS

THE fundamentals of the NTSC color tv system are presented to the service technician, the student and others with some knowledge of electronics, while basic questions are answered for the layman in this book. Chapters deal with the color fundamentals, the color system, tricolor picture tubes and color tv receivers and their adjustment. Illustrated with diagrams and drawings, some in color.


THIS booklet treats highlights of color tv on a level understandable to persons already familiar with black and white tv. Based on the NTSC color tv system, the material places emphasis on the color receiver, but with enough consideration of the entire system for appreciation of functions required of the receiver. Illustrated with diagrams.


MR. KATZMAN, director of BMI's tv music department, has compiled a categorical index of timed segments culled from symphonic orchestral works recorded on Columbia and Victor labels as an aid to station program personnel seeking descriptive mood music. Part I of the volume presents an alphabetical list of moods, with the appropriate compositions given for each. Part II gives cues for each composition of each composer, with the exact record placement, in time relation, of each particular mood segment. All BMI subscribers have received a copy of this book gratis; additional copies are available at $15 apiece.
Service with a simile

When the government recently restricted wheat acreage, Chet Randolph, Farm Service Director, reacted like a farmer and plowed up information about profitable substitute crops.

After agriculture schools in our 5-state area had yielded the fruits of their scientific research, Chet gleaned grass-roots advice from his own recorded interviews with county agents and farmers. With the chaff removed, he sowed bushels of facts on a seven-program series called "Diverted Acres."

Results? They're sprouting throughout our main coverage area—Minnesota, the Dakotas, Nebraska and Iowa. Part of the harvest already in: audience mail averaging 1000 letters per day.

With similar on-the-spotness, WNAX-570 has been cultivating Big Aggie Land for 30 years. Consult the Katz Agency for further data.
WHAT'S NEWS IN NEW ORLEANS?

Today in New Orleans there are more news-making events than ever before. And WDSU's Radio and Television News Department is constantly expanding to provide complete coverage for New Orleans and the nation. The members of the department pictured here are all specialists in their own fields. Together they represent over 53 years of experience in reporting and editing news for metropolitan newspapers, magazines, radio and television stations. Using the latest techniques and facilities available to the industry, this competent team has provided complete coverage of such events as the annual Sugar Bowl Sports Classic, Mardi Gras festivities, President Eisenhower's recent visit to New Orleans, and Senate Investigation Committee Hearings ('51 Sylvania Award for first coverage of Kefauver Hearings). This well-rounded staff has also attracted many local and national advertisers including Barto Appliances, Dixie-Burton Company, Esso Standard Oil Company, Jackson Brewing Company, Joseph Schlitz Brewing Company, Shell Oil Company, to name but a few. Complete news facilities and coverage is another example of how WDSU and WDSU-TV, Louisiana's first television station, continue to serve New Orleans and the nation.
Freedom of the Air
EDITOR:

As I think back to the days when you and Louis Caldwell were practically alone in your advocacy of "radio's free estate" I am happy, indeed, to receive praise from you for my efforts and to pay tribute—in return—to you, for such success as we have achieved in winning for broadcasting the prestige and dignity which it now enjoys. . . .

Justin Miller, Chairman of the Board and General Counsel
NARTB
Washington, D. C.

Hit Cartoon
EDITOR:

That cartoon drawn by Sid Hix, on page 114 of the March 29 B&T, is the world's greatest. Would it be possible to get prints of that cartoon for numerous people of the Klamath Basin.

The same people who come to KFJI, hat in hand, to ask for news items and publicity blurbs, later are found to have purchased advertising in the local newspaper.

Bob McVay
Commercial Manager
KFJI Klamath Falls, Ore.

EDITOR:

The cartoon on the editorial page of your March 29th issue is a masterpiece. Why don't you reproduce some of these in a little larger size and make them available to station people, including me? I would like to have two or three of them framed and hung on the wall.

Walter E. Wagstaff
General Manager
KIDO Boise, Idaho

Visual Value at Low Cost
EDITOR:

It was a pleasure to read the article "Brightening TV Programs With Cheap Visual Aids" by Irving Settel in your magazine of April 5. Those of us who are trying to help teachers improve their effectiveness through the use of audio-visual materials have been demonstrating most of the visual aids mentioned by Mr. Settel, and have been suggesting their great value and low cost.

Even the points of choice of material, the factors which make for effective visuals, and the major objective of effective visual aids at minimum cost are the same in education and in television. I, myself, have often viewed programs which could easily have been more visual, and more effective. My thoughts have been in accord with Mr. Settel's that a little ingenuity could produce startling results . . .

James E. LeMay
Dir. of Audio-Visual Aids
College of St. Thomas
St. Paul, Minn.

The Whole Truth
EDITOR:

On page 9 of the April 12th issue of your excellent publication, it was correctly stated that, subject to FCC approval, Elzey M. Roberts Jr. and C. L. Thomas will purchase KXOK. In the April 19th issue on page 66, it was incorrectly stated that KXOK will be sold to C. L. Thomas. In the April 26th issue on page 9, it was again incorrectly stated that KXOK is to be sold to C. L. Thomas. Both of the latter two stories are only half right, Sol, since both Elzey and myself are purchasing KXOK subject, of course, to the FCC approval of the various steps involved. . . .

C. L. Thomas
General Manager
KXOK St. Louis, Mo.

'Sour Music' Gets Applause
EDITOR:

I certainly want to commend you for your editorial "Sour Music Season" in B&T, April 19.

This is certainly in line with letters I wrote to Hal Fellows and Carl Haverlin.

Victor C. Diehm
President & General Manager
WAZL Hanleton, Pa.

Suggestion on Log Listings
EDITOR:

I note that the Nashville papers have decided to charge for broadcasting listings. This is a growing tendency on the part of newspapers.

We would suggest to cities with multiple stations that they get together a publication like a shopper's throw away. They would be able to finance this probably with the national advertising now being placed in newspapers to promote radio and television programs.

The newspapers would soon find decreased reader interest as a result of eliminating broadcast logs. We find a continual complaint against newspaper program listing anyway because it is not kept up to date.

Robert T. Mason
General Manager
WMRN Marion, Ohio

Wish You Were Here
EDITOR:

Am winding up a fabulous trip over Europe and Asia with a week stay in the U.S.S.R. Prior to coming here I have been in England, France, Germany, Austria, Yugoslavia, Greece, Turkey, Iran, Italy, Czechoslovakia, Holland and Poland.

I am the only exclusively radio person on this trip, a group of 16 newspaper people. Some have radio holdings, but we are not connected with any paper . . .

George R. Turpin
Vice President
KEYY Provo, Utah
Moscow, U.S.S.R.
KVTV, the Cowles station for Sioux City Sue-land, is pleased to acknowledge this additional recognition of its service in the public interest.

*Says Variety,* in its “Highlights: '53-'54 Showmanagement” Citation:

“...Station has succeeded in integrating itself into the community life on a successful level. . . .”
open arms in the Piedmont...

From hundreds of the 29 most profitable television antennas are arms for WFMY-TV's thousands of rooftops, throughout counties of the Prosperous Piedmont, reaching out receptive powerful signal.

No other television station homes all across this reality, made up of many command the viewing with over 1,160,000 families whose solid large-scale manufacturing

Take the straight route successful advertisers WFMY-TV's influence on $1,500,000,000 cluster And it's growing just Let Harrington, Righter and

into their homes, just as so many are doing. They've found that buying habits in this of markets has amazing power. as heartily as the Piedmont itself. Parsons show you the proof.

wfmy-tv

Basic CBS Affiliate—Channel 2 Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco

MILESTONES

SIGNING his 22d annual contract with KOA Denver is A. H. Hamilton (r), owner of Dr. A. Reed Cushion Shoe Co., Denver retail shoe store, shown with Lynn Reed, KOA salesman.

- GEORGE C. BIGGAR, president, general manager and associate owner of WLBBK De Kalb, Ill., marked his 30th anniversary in radio May 1. Since that date in 1924, when he joined WLS Chicago, Mr. Biggar has been successively farm and market editor, program director and director of the WLS National Barn Dance. He also is credited with establishing the first radio farm market and weather schedule from Chicago, conceiving the idea behind the station's family album, and starting the WLS Christmas Neighbors Club. Mr. Biggar also was associated with WLBK in WIBC Indianapolis and KCRG Cedar Rapids.

- WSPD Toledo, Ohio, has marked its 33d year of broadcasting. Starting with 10 w in 1921, the station since has increased its power to 5 kw.

- CBS Radio's Young Dr. Malone daytime serial (Mon.-Fri., 1:30-1:45 p.m. EDT) enters its 15th year of broadcasting today (Monday). Series is sponsored by Procter & Gamble Co.

- HERMAN GOODSTINE, WDRG-AM-FM Hartford, Conn., control room operator, has observed his eighth anniversary with the station.

- WLYC-TV Columbus, Ohio, celebrated its fifth anniversary last month. Since the station's inception the staff has grown from 18 to 85 members and is now serving 320,000 sets as compared to 88 in 1949, the station said.

WTSR-TV Syracuse executives appeared on Kay Russell's Ladies Day program to mark the station's fourth anniversary by telling viewers of plans and to cut a camera-topped birthday cake. L to r, E. R. Vadeboncoeur, president-general manager; Kay Russell; William V. Roth, programming vice pres.; and Armand G. belle Isle, engineering vice pres.
EFFECTIVE MAY 1st

KIMN
(Formerly KFEL)

5000 WATTS 950 KC

Becomes

KEY STATION INTER MOUNTAIN NETWORK

DENVER, COLORADO

Represented Nationally by

avery-KNODEL Inc.

NEW YORK, N.Y.
608 Fifth Avenue
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6399 Wilshire Blvd.
Telephone WEBster 39583

SAN FRANCISCO
Russ Building
Telephone YUKon 22053

DALLAS
1915 Elm Street
Telephone STERling 1558

ATLANTA
41 Marietta Street, N. W.
Telephone CYpress 7545

The INTERMOUNTAIN NETWORK

LYNN L. MEYER
President

SALT LAKE CITY
146 South Main
4-3561

DENVER
Hotel Albany
Alpine 4681

Coverage Where People Live, Listen and BUY!

May 3, 1954  ❄ Page 19
IN ALL HIS 41 years, John Kluge, operator of radio stations and food enterprises, has never worked for a salary. And if he has his way, he never will.

Uncumbered by periodical pay checks, Mr. Kluge has accumulated three broadcast operations (WGAY Silver Spring, Md.; WLOF Orlando, Fla., and KXLR St. Louis); operates extensive food brokerage businesses in Washington, D.C., and New England, plus New England Fritos Corp., and owns the New York Institute of Dietetics.

Having worked non-stop for a quarter-century, he's planning to take a couple of months off this autumn for a safari into the Belgian Congo to hunt and take pictures. It will surprise no one in the Kluge business empire if the boss indulges in his favorite hobby—selling—in the jungles, perhaps returning as president of Kluge Congo Enterprises Ltd., or something of the sort.

John Kluge would rather sell than eat except that if he didn't eat he couldn't sell, a lesson he learned at Northwestern High School, Detroit, where he was an honor student while holding down several odd jobs that stretched his working day to 20 hours. He had arrived from Germany at the age of 12 but left home at 15 to live at the residence of Mrs. Gracia DaRatt, a teacher at Northwestern High. Mrs. DaRatt helped him over rough spots, as she did Joseph L. Brechner, now his business associate (WGAY, WLOF). WGAY was dedicated to Mrs. DaRatt at its opening in 1946.

From high school young Mr. Kluge went to Wayne U. in Detroit. After his freshman year he wanted something bigger and eventually enrolled at Columbia U. in New York.

New York offered him a chance to broaden his activities and he set up a shoe, garment and stationery business while serving as meal price in a university dining hall. The strategic dining hall post offered him a chance to slip his student clothing clientele an extra pat of butter for “customer relations” and to keep their credit ratings up to date. His odd jobs included secretarial service to the son of the president of China.

By graduation he had accumulated $6,000 plus a trip to the Near East. Returning to Detroit he had a $10,000 offer with a big outfit but chose instead to go with a smaller plant on the theory he would have more chance to meet heads of large companies. Otten Bros. Co., paper converters, took him up on a four-year, no-salary, expenses-only offer which specified he would get one-third of the business if he doubled company sales in four years. He did, and also acquired a vice presidency.

War service interrupted the Kluge selling career from 1941-46. Leaving the service with a G-2 captaincy, he sold his Otten interest. One day he read in the Wall Street Journal an article that anyone could start a radio station for $15,000. The FCC, it was noted, was handing out CPs like crazy.

That's how Mestrus. Kluge and Brechner started WGAY, an ordeal that attracted an article in the Saturday Evening Post. The $15,000 was off slightly—about $75,000—but WGAY got on the air.

While Mr. Brechner absorbed most of the day-to-day operating worries, his partner started setting up his food projects. In the Washington area he has acquired exclusive franchises for such names as Libby, College Inn, Wrigley gum, Lang, Durkee, Land o' Lakes and Holiday.

During the process he followed several basic principles. First he decided he didn't want any money in the bank, except for current needs, believing money should be put to work. Second, he didn't want to be a slave to a big house or a chauffeur, and to this day he has acquired neither house nor auto.

Employers' successes, he felt, are reflections of staff efforts so he makes employees a part of his enterprises. "Many make the mistake of figuring mere pay is enough for employees," he often says. Every employer should ask this question, "Are my employees getting a fair share of this business?"

The Kluge radio properties include 51% ownership of WLOF Orlando, acquired last year; control of KXLR St. Louis, bought in 1953, and an Orlando TV application. Mrs. Kluge, whom he married in 1947, is a large stockholder in WHM Providence, R.I. The Kluges have three children and all the family are ice-skaters, with father belonging to the Washington Figure Skating Club.

He is a member of Boston Chamber of Commerce, New England Council, American Management Institute, Washington and Silver Spring Boards of Trade, University Clubs of Washington and Boston, Boys' Club of Washington, Boy Scouts of America, State Club of Mass., Army & Navy Club, Congressional and Belle Haven Country Clubs in Washington, Lake Placid Club, and many grocery associations. He is president of WGAY and KXLR as well as the New York Institute of Dietetics, Brent-Wash Inc., Kluge & Co. and New England Fritos Corp. He is treasurer of WLOF.

"Selling," he says, "is the understanding of the individual. The salesman localizes as he closes the deal. He must project sincerity. The first sale never makes money; it's the repeat sale."

At WGAY, he says, "If we don't think it's a good thing for our listeners to buy, we won't handle the account. We weave ourselves into the community, like a country doctor."
Yes, Oklahoma’s heart beats to the tune of WKY Radio! Check its Pulse and you’ll see.

WKY has just had a check-up. A total of 8,200 interviews were conducted January 4-24, 1954, by Pulse, Inc., New York City. In the 42 Primary Counties (NCS 50-100%) served by WKY, Pulse showed WKY with a larger share of radio listeners morning, afternoon and evening, than all other Oklahoma City stations combined!

Bear in mind, the area surveyed in the new Pulse study involved only WKY's primary market of 42 counties. But, the station’s influence extends to an area of 68 Counties populated by 1,713,600 . . . with more than half-million radio homes!

TOP 10 EVENING SHOWS and TOP 10 DAYTIME SHOWS are ALL on WKY!

**EVENING**
1. Dragnet
2. Truth or Consequences
3. Father Knows Best
4. Rocky Fortune
5. Bob Hope
6. Oklahoma’s Front Page
7. Roy Rogers
8. News of the World
9. One Man’s Family
10. Eddie Cantor

**DAYTIME—5 a week**
1. WKY News (7:30 AM)
2. WKY News (7:00 AM)
3. Anthony Avenue
4. Wiley & Gene
5. WKY News (11:00 AM)
6. WKY News (5:00 PM)
7. Riders of the Purple Sage
8. Kitchen Club
9. Choosing Up Sides
10. Road of Life

**RADIO SETS IN USE**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WKY Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 AM to NOON</td>
<td>24.3%</td>
</tr>
<tr>
<td>NOON to 6 PM</td>
<td>23.4%</td>
</tr>
<tr>
<td>6 PM to MIDNIGHT</td>
<td>19.8%</td>
</tr>
</tbody>
</table>

**SHARE OF RADIO AUDIENCE**

<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME PERIOD</th>
<th>WKY Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON.</td>
<td>Morning (6-12 Noon)</td>
<td>34% 12% 9% 3% 1% 1% 1% 39%</td>
</tr>
<tr>
<td>thru</td>
<td>Afternoon (12 Noon-6PM)</td>
<td>36% 11% 7% 2% 2% 2% 1% 1% 38%</td>
</tr>
<tr>
<td>FRI.</td>
<td>Evening (6PM-12 Midnight)</td>
<td>41% 14% 8% 5% X X X 33%</td>
</tr>
</tbody>
</table>

* Includes all other local stations in 42 county area in Oklahoma, plus out-of-state stations received. X Not on air.

**WKY RADIO OKLAHOMA CITY**

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

Put The P-O-W-E-R Of WKY Into Your Advertising Program!
IN PUBLIC SERVICE

WCBS Seeks Memorial Day Safety
A SIX-DAY safety campaign has been scheduled for the Memorial Day holidays by CBS-owned WCBS New York, which called it one of the largest and most significant public service undertakings in the station's history. Highlight will be the rebroadcast, on May 27, of CBS Radio's hour-long "Dead Stop" feature project, originally presented on the network during last Christmas week. A saturation campaign of safety announcements will start May 26, two days before the three-day holiday weekend begins. General Manager Carl Ward, announcing plans, explained that "we felt it necessary to devote as much time as possible to hammer home to our listeners the urgent necessity for careful driving."

WBAL Finds Blood Donors
APPEAL for rare AB Plus blood was broadcast by WBAL Baltimore for an emergency case when the city's blood bank had run short. In addition to receiving sufficient local donations to relieve the situation, a man in South Fallsburg, N. Y., offered to mail the blood to Baltimore or come there in person.

WBUD Aids Firemen, Police
WBUD Trenton, N. J., cooperating with the Patrolmen's Benevolent Assn. and the Firemen's Mutual Benevolent Assn. is encouraging citizens' cooperation in official public safety programs. One minute spots of recorded voices of police and firemen are broadcast every half hour describing common crimes and fire hazards—and advice on their prevention. The theme is that citizens should call police and firemen immediately rather than take action themselves. In addition, common methods of preventing fires and precautions against crime are reported.

WNBK (TV) 'Bowlathon'
THREE-HOUR "Bowlathon" was staged by WNBK (TV) Cleveland for the benefit of the March of Dimes, Society for Crippled Children, Cancer Society, Heart Fund and the Bowlers Victory League, organization which supplies VA hospitals with recreational material. Viewers were requested not to telephone pledges. However, donations were received from the bowling contestants. Cleveland "Bowlathons" have raised over $90,000 for charity.

Calgary Stations Back Campaign
THREE Calgary (Alta.) stations, CFAC, CFCH and CKXL, banded together this year to put across the Community Chest campaign. They obtained interviews with men, women and children who had benefited from the various organizations of the Community Chest, taped their stories, and used them as testimonials of the work done by the welfare agencies.

KOTV (TV) Stresses Traffic Safety
TRAFFIC safety promotion received the greatest emphasis during KOTV (TV) Tulsa's 1953 safety program. A total of 1,404 mentions, including those on commercial programs as well as spot public announcements, were made regarding safety during the past year, according to station manager Dick Campbell. Precious Cargo, weekly half-hour show produced in cooperation with the Oklahoma Dept. of Public Safety and the Tulsa Police Dept. and devoted entirely to highway and traffic safety, highlighted the campaign. Breakdown of the announcements as follows: traffic safety, 77%; general safety, 15%; home and child safety, 7%; farm safety, 1%.

sew up the norfolk market with a one station buy

Now, more than ever, WTAR-TV vastly dominates America's 25th metropolitan market by phenomenal program ratings and maximum VHF facilities. With its new 1049 foot tower and 100,000 watts power WTAR-TV is the only station that delivers your sales message to all of Tidewater, the entire eastern half of Virginia (including Richmond) and northeastern North Carolina.
This 146-page catalog contains "straight-to-the-point" information about all RCA audio equipment and accessories designed for broadcast and television station operations. The book covers more than 200 professional audio items... and includes data, specifications, response curves, typical station equipment lists, and studio layouts. It's authoritative. It's complete. It's the only book of its kind in the industry.

For your copy of the RCA Audio Catalog, ask your RCA Broadcast Sales Representative. Or write Dept. EA-22, RCA Engineering Products, Camden, N.J., on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.
A VETERAN of the sales and advertising field, Charles Dresser literally traveled the open seas to his present post as sales director of NBC's o&o WMAQ and WNBQ (TV) Chicago.

He began his business career over 20 years ago in New York City. Since then, he has held positions in advertising, promotion, merchandising and sales, but none has held the lure of radio and television, which now occupy his energies.

It's a far cry from the days when he operated his own travel agency.

A native of Massillon, Ohio, where he was born Aug. 5, 1909, Charles Vandervoort Dresser has spent most of his life in the East, except for a spell in the Southwest on oil ventures. He attended Hackley prep school in Tarrytown, N. Y., from 1922 to 1928 and later the Hun School at Princeton, N. J., from 1928 to 1929. His first job was as a bank messenger.

Mr. Dresser entered the sales field in 1933 as a passenger agent for the International Mercantile Marine Co. (forerunner of the United States Line) after concluding two years at sea as a ship's officer.

After a venture as proprietor of his own travel agency, Mr. Dresser decided on advertising as his pursuit, joining Townsend & Townsend, an ad evaluation firm, as a salesman in 1938. Two years later he moved to Lord & Taylor, the department store, handling advertising, promotion and merchandising.

Mr. Dresser became Pvt. Dresser that year and later was commissioned an Army Transportation Corps officer, leaving the service as a first lieutenant in 1946. Mr. Dresser then joined Free & Peters—and his radio-tv career was launched, saleswise. Later he resigned to become eastern sales manager of Wright-Sonovox. After a stint with Dowd, Redfield & Johnstone agency, Mr. Dresser joined NBC-TV Spot Sales in 1951. He has been with the network ever since.

In March last year, Mr. Dresser was transferred to the Midwest to head the network's Spot Sales staff in Chicago. He was named sales director of WMAQ and WNBQ (TV) last August, and coordinates both radio and video sales activities, reporting to top management. The stations have continued to be highly profitable, both locally and in national spot.

Mr. Dresser belongs to the Merchants & Mfrs. Club of Chicago. His wife is the former Edna Guillet of Montreal.
It's No Draw...in Omaha

There's no argument about who's "going places" in the Omaha market. KMTV is the only TV station that gives you this continuing record* of leadership:

- 11 of the top 15 weekly shows
- Omaha's most popular multi-weekly show
- A lead of 74 per cent in the number of locally produced programs.

KMTV is a regional television station that effectively reaches 242,000 TV sets in the 2-billion-dollar Missouri Valley market.

KMTV produces for over 300 satisfied local and national clients...it will produce for you, too. Contact KMTV or Petry today.

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

* Figures quoted are from Telepulse, ABR, and Area Survey Conducted by Omaha University Students.
Another Reason Why WPTF is North Carolina’s Number One Salesman

**PROMOTER . . . . . BUDDY VADEN**

Selling your products or services to Tabaccoland, USA? Buy WPTF and let Buddy Vaden help get your sales campaign off to a running start! Buddy is WPTF’s Promotion Man. Skillful adaptation of all advertising media in support of your WPTF radio campaign is his number one responsibility. And that includes an effective merchandising program designed to get your product out front in Carolina’s finest stores. He’s another member of the team that makes WPTF your best radio buy in North Carolina! If you’re interested in having Buddy Vaden go to work on your account, contact Free and Peters or WPTF.

North Carolina’s Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
NETWORK SPOT SHOWDOWN MAY ERUPT AT NARTB MEET

As NBC Radio affiliates are polled on their desire for meeting at the Chicago NARTB convention to talk over their network's spots plan, the CBS Affiliate Board says it will oppose any similar plan by CBS.

DEMANDS for a meeting of NBC Radio affiliates in conjunction with the NARTB convention later this month were revived last week as the fate of NBC Radio's new one-minute spot commercials plan, stimulated by orders for nine participations from Plymouth Div. of Chrysler Corp., appeared headed for a showdown.

At the same time the CBS Radio Affiliates Board let it be known to officials of CBS Radio that the board "would vigorously oppose any proposal by that network to inaugurate a plan comparable to NBC Radio's, and, indeed, that it felt a raise in network daytime rates is justified. The CBS radio group, headed by Kenyon Brown of KWFT Wichita Falls, Tex., called a meeting of all affiliates of that network—the annual session—for Monday morning, May 24, at Chicago's Palmer House, where the NARTB convention is to be held.

A spot-check by B&T of key NBC Radio affiliates found them almost equally divided in their acceptance or rejection of the network's "spots" plan. Among those reported to have accepted the latest business under the proposal—the Plymouth order, plus the network's assertion that the existing Lewis Howe Co. and Carter Products participation in the "3 plan" programs would be converted to the new "participations" method of payment on May 1—were KSID St. Louis, the Westinghouse stations, WDAF Kansas City, WLW Cincinnati, WDSU New Orleans, KSTP St. Paul and possibly WWJ Detroit.

In Opposition

Reportedly opposed to the order were KFI Los Angeles, WFRA Dallas, WBAL Baltimore, KPRC Houston, WOAI San Antonio, KVOO Tulsa, KOA Denver, WKY Oklahoma City, WTJ Milwaukee, WIRE Indianapolis, WGY Tulsa, KOA Denver, WKY Oklahoma City, WOAI San Antonio, and WTIC Hartford.

Among reasons given by affiliates for opposing the plan were a feeling that, as enunciated by opponents before, it would not solve NBC Radio's financial problems and instead would work to the detriment of all radio; opposition to short-term network orders; feeling that the time involved is worth more to the stations, if sold locally or on a spot basis, than the NBC plan would provide.

Cries of "coercion" raised earlier by opponents [B&T, April 19] were heard again with respect to the Plymouth order for participations in Fibber McGee and Molly on Monday, Wednesday and Friday of this week and next.

The complainants maintained that stations which refused this order would not be fed the program on those nights and thus would be faced with providing local "fills" or risking audience complaints about the absences of the program—or both. Whether they cut out Fibber only on three nights each week or on all five, these opponents continued, audience complaints might be expected to result.

In behalf of the plan, those who accepted it pointed out that they had been NBC affiliates for a long time and said they had found it paid to follow the network's lead, and that the plan appeared the best available solution to network problems. Representatives of several affiliates said they were accepting the Plymouth business but still were opposed to the fundamentals of the "spots" plan.

Whether a meeting of the NBC Radio affiliates body would actually be called was uncertain late last week. It was known that several affiliates had been consulted about their desire to hold a meeting before the NARTB convention opens in Chicago May 23, but apparently plans still were indefinite.

Not General

It was deemed likely that if a meeting is held it will not be a general session of all NBC Radio affiliates, but instead will be limited to a group opposing the network's "participations" plan, plus perhaps a few others.

Robert D. Sweezy, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee and leader of a subcommittee of that group which passed upon the "spots," or "participations" plan before it was presented to the affiliates in detail, pointed out that he had suggested—several weeks ago—the possibility of a meeting of the affiliates if the majority of them were so opposed to the plan that they thought a meeting would be worthwhile. But, he added, nothing came of this suggestion at that time.

He said he was not aware of plans for a meeting in conjunction with NARTB's convention, but also said he felt it "healthy" for affiliates to meet from time to time, and suggested that fall sessions might be appropriate for both NBC radio and tv stations.

'Vigorously Oppose'

While the NBC Radio affiliates' convention outlook was uncertain, the CBS Radio group's action came in a meeting, first among themselves and then with network officials, in New York last Wednesday. Questioned by B&T following the final session, Mr. Brown said the board "advised CBS Radio that it would vigorously oppose any proposal by CBS to adopt any plan similar to that recently announced by NBC Radio for the sale of spot announcements."

Further, he said: "Members of the affiliate board emphasized the justification for an increase in daytime network rates and pressed for additional time between network programs for spot announcements" (station breaks).

The CBS group also named George D. Coleman of WGBI Scranton to fill the vacancy created by the resignation of I. R. Lounsberry, WGR Buffalo, and nominated directors for Districts 4, 5 and 6. (Names of the nominees were not disclosed pending their acceptance of the post nominations.) Members of the respective districts will vote on the nominees "early in June," the board's statement said.

The board commended CBS Radio, its president, Adrian Murphy, and his associates "on the outstanding position of leadership established by CBS Radio, particularly during the past year."

Those present for the meeting included Chair-
man Brown; Hubert Taft Jr., WKRC Cincinnati, who is secretary-treasurer; Arnold P. Schoen Jr., WPRO Providence, R. I.; Charles Cutch- feild, WBT Charlotte, N. C.; W. H. Summersville, WWL New Orleans; Tom Harker representing George B. Storer of Storer Broadcasting Co.; Saul Haas, KIRO Seattle; John Patt, WJR Detroit, and C. T. Lucey, WBVA Richmond. Mem-
bers unable to attend were John Fetzer, WKZO Kalamazoo and WIEP Grand Rapids, and Hugh Terry, KIZ Denver.

NBC's latest sale on its controversial plan includes six participations in Fibber McGee & Molly [Mon.-Fri., 10:10-11:15 p.m. EDT], two in Roadshow [Sat., 2-6 p.m.], and one in Week-
end [Sun., 4-6 p.m.]. Additionally—but not under the participations plan—Plymouth signed

Mr. Murphy, Mr. Coleman, Mr. Brown
to sponsor the 9:30-9:35 p.m. John Cameron Swayze News show on May 4, 6, 11, and 13.

The NBC order to stations noted that payments for the participations will be made on the basis of three participations per 15-minute segment of Fibber and eight each in Roadshow and Weekend. Under the plan, participations not sold by the network may be sold locally by the stations, but it was noted that Plymouth had asked that affiliates not schedule other automotive announcements, "even for Plymouth Dealers," within 15 minutes before and after the Fibber segments or within 30 minutes before or after the Plymouth announcements on Weekend and Roadshow.

NBC stations also were notified that all current participation business—Lewis Howe and Carter Products' orders for the "3 plan" programs—is being converted to the new method of compensation for participations [B*T, April 19]. Unless they notified NBC of non-acceptance from time of the order (Friday, May 23), the telegram said, continuation of the Lewis Howe and Carter Products participation on the new compensation basis after May 1 would be assumed.

It also was noted that NBC has additional orders from Liggett & Myers for Dragnet continuation through the summer and for "3 plan" participation [B*T, April 19], and also from Lever Bros. for Lux Radio Theatre.

Payment Plan
Under the NBC participation plan of station compensation, the affiliate, assuming eight participations are available per hour, is paid one-eighth of his network hourly rate for each participation sold by the network. Those unsold by NBC are available for local sale. Only specific programs are available to advertisers on the participation basis. These include the three "3 plan" shows; Weekend and Roadshow, and Sunday With Garroway (Sun., 8-10 p.m.).

First order under the NBC participation format was from Kiplinger's Changing Times magazine [B*T, April 12, 19]. It was accepted by approximately 158 affiliates and rejected by some 13.

The commercials were carried on the Sunday Garroway program.

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**TEA COUNCIL INCREASES AD BUDGET 33%, PLANS TV SPOTS IN 29 MAJOR MARKETS**

Advertising Plans are explained at New York meeting of the Tea Council. Budget calls for use of television spots in 29 major markets.

In 10 of these markets, the tea campaign will run for the entire year.

**THE TEA COUNCIL OF U.S.A., New York, on June 1 will plunge into an iced tea campaign with an increased budget of 33% over last year and a new advertising plan using television spots in 29 major markets, Anthony Hyde, executive director of the Tea Council, announced at the Tea Assn.'s mid-year meeting in New York last Thursday.**

Under the new advertising plan there will be 10 major markets where the council's campaign will run 26 weeks out of the year. In addition, 18 markets in the South will be treated as "iced Tea Only" cities for seven weeks of iced tea television spot during the year and two markets will receive advertising on a 27-weeks-a-year basis.

**Lineup of Markets**

The 10 markets for 52 weeks include the following cities: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, and Washington, D. C. The iced tea only markets with a seven-week spot schedule include: Atlanta, Birmingham, Buffalo, Charlotte, Cincinnati, Dallas-Forth Worth, Greensboro, Houston, Indianapolis, Louisville, Memphis, Miami, New Orleans, Norfolk, Richmond, San Antonio, San Diego, and St. Louis. In San Francisco, the Council's hot tea spot campaign will run for 27 weeks and in Providence, seven weeks of iced tea spots and 20 weeks of hot tea commercials will run during the year.

In the past two years the council advertised hot tea in the top 10 to 12 markets and ran for a period of 20 weeks from October to March, then dropped out of the market until May in the South and June in the North when it picked up again with an iced tea campaign which ran for an average of seven weeks in 27 markets.

In explaining the reasons for the change in advertising strategy, Mr. Hyde stated, "Ever since we started to used filmed television spots in 1952, we have been searching for the best way to make one million dollars produce results for two different advertising campaigns, one for iced tea, the other for hot tea. In our opinion, in today's market, one million dollars is not enough money to sponsor or advertise one product. This is especially true in the beverage field where competition among brands and between industries is so keen. For example, the total tea industry expenditure probably runs around $11 million to $12 million per year, while soft drinks are spending about $75 million; beer $100 million; coffee $51 million; milk $27 million. And it's not only that we have to sell two products in contention with around two hundred and fifty million dollars worth of advertising competition. We also have one product, hot tea, which must be re-positioned in the public's mind. . . ." (And the positive one, Mr. Hyde pointed out, "we have been making progress for the past several years. Retail tea sales were up 7% in 1953, and this was on top of a 6% gain in 1952. . . . The Leo Burnett Co. (Chicago) has done an outstanding job in developing two such powerful campaigns as "Take Tea and See" for hot tea and 'The Summertime Refresher That Doesn't Leave You Thirsty' for iced tea. In projecting these campaigns television has provided us with a very effective means of getting people's attention and in arousing their interest sufficiently to have them stand still and consider our sales message. We have been very happy with our use of television in the past. We have high hopes for our new media plan as an even more effective way to promote our products," he concluded.

Special golden tea pot and cup and saucer were presented to seven women daytime commentators before the council by the hundred leaders in the tea and food trades. They were: Susan Adam, WABD (TV) New York; Margaret Arlen, CBS-TV; Sloan Simpson, WOR New York, Mutual; Eloise McElhone, WABC (TV) New York; Peg Fitzgerald, ABC; Nancy Craig, ABC and Josephine McCarthy, NBC-TV.

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**TOY GROUP PLANS TV, SPOT RADIO**

PLANS for spending approximately $500,000 on television to promote 104 "prestige toys" of 79 manufacturers belonging to the Toy Guidance Council were announced in New York last week by Melvin Freud, president of TGC.

The allotment to tv is part of an overall promotional budget of $1,300,000 on behalf of "prestige toys," with an undetermined sum to be spent on spot radio. Mr. Freud reported that the council has not yet selected the tv program that will be sponsored, but said it will be a half-hour children's show that also will appeal to parents. Current plans, he said, are to start sponsorship the first week in September on a 13-week basis. The council already has selected 20 major markets for sponsorship of the program, and will add 20 additional markets in the near future, Mr. Freud added.

It was pointed out that filmed commercials

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**ADVERTISERS & AGENCIES**

**NEWLY-ELECTED officers of Southern California Chapter, American Assn. of Advertising Agencies, for the 1954-55 term include (l to r) C. E. Staudinger, vice president, Warwick & Legler Inc. and chapter vice chairman; Harry W. Witt, western general manager, Calkins & Holden, Carlock, McClintock & Smith Inc. and member, chapter board; Norton W. Mogge, president, Mogge-Privett inc. and chapter chairman; R. N. Hixson, president, Hixson & Jorgensen Inc. and member, chapter board; and Herbert C. Brown, account executive, The McCarty Co. and member, chapter board. Not pictured are Charles E. Lasher, copy chief, Los Angeles office, Young & Rubicam Inc. and chapter secretary-treasurer, and Sherman Slade, vice president, Foote, Cone & Belding and member, chapter board.**

**BROADCASTING ● TELECASTING**

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of participating manufacturers will be presented on the program on a rotating basis, appearing in several of the markets each week.

To support this advertising effort, Mr. Freud said, the council has produced a 15-minute and half-hour filmed program of the activities of the council, which will be made available free to television stations. Preliminary information, he said, indicates that these programs can be expected to be shown on more than 150 tv stations.

Florida Citrus Unit Sets $3 1/4 Million Ad Budget

FLORIDA Citrus Commission last Wednesday adopted a proposed advertising budget calling for spending of $3 1/4 million in consumer media, with radio-television getting by far the heaviest share of the campaign. The budget, largest in history, is conditioned on the size of the 1954-55 crop.

Half of the $3 1/4 million budget is assigned to radio-television, double the media's expenditure this year. An allotment of $800,000 is planned for the Tom Moore package show on MBS, 25 minutes-five days a week starting in late summer. Another $700,000 is allocated to television, with the Garroway morning show receiving main attention. Some of the Florida growers are opposing the Garroway show, favoring Twenty Questions, with a possible switch to ABC-TV. The opponents contend they can get better time and attention on the quiz program.

The original J. Walter Thompson Co. recommendation called for $1 million in tv, with no radio, it was stated.

Total promotion expenditures of $5 million are planned by the commission, based on a per box levy, A $250,000 allocation from reserves brought the consumer budget to $3 1/4 million.

McCarty Co. Effects Merger With N. Y., Dallas Agencies


In Dallas, the agency name will be The McCarty Co. of Texas Inc., with headquarters at 1501 Jackson St., telephone: Prospect 4387. The McCarty Co. will retain its name in Los Angeles.

Howard Persons heads the New York operations as president. Russ Jurgens is vice president-general manager in Dallas. Clarence G. Davenport is vice president in charge of Los Angeles operations and Harry L. Bauer, vice president and manager in Chicago. George E. Church, account executive, has been appointed associate manager in San Francisco. Edward L. Murray, production assistant in Los Angeles, has been shifted to Chicago as production manager.

Barnes Leaves N. Y. Agency

Z. C. (JESS) BARNES, chairman of the executive committee and a partner of Calkins & Holden, Carlson, McClinton & Smith, last week announced his resignation, effective July 1. His future plans will be announced later. Mr. Barnes has been with the agency since Jan. 1, 1950, and prior to that was with Mutual as vice president in charge of sales.

BRYAN HOUSTON INC. SUCCEEDS S & M

Sherman & Marquette partnership sells out to its president, Mr. Houston. The N. Y. advertising agency bills $12.5 million in radio-television annually.

THE ADVERTISING firm of Bryan Houston Inc., New York, successor to the 17-year-old Sherman & Marquette Inc., New York, was officially announced last week at a luncheon at the Gotham Hotel here by Bryan Houston, who was president of S & M and who will continue in the same capacity in Bryan Houston Inc. [Between April 25. The firm was bought from the partnership of Sherman & Marquette. Bryan Houston Inc. bills approximately $20 million of which about $12 1/2 million is in television and radio. In addition to Mr. Houston the agency has twelve officers and maintains a working staff of 126 people.

Officers are: Henry M. Schachte, senior vice president; Harry W. Bennett Jr., executive vice president; William C. Geoghegan, vice president and account supervisor; William R. Hillenbrand, vice president and account supervisor; F. Winslow Stetson Jr., vice president and account supervisor; Jesse O. Bickmore, vice president and director of merchandising; Stanley Freeman, vice president and director of art; Arkady Leokum, vice president and copy chief; Frederick L. Ryaner, vice president and director of research; William B. Templeton, vice president and director of radio and television; John B. Crandall, vice president and director of media; Samuel H. Weber, vice president and director of production.

Houston's Background

Mr. Houston has been with Sherman & Marquette for the past four years as head of the New York Office. Before that he was executive vice president of Lennen & Mitchell (now Lennen & Newell Inc.) from March 1949 to October 1950. He also was executive vice president of Pepsi-Cola Co. for two years and with Young & Rubicam as a vice president. Prior to Y & R he was sales executive for a number of large companies including Standard Oil of Ohio and Tide Water Associated Oil Co.

Mr. Schachte before joining S & M was vice president in charge of advertising for the Borden Co. and prior to that was with Young & Rubicam.

Mr. Bennett has been with S & M for the past three years and before that was advertising manager of Good Luck Div. of Lever Bros. and spent nine years with Compton Adv., New York.

Accounts which have been handled by S & M will continue to be serviced by Bryan Houston Inc. They are: Colgate-Palmolive Co.'s products (Ajax cleaner, Halo shampoo, Cashmere Bouquet soap, Cashmere Bouquet cosmetic line, Colgate chlorophyll toothpaste, Colgate toothpowders, Colgate brushless and lather shaving creams, Veto cream), Nescafe instant coffee and Nestle's instant coffee.

Mr. Houston said at the luncheon that "as an advertising agency, our function is to produce profits for the advertiser. And every single product advertised by this agency is making a profit for its makers."

He listed five points that he said the agency believed in: (1) thorough research; (2) basic selling ideas; (3) sound merchandising; (4) intelligent use of media; and (5) business know-how.

"Now take this business of research," he said. "The first studies by Gallup & Robinson of the impact of television commercials were done for this agency. Those studies are still in prog-

Standard Oil Names D'Arcy

STANDARD Oil Co. of Indiana, heavy regional user of radio and television, is switching its product advertising from McCann-Erickson, Chicago, to D'Arcy Adv. Co., St. Louis, it was officially confirmed last Thursday.

Move involves at least $1 million in broadcast media expenditures and a substantial budget for other media, it was believed. Word of the change was announced by Dwight F. Benton, vice president in charge of sales for Standard. It followed an elaborate presentation made by D'Arcy executives to Standard officials in recent weeks.

BBDO, Chicago, will continue to service Standard's institutional account, which is not involved in the change covering Super Permalube, Red Crown gasoline and other petroleum products.
BAB-Macy's Radio

"HIGHLY satisfactory." Those two words sum up the immediate reaction of executives of R. H. Macy & Co., world's largest department store, to the 'heaviest concentrated radio campaign in the history of retail advertising.' BAB, which cooperated with Macy's in the conduct of the campaign, reported last week.

From Monday evening, March 22, to Saturday morning, March 27, Macy's used a total of 46 announcements on seven New York stations with an average of at least one commercial—and most of the time two or three—on the air during every quarter-hour from 6:30 a.m. to 11:15 p.m. during the entire campaign, BAB said. The Macy announcements were broadcast by WABC, WCBS, WINS, WMCA, WNBC, WOR and WOV, four network and three non-network stations.

Shopping Area Only
An estimated 27 million family impressions were made by the announcements, at an approximate cost of 50 cents per thousand, BAB reported. It was noted that this estimate was based on residents within the Macy shopping area of New York City, Westchester and Nassau Counties, N. Y., and Hudson County, N. J., disregarding all hearers reached by the announcements outside that area.

The radio promotion, advertising Macy's major spring event, "The Largest Sale on Earth," involved two phases: a pre-sale buildup from Monday evening, when the broadcast started, through Thursday afternoon, opening day of the sale (New York stores are open Thursday evening), and specific item advertising from Wednesday afternoon through Saturday morning. There was no newspaper advertising during the pre-sale promotion stage, but item promotion was carried in newspapers beginning on Wednesday, start of the second phase.

Macy's radio formula included 253 one-minute announcements, 309 20-30-second station breaks and 80 7-10-second station identification announcements. The breaks and identifications were transcribed, with all copy read by a single announcer over a background of circus production effects. Station identifications were used as teaser announcements on Monday and Tuesday only.

The minute spots were participations on personality shows, delivered by the stars themselves, including Martin Block, George Hamilton Coombs, Martha Deane, Faye Emerson, John Gambling, Emily Kinkead, Bill Leonard, the McCarns, Herb Sheldon, Jack Sterling, Tex and Jinx (McCrary) and Barbara Welles.

To determine the effectiveness of the radio campaign in attracting customers to Macy's, BAB undertook a program of research that called for interviewers to be stationed on every floor of the store on the opening day of the sale (Thursday). These interviewers were to question shoppers to find out what proportion had heard of the sale on radio, read about it in newspapers, learned of it through both media or through neither.

Results of this research will be applied to BAB to other projects under the bureau's "Operation Local Sales Committee" plan, whereby important local retail advertisers are sold radio test campaigns by all BAB member radio stations in a single market.

ADVERTISERS & AGENCIES

Admiral Renews Bishop Sheen
ADMIRAL Corp., Chicago, has renewed Bishop Fulton J. Sheen's "Life Is Worth Living" for another 26-week period starting Nov. 2, it was announced last week by Edmond L. Eger, vice president in charge of advertising.

It will mark the third year Admiral has sponsored the series, which appeared on 169 DuMont stations last year. Admiral plans a similar number of outlets next season. Erwin, Wasey & Co., New York, handles the home tv receiver part of the Admiral account.

Fab, Motorola Contest
FAB AND MOTOROLA are running a color tv set contest in which consumers send a box top and the completion of a jingle on the box. Prizes in the contest, which ends Aug. 15, will be Motorola color tv sets. Entries will be judged by Reuben H. Donnelly Corp. and the editors of Progressive Grocer. The contest will be promoted on the following Colgate-Palmolive Co. shows: Colgate Comedy Hour, Strike It Rich, and The Big Payoff, and on Motorola's The Motorola Tv Hour.

NETWORK NEW BUSINESS

Eversharp-Schick signs to sponsor 8-45-9 p.m. segment of Arthur Godfrey Digest, CBS Radio (Fri., 8:30-9 p.m.), effective May 28 for four weeks. Agency: Biow Co., N. Y.

Helene Curtis Industries Inc., Chicago (Lanolin Discovery, Spray Net), buys for 13 weeks Top Plays of 1954 on NBC-TV (Tuesday, 9:30-10 p.m. EDT), starting June 1. Agency: Earl Ludgin & Co., Chicago.

Chrysler Corp. (Plymouth Div.), to sponsor 13 Robert Trout five-minute newsreels over tv stations, starting in May. Agency: N. W. Ayer & Son, N. Y.

Pan American Coffee Bureau, N. Y., under Mutual's "Multi-Message" plan, to sponsor Mickey Spillane Mystery (Tues., 8-8:30 p.m., EDT) and Official Detective (Thurs., 8-8:30 p.m., EDT), starting this week. Agency: Cunningham & Walsh, N. Y.

Church of Christ, Abilene, Tex., signed to present a new filmed program, The Herald of Truth, on DuMont Television Network (Sun., 1:30-2 p.m., EDT), starting yesterday (Sunday). Agency: Martin Co., Chicago.

AGENCY APPOINTMENTS


Potato Advisory Board, Bakersfield (California long white summer potatoes), names The McCarty Co., L. A., to handle advertising. Radio and tv spots will be used along with other media. Walter Brooks and Jim Molica are account executives.

The Steiff Co. (Sterling silver), appoints VanSant, Dugdale & Co., Baltimore. Nicholas VanSant is account manager.

ADVERTISER & AGENCY PEOPLE

Joseph S. Seroka, assistant advertising director, Benrus Watch Co., appointed sales promotion manager.


Kendall Light, formerly general sales manager, WTCN Minneapolis, appointed general sales manager, Woodward Foods Inc. (food brokerage firm), same city.

Walter H. Johnson, vice president over properties, American Airlines Inc., appointed sales manager.

Ben Z. Kaplan, coordinator of national sales CBS-Columbia, radio and tv mfg. div., to the House of Louis Feder (maker of men's hairpieces), as vice president and general manager.

Charles Hutaff, formerly director of advertising, promotion and merchandising, WTAM and WNBK (TV) Cleveland, named manager of ad-
CBS FILM PLANS FOR SYNDICATED NEWS

Quicker service plus programming and promotional aids to be offered stations.

CBS Film Division of CBS-TV is formulating a new plan with a new approach for syndicated news service to be offered to stations, effective probably early in June.

The highlights of the new syndicated news service will include speedier service via air lines schedule, a plan for stations to build their own news programs by keeping film clips with instructions, double montage for news openings with client identification set on top of it free of charge and a merchandising plan, as well as news commentaries featuring CBS network staff news analysts. In addition CBS news staff plans to make available to any of its station subscribers a consultant and advisory service to help sell locally and set up a library. In some cases the firm will send a CBS man from New York to the station to help set up news coverage.

CBS Film within the last month made an exhaustive study of the major air lines schedules and with the cooperation of such companies as TWA, American Airlines, Northwestern, United and Eastern Airlines has worked out a regular schedule whereby the news film is custom shipped to meet certain planes on a staggered schedule. Previously, film clips went in batches on the same plane. This new method of delivery is faster with planes meeting transferring planes in time to send the film to the stations as soon as possible.

The new service offers to help stations build their own news shows, with film clips that they will be allowed to keep for their own libraries, along with stock pile news with instructions on how to use them and the other clips in news shows. Films of news analysts and commentators also will be sent, to be combined with the clips and instruction on use. Two shows, News Highlights of Events and News Quiz Show, will be filmed by top CBS staff and use of subscribers to the CBS Film service.

The opening for news shows with a double montage of news events plus the client identification superimposed on top will be made free of charge to stations.

The news services’ merchandising plan includes relief maps to be used locally, which can be sold or given to local clients to help promote the news shows. Other point-of-sale merchandising available are lighted map relief, gloves, CBS copy pencils, CBS puzzle games, news forecasts, and question and answer news booklets.

RKO Reported Readying Short Subjects for TV

INDICATIONS that RKO Pictures Corp. is moving toward release of its films to television were pointed out last week in a report that a theatrical short subjects film series, Sportscope, has been edited and prepared for television release [CLOSED CIRCUIT, April 19].

It was reported that the release of Sportscope by RKO Pathe, short subjects division of RKO Pictures, is the opening gambit in an attempt to make short subjects available for television. B&W learned, however, that despite persistent reports that RKO theatrical films will be released to the company is planning no such move in the immediate future. Top officials in New York indicated that such a decision rests with Howard Hughes and that he has not disclosed his intention.

RKO Pathe, it was learned, has edited Sportscope of various lengths to 614 minutes and plans to have 52 films tailored for television. The films are expected to be ready for distribution in the fall.

Though RKO Pathe officials in New York declined to reveal whether other short subjects would be made available to television, it was indicated that such a move is under consideration and that other RKO film in this type will be prepared for television release.

Sunset Securities Files For 4 Foreclosed Movies

PAYING the way for television release of four foreclosed feature motion pictures, Sunset Securities has filed four “quiet title” actions in Los Angeles Superior Court. Released by Universal, the films are “A Double Life,” “Countess of Monte Cristo,” “Caabah” and “One Touch of Venus.”

Ronald Colman is the only defendant named in the “Double Life” suit which asks the others, that the court rule the defendants have no rights to the properties in question.

Defendants in the other actions are Andrew Stone, John Beck, Sonia Henie and John Wayne for “Countess of Monte Cristo;” Erik Charell, Henri Labarte, Harold Arlen, Leo Robin, Tony Martin and Nat C. Goldstone for “Caabah;” Nat V. Donoto, account executive for ABC Film Syndication, the series will be sponsored by alternate weeks by the two firms on the full CBC-TV network and on CHCH-TV Hamilton.

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A $4 Million for 'Dragnet'

A TOTAL of $4 million reportedly was involved in the recent purchase of Dragnet property by Music Corp. of America, according to attorney S. S. Hahn, representing Julie London Webb in her divorce action against Jack Webb.

In obtaining a citation against the actor-director for failing to pay his client $150,000 when the program was sold, Mr. Hahn said Mr. Webb was to receive $2 million from MCA for his 50% interest with $500,000 in cash and the remainder paid at $250,000 per year. Producer Stanley Meyer and Michael Meshekoff, who each owned 25% of the package, supposedly received $1 million each.

ABC Signs Leahy Series, Gets NCAA TV Schedule

ON the heels of its acquisition of the National Collegiate Athletic Assn. television football schedule for 1954 [B&T, April 26], ABC announced last week that it had signed Frank Leahy, former football coach at Notre Dame, for a weekly tv series.

ABC President Robert E. Kintner said the program, a half-hour filmed dramatic show with sports as a background, would start next fall at a date and hour as yet unsettled. Titled The Frank Leahy Show, will present stories concerning the influence high school coaches have had on the careers of some of the nation's top citizens, with the honored guests appearing personally for interviews by Mr. Leahy.

Filming of the series was slated to start last week in Hollywood at the RKO Pathé studios.

$3 Million Loan For Films Given TPA

TELEVISION Programs of America, New York, announced last week it has arranged a production loan of more than $3 million from Walter E. Heller & Co., Chicago, to provide funds for TPA's Ramar of the Jungle, Adventures of Ellery Queen, Lassie and Halls of Ivy film series.

An announcement from TPA said the transaction is "the largest one of its kind involving television and film properties" and pointed out it establishes Heller & Co. in the television business "to a degree that is equal to its participation in the motion picture business where it provides substantial production funds for United Artists."

Milton Gordon, president of TPA, handled negotiations for the loan. Mr. Gordon was vice president of Heller & Co. at the time the firm provided production funds for United Artists and he is credited with designing the original financial plan for the reorganization of the motion picture firm.

Walter Heller, president of Heller & Co., worked out the present loan to TPA. His organization has provided financing in the lumber, oil refineries, mining and textile fields, as well as in motion pictures and television. It is reported that Heller & Co. has assets in excess of $100 million and does an aggregate business of $500 million a year.

Lorillard Buys Gem Films

P. LORILLARD Co., New York (Kent cigarettes), through Young & Rubicam, has purchased from Screen Gems Inc., New York, 13 half-hour tv filmed dramas, originally telecast on The Ford Theatre, for use under the title of Kent Theatre in seven markets, starting in July. The markets set to carry programs are Chicago, Cleveland, Cincinnati, Baltimore, Minneapolis, Philadelphia and San Francisco, with other markets to be added.

Essex Films Releases Negro Documentary

COMPLETION of a new 15-minute tv series One Tenth of a Nation, dealing with the achievements and accomplishments of the American Negro, has been announced by Essex Films Inc., exclusive distributor.

The series documents the American Negro's progress in all fields of activity including science, medicine, sports, arts and letters, and national affairs. It was produced by American Newsreels, for 12 years the country's only Negro newsmagazine.

Tenth of a Nation now is available for national or regional sponsorship, or may be purchased by individual stations. Each film makes provision for opening, closing and interior commercial breaks.

Screen Gems Sales Meet

SCREEN GEMS Inc. will hold its first national sales meeting in Chicago during the week of the NARTB convention to formulate new merchandising plans for the distribution of Your All-Star Theatre, The Big Playback, and Celebrity Playhouse. Sales personnel also will be briefed on new properties that Screen Gems expects to release for syndication in the fall.

ADOLPH MENJOU spent three busy days in Cincinnati participating in the premiere of Ziv-TV's Favorite Story which has opened its second year there for Bavarian Brewing Co. on WLWT (TV); Crosley owned station. At a party given for Mr. Menjou, who is host and frequent star of the series, were: William E. Schott, Bavarian president; Robert E. Durville, Crosley Broadcasting Co. president; host of the party; Mr. Menjou, and Frederic W. Ziv, chairman of the board of Ziv-TV.
WSM-TV
POWER BOOST TO
100,000 WATTS

In this market WSM-TV is recognized as the #1 television operation. We established this position by inheriting the talent staff (200 live entertainers), the production, know how and the prestige of our radio operation, 50,000 watt Clear Channel WSM.

We solidified this position as the dominant TV power in this market by getting on the air first — back in September, 1950. We spent considerable money to build our own micro-wave relay system from Louisville (180 miles away) to give our listeners live television years before the telephone company completed its own system.

WSM-TV pulls all stops to hold its position as the #1 TV operation in this market with local programming that includes live telecasting of local Vanderbilt basketball games and exclusive TV coverage of Nashville's Southern league baseball team.

With the combination of local programming to fit local tastes (our radio specialty since 1926) and the best in NBC shows (including the seven programs which Nielsen rates among the top ten nationally) we have the bulk of the 190,000 TV homes in this area.

Our move to 100,000 watts is just another in the chain of events which keeps WSM-TV far out in front as the time buyer's choice for selling this rich market.
Selling St. Louis is as easy as

ONE . . . TWO . . .
You can count on it—selling St. Louis is a snap when you start with Philip Stevens on KMOX. On his Housewives’ Protective League and Sunrise Salute programs (“the most sales-effective participating programs in all St. Louis broadcasting”), he tells your customers where to buy and what to buy.

But he doesn’t stop there. If yours is a product sold in grocery stores, he doubles the impact of your on-the-air advertising by enlisting a record 2,137 St. Louis stores to merchandise your product. This means that your brand name receives solid point-of-sale promotion with all of the trimmings in St. Louis’ biggest chain food stores—where an estimated 63% of the area’s total food sales are made!

Trebling the impact of this on-the-air and point-of-sale promotion, Philip Stevens follows through with regular in-store personal appearances to create even greater acceptance and demand for your product.

Selling’s as easy as that in St. Louis. All you need to know to get started is our phone number (Central 1-8240).

50,000 watts KMOX
“The Voice of St. Louis”...CBS Owned
Represented by CBS Radio Spot Sales
CENTRAL National Bank of Cleveland takes Jim Marlin’s morning news show on WGAR there. Signing (1 to 7): W. W. Prissmeyer, acct. exec.; Fuller & Smith & Ross; Manny Elmore, WGAR acct. repr.; Loring L. Gelbach, president of the Cleveland bank.

RHEINGOLD beer will use 50 announcements weekly on WCAU Philadelphia. Discussing plans for the campaign are (1 to 1): Jack DeRussy, WCAU acct. mgr.; John A. Clement Jr., pres. of the distributing firm by that name; Merrill L. Carroll, WCAU acct. exec.; Royden Y. Hayman, slg. mgr. of Clement firm.

BARTKE’S Restaurants will sponsor one Mon.-Fri., quarter-hour and three Mon.-Sat. five-minute news shows on WBOY Tarpon Springs, Fla. L to r: Seated—Alva and Frank Bartke, owners of two restaurants, and Clair Linn, WBOY prog. dir. Standing—A. H. (Ted) Turner, pres.-gen. mgr., and Clarence Gosey, cncl. mgr., both WBOY.

METROPOLITAN Pontiac Inc. buys transcribed Ray Block Show on KLZ Denver. With contract in hand is Henry J. Davidson (r), pres. of sponsor, shown with Harper Stensley, salesman of the Denver station.

FILM

Richard Bate Productions & Varieties Ltd., Hollywood, has been signed to film the initial program in That’s Life, new situation comedy series starring Alan Young, for NBC-TV. Shooting is scheduled for today (May 3) at Republic Studios, Edmund Beloin is executive producer for the 30-minute series, whose firm produces the “Joe McDoakes” film shorts for Warner Bros., is director.

Filming of National Tuberculosis Assoc.’s 50th anniversary picture for both theatre and TV showing, has been completed by National Video Productions, Washington, D.C., according to F. William Hart, vice president and production director. The half-hour drama titled “Within Man’s Power” was filmed at Capital Sound Stage, Washington, in both 35 and 16mm footage.

The film, scheduled to have its national premiere at the NTA convention in Atlantic City on May 17, traces the history of man’s fight to bring tuberculosis under control. A cast of 60 actors was used in the production under the direction of Nicholas Webster. Boris Kaufman, in charge of cinematography, introduced new experimental photography techniques in the film, Mr. Hart said.

Charmill Productions Inc., Hollywood, has been formed by Glenn E. Miller and Charles Shows to produce quarter-hour Adventures of Patch, filmed TV children’s program, with Larry Harnost starring. Program was live on KNBB (TV) Hollywood for 2½ years. Charyl TV Corp., is distributing series nationally. KWTV (TV) Oklahoma City started the 13-week series April 26.


RADIO NEWSREEL

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RANDOM SHOTS

Warner-Johnson Productions, General Service Studios, Hollywood, has been formed by Jerry Warner, at one time with Biow Co. and BBDO, and W. C. Johnson, Chicago advertising executive, to film Grocery Bay, a half-hour TV series aimed at the grocery market for fall telecasting. Negotiations are in progress with Jack and Bob Carson to star in the series, 26 scripts for which have been completed by Dane Lusier. Mr. Warner is currently on assignment for Quaker Oats Co., completing the 40-minute color film for the firm’s regional sales meetings. Agency is Needham, Louis & Brotry, Chicago.

PUBLICI-TV, 1610 N. Argyle Ave., Hollywood, has been formed by Jack Gardner, Gene Coon, former CBS-TV newsman, and producer-director Lee Carrau to shoot, edit, write and place controlled news releases on video news programs locally and nationally. Telephone is Hollywood 4-3680.

As part of Prudential Insurance Co. of America’s campaign against home accidents, 16 mm color film, “Mrs. Hazard’s House,” produced by King Horton Productions, Hollywood, is being shown on TV by local health departments of 11 western states and Hawaii. Prints of film were made available by insurance firm, with individual health groups arranging tv time.

FILM PEOPLE

Richard H. Gedney, western manager, Consolidated TV Sales, appointed account executive in the New York sales office, film syndication div., Motion Pictures for Television Inc.

Connie Haines, singer on radio, television and in motion pictures, signed to a long-term contract by Guild Films Co., N.Y., and will appear in Frankie Laine Show, which Guild is producing for release in September.

Basil Grillo, vice president, Bing Crosby Enterprises Inc., Hollywood, elected to the Motion Pictures Permanent Charities Committee board of directors. Maurice Unger, vice president in charge of West Coast, Ziv TV Programs Inc., and William Schrage, director of Magna Pictures, elected to represent Alliance of Television Film Producers on the FCC membership committee.

Stephen Ames, 55, motion picture producer who has been on production on Deadline, his first half-hour TV series, died April 22 of a heart attack.

John W. Novak, 46, an editorial supervisor for Van Praagh Productions, N.Y., died of a heart attack in his office last Wednesday.
Ma shoo! How that gal's cooking goes over with the natives of Italy (the one in Texas about 40 minutes by Fiat from WFAA-TV's lean tower). Julie Benell recipes are followed faithfully — and the brand name ingredients she uses pack her viewers' pantries. Her homemaking fans know that a Julie Benell menu makes a happier home.*

'Ey goomba, they also feast on Benell kitchen magic in Paris, Frisco, Nevada and Paradise — all in the WFAA-TV picture. Help yourself to a generous serving of this vitamin-packed DALLAS-Fort Worth market. Check the keepers of the commissary, Edward Petry & Co., for the latest price list.

*There are some real happy homes of food brokers, manufacturers, and supermarkets because of Julie, too.

Most recent count shows 337,000 places are set at the WFAA-TV table.
Radio listening out-of-the-home hits a record high during January-February 1954, The Pulse Inc. reports, with a gain of 14% over the 1952 level in 21 major markets surveyed.

OUT-OF-HOME radio listening during the winter of 1954 reached a record high, registering a gain of 14% over the 1952 level, The Pulse Inc. reported last week.

This conclusion was drawn by The Pulse from results of out-of-home surveys conducted in 21 major markets throughout the country during January and February 1954. One other major highlight of the surveys, according to Dr. Sydney Roslow, director of The Pulse, was that between 6 a.m. and midnight, an average of 4% of all radio families reported listening in away-from-home places.

"If these results are projected nationally," Dr. Roslow said, "the out-of-home audience during the past winter added an average of 1,759,000 families to the listening audience in any given quarter, according to Radio-Electronics-Tv Mfrs. Assn. Television output for the quarter totaled 1,447,110 sets compared to 2,259,943 sets turned out a year ago.

The first quarter radio and tv figures are at the same level as the first quarter of 1952—a year in which 11 million radios and six million tv sets were produced.

In March, a five-week production month, 940,352 radios and 599,606 tv sets were produced compared to 1,549,203 radios and 910, 112 tv sets in the same month a year ago.

Tv sets with uhf tuning faculties totaled 317,429 out of 1,447,110 in the first quarter, and 124,853 out of 399,606 in March, roughly one out of three sets. Radios with fm tuning circuits totaled 19,693 in March, plus 1,725 tv sets with fm tuners.

Following are radio and tv set production by months for the first quarter of 1954:

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>450,371</td>
</tr>
<tr>
<td>February</td>
<td>233,063</td>
</tr>
<tr>
<td>March</td>
<td>399,606</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,043,036</td>
</tr>
</tbody>
</table>

Because of listening in more than one place.

On a market-by-market basis, it was reported that the "plus" represented by the away-from-home group ranged from 15% in Miami to 39.9% in New York. Los Angeles was said to be first on the basis of actual level of listening, with an average of 45.6% of the families there reporting away-from-home listening during the average quarter-hour between 6 a.m. and midnight. Boston and New York were next, with a 4.4% average.

Market by market data are shown below:

<table>
<thead>
<tr>
<th>City</th>
<th>March 54</th>
<th>Mar 53</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>17.1</td>
<td>3.2</td>
<td>3.3</td>
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<tr>
<td>Baltimore</td>
<td>17.0</td>
<td>3.2</td>
<td>3.2</td>
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<tr>
<td>Birmingham</td>
<td>20.0</td>
<td>3.6</td>
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<tr>
<td>Boston</td>
<td>19.5</td>
<td>4.4</td>
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<tr>
<td>Buffalo</td>
<td>17.4</td>
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<td>Chicago</td>
<td>18.2</td>
<td>3.7</td>
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<tr>
<td>Cincinnati</td>
<td>16.5</td>
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<td>Detroit</td>
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<td>Houston</td>
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<td>Los Angeles</td>
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"If during average 1/4 hour, 6 a.m.-midnight, Sunday through Saturday. All figures expressed as percent of radio families surveyed.

1 Figures cover January-February '54, except for New York, which is based on only February.

The "not surveyed in winter of 1952."
G-E Engineer Bares Record of Design Objectives

There is nothing magic about color. Color signals simply contain more information than black and white signals, and in order to transmit the extra information satisfactorily we must maintain a close match of four characteristics when our transmitters are handling color signals.

Amplitude vs. Frequency Response
Obtaining the wider bandpass with tighter tolerance is a matter of readjustment of the double-coupled circuits in G-E transmitters. It was realized long before color standards were established that this type of design would be readily adjustable to the more exacting requirements of color when it came.

A new requirement (which applies to B&W as well as color transmitters) is that the response be down at least 20 db at the upper channel edge and beyond. Many General Electric transmitters already meet this requirement because of the inherent selectivity of the r-f amplifier circuits. A simple video filter is being supplied at no cost to any customer whose transmitter requires a few more db to meet the new proof of performance tests.

Linearity
One of the many advantages of low-level modulation is a superior linearity characteristic. This comes mainly from the fact that the modulated amplifier is easy to neutralize and it need not be driven hard. Many G-E units are already within the new specifications but insure maintenance of linearity (and differential gain) well within the requirements, a Linearity Corrective Amplifier is supplied with the Color Kit as an external unit.

Phase
The phase variation of the color sub-carrier with brightness is within the new specifications without additional correction.

Envelope Delay
The control of envelope delay is a very specialized problem closely related to the general field of transients. A group of engineers in our Electronics Laboratory here at Electronics Park are thoroughly trained in this work and they supplied us with the design data from which the transmitter Envelope Delay Corrective Filters were manufactured. This unit is an all-pass video filter, mounted externally, which gives a resultant overall envelope delay in compliance with the new Standards.

We in the engineering department believe that as far as conversion is concerned the "show is on the road." We are at present engaged in the refinement of new designs now on the drawing boards so that future G-E transmitters will be even simpler and cheaper to operate and maintain with color than former B&W transmitters were without it.

Few Internal Parts Required
The conversion of a G-E transmitter consists of a handful of parts (see arrows) which allow the reference burst on a color signal to pass through a keyed clamp without "harm." A G-E black and white transmitter can be modified to deliver excellent color performance in less than an hour and a half!

It is important to note that these parts plus engineering supervision of their installation are supplied at no charge whatsoever to broadcasters currently employing G-E units.
ARB Records Steady Uhf Circulation Rise

UHF circulation is continuing to increase steadily in cities having both uhf and vhf television service, according to the fourth comparative uhf-vhf survey conducted by American Research Bureau. The April survey covers 57 cities.

Increases of around 50% in uhf circulation were registered in the January-April period in several cities. In eight cities the increase ranged around 25% for the period and 10 others showed gains around 10%. In one out of five of the cities surveyed there was no appreciable change or at best only a nominal increase. ARB data show per cent of all tv homes having uhf tuning facilities.

With each quarterly survey ARB has been eliminating cities in which uhf circulation reaches the 75-80% point. Among cities that had attained that level in January (B&W, Feb. 1) and hence were not surveyed in April, are: Columbus, Ga.; Fort Wayne, Ind.; Holyoke, Mass.; Lakewood, Ind.; Lima, Ohio; Monroe, La.; Oshkosh, Wis.; Parkersburg, W. Va.; Raleigh, N. C.; WACO, Texas; West Palm Beach, Fla., and Zanesville, Ohio.

Last January ARB had eliminated the following areas where uhf circulation was below 50%: Barre, Vt.; Bloomington, Ind.; Buffalo, N. Y.; Calif.; Jackson, Miss.; Little Rock, Ark.; Madison, Wis.; Mobile, Ala.; Muncie, Ind.; Monroe, La.; Oshkosh, Wis.; Roanoke, Va. (now without uhf); Rockford, Ill.; South Bend, Ind., and Wilkes-Barre, Pa.

The April survey showed 10 cities having 85% or more tv homes having uhf tuning.

Uhf stations were numbered first in the "channel viewed most" category by only five of the 57 cities. Programming and network affiliation are shown to be basic elements affecting the uhf-tune-in, which runs behind vhf in 52 cities.

There still are a number of major cities in which uhf circulation covers fewer than one out of three tv homes. In a number of cases where circulation and tune-in are standing still the lack of basic network service is obviously a major factor.

Pulse Distributes New Television Rating Report

A NEW ratings report, "U. S. Pulse TV," is now being distributed by Pulse Inc., covering national April tv program ratings based on a minimum sample of 67,000 interviews with families in 60 areas during the first fact-collecting days of the month.

"Previously we had been distributing Pulse Multi-Market Reports based on a varying 22 to 28 cities," Dr. Sydneys Roslov, director of Pulse, said. "With this new sample of 60 areas, we will gather our data from the same source each month—but all different families—and by the inclusion of rural families as well as urban we will attain the maximum that a report in commercial handling of probability sample studies."

Dr. Roslov said that the Pulse survey area covers "some 92% of the total U. S. tv population or approximately 27 million families," with rural viewing in communities of 2,500 or less and in the 60 cities and peripheral areas. "We will steadily increase our percentage of rural interviews as rural tv coverage grows," he said.

Page 40 • March 5, 1954

Unbiased Accounting

REPORTING on surveys of department store advertising made by stores themselves and so presumably free of any bias in favor of either newspapers or radio, the April issue of "Department Store Review" reported that "tests to date indicate that newspaper advertising costs average about 20%. On the identical basis for determining results, radio costs average about 11%.

In results from over 60 stores, TEN USE programming with only fair results... The same 10 report good results from use of spots. In the use of spots, ALL stores report excellent results when those spots are used for special promotions... 20 report spots fair for item selling... 40 report spots good for item selling.

Radio Theatre', 'Benny'

The A. C. Nielsen Co. top 10 ratings of network evening one-week radio programs for the week of March 21-27 showed Lux Radio Theatre to be in the top 10, with 'Benny' show in second place. The ratings:

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>No. of TV Homes</th>
<th>Cities</th>
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<tbody>
<tr>
<td>NBC</td>
<td>Dragnet</td>
<td>103</td>
<td>46.9</td>
</tr>
<tr>
<td>CBS</td>
<td>I Love Lucy</td>
<td>126</td>
<td>45.5</td>
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<tr>
<td>NBC</td>
<td>Green Horns</td>
<td>129</td>
<td>43.6</td>
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<tr>
<td>NBC</td>
<td>All That Jazz</td>
<td>112</td>
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<td>NBC</td>
<td>Toast of the Town</td>
<td>104</td>
<td>36.5</td>
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<td>NBC</td>
<td>Geoffrey &amp; Friends</td>
<td>107</td>
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<td>Your Show of Shows</td>
<td>72</td>
<td>25.2</td>
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<tr>
<td>NBC</td>
<td>Cavalcade of Sports</td>
<td>80</td>
<td>23.5</td>
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<tr>
<td>NBC</td>
<td>Cavalcade of Sports (NBC)</td>
<td>84</td>
<td>21.1</td>
</tr>
<tr>
<td>NBC</td>
<td>Jackie Gleason (CBS)</td>
<td>90</td>
<td>20.2</td>
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<tr>
<td>NBC</td>
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FACTS & FIGURES

Titled "When, What, Where—the Radio Listening Habits of Men Who Ride Scheduled Airlines," the study contains data gathered by BAB through personal interviews among men traveling on business trips via scheduled airline flights at airports in Atlanta, Boston, Indianapolis, Kansas City, Richmond and San Francisco.

The study gives data on when businessmen listen, the types of programming they prefer and the places where they listen. Other highlights of the study are that seven in every ten listen to news and more than half to music every day.

'Dragnet' and 'Lucy'

Head Videodex, ARB

NBC-TV's Dragnet and CBS-TV's I Love Lucy topped the Videodex ratings for network programs in percentage of tv homes and number of tv homes reached in April 1-7 period. Complete listings follow:

‘Dragnet’ and ‘Lucy’ Head Videodex, ARB

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</tbody>
</table>

'Tests in 52 homes reached, number of cities, 123.'
Television in Los Angeles gets more different every day—and the difference is KTTV

Until you read this you won’t believe what an independent television station can do in a 7-station market.

1. KTTV not only leads in quarter-hour firsts—but has more than the next two stations combined!

2. Of all programs seen in Los Angeles five times a week—network or local, live or film—all of the top five are on KTTV.

3. KTTV leads all Los Angeles stations in national spot accounts.

KTTV gets ratings like these:

<table>
<thead>
<tr>
<th>Program</th>
<th>ARB</th>
<th>HooPER</th>
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<tbody>
<tr>
<td>Badge 714</td>
<td>35.1</td>
<td>28</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>25.6</td>
<td>22</td>
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<tr>
<td>Waterfront</td>
<td>24.3</td>
<td>19</td>
</tr>
<tr>
<td>Annie Oakley</td>
<td>21.6</td>
<td>18</td>
</tr>
</tbody>
</table>

Add to audience facts such as these, the merchandising and promotion leadership you'd expect from the Los Angeles Times station, and you get a partial picture of KTTV's amazing position. Knowing the whole story is worth your while—and Blair-TV, like anyone with real news to tell, is bursting with information. Make a date now with the Blair-TV man.

KTTV

Channel Eleven
Los Angeles Times Television
5746 Sunset Blvd., Hollywood 28, Calif.

Represented by Blair-TV

Sources: 1. ARB, March '54. Hooper shows KTTV first, too. 2. ARB, March '54. ARB shows KTTV first, too. 3. Rorabaugh Reports, 1953 total listings.
EIGHT MORE STATIONS JOIN TAB NUCLEUS OF 25 ORGANIZING COMMITTEE MEMBERS

WDSU-TV's Robert Swezey in a wire to B&T notes the NARTB TV Board has been considering such a bureau and says it would be 'regrettable' if 'various groups of us' should duplicate or impede each other's efforts. Industry-wide meeting planned for convention week.

Addition of eight more TV stations to the group of 25 comprising the original organizing committee of Television Advertising Bureau [B&T, April 26] was announced Thursday by Richard A. Moore, general manager, KTIV (TV) Los Angeles, temporary chairman of the committee.

TAB, according to the discussion at the original planning meeting in New York April 22-23, would provide for TV stations the following services: Intensive sales effort, advertising and promotion, cultivation of new sources of revenue; improvement of sales techniques; a central means of providing a variety of services to advertisers and agencies.

Meanwhile, Robert D. Swezey, general manager, WDSU-TV New Orleans, and chairman of the NARTB TV Board, in a telegram to B&T, noted that the idea of establishing a Television Advertising Bureau has "been under very careful consideration for several months by the Television Board of NARTB." Reporting that the board anticipated having a complete organizational plan within a few weeks, Mr. Swezey expressed the feeling that "it would be regrettable" if various groups with the same laudatory purpose "should unintentionally and unnecessarily duplicate or impede each other's efforts."

Richard P. Doherty, former NARTB vice president and now head of his own consulting organization, Television Radio Management Corp., who is serving as consultant to the TAB organizing committee, clarified the committee's position. The group meeting in New York the previous week, he said, in no sense comprised the full committee. He pointed out that eight members were added at that time, that eight more have joined since then and that others are expected to join within the next few days.

The aim of the original committee, Mr. Doherty emphasized, is to build a full organizing committee which, when completed, will represent a broad cross-section of the nation's TV stations, including uhf as well as vhf and medium and smaller stations as well as the larger ones. When the organizing committee has attained full membership, he said, a meeting will be held to formulate plans for a larger project is finally underway. I went on record three years ago that such an organization was needed and why wait to shut the gate after the horse gets out? If I can be of help please do not hesitate calling on me. I am willing to give freely of my time for the project."

The text of the Swezey telegram:

I was very much interested in reading the item in Broadcasting/Telecasting of April 25 with respect to the recent meeting of certain television broadcasters and station representatives to consider the establishment of a television advertising bureau.

I think most of us in the industry believe that such a project is highly desirable, and would applaud any well-conceived plan to bring it into existence. As I am sure you are aware, this matter has been given very careful consideration for several months by the Television Board of the NARTB, which expects within a few weeks to have before it a complete organization plan for a Television Advertising Bureau. More rapid progress was not made only because there are certain basic problems of financing and organization which the board felt far too important to be hastily decided.

I have no quarrel whatever with the purposes and intent of the participants in the recent meeting in New York, most of whom are good friends of mine—all extremely able and of deep experience in the broadcasting business. I do think, however, it would be regrettable if various groups of us, with more or less the same meritorious objective in mind, should unintentionally and unnecessarily duplicate or impede each other's efforts.

I trust that while organizational plans are still flexible, thorough consideration can be given to the needs of the industry; that we should work so that our efforts and finances will not be needlessly dissipated in the achievement of partial results.

The TAB organizing committee has retained Charles Mathieu & Co., New York public relations firm, to assist in the organizational planning and preparations for the all-industry meeting.

DEPT. STORES SHOULD USE RADIO-TV, AWRT Is Told

Radio and television are effective media for department stores, members of American Women in Radio & Television were told at their annual convention, April 22-25, at the Hotel Muehlebuch, Kansas City [B&T, April 26].

In a roundtable discussion at the April 24 morning session, Harris Hubbard, director for the Miller & Payne department store in Lincoln, Neb., told how two mink coats were sold as the result of one tv announcement. She told of the effectiveness of buyers' appearances on programs, with customers often coming into the store to ask for a buyer by name.

Virginia Beagle, fashion promotion director THREE regional vice presidents elected by American Women in Radio & Television were (l to r): Bette Doolittle, assistant to NARTB TV Code Affairs Director; Myrtle Lamb, CKLW Detroit, and Ruth Dunlop, KPHO Phoenix, Ariz. A fourth vice pres- ident is Lillian Lee, WABC Atlanta.

Page 42 3 May 3, 1954
IT TOOK $250,000 to STAGE THIS RACE!

NOW AVAILABLE FOR T.V. SPONSORSHIP

The Olympic of Racing Classics—
America’s Best Thoroughbreds
versus the Finest of Europe!

The “Washington, D. C. International”
3rd running in November, 1954
at the Laurel Race Course, Laurel, Md.

The star-studded race that has been acclaimed 'round the world! For the
“Washington, D. C. International” has everything: thrills, drama, international
competition coupled with the back-
ground color of race-goers from Wash-
ington’s government, diplomatic and
society life!

James Roach of the New York
Times called it a “ring-tailed sizzler”
for there’s nothing like it in racing!
Run on the turf, completely invitational
with the best of American and foreign
horses hand-picked by an international
committee.

A 30 MINUTE SHOW
THAT’S T.V. DYNAMITE

CALL OR WIRE NOW

For complete information
for exclusive regional
or network sponsorship.

Laurel Race Course
2 COMMERCE STREET
Baltimore 2, Maryland
Lexington 9-6242

May 3, 1954 • Page 43
PAB ASKS REVISION OF RADIO RATINGS

Pennsylvania Broadcasters elect Bennett president in two-day Pocono Manor meet.

RATING services should re-evaluate their methods to "give a true picture of radio listening, especially in tv markets," Pennsylvania Assn. of Broadcasters insisted Thursday at the conclusion of a two-day, 200-member meeting held at Pocono Manor.

PAB delegates adopted a resolution critical of the techniques used by survey agencies, contending present figures understate the amount of radio listening.

The association called on record companies to take another look at radio's role in promoting record sales, aiming particularly at efforts to charge broadcasters for the numbers they expound on their stations.

David Bennett, WTPA (TV) Harrisburg, was elected president of PAB. Other elected officers were Joseph T. Connolly, WCAU Philadelphia, first vice president; Thomas B. Price, WBVP Beaver Falls, second vice president; Roy C. Morgan, WILK Wilkes-Barre, secretary, and Thomas W. Metzer, WMRF Lewiston, treasurer.

Elected directors were Cecil Woodland, WQAN Scranton; Milton Bernstein, WMJ State College; Robert Deschles, WMGW Moonville; Lester Rawlins, KDKA Pittsburgh; Lowell W. Williams, WJW Youngstown; George T. Smith, WFIL Philadelphia; A. Boyd Engel, WPTF Washington; David Porter, WNAE Warren; Thomas Nunnan, WILJ Bethlehem.

NARTB Board Chairman Harold E. Fellows told the Wednesday morning dinner meeting radio and tv listening and viewing habits are changing as the population increases and people have more leisure time. With newspapers in an era of mergers, he argued broadcasters have a greater obligation to see that proper emphasis is given to all viewpoints in newscasts.

Separate Engineering Meet

A separate engineering conference was held Thursday, with Herbert Kendrick, WHGB Reading, and John H. Nuell, WBRE-TV Wilkes-Barre, said foresight is necessary in tv planning. He said his station started its studies seven years ago, designing all facilities to accommodate a tv operation. David J. Miller Jr., WBBM Chicago, said programing from an engineering standpoint as an efficiency measure.

Mr. Morgan was convention chairman. Opening greetings were given by W. J. Thomas, WCPA Clearfield, retiring president. Ogden Davies, WKAP Allentown, moderated a panel on programming radio against tv competition. Taking part were James Chambers, WHOL Allentown; Ed K. Smith, WCMB Harrisburg; and Murray Arnold, WPEN Philadelphia.

Murray L. Goldsborough Jr., WHVR Hanover, moderated a panel on cost-cutting. Participants: A. V. Tidmore, WPCP Pottsville; Wright Mackey, WRAK Williamsport, and William Rahill, WNCC Barnesboro.

W. S. Halpern, WCOJ Coatesville, moderated a panel on programming that sells. Taking part were John E. Modile, WCAE Philadelphia; Herbert Scott, WPZP Pottsville; Mr. Potter and Theodore Oppegard, WVSC Somerset.

Mr. Koehler moderated a panel on ability of markets to support television. Participants: George D. Coleman, WGBI-TV Scranton; Robert Nelson, WARD-TV Johnstown, and Nelson S. Rounsley, WGLV-TV Easton.

Thomas E. Martin, WEEU Reading, moderated a panel on local tv programming. Taking part were Jack Snyder, WFBG-TV Altoona and Hal Berg, WILK-Tv Wilkes-Barre. Sam Booth, WCHA-TV Chambersburg, listed comparative radio-tv expenses. Humboldt Greg, WHUM-TV Reading, described technical advantages of a 1,000-foot tower. Millard C. Faught, consultant to Zenith Radio Corp., told of plans for subscription television.

In a statewide radio competition, these awards were made for "Radio Month in Pennsylvania promotions: first award, WBVP Beaver Falls; second, WCMB Harrisburg; third, WEEU Reading; tied for fourth, WNAE Warren and WCPA Clearfield.

Mr. Woodland presided at the Thursday morning session. Woody Ott, WWPA Williamsport, moderated a panel on selling the station. Taking part were Ralph Brent, WIP Philadelphia; Howard Naschmeier, WILF Philadelphia; Mr. Bergstein and Thomas Tito, WAZL Hazleton.

Participants in a sales discussion were Fred Palmer management consultant, with questioning by Victor C. Diehm, WAZL Hazleton; Winlow T. Porter, WHYL Carlisle, and Pat J. Stant, WIMJ Philadelphia.

Reports on PAB work during the year were given by Mears, Thomas, Connolly, Bennett, Price and Morgan. Kevin Sweeney, BAB president, moderated a panel on selling the station. He was introduced by Frank Aldoeffer, WLAN Lancaster. RCA was host at a Wednesday reception.

Bartzoff Elected to Head New England Radio-Tv Group

RADIO & Television Executives Assn. of New England last week elected Benjamin Bartzoff, technical manager of WVOM Boston, for 32 years, his first experience being with radio stations in Buffalo, N. Y., where he has been executive vice president.

Other newly elected officers are Paul H. Provand, Hoag & Prendergast, first vice president; Creighton E. Gates, WQXH Portland, Me., second vice president; Arthur E. Halsey, WBNL Boston, treasurer; Bruce G. Patten, John Blair & Co. station representatives, secretary.

Elected to the board of directors: C. Herbert Massie, WHZ-AM Boston; Murray A. Davis, WNAQ-TV Boston; Roy V. Whisnant, WCBP Boston; Harvey C. Gross, WMUR-FM Manchester, N. H.; William F. Malo, WEDC Hartford; Helen C. Horne, WMCA New York; Will Paul Eaton, H. P. Hood & Sons, Boston; Robert S. Kogod, New York City; Bradley M. Abbot, Television Film Supplier, Boston.

Daytime Group to Meet

MEETING of Daytime Broadcasters Assn. members will be held May 24, 2:30 p.m., during the NARTB convention, at the Palmer House, Chicago, according to Harry J. Daly, DBA counsel. Association is planning expansion of board of directors and will file an answer to FCC's proposed rule-making in the daytime-audio area. FCC's proposal would give greater daytime protection to clear-channel stations. Chicago session will include discussion of proposal to fix daytimers' operating hours at 5 a.m.-7 p.m. the year round. DBA will elect new officers at Chicago.

Page 44 • May 3, 1954
"REX" INCREASES SALES VOLUME FOR BUTTER-NUT . . .
"We have just compiled our sales figures for the first three months of 1954 and find that our sales volume in the Rockford-Madison area has increased over 200% compared to the same period in 1953.
"It was just a little over three months ago that we purchased the 10:00 o'clock weather show on WREX-TV so naturally we attribute our increase to the sales impact of your television operation.”
Paxton and Gallagher Co.

"REX" EXPANDS DISTRIBUTION FOR BUTTER-NUT . . .
"We are sold on the consumer impact of TV, and especially the "Wallap" WREX packs in our market area. We find that products advertised by you move from our shelves faster than others.
"To pin-point that statement, you may be interested to know that because of your 10 PM weather program, sponsored by Butter-Nut Coffee, we have had sufficient demand for Butter-Nut to stock it in all of our supermarkets.”
B. P. Kramlich
Piggly Wiggly Midwest Co.

WREX-TV
Channel 13  ROCKFORD • ILLINOIS

CONSULT H-R TELEVISION, INC. NATIONAL REPRESENTATIVES FOR DETAILS

May 3, 1954 • Page 45
There's a Difference Of Opinion...

between Telepulse and ARB's "The Television Audience" for March, 1954.

Top Once a Week Shows
Telepulse: 11 out of 15 on WABT
ARB: 12 out of 16 on WABT

Top Multi Weekly Shows
Telepulse: 9 out of 12 on WABT
ARB: 9 out of 11 on WABT

Quarter Hour Wins
Telepulse: 388 (and 1 tie) out of 439 for WABT
ARB: 298 (and 13 ties) out of 439 for WABT

But, any way you look at it

WABT is WAY Out in Front!

Play it SAFE

Put your Shirt on the FAVORITE

Alabama's Best in Television 316,000 Watts
Represented by CBS-TV Spot Sales

BAB SET TO BEGIN NEW PRESENTATIONS

BAB was scheduled to begin showing to advertisers and agencies in New York and Chicago this week a revised edition of its "New Look at Your Newest Medium" slide presentation, which describes the changes in radio advertising during the last four years.

The original edition, according to Kevin Sweeney, BAB president, was shown to more than 300 advertisers, and the current one will be viewed by approximately 90 advertiser and agency groups monthly, as the opening gun in BAB's campaign to convert these advertisers to the use of radio.

Under BAB's strategy, Mr. Sweeney explained, any advertiser who invites more specific proposals for use of radio after seeing the presentation, will be provided with a tailor-made presentation by BAB's staff. He said BAB currently is working on specific proposals for an airline that is contemplating expansion of its TV budget; a large TV advertiser who is planning a reallocation of his advertising dollar; a report on farm radio for a large advertiser in this field; a presentation for a regional gasoline marketer, and a dozen other radio sales stories which will be carried to presidents, chief executive officers, and boards of directors of the advertiser by BAB's sales force.

In an average month, Mr. Sweeney said, the five BAB executives who call on prospects will make more than 300 presentations, and other BAB departments will handle in excess of 200 requests for information to help agencies.

Farm Purchase Power
Cited by Fellows

URBAN population is increasing and farmers are enjoying a steadily increasing standard of living, with higher purchasing power, NARTB Board Chairman Harold E. Fellows said Tuesday in an address to the National Assn. of Marketing Officials, meeting at the Dept. of Agriculture, Washington.

"Probably there is no specific audience in America which appreciates more fully the essentiality of radio farm broadcasting than the audience comprising those who make their living by tilling the soil," he said.

"In the day of specialization in rural America, a radio receiver has become a necessity—not the luxurious static-ridden earphone novelty of the early 1920's." He said weather reports, market and stock information are among the news items a farmer gets quickly via radio.

Mr. Fellows emphasized the importance of "radio farm programming as a medium for selling goods and services." He told marketing officials that attention must be given to the sale of radio time to farm equipment manufacturers and suppliers of other farm materials. He contended farm programming has been a service broadcasters long have provided "without sufficient return on their investment."

He recalled that Dr. Milton Eisenhower, president of Pennsylvania State College, had started a radio section in the Dept. of Agriculture in 1925 when he was director of information. The program now includes television. He cited J. Walter Thompson Co. data showing at least 2 of 10 families have TV sets in 53% of all farm counties.

"In other words," he said, "it becomes obvious that television has attained the stature of a real force among those people who are responsible for feeding our population—and for that matter, the population of other nations, as well."
A BIRD IN THE PANHANDLE
NEVER GETS BUSHED--only hungry

TALKING to a crony, Tex, an old rancher, was startled when one of his hens came squawking around the house. Close behind in loud pursuit came a rooster. As the feathered pair kept circling the yard, the two Texans wagered on the outcome. Tex backed his rooster.

In the fourth lap, the rooster began to lose ground. As the hen rounded the house, Tex jumped up, grabbed some corn and tossed it straight in her path. She pounded right along, ignoring the kernels. Not the rooster—he spied the feed, screeched to a halt and settled down to a leisurely meal.

Tex paid off the bet, glared at his rooster and grumbled, "Sure hope I never get that hungry."

***

Panhandle hens have been known to stay out in front by listening to KGNC. Farmers find that egg production soars when a radio plays steadily in the hen house. In 2 out of 3 poultry barns surveyed in the Amarillo area, radios were tuned to KGNC!

***

People also flock to KGNC. And last year they began roosting in front of tv sets tuned to Channel 4. Our audience hatches enough buying power to lead the nation in per family retail sales: $5,248 in 1953. See the Katz Agency for full information.

KGNC - AM & TV
Amarillo

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency
O'Neil Re-elected, Fellows Named by BNF

RE-ELECTION of Thomas F. O'Neil, president of Mutual, and election of Harold E. Fellows, president of NARTB, to the board of directors of Brand Names Foundation were announced last Wednesday at the annual Brand Names Day meeting at the Waldorf-Astoria Hotel, New York. They will serve one-year terms.

Barry T. Leithhead, president of Cluett, Peabody & Co., was re-elected chairman of the board. Dan Francisco, vice president of J. Walter Thompson Co., and James Hill Jr., president of Sterling Drugs, were named vice chairmen. Henry E. Abl was re-elected Foundation President. Louis Hausman, vice president of CBS-Columbia and formerly administrative vice president of CBS Radio, was re-elected a director and re-named treasurer of the Foundation.

Frank M. Folsom, president of RCA and former chairman of BNF's board, continues as an honorary director. Elected for a one-year term was Frank White, chairman of the board of McCann-Erickson Corp. (International).


There are 197 Radio Stations in Texas... but it only takes 2 STATIONS to reach ½ the people

KUMAC
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

KJBS
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

The Biggest Buy in the Biggest State!

Ask the Walker Representation Co., Inc.

Movie, TV Engineers Convene in Washington

THIRTEEN papers on television will be presented Friday during an all-day session that will conclude the 75th semi-annual convention of the Society of Motion Picture & Television Engineers, to be held Monday-Friday at the Hotel Statler in Washington.

Papers to be presented Friday morning include: "Early Days of TV" by John V. L. Hogan, Hogan Labs; "CBS Color TV Staging and Lighting Practices" by Richard S. O'Brien, CBS-TV; "Color TV Light Sources" by H. M. Gurin, NBC; "Subject Lighting Contract of Color Motion Pictures for TV" by E. T. Perry and T. G. Veal, Eastman Kodak Co.; "TV Camera for Film and Studio Use" by James L. Lahey, Dage Electronics Corp., and "Electronic Shutter in TV Film Pickup" by F. Cecil Grace, DuMont Labs.

Axel G. Jensen, Bell Telephone Labs, will open the afternoon session with a paper on "The Evolution of Modern TV." Other afternoon papers include: "Applications of TV to Military Operations" by H. C. Oppenheim, Army Signal Corps; "Design and Construction of a Color TV Mobile Unit" by Sherman Atwood, NBC; "Improved Techniques for TV Recording with Ultraviolet Photography" by J. M. Brumbaugh and R. O. Drew, RCA; "Color Kinescope Recording" by E. D. Goodale, NBC, "A Continuous Projector for TV" by Otto Wittel, Eastman Kodak Co., and "Progress and Status of Theatre TV" by Ralph V. Little, RCA.

Freedom of Information Meet Slated in Illinois

ALL ILLINOIS radio-tv stations are being invited to send representatives to the first annual Illinois Freedom of Information clinic, scheduled to be held in Springfield May 17.

Broadcasters will be represented on various panels of the clinic, initiated by the Freedom of Information Committee of the Illinois AP Broadcasters Assn., Illinois Press Assn., and Chicago Professional chapter of Sigma Delta Chi.

Gov. William Stratton and other state officials are slated to participate in the opening session at the Abraham Lincoln Hotel, with Basil Walters, Chicago Daily News and retiring president of the American Society of Newspaper Editors, serving as moderator. Robert Burrow, WDAN Danville, will join newsmen in a discussion of "Cooperation between Newsmen and Top State Officials: How to Improve Contacts."

At an afternoon session Oliver Keller, WTAX Springfield, will take part on the subject of "Senate and House Coverage; Right to Know at Department Level; Is There a Need for Executive Sessions?"

Topic of another panel is "Newspaper, Radio and TV and Court Procedure; The Legal Aspect of the News," with William Holm, WLPO La Salle, as one of the speakers. Floor discussion will follow each panel.

PAAA to Meet in Chicago

CONFERENCE on premium advertising will be held by the Premium Advertising Assn. of America in Chicago tomorrow (Tuesday). Among the speakers will be Gordon Ellis, director of merchandising, Pet Milk Co., St. Louis; William J. Torer, vice president and director of sales and advertising, White King Soap Co., Los Angeles, and Dr. Daniel Starch, consultant in business research.
Thirty months after production of the first Gates 5000/10,000 watt broadcast transmitter, the one-hundredth of its kind rolled off Gates production lines. Nearly all of these went into commercial radio broadcasting stations in the United States and foreign countries.

Never before has a single model of a 5-10KW broadcast transmitter met with such popularity and universal acceptance. This sales performance, in a field of illustrious competition, we feel you’ll agree — speaks for itself.
Big Ten ‘Reluctant,’ But Accepts NCAA Plan

THE Western Conference will go along with NCAA’s plan for limited national football telecasts in 1954, it was revealed last Monday.

A Big Ten spokesman said the conference “reluctantly accepted the [NCAA] television program, but intends to renew efforts for regional television next year.” He said definitely the conference would “take no action.”

Nor was there any prospect of pressure from legislatures this year in connection with state universities like Ohio State, Michigan and Minnesota. The spokesman noted that generally this is an off year for most legislatures.

The Big Ten’s decision was revealed following a series of meetings involving its tv committee, athletic directors and university presidents in Chicago. The tv committee met April 24 and reviewed all aspects of the NCAA controlled football tv plan. Directors met the following day and university presidents were apprised of the “no action” decision last Monday morning.

The Western Conference sought a program under which a team would have been permitted to appear on tv once nationally or twice on regional hookups. The tv committee is headed by Ted Paysyre, Northwestern U.

No sponsor for the schedule on ABC-TV [BWT, April 26] has yet been signed, ABC-TV said late last week. They placed the expected cost of the NCAA telecasts at over $4 million. The games have been carried heretofore by NBC-TV, with Westinghouse as sponsor in 1951 and General Motors in 1952 and 1953.

As in the past, some opposition already has been evidenced by NCAA members. Harvard U. was reported last week to have rejected an offer of $30,000 from NCAA for tv coverage of the Harvard-Yale game next fall. Harvard officials said the move was in keeping with the Harvard administration’s policy of opposing the NCAA tv program.

The fall football schedule has not yet been worked out, and the complete list of games is not expected to be developed before the season starts.

Kobak to Address BECC On Audience Measurement

RADIO-TV audience measurements will be explored by Edgar Kobak, president of the Advertising Research Foundation, in an address before the Broadcast Executives Club of Chicago at the Sheraton Hotel Wednesday.

Mr. Kobak will speak on “Stations, Managers, Artists, Buyers, Ratings and Sealing Wax” touching on the problem of conflicting audience and readership measurements, with which ARF has engaged itself since its formation. The session will be the last regular monthly luncheon speakers meeting of the club. A business session in June will wind up BECC activities this season.

Mr. Kobak, former president of MBS and also associated with NBC and BAB, is a consultant and owner of WTWA Thomson, Ga. He also has been vice president of McGraw-Hill Pub. Co.

NARTB Objects to Limit On Savings, Loan Ads

NARTB last week objected to the proposal of the Home Loan Bank Board to circumscribe savings and loan advertising to a 50 mile radius of the principal office of each institution [BWT, April 1]. The broadcast association said the proposal was (1) censorship of advertising and (2) served no useful purpose.

Hearing on the proposed ban was held April 19, with media and some bank executives opposed, and some bank representatives in favor. No decision has yet been issued.

Reason for the proposal is said to be the practice of some savings and loan institutions advertising high dividends and returns in areas far removed from their base of operations, thus draining investment funds from potential deposit in local institutions.

TRADE ASSN. PEOPLE

John Kelly, promotion and publicity manager, WPTZ (TV) Philadelphia, appointed secretary, Philadelphia Public Relations Assn., succeeding Paul Woodland, who moves to Lancaster, Pa., as promotion director of Steinman Stations [BWT, April 26].


Robert C. Cone, formerly manager of publicity, WOR New York, to radio-tv publicity staff, United Cerebral Palsy Assn.

Shortly after Carl Belles joined WFBM-TV as production manager in 1952, a traffic jam developed around the personnel office. The phenomenon was traced to distaff staff members sounding out the personnel manager on Carl's marital status. After "He's married" appeared on the bulletin board, things simmered down.

"You shoulda worked with Marilyn Monroe," one director told Carl. "I did," he replied.

"You shoulda been an actor," one old upstager was heard to mutter at rehearsal when Carl tactfully pinned her ears back. "I was," said Carl.

"You shoulda been a Film Director," said a cameraman when Carl suggested a solution to a lighting problem. "I was," said Carl.

If this makes him sound like a guy following the harvest, it wrongs him. Carl's work has been well-aimed at his present job; his background is uniquely suited to television production. He has worked in front of and behind footlights, in front of and behind motion picture cameras, in front of and behind alligators (he once did a travelog of the Florida Everglades). Probably his most perilous experience was a hegira in Hollywood, where Carl was directing in a theater which tamed starlets. He had several narrow escapes, during which time his coolness under fire, learned as a Navy flying gunner during the war, stood him in good stead. He finally triumphed over his will power and took up the less hazardous occupation of film making.

This was back in the days when half a week was required to make a one-minute spot. Carl traveled hither and yon on assignment, shooting stock footage, producing, acting in, and directing commercials. It was along about then that Carl considered lotus-eating in the South Seas as a career, strongly motivated by the nerve-shattering aura of early TV filming. "It was like holding a jar of jam without the jar," he once remarked.

Every once in a while Carl's past catches up with him. Stock film and old commercials turn up for delivery to the WFEM-TV audience, thereby suggesting that the Belles impact on the industry was slightly more lasting than a piano chord.

No one doubts his impact hereabouts, least of all the directors of our 130 live shows each week, who find Carl Belles an inexhaustible source of artistic help and commercial savvy.
SENATE UHF HEARING AGAIN POSTPONED: NEW DATE MAY 19

McCarthy vs. Army controversy and other reasons prompt Sen. Potter to set his subcommittee uhf hearing for May 19-21. Uhf Industry Coordinating Committee expects more stations to fill its ranks.

THE SCHEDULED Senate Communications Subcommittee hearing on uhf and multiple ownership last week was bumped back another two weeks.

Sen. Charles E. Potter (R-Mich.) announced the new date for the hearing Wednesday. The hearing will be held May 19-21, a second postponement since first the sessions were announced. Originally the Senator had scheduled them for April 27-29 but when the bizarre McCarthy vs. Army hearing got underway, the uhf date was pushed back to May 4-6.

Reasons for the new postponement, it was understood, were:

- The crowded calendar of Sen. Potter. As a member of the Senate Permanent Investigations Subcommittee that is hearing the dispute between Sen. Joseph R. McCarthy (R-Wis.) and his staff, with the Army, Sen. Potter must set aside considerable time for the investigation. It was said a postponement was under consideration ever since the McCarthy-Army row appearedheading for a prolonged stay on the Capitol scene.

- The need for more time for principals involved in the uhf-multiple ownership hearing to prepare testimony.

Sen. Potter reportedly has let it be known that May 19-21 now is definite.

Also, the FCC is compiling tv station monthly revenue and expense data through March 1954. The Commission had set a May 3 deadline for the material [BWT, Feb. 4]. Only a fortnight ago, before the new postponement of the hearing was announced, the FCC had asked tv stations to get the data in before this time [AT DEADLINE, April 26] so that it could bring the material up to date for the uhf hearing.

At the same time, the Uhf Industry Coordinating Committee is expecting to add to its roster of stations by the May 19 hearing date. This group last week was busy preparing its testimony.

While station operators, networks, manufacturers and the FCC worked over the uhf question, the subcommittee's list of witnesses was shaping up.

Most of the witnesses, however, are tentative, with the list subject to constant revision.

Only one uhf permittee who has ceased operation is scheduled: Ronald B. Woodard, WIFE (TV) Dayton. William Johns, WOSH-TV Oshkosh, Wis., deleted last week, reportedly has decided not to appear.

Uhf operators or spokesmen now on the list include William A. Roberts, counsel, UHF TV Assn.; Los Polite, WCAN-TV Millwaukkee and UHF TV Assn. president; S. W. Townsend, WREST-TV New Castle, Pa.; Fred Weber, WFPF-TV Atlantic City, N. J.; John Esau, KTVQ (TV) Oklahoma City; Paul Harron, WIBG-TV Philadelphia; William Putnam, WIVF (TV) Scranton, Pa.; Harry Tenenbaum, WTVM (TV) Belleville, Ill.; El Louis market); Alfred Beck, KCEB (TV) Tulsa; Morton W. Loewi, WIVF (TV) Columbus, Ohio; Philip Merryman, WICC-TV Bridgeport, Conn.; Larry H. Israel, WENS (TV) Pittsburgh.

Manufacturers now slated to appear are General Electric (Dr. W. R. G. Baker and his assistants); RCA (possibly W. W. Watts, vice president of RCA technical products); DuMont (possibly Dr. Allen B. DuMont), and Sarkes Tarzian (uhf equipment maker) and also, of WTTV (TV) Bloomington, Ind. Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., will represent all member manufacturing firms.

Networks scheduled are all four in tv: ABC-TV, CBS-TV, NBC-TV (unconfirmed name—Joseph V. Heffernan, finance vice president) and DuMont TV.

Although not classified as a network but a multiple tv station owner, the Storer Broadcasting Co. has informed the subcommittee it will appear. SBC will be represented by either John Poole or John McCoy, both with the Storer organization.

NARTB, according to reports, thus far has decided not to be represented at the hearing but this decision is not official and subject to change.

Only educational group thus far set down by the subcommittee is the National Citizens Committee for Educational Tv (Robert R. Mullin, executive director). Morris Berman, identified as a New York engineer by the subcommittee, also is on the list of those desiring to testify.

Still unconfirmed are the plans of David F. Milligan, WFAM-TV Lafayette, Ind., and Leon Green KNUZ-TV Houston, both uhf operators who had expressed interest in the hearings.

Six-Man Work Group

A six-man working committee of the Uhf Industry Coordinating Committee, now grown to 45 stations, met in Washington last Friday and Saturday to continue preparations for the hearings.

Repplies to its open letter to uhf operators and grantees [BWT, April 26] have been "most satisfactory," it was reported, and much ammunition has been garnered. No serious objections to its proposed platform have been raised it was said. Hope is that the Coordinating Committee will represent 75 stations or more by the May 19 hearing date.

It was also announced that Melvin Goldberg, former executive director of the UHF Assn. and now a consultant, has been hired to assist the group. He is working with Benedict P. Cottle, former FCC general counsel, who represents the Coordinating Committee.


Meanwhile, a Hollywood radio station to three moves to assist uhf television stations. Joseph Brenner, former FCC attorney and now in private practice in Beverly Hills, Calif., suggested that the FCC:

(1) Permit uhf stations to broadcast aural programs with fixed visual images—such as test patterns, slides, stirs, etc. This would permit uhf stations to get some revenue and assist servicemen in installing converters and
Stack displays in 43 big supermarkets serving all of metropolitan Los Angeles.

Advertiser's product will bear special shelf or stack markers identifying it as "A KMPC Value."

Posters throughout all 43 markets publicizing KMPC as "The Food Station."

Easel boards featuring KMPC personalities who will be airing the advertiser's commercials.

Special KMPC badges worn by all market clerks and check-out girls.

Special reference to KMPC in all newspaper advertising and Special Value Sheets of all 43 markets.

Food Special banners featuring KMPC throughout all of the markets.

Investigate today!

**KMPC**

"The One-Station Network"

710 kc • Los Angeles

50,000 watts days • 10,000 watts nights

GENE AUTRY, President • R. O. REYNOLDS, Vice-Pres. & Gen. Mgr.

Represented nationally by A. M. RADIO SALES COMPANY

New York • Los Angeles • Chicago

*Available to only 13 advertisers having a product already carried by Thriftimart Food Markets*
all-channel receivers. This was permissible prior to June 1951.

(2) Make provision for the transmission of stereophonic sound exclusively by uhf stations. Sound portion of tv uses fm transmission and thus would be adaptable for three dimensional sound.

(3) Authorize subscription television, but restrict its use to uhf stations only. This would provide program matter and revenues to uhf stations not available to vhf stations.

(4) Require networks to have one-third of their affiliates in the uhf band in one year's period, and 50% in five year's time.

**Industry Figures Meet At Dinner With Potter**

TRENDS in television regulation, including multiple ownership and the problems of uhf, were discussed at an informal dinner conference held Thursday in Washington with Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee, as a guest.

Sen. Potter told B&T he took part in the conference in a planning view of an industry cross-section on current tv and ownership issues. Major television networks were not represented on the guest list.

Among guests were George B. Storer and George B. Storer Jr., Storer Broadcasting Co.; Chris Witting and John Steen, Westinghouse Broadcasting Co.; A. Earl Cullum Jr., consultant; Robert D. Sweezy, WDSU-TV New Orleans; L. J. Poller, WCAN-TV Milwaukee; Ward Quaal, Crosley stations; C. Glover De Laney, Gannett stations; Gene F. Cagle, KFJZ Fort Worth; Thomas F. O'Neill, General Teleradio; Gov. E. D. Rivers Sr., WMJE Miami, WLBS Birmingham and Souther stations; William M. O'Neill, WJW Cleveland; Lester W. Lindsey, WPDE Flint, Mich.; Huburt Taft, WKRC-AM-TV Cincinnati; John Poole and John E. McCoy, Storer Broadcasting Co.; Kenyon Brown, KWPT Wichita Falls, Tex.

Mr. Cullum made the basic presentation, explaining technical aspects of both uhf and vhf as well as allocation and coverage. Sen. Potter's questions covered a wide range of topics including the number of tv stations the nation can support, multiple ownership and educational stations. The list of broadcasters, represented all types of stations and included ownership of many uhf outlets.

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**FCC Chairman Testifies On Wiretapping Measures**

FCC Chairman Rosel H. Hyde testified on wiretapping before a Senate Judiciary subcommittee Thursday. The group is considering a House-approved measure and alternative Senate bills. The House bill would permit the use of wiretaps in Federal court.

Chairman Hyde warned that recorded conversations could be altered and urged their use in court only under careful safeguards. He said wiretapping was "personally repugnant" to him, but the FCC Chairman also noted that the Committee has not taken an official position on the bill. Although the Committee (interception of communications, Sec. 605) of the Communications Act is included because of its link with radio-communications, Chairman Hyde reminded the Senators that by its nature, any proposal on wiretapping "should be included as part of Title 18 of the U. S. Code, rather than as an amendment to the Communications Act," thus keeping with Dept. of Justice responsibility for enforcement.

**$3 MILLION IN SALES FILED BEFORE FCC**

Applications concern merger of KMBC-TV and WHB-TV

**Kansas City, sales of WHB, KMBC and KFRM.**

FORMAL applications for FCC approval to transfer all interests in station transfers which would effect merger of KMBC-TV and WHB-TV, Kansas City ch. 9, share-time stations, and sales of WHB and KMBC as well as the latter's sister operation, KFRM Concord, Kan., were tendered with the Commission last week. Total of considerations involved is more than $3 million (B&T, April 26).

The transactions mark the end of the active role that KMBC's Arthur B. Church has taken in the broadcasting industry. A radio pioneer who entered the field in 1914, the senior Mr. Church is withdrawing from radio tv because of his health.

Cook, Print & Varnish Co., operator of WHB-AM-TV, purchases the KMBC properties through its subsidiary, WHB Broadcasting Co., and will merge WHB-TV and KMBC-TV into a single outlet. Consideration includes $1,750,000 in cash for the purchase, the book value of $900,000 in long and short term obligations and an agreement to pay Mr. & Mrs. Church $250,000 under a 10-year non-competition clause provided they do not re-enter radio or tv in that area.

---


YOU MIGHT RIDE 485 WINNERS IN A YEAR*—

BUT . . . WKZO RADIO
ALWAYS WINS
IN WESTERN MICHIGAN!

WKZO, Kalamazoo, is definitely Western Michigan's top radio buy—morning, afternoon and night. Pulse figures, left, prove it. On a quarter-hour, 52-time basis, for example, WKZO gets:

181.0% more morning listeners and 321.4% more afternoon listeners than Station B (and for only 35.3% more money!)

Nielsen figures tell much the same audience story. They show that WKZO gets 177.7% more average daily daytime families than Station B!

Ask Avery-Knodel for all the facts.

*This American record was set in 1953 by Willie Shoemaker.
The ing Assn. of Mfrs. Also, (SRA); American in [BT, position already bill to throwing their support behind the week. Still slugfest.

merce, once again advertising should be

Among the organizations expected

of organizations against the “drys” to the Senate Interstate

Temperance and the Women’s Christian

OLD 7,

Capitol Hill

latter in the Senate

In the Winter-Spring of 1955, the Army and Air Force advertising programs would split their operations in recruitment advertising [BT, April 26].

In the appropriations report (for fiscal 1955), the Army and Air Force advertising programs would split their operations in recruitment advertising [BT, April 26].

Proponents will be out in full force, throwing their support behind the first attempt to drive an anti-alcoholic beverage advertising bill through Congress via the House.

The House Interstate & Foreign Commerce

Temperance Union, is expected.

An idea to what extent witnesses will parade before the committee can be gleaned from the committee instruction to all groups asking to testify that they limit themselves to a 15-minute presentation.

The Temperance Board’s Clipsheet of April 26 kicked off its publicity on the hearing with an editorial commenting [italics by BT]:

“Following the death of its author, Rep. Joseph R. Byrson of South Carolina, early in 1953, proponents of the measure felt that it would no longer have support. But a rising public sentiment over a period of months resulted in the scheduling of hearings.

Propositions of the bill seek this mushrooming concern on the part of church and civic groups as indication that the bill has good chance of passing. Several congressmen have asked for time to make statements on the bill during hearings.

Provision is made for the Army on tv and $80,000 for both the visual and audio media by the Air Force.

Chief critic in the Capitol Hill audience is Rep. E. P. Scrivener (R-Kan.) who suggested during hearings before his House Appropriations subcommittee that perhaps “we had better stop” producing tv programs because he doubts tv’s effectiveness as a recruiter.

If the military receives better reception in the Senate, where the appropriations measure now rests for consideration, perhaps the Congressional Hooperating will go up and with it the services’ expenditures permitted for tv.

Uhf WAKR-TV Asks FTC To Limit Vhf-Only Set Ads

WAKR-TV Akron, Ohio, a uhf outlet on ch.

49, in a memorandum to the Federal Trade Commission last Tuesday, asked that agency to amend its proposed trade practice rules for the tv industry, in effect to prohibit the term “television broadcast” in descriptions of tv sets equipped to receive only vhf signals.

Attorney Edward de Grazia of the Washington law firm of Kirkland, Fleming, Green, Marten & Ellis, representing WAKR-TV, said failure of the FTC to promulgate such rules could lead only to “an aggravation of the already serious and existing confusion, misunderstanding, and misinformation in the minds of the general public”.

The memorandum was filed by Mr. de Grazia upon the suggestion of FTC attorney Paul Butz, who presided at hearings completed last Dec. 7 on the proposed tv rules [BT, Dec. 14, 1953]. Mr. Butz at that time said the hearing record would be kept open for unheard parties only until last Jan. 20. The FTC attorney is redrafting for submission to FTC members the set of 31 trade practice rules proposed by the FTC last Sept. 10.

The WAKR-TV request expressed fear the marketing and advertising of color tv sets “... is already promising to compound existing injun - and aggravating public misinformation.

Thus, many color television sets, coming on the market for the first time, are not equipped to receive chs. 14 to 85—despite the fact that such equipment would affect the total cost of approximately $1,100 of such color sets relatively little.”

Allen B. DuMont Labs, through Morton R. Galane of the law firm of Roberts & McNlns, Washington, counsel to DuMont, proposed during the FTC hearings last Oct. 8 and Dec. 7, an amendment to the rules which would require vhf-only sets, or those receiving less than the total 12 vhf and 70 uhf channels, to be labeled according to their respective limitations.

William A. Roberts of Roberts & McNlns, on behalf of the UHF tv Assn., filed a letter supporting the DuMont proposal.

BROADCASTING • TELECASTING
KRNT-CBS in Des Moines

BASIC BUY IN IOWA

Basic Buy Because:
KRNT is the Hooper leader morning, afternoon, and evening (and has been for years!). In the morning, KRNT leads with an audience share of 48.8%. In the afternoon, KRNT leads with an audience share of 50.4%. In the evening, KRNT leads with an audience share of 41.8%. (Des Moines Hooper Report, Feb., 1954). KRNT is the only Des Moines station that can talk Hoopers!

Basic Buy Because:
KRNT is the station with the stars... CBS plus Don Bell, Iowa’s favorite disc-jockey... Bill Riley, longtime popular emcee with the great new mid-afternoon participating show... Smokey Smith, Central Iowa’s most popular Western and country-music star... Elizabeth Clarkson Zwart, veteran Tribune columnist with outstanding morning "radio column"... Al Coupee, Iowa’s "Mister Sports"... Al Rockwell, late-evening music authority.

Basic Buy Because:
KRNT is the station Central Iowa depends on for news. Everyone knows such names in news as Russ Van Dyke, Paul Rhoades, Don Soliday, Tribune columnist Gordon Gammack, and Mac Danielson. It takes a BIG, FULL-TIME staff of professional newsmen — with "beat" reporters — to run the NEWS CENTER for Central Iowa. That’s why any KRNT quarter-hour newscast is the most-listened-to newscast in Des Moines!

Basic Buy Because:
KRNT is the Know-How, Go-Now station in Des Moines... the only Des Moines station which builds audience through a daily newspaper radio column, as well as display advertising and many other promotion features... the showmanship station affiliated with KRNT Theater, world’s largest legitimate theater... the station which has one rate for everyone, with no PI, no deals.

REPRESENTED BY THE KATZ AGENCY

Broadcasting • Teletcasting
May 3, 1954 • Page 57
10 REASONS WHY YOU SHOULD BUY A SCHAFFER REMOTE CONTROL SYSTEM

$1495.

- The system preferred by engineers throughout the country.
- The basic Schafer system is a complete system; no expansions later. 24 metering circuits ... 40 control circuits ... uses two phone lines.
- No tubes in the Schafer system ... sure-fire, dependable, dc dial, metering and control circuits ... directly calibrated meters.
- No extra frequency or modulation monitor to buy for any installation ... external relays, tuning motor all furnished as part of the basic system.
- Parts replacement never a problem ... all parts made by national manufacturers, available through your local jobber now or 20 years from now.
- Any transmitter or group of transmitters can be controlled by one system ... thirty page manual covers complete instructions for installation and maintenance.
- No engineering compromises ... no circuits worked against ground ... no high voltages or currents on phone lines, telephones built in.
- We specialize in remote control! We sell direct from the factory to you ... you save the difference, and you get immediate delivery out of stock.
- Every Schafer remote control system unconditionally guaranteed for one year.

Paul Schafer Custom Engineering
2279 Allesandro Street
Los Angeles 39, California
Telephone: Normandy 2-2161

- Schafer Economy Model see it at the NARTB convention
remote control for $995
DENVER TV CHALLENGES KLZ-TV SALE

Last year's unsuccessful applicant for the ch. 7 facility petitions FCC to disallow Time Inc.'s purchase of the station from Aladdin Radio-TV Inc.

REQUEST that the FCC revoke the permit of KLZ-TV Denver and grant the application of Denver Television Co. in its stead was filed with the Commission last week.

The petition was filed by last year's unsuccessful contender for Denver's ch. 7. As expected (B&T, April 12), Denver Television asked that its application be reinstated, that KLZ-TV's grant be revoked, and that the FCC grant the ch. 7 facilities to Denver Television, which was owned mostly by the Wollenberg theatre interests.

The move was made on the ground that the proposed sale of KLZ-AM-FM-TV to Time Inc. for $3.5 million (B&T, April 12, March 8) violated "the integrity" of Commission procedures.

Basis of the Commission's grant to Aladdin Radio & Television Inc., licensee of the KLZ properties, was that it had greater local ownership, local residence, integration of ownership and management, and broadcast experience than did Denver Television, the petition declared.

Time Inc., publisher of TV Guide, TV Fortnight and Time magazines and 50% owner of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM-TV Salt Lake City, Utah, meets none of these criteria, Denver Television said.

First Post-Freeze Hearing

The hearing for Denver's ch. 7 was the first of the post-freeze comparative tv hearings to be held. After weeks of vigorous and sometimes acrimonious testimony and cross examination—without the charges hurled back and forth—the Commission in June 1953 finalized the examiner's initial decision in favor of KLZ.

KLZ-TV, affiliated with CBS-TV, began operations Nov. 1, 1953, under special temporary authority.

Sale of the KLZ stations to Time Inc. was announced early in March. Aladdin is owned by 40 stockholders, the largest of which are Hearst Corp., which owns the Los Angeles Times, and Hearst Television Inc., with Alfred T. Terry, Frank H. Rickelson Jr., J. Elroy McCaw and Theodore R. Gamble.

Reason for the sale, according to the transfer application filed with the FCC early in April, is the ill health of Messrs. Huffman and Terry. Both have suffered heart ailments in recent months.

Application for transfer indicated that Mr. Terry would remain in charge of the stations, and that Mr. Rickelson would remain a director.

Denver Television also claimed that KLZ-TV programming was not in agreement with what had been proposed.

Aladdin has made no effort to continue under its program ownership the existing network affiliation with NBC. Denver Television said, "... instead it [has] utilized the changes as an excuse for bailing out." the petition said.

Denver Television implied that the $3.5 million sale price was the principal motive for the sale. It said that Aladdin's net worth was less than $650,000.

Denver Television was headed by John M. Wollenberg, who also was 34% stockholder. Other stockholders were F. Kirk Johnson, Texas oil magnate, 20%; James M. Stewart, radio-tv and screen actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%, and Max G. Brooks, banker, 5%.

The Wollenbergs own six theatres in Denver, the downtown Broadway and Paramount, and four drive-ins. Harris Wollenberg, father of John, died a few months ago.

John Wollenberg was reported to be managing theatres in California.

WOLVERTON ASKS DATA ON PAY-TV

Committee chairman seeks FCC viewpoint on proposed legislation

The petition has been filed by the Special Joint Committee on Broadcast Communications. The request for the FCC's viewpoint on the legislation is the first step in the process of determining the need for the legislation.

The Top Man on the House Interstate & Foreign Commerce Committee was a bit nonplussed Tuesday when the Hinshaw bill on subscription broadcasting came up for brief discussion.

The committee's chairman, Rep. Charles A. Wolverton (R-N. J.), while the bill's author, Rep. Carl Hinshaw (R-Calif.), was before the committee testifying on the measure, asked where were FCC's views on the proposed legislation. He was somewhat surprised and somewhat nettled to find the Commission had not commented on the bill which had been introduced July 23, 1953.

Rep. Wolverton then instructed the committee staff to ask FCC again for its comments because without them the committee was pretty much in the dark.

The Hinshaw bill (HR 6431) would make subscription tv a common carrier. It was introduced for the purpose of stirring study on the questions of (1) where do subscription tv and theatre tv fit in the broadcasting industry and (2) are they part of broadcast as defined in the Communications Act or (3) should the act be amended so as to speak clearly on the subject?

Subscription tv interest

The interest in subscription tv came up during a routine, so-called "sponsors' day," held by the committee to hear authors of bills pending before it.

Rep. Hinshaw recalled that the question of subscription radio (or tv) came up during Senate-House conference of the McFarland bill (now law). At that time, he said, consideration was shelved because the House commerce group did not get the chance to consider the subject.

In contest, he said, was whether in a definition of broadcasting Congress should "exclude all such things as were charged for, and include all those things which were free to the general public.

Rep. Hinshaw cautioned, "there is quite a demand on the part of the radio industry that we settle certain parts of this contention in respect to subscription radio. ..." The Congressmen said the committee must decide whether to take up the bill "sometime," not take it up or postpone consideration.

Rep. Hinshaw said the committee "certainly ought to get into it (subscription broadcasting) because it is being agitated." He referred to the April 6 talk by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, before the National Small Business Men's Assn. in Washington, D.C. (B&T, April 12). Dr. Faught suggested a plan of box office tv collection by educational tv operators.

The Congressman observed that Dr. Faught "drew particularly with the Zenith Corp. and got the impression for the moment, from his talk that he was a salesman for Zenith." "It was an unusual thing," Rep. Hinshaw said of the speech and asked that it be made part of the committee record.

FCC Admits WCAN-TV Bid for Whitefish Bay

The FCC last week agreed to permit WCAN-TV Milwaukee to participate in Whitefish Bay ch. 6 hearing, but denied the ch. 25 station's request to dismiss the Hearst Corp. (WISN) application.

At the same time, the Commission scheduled a hearing to permit WCAN-TV to participate in a Whitefish Bay ch. 6 hearing, but denied the ch. 25 station's request to dismiss the Hearst Corp. (WISN) application.

The Commissioner said that WCAN-TV had met the requirements of Sec. 309(b)—it had satisfied the Commission it was a party in interest, it had made known its interest, and it had set forth the basis of its right to participate.

WCAN-TV notified the Commission of its intention to participate last January (B&T, Jan. 25). It claimed that it had standing as a party in interest because of the adverse economic effect a grant on ch. 6 would have on its operations. WCAN-TV would receive the grant, it would lose its CBS-TV affiliation, since the WISN affiliation contract with CBS Radio contained first refusal rights for CBS-TV affiliation. This also brought up a question of anti-trust violation, the shf station declared.

In denying WCAN-TV's request for the dismissal of the Hearst application, the Commission said that there was no reason to penalize Hearst because it proposed to locate its main studio in Milwaukee, rather than in Whitefish Bay. Rules provide for this accomodation, the FCC said.

No, said the Commission, does this mean that Hearst intended to violate the table of allocations.

Ch. 6 was assigned to Whitefish Bay, a suburb of Milwaukee, following a lengthy controversy with the Commission and WCAN-TV. At first, Hearst Corp. had requested permission to persuade the Commission to change the educational reservation on ch. 10 in Milwaukee. After this failed, Hearst asked for the allocation of ch. 6 to Whitefish Bay. This was done over the vigorous protests of WCAN-TV.

Although WCAN-TV's request to the U. S. Court of Appeals for a stay order failed, it still has pending an appeal from the Commission's decision to allocate ch. 6 to the Milwaukee area.
NEWSPAPER INTEREST
IN RADIO-TV HIT

Sen. Johnson introduces bill which would bar anyone owning 10% or more of a newspaper in a city of 100,000 or up from owning a station.

IF YOU OWN 10% or more of a newspaper you ought not be granted a radio or TV station, and if you own a station perhaps you should get rid of it. That is, if your newspaper is in a city of at least 100,000 population.

That’s the gist of a new, surprising bill (S 3350) introduced by Sen. Edwin C. Johnson (D-Cols.) last week.

The measure, referred to the Senate Interstate & Foreign Commerce Committee, of which Sen. Johnson is the ranking minority member, would:

- Amend Sec. 310 (a) of the Communications Act which deals with the granting of a license.
- Prohibit “any person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population as defined by the United States Census” from holding a license for a radio or TV station or from being granted a permit.
- Prohibit “any corporation of which any of the capital stock is owned of record or voted by a person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population as defined by the United States Census.”

The bill explains that by “substantial interest,” it is meant 10% or greater interest in, “or 10% or more of the capital of a corporation publishing,” a newspaper of general circulation. If there is a 10% control or a voting of that amount of stock of the newspaper, this would constitute “control,” according to the Johnson measure.

Sen. Johnson told B&T that the purpose of the bill was to look into monopoly and into the outlets of news, such as newspaper, radio and television.

The Senator said he offered the bill because the situation in some big cities indicates a few people are controlling the outlets.

Questioned whether his proposal was tied in with Sen. Harley M. Kilgore’s (D-W. Va.) request that the Senate Interstate & Foreign Commerce Committee, the Senate Judiciary Subcommittee on Anti-Monopoly and the Justice Dept. look into what he charged was a “threat of a developing monopoly in communications,” with radio interests taking over tv properties [B&T, March 11]. Sen. Johnson answered “some extent.”

Sen. Johnson said he did not know when the Senate Communications Subcommittee would consider the bill and that he had not talked with its chairman, Sen. Charles E. Potter (R-Mich.).

Actually the Johnson bill comes at a time when the Potter subcommittee has its hands full with the pending TV hearing (story page 52). The session is set for May 19-21 and is sure to take up the subcommittee’s efforts for some time. Since the Congress is aiming for adjournment in July, it is a good bet that the Johnson bill will not get far.

HENNOCK QUESTIONS ST. LOUIS GRANT

AFTER the merger proposal among applicants for ch. 4 at St. Louis involving KWK Inc. and KWK's application legally in hearing status in spite of an examiner's decision?

This question is raised by Comr. Frieda B. Hennock in her dissent to the Commission's decision to KWK

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Announcing
A NEW SERVICE TO ADVERTISERS

A Complete Merchandising Department coordinated by Top Merchandising Men to give you More Results for your Advertising Dollar.

59th IN TOTAL RETAIL SALES

Retail sales in metropolitan Wichita rank 59th in the entire country.

Source: SRDS 1954 Consumer Markets

REPRESENTED BY
Edward Petry & Co., Inc.

WICHITA
KANSAS
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St. in
the TOP
KANSAS
MARKET,
WICHITA

SERVING
WICHITA
HUTCHINSON
AND
THE GOLD
COUNTIES

CHANNEL 16

Coming Soon
257,000 Watts
HIGHEST POWER
IN KANSAS

STANLEY H. DURWOOD
President
FCC's Expediting Rules Under Argument

Question arises whether points of reliance agreed upon in Miami and Charlotte hearings meet 'specificity' requirements. Private attorneys say yes; Broadcast Bureau, no.

The FCC's expediting procedure is all right, but get the Broadcast Bureau off our necks, was the plea of seven attorneys last Thursday in a three-hour oral argument before the Commission. The question was whether the points of reliance agreed upon by applicants for Miami's ch. 7 and Charlotte's ch. 9 and accepted by the respective examiners met the requirements of 'specificity' called for by the regulations.

The unprecedented oral argument was ordered by the Commission when the Broadcast Bureau appealed from examiners' decisions in the two cases agreeing to accept points of reliance submitted by the applicants [B&T, April 16, 19].

The Broadcast Bureau claimed that the points of reliance did not meet the Commission rules requiring specificity in order to narrow the hearings. This is the essence of the expediting procedures, which were put into effect in February 1953 to eliminate long and costly comparative tv hearings.

In ordering the oral argument, the Commission applied the Broadcast Bureau's rules.
The FCC said that the points of reliance in both cases did not meet the objectives of the expediting rules. The Broadcast Bureau Assistant Chief Joseph M. Kittner asked the Commission to uphold the Broadcast Bureau's position. If not, he said, the rules did not mean what they say, nor what the Commission emphasized in the so-called Evansville case. In that case, the Commission reiterated that points of reliance must be itemized in detail.

Answers 'Objections'

He also rebutted what he termed objections to the Bureau's position.

Gist of the opposing attorneys' position was that both applicants and the examiners involved understood exactly what was meant by the points of preference under five and that detailing them would unduly prolong the hearing conferences. Understanding among the counsel and the examiners came about, it was declared, through the exchange of full information.

Since the objective of the expediting procedures was to shorten hearing time and costs, and since all concerned had agreed on the acceptability of the points, no useful purpose was served in forcing applicants to particularize, it was said.

Among points made by the attorneys:

(1) Examiners must be more firm in running hearing conferences.

(2) The Broadcast Bureau was "subverting" the rules by insisting on minute details in points of reliance.

(3) The Commission should formulate policy for Bureau counsel and for examiners.

(4) Application forms should be revised to require full and detailed information; thus obviating the need for additional data at hearings.

Questions asked by Commissioners ran along these lines:

(a) Should there be a ban on appeals to the Commission until the examiner issues a final ruling on the conduct of the hearing and the points of reliance? This was asked by Chairman Rosel H. Hyde.

(b) Should any examiner be designated to sit on all hearing conferences, thus eliminating in-consistencies in rulings which have plagued those examiners involved in several hearings? This was suggested by Comr. Frieda B. Henneock.

(c) Could the hearings be shortened by permitting a whole case, or a major portion of a case, to be submitted on paper? This was broached by Comr. John C. Doerfer.

Several attorneys pleaded that the Commission not revise the hearing rules, with attendant delays due to rule-making processes required. It would be better, they said, to order the applicants to comply with the viewpoint of the Broadcast Bureau.


Deadline Extended

DEADLINE for filing of comments on FCC's proposal to specify a floor of 5 kw on all uhf transmitters was extended by FCC last week until May 17 at the request of NARTB. Upon deadline a fortnight ago, a host of objections from RCA, DuMont and the Joint Committee on Educational Television, opposed the plan to lift the present minimum requirement of 1 kw to the higher power [B&T, April 19]. Replies to comments now are due May 27, FCC said.

Half-Dozon Station Transfers Approved

HALF-DOZON radio-tv transfers approved last week by the FCC included WTIV-AM-TV Peoria and WKID-AM-TV Urbana, Ill.

At Peoria, the Peoria Journal-Star Inc. purchased 55% interest of WTIV-AM-Star from Hugh R. Norman and Edward C. Schoele for $55,000 and assumption of liabilities totaling $155,000. The Journal-Star, previously owned 36% interest and will now own a controlling interest of 91%.

WKID-AM-FM was sold by partners Robert E. Snyder and Gene Phillips to WKID Broadcasting Co. for $45,775. WKID Broadcast- ing is headed by Donald T. Harding, presently with sales department of Edward Petry & Co., station representative. Associated with Mr. Harding are Allen H. Embury, president and 20% stockholder of KPIG Cedar Rapids, Iowa. Jerry Glynn Jr., George W. Lyons, and William T. Firman. Mears, Lyons and Firman are CBS Radio Network salesmen.

Sale of KILA Hillo, Hawaii, by John D. Keat- ing and Elroy McCaw to KILA Station Man- ager James M. Stoller was also approved. It was necessitated by the FCC multiple ownership rule when approval was given to the purchase of WINS New York by Mr. McCaw and his associates.

Mr. McCaw is owner of KORC Mineral Springs, Tex., and has interests in KLZ-AM-FM-TV Denver; KELA Centralia, KYAK Yakima, KALE-AM-FM Richland, all in Washington, and KYA San Francisco.

Other transfers receiving FCC approval were: WCOJ Costeville Pa.—Transfer of control of Chester County Broadcasting Service for permits of $25,000 to William S. Halpern and Louis B. Seitz for $66,000. KEVA Shamrock, Tex.—Assignment of license to Shamrock Texas Broadcasting Co. Inc., to Cooper, Clark and Merita Bumpers and Robert Beller through an assignment of one of his holdings, $390,000 interest of James D. Abbott for $18,000.

WMGO Marietta, Ohio—Assignment of license from WCOH to WCOH General Manager, R. Sanford Guyer, doing business as Marietta Broadcasting Co. through an assignment of 60% interest by Mr. Guyer for $18,000.

Circuit Changes Aid Network TV

MODIFICATION of an existing telephone radio relay circuit between Louisville and Nashville was requested from FCC last week by American Telephone & Telegraph Corp.'s Long Lines Division to provide a substitute network to service WSM-TV Nashville, presently using its own private relay. The other tv circuit services WSDX-TV Nashville.

The circuit presently is eight tv channels authorized between Louisville and Nashville, six of which are for telephone message service and protection while the other two, one in each direction, are for television. Three network tv channels will be available for alluv in Louisville, FCC said, two fulltime from Indianapolis via coaxial cable and one parttime from Atlanta using telephone radio relay.

The latter will be replaced by a fulltime channel on completion of a regular tv circuit northbound from Atlanta now under construction, FCC said. A parttime channel will be open late this year when the maintenance coaxial cable is ready for use. Then there will be four tv network channels available at Louisville, three fulltime and one parttime, FCC noted.

AT&T also asked the Commission last week for permission to modify an existing radio channel from New Orleans to Livonia, La., on New Orleans-Baton Rouge relay to provide network service to KALB-TV Alexandria, La.

The Long Lines Division of the company has two new tv stations at Lanett and Phenix City, Ala., to connect WRBL-TV and WDKA-TV, both Co,nnect, with Gaff, to the interstate tv network.

The company has also asked FCC for permits for two relay stations to pro- vide a studio-transmitter link for KTNT-TV Tacoma, Wash. Land lines are not practical for the 16-mile hop, FCC was told, since eight miles are over water.

To provide network service to ch. 16 WNET (TV) Providence, R. I., FCC has waived Sec. 2.104 of its rules so as to allow the New England Telephone & Telegraph Co. to operate an experimental tv pickup station as a fixed microwave radio relay station. Authority is valid to July 19.

Bentley Is Back

REP. ALVIN M. BENTLEY (R-Mich.), vice president and part-owner of WKNN-AM-TV Saginaw, Mich., who was seriously wounded in the Puerto Rican shooting in the House March 1 [B&T, March 8], received something of an ovation last Tuesday from his colleagues. It was Rep. Bentley's first appearance in the chamber since the gunplay incident.
TOPEKA IS AMERICA'S TOP "SLEEPER MARKET"

Here's a market that's just waiting to be exploited. Topeka ranks 14th in the nation in Consumer Spendable Income* with $6,804 per household... 29.7% above the national average!

DOMINATED BY WIBW-TV

Topeka has only one television station—WIBW-TV. Right now, we blanket America's #14 market (and give you a 50% plus outside) by delivering 49,289 TV homes. With our upcoming 1000 foot tower and new 87 KW power we'll reach well over 100,000 of these cream-of-the-crop TV homes.

CBS—DuMont—ABC interconnected

* Consumer Markets—1954

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.
PULSE OF SYRACUSE – FEB., 1954

72 15-Min. periods, 6 a.m. to midnight

WSYR FIRST ... in 54 periods
WSYR SECOND ... in 18 periods

72 (that’s all there is)

16 15-Min. periods, 6 a.m. to 10 a.m.

WSYR FIRST ... in 15 periods
WSYR SECOND ... in 1 period

16

24 15-Min. periods, 6 p.m. to midnight

WSYR FIRST ... in 24 periods
(a clean sweep!)

And, of course, the last Nielsen and SAMS story still stands:

NIELSEN
WSYR FIRST
by 47% to 212%

SAMS
WSYR FIRST
by 29.8% to 239%

WSYR-AM-FM-TV — The Only Complete Broadcasting Institution in Central New York

Page 64 • May 3, 1954
An Agency Looks at Color

CURRENT issue of the national advertisers' edition of Grey Matter, newsletter published by Grey Adv. Agency, New York, engages in some interesting speculations on how color tv may ultimately change the American scene. Here is a condensation of the agency's predictions on the effects of color television.

WHAT will color television do—color-wise—to the American scene? It took almost 50 years for the automobile to go colorful. Actually, it's only since the war that black began to lose car leadership. If we had had color television, say in 1935, might we have gone through the car color revolution between 1935-1940? An interesting speculation, don't you think? We thought so, too. So we decided to coax some other highly-colored dreams out of our Grey Matter.

Our very first thought was that now, for the first time, it will be possible to demonstrate dramatically in millions of homes the before-and-after magic of color. Color can, indeed, work vast change. Anybody who has seen an old, tumble-down barn perk right up after a coat of paint, will know exactly what we mean. But up until the advent of color television, it has been quite impossible to demonstrate in the home, presto, like that!, the Cinderella changes that color can produce. Now it can be done.

Eventually it will be possible to put on the television screen, in almost every home in the country, all of the color magic of the greatest color showmen of all time. Moreover, this color magic will be used not merely for entertainment, but as a merchandise-selling vehicle.

Color Receptiveness

Color will become more important to more people. More people will be more receptive to color and to more frequent color changes. Smart merchandisers, as always, will find merchandising opportunity in whatever profoundly engages the public interest. Consequently, as more people become more receptive to color and color changes, merchandisers will play to this winning combination. For example, because of color television, major appliances will turn to color in much less time than it took the auto to turn this trick.

Color obsolescence will become an increasingly important part of design obsolescence. Color obsolescence has been perhaps as basic a factor in the last five years in car demand as technological obsolescence. Similarly, some merchandise categories which still tend to represent almost life-time purchases, such as some home furnishings, may some day, through color, achieve quite an amazing obsolescence pace.

The young fry will truly get an education in color. That will leave its stamp on their color preferences which usually become color demands. Also, it should mean that when they become adults, they will know more about color than did their forebears.

Because color on any screen is not precisely "true" in the scientific sense, color demand may become somewhat warped. This is an interesting point: Many years ago, when Hi Fi first dunked a tentative toe in radio's waters, Fortune ran a fascinating account reporting how even highly trained musicians just didn't like the effect of the full musical range. People had become "conditioned" to the effects of the limited musical range of radio. Similarly, people will probably become "conditioned" to color as color appears on the television screen. It may well behoove the color experts to study color somewhat more attentive than it appears on the telecast, rather than as it appears under laboratory instruments.

Color will tend to become more of a "language," more of a means of communication. This, too, is an interesting speculation. Color, itself, will be used to convey specific messages. If music can be conveyed in part by color—and, of course, that has been done by Walt Disney and others—then certainly copy can be conveyed by color. (We have the notion that a technique will ultimately be developed that will permit sending spot time signals by color.)

Joint Sponsorship

Both the costs involved in color telecasts and the merchandising advantages of color ensembling will encourage groups of related, but non-competitive manufacturers, toward still further development of the joint sponsorship concept. For example, an entire room could be color-harmonized and promoted as a unit.

We foresee some radical changes in food promotion. Food has always been susceptible to eye appeal, as well as to aroma and taste appeal. Now the eye-appeal factor will be more intensively exploited than ever before. Color television may bring about considerable changes in food consumption—after all, we eat with our eyes just about as much as we eat with our digestive organs, and now the eye will really have an "eating" job.

Color demonstrations—as in cosmetics, for example—will get a tremendous lift. Many color demonstrations of cosmetics given in retail stores have been not too satisfactory because women on the outer fringe assembled around the demonstrator could not see too well. There have also been problems of lighting, models, etc. Now, for the first time, vivid demonstrations of color in cosmetics, etc., can be shown close-up, perfectly done to millions of people.

The novelty aspect of color in television will, of course, ultimately wear off. It will then become necessary to develop techniques that will make people aware of color in color broadcasting.

It will be at this stage that color television will begin to achieve maturity and the stage at which it will keep its rendezvous with what we are positive is a wonderful destiny.

May 3, 1954 • Page 65
PAY-AS-YOU-SEE IN PALM SPRINGS

by Edwin H. James

SINCE last Nov. 28 a test of subscription television has been going on in the fashionable and fancy winter resort of Palm Springs, Calif.

As a test of the mechanical features of the Telemeter system of coin-box tv, the Palm Springs operation has had unquestionable value. It has proved that the engineering principles of the Telemeter system are sound and has enabled Telemeter designers to improve the mechanism to its present stage of obvious practicality.

As a test of public acceptance of subscription tv, the Palm Springs venture is of less definitive utility. The most assiduous search among communities of the United States could not turn up one that was more unrepresentative. There is no record that any of the nearly 700 private swimming pools in Palm Springs actually contains a mink lining, but if one were to be installed, it would arouse no more than perfunctory interest. As a winter retreat handy to Hollywood (three hours by Jaguar), Palm Springs is insured to imaginative extravagances.

It is not a resort that attracts the middle-class. A fair proportion of winter residents who can manage extended stays or repeated visits own their own homes, of which samples appear in photographs accompanying this article. Others make do in such transient quarters as those of the El Mirador Hotel (rates on the European Plan: for a room, $22 to $30 per day; for a bungalow, $30 to $52 per day; for a suite, $40 to $52) or in the better motor courts which are equipped with pools, palms and impeccable room service (rates: comparable to the El Mirador's). The less fastidious may encamp in meaner hostleries, but to find shelter at less than $20 per day is considered slumming.

For those who wish diversions other than swimming or acquiring a socially acceptable tan, there is an adequate supply of restaurants and night clubs. At Don The Beachcomber's, the check can be kept to $30 for dinner for two, a bargain for those who fancy pressed duck and the use of warm towels, scented with jasmine, to wipe away its traces afterward. Down Palm Canyon Drive, the Chi-Chi provides the distractions of a major show, featuring at least one star. Peggy Lee recently finished a successful engagement.

Palm Springs is unique for many other reasons than its climate (warm and dry) and its winter visitors (well-heeled and eager for entertainment). It is the only community of its size that contains as many swimming pools as television sets. At last count the number of each was around 700.

This statistical phenomenon may be explained by the same geographic features that create the community's enviable winter climate—mountains which keep out the coastal rains and, with equal effectiveness, television signals from Los Angeles. Anyone who wants to have tv in Palm Springs must have not only a television set but also the service of the Palm Springs Community Television Corp. It is the community system that forms the basis of the Telemeter coin-box television operation.

The community system was started in February 1953. Until then only a few tv sets were in the area, and those functioned inadequately with the use of elaborate antennas. International
Telemeter Corp. (which owns the Telemeter subscription system) installed the community arrangement, putting its antenna on a shoulder of Mt. San Jacinto on a line of sight to the Mt. Jacinto antenna farm of Los Angeles stations, 90 miles away. The community service is fed to subscribers by coaxial cable. It now has about 700 connections, 15% of which are in hotels and restaurants and the other 85% in private dwellings.

Of the 700 subscribers to the community system, 200 also are equipped for Telemeter's coin-box service. All of the subscription tv installations are in private dwellings; the proprietors shudder at the thought of a large crowd in a public place having access to a subscription program for the price of a single admission.

The televiewer in Palm Springs must be prepared to pay for his television entertainment. First he must buy a receiver. To get program services on the three available Los Angeles channels, KNBH (TV), owned by NBC; KNXT (TV), owned by CBS, and KTLA (TV), owned by Paramount Pictures which also owns the majority interest in International Telemeter Corp.), he must pay the community tv system an installation charge of $162 including $12 Federal tax and a service fee of $64.80 a year including $4.80 tax.

Beyond those investments, he must spend more if he wants subscription tv service. Telemeter charges a $21.75 fee to install the scrambling device in a tv set. Once a Telemeter is installed, subscription fees vary, of course, from program to program.

It is evidence, if any were needed, of the economic status of Palm Springs residents that 700 have ante'd up $162 plus $64.80 a year to get "free" tv service as broadcast by three Los Angeles stations and that 200 have ante'd up $21.75 more plus whatever admission charges have been entailed to receive the special subscription tv programs.

Opening Day

The Telemeter subscription system went into operation on Nov. 28, 1953, with a subscription telecast of the Notre Dame-U. of Southern California football game. The fee charged per set was $1. Seventy-one sets were equipped for subscription tv. An official Telemeter announcement said later that "97%" of the Telemetered sets were tuned to the game. While that figure may be open to slight question on arithmetical grounds (97% of 71 is 68.07), it is apparent that the audience was at near satiation at the time.

Except for two other professional football games, motion pictures have constituted the programming fare offered by the Telemeter service. Prices for the programs have ranged from a low of 25 cents for a pro football game between the Los Angeles Rams and Baltimore Colts last Dec. 5 to a high of $1.35 for the first-run movies, "Forever Female" last Nov. 28-29 and "Here Come the Girls" last Dec. 25-26.

For the 53 motion picture features which had been presented up to the middle of last March, the lowest price charged was 75 cents. The average was slightly more than $1.

Here are some examples of features and prices: "The Moon Is Blue" $1.10, "All the Brothers Were Valiant" $1.25, "Shane" $1.10, "High Noon" $1, "Stalag 17" $1.10, "Bandwagon" $1.10, "The Jackie Robinson Story" 75 cents, "Detective Story" 75 cents, "Peking Express" 80 cents, "Botany Bay" $1.10, "Girls of Pleasure Island" $1.10, "Mating Season" $1, "Fort Bravo" $1.25, "I, the Jury" $1.

According to an official Telemeter statement, about 85% of the Telemeter subscribers bought first-run pictures, "Here Come the Girls," "Forever Female," "Fort Bravo" and "All the Brothers Were Valiant" which all played simultaneously at the local Palm Springs theatre.

The percentage of Telemeter sales for pictures which had been shown earlier in Palm Springs theatres (some as early as six months before the Telemeter showings) has run between 50% and 60%, the company says.

In addition to the favorable tune-in levels of Palm Springs subscribers, Telemeter officials have been gratified with the technical performance of the system. Though difficulties were encountered early in the operation with the installation of scrambling devices, they have been overcome as technicians gained experience. Maintenance of the coin-box units has presented no significant problems, the officials say.

The Telemeters in use at Palm Springs have a coin slot which will accept nickels, dimes, quarters and half dollars; a price indicator which looks like a small cash-register window and which

(Continued on page 72)
"Not another tv station!"

"Nope. Same one."

"Same as what?"

"As the last time this art was used."

"How come the artist gets his name in the ad?"

"Big man—the Paul Rand of the trade press."

"How about the copy writer. Who he?"

"Name of Anon."

"Never heard of him."

"Pity."

"When do you get into the commercial?"

"I'm on vacation. Just remember this: WMT-TV is CBS for Eastern Iowa, which it covers more of than any other station; is the only tv outlet that provides primary service to Cedar Rapids and Waterloo; that the primary area contains 820,000 pop. with $1 billion inc. and well over 100,000 sets."

"You left out the national reps."

"Right. It's Katz—the Katz Agency."

—Anon.
Losing Money in Television Isn't New

by Earl B. Abrams

At the uhf hearings which the Senate Communications Subcommittee will conduct one of the principal arguments for uhf protection will be that station operators are facing protracted periods of financial loss. However valid that argument may be, it is pertinent to recall that uhf stations faced similar prospects back in the early days of tv. Last week B&I went to the record books to see how uhf fared when it was the pioneering service.

LOSSES—heavy losses—are not new in television. Certainly, for the first few years even the now vaunted uhf stations went deeply into the red.

Although tv began its first commercial stirrings in 1946 following the conclusion of World War II, it was not until 1948 that it coalesced into a separate element of broadcasting. This was recognized then by the FCC which, for the first time in its annual financial reports, gave tv a separate accounting—all of one table.

In 1948, the Commission reported that the television broadcast industry—which comprised four networks and 50 stations—showed a loss of $15 million overall. The 40 non-network-owned stations showed a loss of $8.5 million.

Television’s losses mounted in 1949. According to that year’s FCC financial report, networks and stations (98 all together) went into the red to the extent of $25.3 million. Losses for the 85 non-network-owned stations amounted to $13.3 million.

Only four stations, of the 98 which operated for the full 12 months of 1949, showed a profit. One station did not have data available.

In 1950 some of the red ink had turned to black. Although the total industry loss for 14 network-owned stations and 93 independently owned stations was $9.2 million, the latter showed an aggregate profit before federal taxes of $800,000. Fifty-three stations made a profit that year and 53 reported a loss (and one failed to supply data). The median income of the 53 profitable stations was $129,000; the median loss, $88,300.

Thirty stations reported losses between $1 and $100,000; 12, $100,000 and $200,000; six, $200,000 and $400,000, and five, over $400,000.

Based on reports of losses from 47 non-network-owned stations, 16 had done a gross business of up to $200,000; 16, from $200,000 to $400,000; seven, from $400,000 to $600,000; four, from $600,000 to $800,000; three, from $1 million to $1.5 million, and one, over $1.5 million.

In the one-station communities in 1950, 18 stations reported losses; in the two-station markets, 18 reported losses; in the three-station cities, six reported losses; in the four-station markets, two reported losses, and in the seven-station markets, nine reported losses.

By 1951 tv stations were by and large “in the black.” Total income before federal taxes amounted to $41.6 million for 15 network-owned and 93 independent stations. The latter made a profit of $30.6 million before taxes.

In that year, 92 stations reported a profit, and 14 reported losses (and two did not furnish the required data).

Median income of the 92 stations reporting a profit was $330,000; the median losses for the 14 stations reporting losses were not computed because of the small number of stations involved.

Improvement in 1951

Changes occurring in 96 stations which operated for the full 12 months of 1950 and 1951 were as follows: Five stations reported increased losses; two, decreased income; one, losses in 1951 but profits in 1950; six, decreased losses; 33, profits in 1951 vs. losses in 1950, and 49, increased income.

Three stations reported losses of less than $100,000; four, between $100,000 and $200,000; three, between $200,000 and $400,000; two, between $400,000 and $800,000, and two, over $800,000.

Relationship between gross revenues and losses, indicated that three of the stations in the red grossed less than $250,000; two, between $250,000 and $300,000; one, between $300,000 and $750,000; one, between $750,000 and $1 million; one, between $1.25 million and $1.5 million; one, between $1.5 million and $2 million; three, between $2 million and $2.5 million; three, between $2.5 million and $3 million, and one, over $3 million.

Surprisingly, no station in a city with a population below 250,000 was among the 14 stations reporting a loss. One was in a city with a population between 250,000 and 500,000; two, between 500,000 and 1 million; two, between one and two million; and nine, over two million.

In the 40 one-station communities in 1952, no station reported a loss; in the 11 two-station communities, one station reported a loss; in the eight three-station communities, two; in the two four-station communities, two; in the two seven-station communities, nine.
KDKA rated first in 369 out of 496 radio quarter hours a week from 6 a.m. to midnight in newest fifteen county Pulse. Second in 98.

All 10 top-rated evening radio shows are on KDKA.

All 10 top-rated daytime radio shows are on KDKA.

All 10 top-rated Saturday and Sunday radio shows are on KDKA.

In Allegheny County . . . in the fifteen-county Pittsburgh market . . . in the 108-county Pittsburgh trading area, more people listen to KDKA. To snap up current availabilities, contact me—

Sales Manager, KDKA, Pittsburgh

Eldon Campbell, General Sales Manager

WBZ-WBZA WBZ-TV KYW WPTZ KDKA WOWO KEX

Represented by Free & Peters, Inc.
The system provides identification of upcoming subscription programs by a voice transmission by what Telemeter calls a "barker." In advance of the show the Barker announces at regular intervals what the feature will be, what time it will be presented and how much it will cost. During the first showing of a feature (there are two shows each evening in Palm Springs) the Barker continues to announce what is playing and how much it costs. When subscribers put their admissions in the slot, the Barker circuit is automatically cut out and the Telemeter sound and video circuits cut in to present the program. As to convenience, the fourth fundamental of Mr. Leserman, he thinks Telemeter has rival subscription systems licked. All anyone needs to do is put the proper change in the slot, and when the newer instruments which make change are put in place, he won't even have to meet that restriction.

The technical problems of Telemeter seem to be under control. Economic problems, however, are not entirely settled. Though the Telemeter company does not say how much has spent to put subscription TV in Palm Springs (it has around $750,000 invested in that plus the community TV system), Telemeter in Palm Springs so far represents a loss operation.

The losses, however, can be charged to experimental work. The question is: How would Telemeter fare economically if it were installed for profit in another and more representative community?

So far Telemeter has no definitive estimates of what it would cost to install and program its subscription system if on-the-air subscription TV were authorized. Unofficially, company executives say they think that a closed-circuit Telemeter system (like that at Palm Springs) could be installed in a city of reasonable size and reasonable population density for about $100 per unit, including wire.

Maintenance of the units would not represent a serious problem of overhead, according to Telemeter. The new coin devices will store up to $60, meaning that collections would need to be made about once in two months at the most often. Hence a comparatively small staff of men would be needed to make collection-maintenance calls.

Whatever the economic uncertainties of Telemeter, company officials make no effort to restrain their enthusiastic predictions of what Telemeter can do for TV and for the entertainment business. Professional researchers might be reluctant to project the Palm Springs experiences to make sense for the rest of the country, but Telemeter executives have exhibited little reticence in that regard.

After the opening Telemeter presentation last November, Mr. Leserman was quoted in an official statement as saying: "The rear sell-out of the Notre Dame-U.S.C. game via Telemeter in Palm Springs indicates conservatively that such a game on a national basis with Telemeter could easily gross $10,000,000 on a Saturday afternoon."

To accept that prediction is also to accept the premise that what people do in the holiday atmosphere of one of America's more luxurious resorts is what people everywhere are doing.

PAY-AS-YOU-SEE IN PALM SPRINGS

(Continued from page 68)

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To accept that prediction is also to accept the premise that what people do in the holiday atmosphere of one of America's more luxurious resorts is what people everywhere are doing.
Collins Remote Control System can save established stations the expense of two sets of technicians. You can use the operators normally required at the transmitter to better advantage at the studios.

And new stations, with Collins Remote Systems on order, can locate transmitters where real estate costs are low and leave studios and offices "downtown" for convenience and efficiency.

A Collins Remote Control System has paid for itself in as little as ten weeks with these savings.

This is another example of Collins complete service to broadcasters. We're in business to serve you. And at Collins that means providing all the equipment a broadcaster needs—from microphone to antenna beacon. Whether you're enlarging your operation, replacing outmoded equipment, or building a new station, when you think of broadcast and speech equipment, call your Collins representative. That one call is all you need to fulfill your every requirement. It's the most efficient way of doing business, and with Collins you're confident of quality.

Contact the Collins representative at the office nearest you —

**COLLINS RADIO COMPANY**  **CEDAR RAPIDS, IOWA**
TORNOADO LOOKOUTS
TORNOADO lookouts from the Lansing State Journal were posted atop the Michigan National Tower Bldg., locale of the WLS-TV Lansing transmitter. A report made when tornado alerts were sounded in that city. Although no storm materialized, the State Journal got a story and pictures of the event and WLS-TV, some promotion. Dick Frazier, State Journal staff writer reported that he could see about 20 miles in every direction and that winds must have approached 60 miles an hour on the structure, which is 387 ft. above street level. Mr. Frazier added that after three or four hours with the wind whistling through the super-structure, the lookouts had just enough.

WKST-TV BIRTHDAY CELEBRATION
WKST-TV New Castle, Pa., which celebrated its first birthday the week of April 19 was joined by many local merchants who helped to mark the celebration with special tv displays in their windows: Invitations to representations of the radio-tv industry were extended for special tv displays and a tour of WKST-TV's new studios, from which that station was to commence local telecasts on April 26.

THE PASSING SCENE
THE TRAVELERS Insurance Companies, Hartford, Conn., have published a booklet titled "The Passing Scene," which is the 20th in an annual series of traffic accident data booklets. Fourteen leading cartoonists have contributed satiric examples of their work to illustrate man's follies and shortcomings in the deadly serious matter of traffic safety. Accident statistics, collected from every state in the U. S., are analyzed for the problem of government workers, will be mailed to government employees.

KNODEL RADIO PROMOTION
KNODEL INC., N. Y., station representatives, has distributed to national advertisers a promotion piece which stresses that "... repetition . . . repetition . . . repetition builds reputation!" Copy goes on to make the point that "only radio is priced right to give advertisers sufficient frequency to get continuous impact."

WABD (TV) SHOW PROMOTION
DUMONT'S WABD (TV) New York, backed the start of its new Ernie Kovacs Show (Mon.-Fri., 11:15 p.m.-12:15 a.m.) with a heavy promotion campaign. Shortly before the show's premiere, teaser cards were mailed four times daily to 800 New York advertising agency executives, and personalized telegrams were sent later to a smaller group of key agency timebuyers. The station estimates that spent almost $20,000 in newspaper and fan magazine advertising, plus a saturation schedule of on-air promotion.

KGVO-TV FILE FOLDER
KGVO-TV Missoula, Mont., scheduled to go on the air July 1, is sending to agencies and advertisers a file folder covering the Western Montana trading area, and providing essential information about the ch. 13 outlet. Boasting a $4,444 average effective buying income per family and total retail sales for the area of $133.9 million, the folder points out that KGVO-TV, with "the highest tv antenna in the Northwest U. S. and greatest power in Montana, is the only tv station covering this rich Western Montana market."

GOVERNMENT GRIPS AIRED
THE GRIPES and groans, opinions and suggestions of government employees will make up the format of Government Employee News Round-up, a half-hour series to go on the air over WEAM Arlington, Va., beginning Saturday, May 24. Interviews with those who know the problems of government workers will be conducted and all listeners are invited to send in suggestions and questions for the program. Suggestions to be mailed to Mr. Connor, 401 S. Capitol St., Washington, D. C.

WOMAN'S FINANCIAL FORUM
HELPFUL, authoritative information on family financial affairs, aimed at the feminine audience, was featured on two special half-hour KTTV (TV) Hollywood Woman's Financial Forum programs April 22 and 29. Sponsored by Citizen's National Bank, Los Angeles, authorities on the program discussed such questions as: "What is inheritance tax, joint tenancy property and other problems concerning family security."

OPERA THEATRE TELECASTS
IN ORDER to give a "nation-wide Theatre Network Television audience as varied and interesting a program as possible," the Metropolitan Opera Assn. announced that the opening night performance of the opera on Nov. 8 will be "a gala performance of great scenes from favorite operas." Rudolph Bing, general manager of the Metropolitan, said the opening will present many of the leading artists of the Metropolitan in scenes from "Pagliacci," "La Boheme," "Barber of Seville," and "Aida." Early this year the Association announced it had signed a three-year contract with Theatre Network Television, Inc. to telecast its opening nights to a nation-wide chain of theatres, beginning with the 1954-55 season [B&T, Feb. 1].

FISHING NEWS PROGRAM
A FOUR-times daily Fishing Report is being carried as a public service by WSIV Pekin, Ill. According to that station's "Fishing Report" questionnaires were distributed to sportsmen's clubs, boat yards and various favorite fishing spots, asking such questions as: What kind of fish are biting? Where? Number of catches (date)? By whom? How many? When caught? and What bait used? Those filling out the "Fishing Report" are requested to forward it to WSIV. The station's fishing editor compiles the information and broadcasts it on Monday through Saturday, giving fishermen credit for their catches and letting others know where they're biting.

WVET-TV ROCHESTER 'FIRST'
WVET-TV Rochester, N. Y., reports that for the first time in Rochester television, regularly scheduled baseball will be carried Saturday afternoons when that city's 10 station picks up the ABC-TV major league "Game of the Week." The station claims that previously, baseball has been carried in Rochester, but not on a regular schedule, nor as extensively. The major league game will be blacked out when an International League game is being played in Rochester, and to help season ticket and open-

WRUL Expanding
EXPANSION of services has been announced for World Wide Broadcasting System Inc., and its shortwave international commercial station, WRUL, with studios in New York and transmitter in Scituate, Mass. Walter S. Lemmon, president of the independent, privately-owned broadcasting service, said WRUL's public service programs have increased and the station is producing "real business for its sponsors on its international commercial broadcasts." Some of the public service broadcasts last month: WRUL's Columbia, U. S. series; a "good will" broadcast in Japanese shortwave to Japan, featuring American and Japanese public figures; an international broadcast by Dr. Charles H. Malik, ambassador to the U. S. from Lebanon and head of the Lebanese delegation to the UN; a broadcast last Good Friday by Dr. Harry Emerson Fosdick, Baptist clergyman to 58 nations; interviews at the recent Caracas Conference, and Pan American Day broadcasts.

On May 7 WRUL, with the cooperation of WGAR Cleveland, will extend Cleveland's World Trade Day to Iron Curtain and all south of the border countries. Mr. Lemmon will be featured as dinner speaker and will discuss "International Broadcasting Opens New Horizons."
UHF and PROUD OF IT!

THRIF-T-WISE FOOD STORES

SIGNS
EXCLUSIVE PLAY-BY-PLAY TELECAST

OKLAHOMA CITY INDIANS
25 BASEBALL GAMES

JOIN THE SMART BUYERS WHO BUY RESULTS!

Left to right: Ray Moreland, merchandising manager; Mike Rabinowitz, president, Thrift-T-Wise Food chain, and John Esau, president KTVQ.

KTVQ
Channel 25
OKLAHOMA CITY

H-R REPRESENTATIVE—

John Esau
PRESIDENT
ing game sales, a number of spots were given to the Rochester Red Wings (International League) which resulted in higher than expected advance sales.

**COLLEGE PREPARATORY PROGRAM**

COLLEGE-minded high school students and parents who are formulating additional education plans for their children, will be the beneficiaries of a series of six half-hour pre-college counseling programs over WSYR-TV Syracuse. To You Want to Go to College is a panel-discussion type program featuring well-known educators who will be questioned by a volunteer studio audience. Separate programs will cover, (1) What is college? (2) Who should go to college? (3) How to finance a college education; (4) How to select and apply; (5) What about the draft? and (6) How parents can help prepare students for college.

**KTHE (TV) Panel Discussion**

INITIATED by the National Board of Review of Motion Pictures, the first program in a new panel discussion series titled Families Are First was inaugurated on educational KTHE (TV) Los Angeles [BiT, April 26] with Cobina Wright, speaking for National Board of Review of Motion Pictures, I'm in Review; George Pal, Paramount Pictures' producer; Edith Hage- lin, PTA motion picture chairman; Carl Nater, Walt Disney Productions, and Florence Thal- heimer presenters of the KTHE program. Mr. Wright declared that educational tv must be given every chance to mature, and emphasized that all standards for children's educational tv must be exceedingly high by qualified groups. Mr. Pal maintained that children are not dangerous because children should experience such things in facing life realistically, and Mr. Nater pointed out that many fairy tales contain violence if considered in that light. The conclusion reached by the panel was that film development should encompass educational as well as artistic aims, together with an entertainment aim.

**FLOWER HOLDER PROMOTION**

A PROMOTION message with an attached flower holder and the slogan "To Make Sales Buds Flower into Bloom, Hire WIBW," is being sent by WIBW Topeka, Kan., to advertisers and agencies. The copy stresses that WIBW knows how to make the "fertile Kansas market . . . produce," pointing out that Kansas folks on farms, in villages and small towns depend on WIBW for "round-the-clock radio listening—for entertainment, information and sound buying advice they know they can trust." The copy goes on to say that when WIBW speaks for a product, "Kansans buy and keep on buying."

**CHANNEL SWITCH BROCHURE**

TO PROMOTE its April 25 switch from ch. 4 to ch. 3 [BiT, April 19], WNBK (TV) Cleve- land sent a blue folder-type brochure to ad- vertisers and agencies, titled "The Story of Channel 3." The brochure was made up from a combination of station news releases and included a picture of its new million-dollar transmitter and 905 ft. tower. The news re- leases contained information about the station's new facilities, new coverage expectations plus facts relating to planned colorcasts, which it is now equipped to handle. The brochure em- phasizes that "more people see television better on WNBK Channel 3."

**Los Angeles Ad Women Award 'Lulus' for 1953**

FOURTEEN "Lulus," advertising awards, went to 13 women April 25 at the Frances Holmes Achievement Awards luncheon sponsored by Los Angeles Advertising Women Inc. at the Ambassador Hotel. Joan Caullfield, star of CBS-TV's My Favorite Husband, presented the golden statuettes for “notable achievement in advertising” during the past year.

Among winners were Betty King, copywriter-production manager, Brooks Adv. Agency, Hollywood, who received the only tv spot commercial award for developing a new, low-cost method of cartoon animation through use of cutouts; Alicia Kay Smith, advertising man- ager, Rose Marie Reid Co., Los Angeles (swim suits), overall achievement award plus a second award in the publicity-promotion category covering all media; Fran Harris, Harris- Tuchman Productions, Hollywood, first award in commercial films for Glamour on Ice, half-hour promotion shot for Shipstad & Johnson Ice Follies. The sales promotion-merchandising "Lulu" went to Shirley McWilliam, sales pro- motion manager, Rose Marie Reid Co.

**In Recognition . . .**

WLYC Williamsport, Pa., received a certifi- cate of appreciation from U. S. Marine Corps for maintaining and furthering the interest and activities of the Marine Corps. W. Richard Carlson, vice-president-general manager WLYC, accepted the citation.

Dr. Mervin J. Kelly, president, Bell Telephone Labs., received Industrial Research Institute's 1954 medal presented annually "to recognize and honor outstanding accomplishment in leadership or in management of industrial re- search which contributes broadly to the develop- ment of industry or the public welfare."

**Richfield Oil Corp.,** L.A., which sponsored the weekly half-hour KTTV (TV) Hollywood Success Story, received special award of merit from Merchants & Mtrs. Assn. for originating and sponsoring an "outstanding contribution to the improvement of understanding of our eco- nomic system."

WATR Waterbury, Conn., received a certificate of merit from Mayor Raymond E. Snyder, in connection with that station's 20th anniversary, for " . . . enriching the daily life of our people by factual reporting and analysis of news and programs of education, entertainment and in- formation . . ." The week of June 13 has been set aside as WATR Week.

William L. Lloyd, retiring state G.O.P. chair- man, was presented a citation for meritorious service by Gov. Dan Thornton on Channel 3 Forum program on KCJS-TV Pueblo, Colo. Mr. Lloyd is retiring after 12 years as G.O.P. head.

Sylvania Electric Products Inc., N. Y., awarded annual "NATESA Friends of Service Manage- ment" plaque. The award is presented by the National Alliance of Television and Electronics Service Assns., to that company, which in the judgement of NATESA, rendered service be- yond normal functions during the year.

**VFW Cites KTNT-TV**

KTNT-TV Tacoma, for its activity in publicizing the Washington State Veterans of Foreign Wars Talent Contest, has been awarded a plaque by the state VFW. The station handled the western Washington portion of the contest during its preliminary stages and the state finals, during which Miss Barbara Han- cock of the Western Washington College of Education was chosen winner. KTNT- TV then arranged for Miss Hancock to go to Hollywood to make a guest appear- ance on the CBS-TV Bob Crosby Show, according to Len Higgins, KTNT-TV general manager.

NEWEST addition to the newsroom trophy case at WAT Cedar Rapids is the Northwest Radio-Television News Assn.'s 1953 Award for News and Community Service. Members of WMT's staff are (l to r): seated, Cole McMartin, Dick Finn, Bob Bruner and Bill Roberts; standing, Dick Cheverton, news director, and Bob Johnson. The North- west Assn. includes 65 stations in a five-state area.
President of WJBF-TV, Augusta, Ga., reports, "The GPL Camera is superior to any other TV camera on the market."

"The remote control feature impressed us, especially as it makes possible the practical use of two cameras with only one cameraman, the second camera being controlled from the control room.

"The workmanship in the GPL cameras is superior to that of any TV camera on the market. Maintenance and testing are extremely simple, as every part of the camera is easy to get to," reports J. B. Fuqua.

Mgr. of WROM-TV, Rome, Ga., operates 5 live half hours "back to back" on one staging area with GPL equipment!

"I don't know how we could have begun operations as smoothly as we did with any other video equipment," writes Ed McKay, "especially in view of the fact that for the first three months, WROM-TV operated with as many as five live half hour shows back to back on ONE staging area using only the GPL Dual Chain, and picking up all film with one of the cameras from an intermediate screen, to boot!"

Managing Director, WFBG-TV, Altoona, Pa., says, "Never lost a show due to the failure of any GPL camera in our studios!

"I asked our chief engineer, George Burgoo, to comment on GPL," writes Jack Snyder, "and he said, 'We do not service on a routine basis, but only when necessary, and, believe me when I tell you that if every bit of equipment we use worked as well and as consistently as GPL, I would be a very happy man. We have never lost a show due to the failure of any GPL camera.'"

Chief TV Facilities Engineer of Empire Coil Co., owners of KPTV, Portland, Ore., says, "I can vouch for GPL dependability!"

"Our experience with GPL cameras," writes Thomas B. Friedman, "has been that they are very dependable, require little maintenance, and are easily operated even by inexperienced cameraman. One feature we particularly like is the remote iris control, which permits the video control operator to adjust readily the lens opening for the optimum picture."

Production Staff of KOB-TV, Albuquerque, N. M., calls GPL a "Cameraman's Camera"... fine picture quality day after day.

"The production staff here," writes George S. Johnson, "says the GPL is a cameraman's camera. They like the consistently good picture quality we obtain day after day. We believe this consistent operation is due to the carefully designed controls, enabling the video operator to get finer adjustments, hence better quality."
KQED (TV) Telecasts Preview of Programs

THE nation's fifth educational television station, KQED (TV) San Francisco, owned by the Bay Area Educational Television Assn., took the air last Friday night with a half-hour "peek preview" of the type programming the station will regularly feature when it goes on full time basis shortly. This "peek preview" is part of an on-the-air campaign to raise $10 charter memberships.

James Day, station manager, in announcing the programming, said "our aim is to introduce a few of the outstanding personalities who will be part of the daily diet when KQED starts full time programming." The ch. 9 outlet has been on the air with test patterns for the past three weeks using this test period for the purpose of making a plea for operating capital.

Station is using a converted ch. 5 transmitter formerly owned by KPIX (TV) there, Associated Broadcasters Inc. For KQED's "peek preview," KPIX will supply use of its own studio facilities, crew and equipment to get the station started. Installation of KQED's equipment, recently purchased with funds supplied by the Ford Foundation, is expected to be completed for several more weeks.

Northwestern U. Plans Closed Circuit Tv System

NORTHWESTERN U., Evanston, Ill., has announced plans for a closed circuit tv system to be used for student television training in two completely equipped studios by year's end.

Engineers will install cameras, film projector and accessories in a studio in Kresge Centennial Hall, now being constructed on the Evanston campus, according to Dr. J. Roscoe Miller, Northwestern U. president.

Networks and local stations will utilize the studio for coverage of the World Council of Churches' second assembly Aug. 15-31. Northwestern will use it for the summer tv news institute of the Medill School of Journalism and for its speech school's video institute from June 15 to July 31.

Second studio installation will be set up in Fisk Hall sometime this fall. Until construction is completed, speech and journalism students will use the first studio.

Dr. Miller stated that "with the installation of this closed circuit system Northwestern is taking another major step in its expanding program of practical tv education." Specialized training will be geared to a balanced liberal arts program, he added.

Better Broadcasts Group Holds First Convention

FIRST convention of the nine-month-old American Council for Better Broadcasts met in Columbus following the Ohio State U. Institute.

The council is described as the first attempt made to organize nationally all listeners' and viewers' organizations and interested laymen. Belonging to it are such groups as the American Assn. of University Women, American Legion Auxiliary, and the National Council of Teachers of English. Broadcasters and professionals are barred from membership.

Officers of the new organization are: Dr. Les- lie Spence, Madison, Wis., president; Mrs. James Riley, San Francisco, first vice president; Mrs. Randall C. Hill, Manhattan, Kan., second vice president; Frederick C. Grober, U. of Pennsylva- nia, recording secretary; Dr. D. Glenn Sturlin, U. of Oregon, corresponding secretary, and Dr. Charles C. Williamson, Greenwich, Conn., treasurer.

Richmond to Schools

NBC Film Division has announced that the two-hour production of Shakespeare's "King Richard II," presented over NBC-TV Jan. 24, will be made available without charge, via kinescope recordings, to U. S. schools and colleges. The project to make the production available for classroom study is said to have been conceived by Maurice Evans, star of the show; NBC, and Hall Bros. (Hallmark Cards), the sponsor, which financed the processing and distribution of 16-mm kinescope prints in three 40-minute sequences. NBC officials arranged for clearance with all personnel associated with the program. This was said to be the first time a major "live" production has been cleared for widespread distribution in kinescope form to schools.

Ottaway, Syracuse U. Start Apprentice Plan

AN APPRENTICESHIP program for juniors in the Syracuse U. School of Journalism under which the students would be trained in newspaper and radio broadcasting has been established by Ottaway Newspapers-Radio Inc., James H. Ottaway, president of the newspaper-broadcasting firm, has announced.

A minimum of three apprentices, two for newspaper work and one for radio, will work from June 14 to Sept. 10 for the Ottaway newspapers and radio stations, with the plan to be continued in future years and students who successfully complete the program to be offered permanent jobs with the firm after graduation.

Ottaway Newspapers-Radio Inc. properties include: Plattsburg (N. Y.) Republican, On- one (N. Y.) Star, Endicott (N. Y.) Bulletin (WENE) and Stroudsburg (Pa.) Record (WVPO).

Kickoff for Educ. Center

TO INAUGURATE regular program service by the Educational Television & Radio Center, Ann Arbor, Mich., the nation's six noncommercial educational tv stations are to telecast a special one-hour preview program on the evening of May 16. Titled Vision, the show will be aired on KUHT (TV) Houston, KTUE (TV) Los Angeles, Wkar-Tv East Lansing, Mich., WQED (TV) Pittsburgh, WHA-TV Madison, Wis., and KQED (TV) San Fran- cisco. The Center was established by the Fund for Adult Education of the Ford Founda- tion to serve as clearing house for film and kinescope programs of noncommercial stations.

Ohio Tv Workshop

FIRST television workshop on "Education by Television" was held by the Council of National Organizations of the Adult Education Assn. in Toledo April 19-24 in cooperation with Willys-Motors Electronic Division and the Greater Toledo Educational Television Foundation. The workshop, which was made representa- tives of 19 national service organizations, was planned by a committee consisting of George Fern, National Assn. of Mfrs.; Samuel Freeman, National Jewish Welfare Board; Gregor Ziemer, American Foundation for the Blind; Irvine Milli- gate, Boy Scouts of America; Genevieve Harkin, National Tuberculosis Assn., and Louis Radalet, National Conference of Christians and Jews.
L. A. AFM ATTEMPTS TO LIMIT PETRILLO

DELEGATES from Los Angeles Local 47 attending the AFL American Federation of Musicians convention at Milwaukee, starting June 7, have been instructed to present and support a resolution curbing the powers of national president, James C. Petrillo. Support from Philadelphia and New York locals is expected.

The resolution, similar to ones presented and defeated twice before, was passed by a 263 to 202 vote at a general membership meeting. It would remove the authority of the national president to change or amend the constitution and bylaws of locals in the federation.

Los Angeles local president, John teGroen, said the provision was "adopted some 30 years ago, long before Petrillo ever became president."

Open rebellion, from time to time, has trailed in Local 47's ranks over Mr. Petrillo's handling of union affairs, especially the Performance Trust Fund to which recording companies and tv film producers-packagers must contribute. Believing it would create more work, musicians have advocated a new flat rate royalty formula covering background music on dramatic and other filmed video shows to replace the present AFM 5% levy which goes to the PTF.

Whether this will become an issue during the national convention was questionable inasmuch as a resolution which called for contracts being negotiated by Mr. Petrillo in radio, tv and motion pictures be approved by locals first before becoming effective, was voted down at the Los Angeles general meeting.

Besides Mr. teGroen, delegates from Local 47 to the convention will be Vice President Phil Fischer and Recording Secretary Maury Paul.

Western RWG Adopts Two Corporate Setups

WESTERN Region Council of the Radio Writers Guild by a seven-vote margin adopted the reorganization proposal of two corporate set-ups for eastern and western groups, similar to that suggested by Screen Writers Guild and Authors League of America. RWG Western Region membership, via referendum, cast 64 votes for the plan, as compared to 57 for the one corporate group advocated by RWG Council and six for the Television Writers of America's proposal of one overall broadcasting writers union.

Plans to request RWG in the east and midwest to have similar referendums on the reorganization plans were revealed by Gomer Cool, Western Region RWG vice president.

Chance for Settlement Seen In WOR, Musicians Strike

PROSPECTS of a settlement in the nine-week-old labor dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians, brightened last week following the offer by the stations to make $200,000 a year available to the local for employment of musicians there.

A source close to the local said the proposal is still under consideration although the board is represented as "disappointed," because that sum would accommodate about 25 musicians, based on the current scale of $182.50 per week.

At the time the old contract was terminated on Feb. 28, WOR-AM-TV had employed 40 staff musicians. It was reported that the local would hold the offer in abeyance until next week when the appellate division of the New York
PERSONNEL RELATIONS

State Supreme Court was expected to hand down a ruling on an appeal by the stations against a lower court decision authorizing picketing.

No progress was reported on the strike by the local against WINS New York, which began on March 31. The central issue in both disputes was the demand by the local that the stations maintain a staff of musicians, while the stations have insisted upon the right to hire musicians on a "per program," or "as needed," basis.

NARTB Asks NLRB to Rule On AFM-AFTRA Dispute

NARTB filed a motion Thursday with National Labor Relations Board asking the board to rule on the jurisdictional dispute of AFM and AFTRA over performers who play instruments and also sing or talk.

While not taking a position in the matter, NARTB supported the ABC network motion urging board action.

"This issue is of a major importance to radio and tv networks and also to the many radio and tv stations in the United States," Charles H. Tower, NARTB acting labor relations manager, wrote in the appeal to NLRB. "Moreover, it is an issue which has been causing confusion and uncertainty in collective bargaining relations in the broadcasting industry for more than a year. The two unions principally involved—AFM and AFTRA—both of whom have many collective bargaining contracts in the broadcasting industry, have apparently been unable to find a solution between themselves. A decision resolving the issue as it is presented in this particular case would undoubtedly have a salutary effect in bringing about a resolution of the problem on a nationwide basis."

IATSE Cartoonists Local Asks 20% Over Offer

IATSE Screen Cartoonists Local 839, in addition to a 5% salary increase offered by members of the Cartoon Film Producers Assn., in current negotiations for a new working agreement, is demanding wage adjustments of 20% in keeping with other crafts in the motion picture and television industries.

The producer's offer includes adjustments ranging from 77 cents to $1.67 per week for persons employed from three to five years, according to union representative Don Hillary. CPFA members include United Productions of America, Walt Disney studios, Warner Bros., M-G-M and Walter Lantz Productions.

LAMB HIGH BIDDER FOR WSUN-AM-TV

Lamb Enterprises offers $2.3 million for a 20-year lease on the St. Petersburg facilities. Ted Mack's terms are second high, with Rohall's lowest bid disqualified.

Lamb Enterprises Inc., owned by broadcaster-publisher Edward Lamb, outbid Ted Mack's Original Amateur Hour Inc. last Wednesday for proposed long-term lease of WSUN-AM-TV St. Petersburg, Fla., but disposition of the city-owned stations would not be decided until after a city council meeting this Thursday.

A third, lower bid by broadcaster Ferris E. Rahall was disqualified, according to a report by City Manager Ross E. Windom. Bids were opened 11 a.m. April 26.

Mr. Lamb bid $2,265,000 for a 20-year lease with renewal option while the Mack group bid $1,154,500 for a 25-year lease, also with renewal option. Mr. Rahall failed to submit a $50,000 bond and thus disqualified his bid which offered $790,000 for the lease.

Intent of the city to dispose of the properties was disclosed several weeks ago with public solicitation for bids to culminate the community's more than two decades of radio operation [B+T, April 12]. WSUN-AM-TV, airing all four networks on channel 38, is the only tv there, but FCC has two initial decisions outstanding which recommend vhf assignments to WDDE Tampa for channel 13 and WFLA Tampa for channel 8. Final decisions are pending in these cases.

WSUN was founded by the city in 1928. It operates on 620 kc with 5 kw fulltime, directational antenna, with current station's annual rate for 16,000 kw year $4,800 to $6,000 on May 15, when the WSUN-AM-TV Rate Card No. 14 becomes effective, was announced last week by Craig Lawrence, general manager of the station.

Mr. Lawrence said most other rates will show similar advances in the new card, with Class A group 20-second station break announcement rates increased from $1,075 to $1,500. Current advertisers, he added, will be protected for six months under Rate Card No. 13 on schedules which are under contract as of May 14 and which are continued without interruption.

Mr. Lawrence explained that the new rates were determined after a study of several factors, including "continued increase in New York rates and costs such as paper, printing, and circulation and rising prices of television viewing per family, and a wider geographic coverage, the result of WSUN-TV's increase to full power."

WENS (TV) Plans Boost To 1 Megawatt in 1955

WENS (TV) Pittsburgh will boost power to 1 megawatt after the station receives one of General Electric's new 60-kw transmitters, for which GE has estimated delivery about the middle of next year, Larry Israel, WENS general manager, has announced.

Mr. Israel said WENS has placed an order for one of the new GE 60-kw tv transmitters and that with the ch. 16 station's present antenna, which was increased in 1954, "we will have the maximum power of one million watts permitted by the FCC and we will still won't have to run our transmitter at 'full throttle.'"

Mr. Hurlay, in charge of technical operations at WENS, said the present WENS transmitter uses two 15-kw klystron tubes, each valued at $23,000, and operates with 200 kw power. The new equipment will have 75-kw klystrons, on which no cost has been estimated, he said.

Mr. Hurlay said the new power will provide better pictures in the fringe area and will make unnecessary the installation of outside antennas in the immediate Pittsburgh district.

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Want Top Audience in the Cincinnati Market?

BUY WCKY DISC JOCKEY PROGRAMS!

From 6 a.m. to 7 p.m. Monday thru Sunday WCKY Disc Jockey Programs have MORE First Place audience ratings than the combined total of all other local DJ Programs in Cincinnati.

WCKY Disc Jockeys Are Your Best Buy!
"The Old Coal Miner" has been drafted!

In a recent poll among agency and station men, Russ Morgan was voted "the personality best qualified for a recorded disk jockey show". Russ won, hands down, over 12 leading names.

The format of this new program is designed to provide advertisers with a disk jockey show with mass appeal, above and beyond the limitations of the average local station. Nobody — but nobody — is better equipped for the job than Russ — the guy’s got everything.

The show covers every type of popular musical entertainment, via commercial phonograph records and transcriptions, interspersed with stories, gags and good clean fun “in the Morgan manner”.

The Russ Morgan Disk Jockey Show will start August 2—30 minutes, 5 days each week . . . it is one of five (5) NEW Langworth feature programs for 1954.
GENERAL TELERADIO
LEASES WHBQ-AM-TV

Harding College reportedly will receive $2.5 million for the stations. GT's probable sale of KGB San Diego is progressing, it's understood.

ACQUISITION of WHBQ-AM-TV Memphis by General Teleradio, Inc., was announced last week by Thomas F. O'Neill, president of General Teleradio, and Dr. George S. Benson, president of Harding College, which owns the stations.

Details of the transaction, which has been reported to entail a consideration of about $2.5 million [B&T, March 8], were not disclosed officially. Authorities reported, however, that it involves the leasing by General Teleradio of all WHBQ-AM-TV equipment and real estate for a period of 15 years. Lease is understood to involve $1.9 million, plus $600,000 cash.

The transaction is subject to the customary FCC dispositions, and acquisition papers are to be filed shortly, possibly this week.

Plans for the sale of KGB San Diego by General Teleradio in order to comply with FCC's multiple-ownership rules also are under study. The transactions are operated by KGB Manager Marion Harris, who has been mentioned as a possible purchaser [Closed Circuit, March 22].

Purchase of WHBQ-TV, which operated on ch. 13, will give General Teleradio the five-station operation allowed by FCC. The company, which controls Mutual, also owns WOR-AM-TV New York, WNAC-AM-TV Boston, KHI-AM-TV Los Angeles, WEAN Providence, KKBK-FM-AM-TV Kansas City, plus KGB and the Don Lee and Yankee networks, and majority interest in WGTM-AM-TV Hartford.

WHBQ operates with 5 kw on 560 kc and is a Mutual affiliate. WHBQ-TV went on the air in 1953 and is affiliated with CBS-TV.

Richard Crister of Cincinnati representing the Harding College interests in the transaction.

GUY GANNETT DIES AFTER STROKE

FINAL SERVICES were held last week for Guy P. Gannett, 72, president and founder of Guy Gannett Publishing Co., which publishes five Maine newspapers and owns WGNA-AM-FM-TV Portland. Mr. Gannett died of a heart attack April 24 after suffering an attack while attending the ANPA convention in New York.

Mr. Gannett's company recently sold WGUID Bangor, Me., to Murray Carpenter.

The Guy Gannett publishing firm owns Guy Gannett Printing Services, which operates the Portland stations. The parent firm publishes the Press-Herald, Sunday Press and Express, all in Portland, and the Waterville Sentinel and Kennebec Journal (Augusta). Mr. Gannett was president of Frank H. Gannett, president of Gannett Co. Inc., which owns or controls a chain of newspapers and radio and tv stations in New York, Connecticut, New Jersey and Illinois.

G Millard Gannett was Maine's foremost newspaper publisher and once was a power in that state's politics. He had served in the Maine Legislature and State Senate and was Republican national committeeman from Maine during 1920-28. He also was associated in banking, insurance and power company enterprises. He

WTKR-AM-TV Leases

This is the architect's conception of the operations of KOB-AM-TV Albuquerque.

had held various posts in civil aviation, the New England Council and Maine Turnpike Authority. He attended Andover and was graduated from Yale College.

In 1905 he married Anne J. Macomber, who until her death in May 1951 was vice president and treasurer of the publishing firm. In June 1952 he married Pamela L. Wells, who survives. He also is survived by a son, John Howard Gannett, and a daughter, Mrs. Jean Williams, who is executive vice president of the publishing firm.

WTAR-TV Ups Power, Moves to New Tower

WTAR-TV Norfolk, Va., increased its power to 100 kw Saturday morning and dedicated its new facility with a bevy of dancing girls around what Campbell Arnoux, WTAR-TV president, called "the tallest Maypole in the world."

The May Day ceremonies marked formal transfer to a 1,049-ft. tower, greatly extending the station's coverage area, according to Mr. Arnoux. Queen of May was chosen Friday from a group of 40 girls representing 40 counties in Virginia and North Carolina.

Political and civic leaders of the area took part in a dedicatory program Saturday noon, with Mr. Arnoux crowning the Queen of May. The winner was booked for an all-expense trip to New York, including CBS-TV appearances.

WTAR-TV is sending out a promotion booklet titled "New Magic in America's Miracle Market," noting that CBS-TV calculates that the station will increase its service area by 50%. The ch. 4 station also has ABC and DuMont affiliations and has been on the air four years.

WKNB-TV Schedules Boost

WKNB-TV New Britain (Hartford), Conn., by mid-summer will receive transmitter equipment which will boost its power to 233 kw, making the ch. 30 outlet the "highest powered television station in Connecticut and one of the most powerful in the U. S.," Peter B. Kenney, general manager, said last week.

WKNB-TV has been operating on interim power of 20 kw since going on the air in February 1953, Mr. Kenney said. He said nearly 168,000 tv homes currently are receiving WKNB-TV, according to recent surveys. He said WKNB radio and tv studios and offices will be moved into the organization's new building by June 1.

KOAM-AM-TNB Operations

COMPLETE operations of KOB-AM-TV Albuquerque now are housed within the company's new radio and television center at 1430 Coal Ave. S. W., KOB reported last week. Cost is estimated at $250,000 for studios and land development.

Built of buff Kok-Face stone accentuated by corrugated asbestos, the center features the latest in engineering and production improvements with radio occupying the north side and television the south side of the building. There is full sound insulation between these sections as well as center hall and dual activity departments such as news, music, library, sales, promotion, accounting and executive offices.

Convection heat is supplied through outside walls, air conditioning through inside walls.

The tv section is built around a central control room, surrounded by projection facilities, photo and film processing laboratory, announcer's booth, property room, two production stages and adjacent workshop. Radio portion includes master control flanked by two studios, recording room and workshop.

KOAM-AM transmitter remains at Alameda, N. M., about eight miles north of Albuquerque, while the KOAM-FM transmitter is on Sandia Crest, 10,832 ft. above sea level and 4,200 ft. above average terrain. Later is claimed to be the highest tv site in the U. S.

Technical phases and construction of the new radio-tv center were supervised by George Johnson, chief engineer of KOB-AM-TV. Stations are operated by Albuquerque Broadcasting Co., owned by Wayne Coy, former FCC chairman, and Time Inc. Manager of both stations is J. I. Meyerson.

WMAR-TV to Start Day

BEGINNING this month, WMAR-TV Baltimore, Md., will start the broadcast day with a color station identification, E. K. Jett, Baltimore Sunpapers vice president and director of television, announced last week. The station also will use color slides in the four five-minute news programs during CBS-TV's two-hour Morning Show.

Colorcasts will be extended to other times of the broadcast day from then on, Mr. Jett said. Color slides will be used to introduce station programs, to illustrate news programs and for station identifications.

WMAR-TV has been televising color programs since late December 1953 on a five days a week basis. In addition it broadcasts the weekly color programs of the CBS-TV network.
WNBC-WNBT (TV) Launch 'Sunday Supplement' Show

NBC's WNBC-WNBT (TV) New York were to launch last Friday, Saturday and Sunday what was described as a "new concept of integrated programming and selling, patterned after the highly successful supplements of Sunday newspapers. All local programming on the stations this week will be keyed to the theme of travel, with 20-second, 30-second and one-minute spot announcements on behalf of travel organizations interspersed throughout the shows.

The inaugural week-end supplement—part of a series that will include future supplements on summer living, back-to-school, thrift travel, winter vacations, winter sports, fashion parade, European and American travel—is called Travelcade. This will feature a special highlight titled "While Berns Roams," an around-the-world project featuring Bill Berns, director of news and special events for WNBC-WNBT (TV). Mr. Berns has left on a globe-girdling trip and will report from various cities throughout the world either by direct telephone conversations with station personalities or by taped recordings.

American Express Co. has purchased sponsorship of Mr. Berns' project, with the latter delivering commercials either live or on tape from various parts of the world. Firms which have purchased time on programming on the supplement throughout the weekend are European Travel Commission, Cunard Lines, French Government Tourist Office, German Tourist Information Office, Pan-American World Airways, U. S. Lines, KLM Royal Dutch Airlines and Italian State Tourist Office.

WTRF-TV Wins First Prize In Pall Mall Promotion

FIRST PLACE in the Pall Mall cigarettes promotion contest on behalf of its Big Story radio and tv shows was awarded to WTRF-TV Wheeling, W. Va., and its promotion manager, C. Gregg Van Camp, William Spire, vice president and Pall Mall account executive at Sullivan, Stauffer, Colwell & Bayles, New York, announced last week.

Second place went to WLS Cincinnati and its promotion manager, R. F. McCarthy, while three stations tied for third place: WICO Erie, Pa. (promotion manager, Jack Schumacher); WHZ/Zanesville, Ohio (promotion manager, Robert L. Cramm), and WVEC-TV Norfolk, Va. (promotion manager, Georgia McCarty).

Entries were judged on the basis of the best, most original, unique and effective campaign on behalf of the Big Story radio and television program during the first quarter of 1954. The first place winner, Mr. Van Camp, and his wife won an all-expenses-paid vacation for two at the Princess Hotel in Bermuda. Second and third prize winners share merchandise value of $750. Plaques and certificates also are being forwarded to the five stations.

Rail Battle on WPIX (TV)

WILLIAM WHITE, president, New York Central Railroad, and Robert R. Young, who hopes to gain control of the railroad when stockholders' ballots are counted at the railroad's meeting on May 26, will appear on WPIX (TV) New York in two quarter-hour telecasts scheduled for 6:30-6:45 p.m. on Saturdays, May 8 for Mr. White and May 15 for Mr. Young. Robert Conway, special writer for the New York News, will interview both participants in the series, which is titled Battle for the Central.
Six Plan TV Start Within Fortnight

KBMT (TV) start planned next Sunday would raise tv stations operating to total of 383.

BEAUMONT, Tex., will get its first tv station May 9 when KBMT (TV) begins regular programming, according to John Rossiter, newly-appointed general manager (see story this page). The uhf ch. 31 outlet has been on test patterns since mid-April.

The debut of KBMT will raise the number of operating stations to 383. Another four outlets reported they are set to begin operations May 15; one more is set to begin May 16.

May 15 starters: WDBO-TV Orlando, Fla.; WGOV-TV Valdosta, Ga.; WKNY-TV Kingston, N. Y.; WTHT (TV) Wilmington, N. C. WGAN-TV Portland, Me., is set to begin May 16.

Reports from other stations: WAPA-TV San Juan, P. R. (ch. 4), second tv outlet there, was to have begun network programming last Saturday, Jose Ramon Quinones, president, announced. The station is affiliated with NBC, ABC and DuMont.

WDBO-TV Orlando, Fla. (ch. 6), one of the scheduled May 15starters, will be affiliated with all four networks.

WNHC Outlets Offer Time For Story of Polio Vaccine

WNHC-AM-FM-TV New Haven are offering their facilities and prime evening time "of duration sufficient to place before the public facts and opinions of qualified doctors and lay personnel, if any, on Salk polio vaccine."

The stations made the offer in telegrams to Connecticut State Department of Health, Hartford and New Haven County Medical Societies, commentator Winchell and Dr. Jonas Salk.

WNCM-AM-FM-TV Manager Edward C. Obrist said parents in Connecticut, nearby Massachusetts, New York, Long Island, Rhode Island, Vermont, New Hampshire and other areas served by the stations "deserve benefits of first-hand exposure to the case for and against the Salk vaccine and the resultant opportunity to draw their own conclusions on evidence presented, since parents and children cannot be vaccinated pre-supposes, if not demands, complete knowledge of possible risks or benefits involved."

He said the program also will be offered to radio stations of the Connecticut State Network at no cost, and discs and kinescopes to other interested radio and tv outlets at cost.

WSTV-TV Selects Judges For Tower Slogan Contest

JUDGES have been selected by WSTV-TV Steubenville, Ohio, for its Tower Slogan Contest (B*TV, March 8) which ended last Friday, according to John J. Laux, executive vice president and general manager. The judges are:


Winners will be announced two weeks after closing date of the contest and will receive a total of $4,000 in cash prizes.

WIP Sets Sales Records

WIP Philadelphia set new sales records for 1953 with business showing an overall increase of 10% above the previous year, 195% over 1951 and 36% over 1950, according to Ralf Brent, vice president and sales director. Said Benedict Gimbel Jr., president and general manager: "The most significant part of this increase ... does not show in the figures. Over one-fourth of our advertisers have been using WIP's past 10 to 17 years; 18% have been with us from six to nine years. I believe this is the foundation for this success."

Labor Union Buys Share In WCFM (FM) in D. C.

Other Washington unions expected to buy stock.

CENTRAL Labor Union (AFL), Washington, D. C., last week became the first labor group to join in ownership of WCFM (FM) Washington, co-op station which has amended its by-laws to include such organizations. Other Washington union groups are expected to buy stock in the station.

Other WCFM stockholder groups are Greenbelt Consumer Services, Group Health

ORGANIZED LABOR entered ownership of WCFM (FM) Washington last week. Taking part in the first purchase of stock in the co-op station were Wallace J. Campbell (seated L), WCFM vice president, who hands the certificate to J. C. Turner, vice president of Central Labor Union. Standing (1 to r) are F. H. McGilvane, union treasurer, and W. M. Blaisdeell, WCFM general manager.

Assoc., Rochdale Cooperatives, Rochdale Cooperatives of Virginia, Pleasant Plains Cooperative Fund, Workshop Center of the Arts, Group Housing Cooperative and District of Columbia Credit Union League.

F. H. McGilvane, union treasurer, said the purchase gives organized labor a chance to support WCFM's programming and to reach a wide audience. The union group comprises 104 AFL locals with membership of 155,000. WCFM's station break will now be "Washington's Co-op Labor Station." No change in staff is planned. W. M. Blaisdeell continues as general manager.

Rossiter, Browne Appointed To KBMT (TV) Executive Jobs

JOHN ROSSITER has been named general manager and Frank Browne commercial manager of KBMT (TV) Beaumont, newest tv station in the Texas Gulf Coast area. Both hold similar positions at WTV (TV) Jackson, Miss., before coming to KBMT.

Mr. Rossiter is a veteran of six years in the industry, including service as sales manager of WIKK Erie, Pa., commercial manager of WJIT (TV) Erie and as general manager of WTVN (TV) Columbia.

Mr. Browne, before coming to KBMT, served as commercial manager for WBGE At- lanta, as general manager of KWPC Hot Springs, Ark., and once worked for B*TV at its Chicago office.
ITALIAN EXTRACTS

More than soap products.
KCEB General Manager N. Ray Kelly said he had received a letter from James W. Seiler, ARB director, saying "Tulsa is the first dual market in any ARB study to have a conversion rate as high as 17% the first day the uhf station aired. Also the first month's new advertisements purchased more than one month's uhf service. You are certainly to be congratulated upon a splendid showing."

The ARB uhf-vhf penetration surveys were in March 1954 and in April 1954. Mr. Kelly attributed the record conversion to two factors: (1) KCEB's intensive educational and information campaign to acquaint the public with methods of conversion, and to the "true nature" of uhf service; and (2) the "vital interest" of the people in single-station markets in increasing the utility of their sets and having top-flight network and local programs available. KCEB carries NBC and DuMont programs.

ITALIAN-ENGLISH PLAN SUCCESSFUL, WOV SAYS
SUCCESS of WOV New York's Italian-English language programming has been cited in an announcement from the station stating that in the fall and winter of 1953-54, "more advertisers purchased more time on WOV than ever before in the station's 28 years of broadcasting." Old and new advertisers during this period were reported to have totaled 133.

In a breakdown of advertisers, 53 were listed as having used programs; 85, announcements, and three, a combination of programs and announcements. Food products topped the list with 46 advertisers, followed in order by retailers, 26, and beverages, medical products and soap products.

Also, broadcasting is directed toward the Negro market and totals six hours nightly, directly from Harlem's Palm Cafe. The balance of station time, consisting of an inter-racial talent lineup, originates from the station's mid-Manhattan studios.

ABC, NBC CHICAGO OUTLETS PREPARE FOR POWER BOOSTS
TWO networks' o&o tv stations in Chicago, ABC's WBKB (TV) and NBC's WNBQ (TV) — were preparing for power increases last week, with antenna installations atop the Kemper Bldg. the old Civic Opera House structure.
WBKB, operating on ch. 7, last Saturday was scheduled to begin erection of a new transmitting antenna designed to boost its signal from 100 to 200 kw, looking toward eventual power of 316 kw, maximum allowable by the FCC for high-band vhf. The jump to 200 kw is expected about May 20.

WNBQ, on ch. 5, is installing a new 740-ft. tower, replacing its present 627-footer. Its power will jump from 75 to 100 kw, maximum allowable for low-band vhf outlets.

A new 75-ft. antenna weighing more than 9,000 pounds will push the outer edge of WBKB's fringe area to a distance of 79 miles, covering homes in Rockford, Ill.; Beloit and Milwaukee, Wis., and Elkhart, Ind., according to the ABC outlet. Grade A reception jumps from 33 to 35 miles and Grade B increases to 58 miles, William Kusack, WBKB chief engineer, said. The station will make two more signal increases within the next year.

WLOS BUYS HOME FOR STUDIOS
WLOS-AM-FM-TV Asheville, N. C., has bought the Westray Battle residence for its radio-televising and expects to complete remodeling and move radio operations to the new studios within 30 days. The residence was built in 1927 for $220,000, a station spokesman said. The building is centered on a two-acre lot and contains 12,000 square feet of floor space on four levels.

Drug Wholesaler Takes WFBC-TV, WCSC-TV SHOWS
THE GEER Drug Co., wholesale drug firm of Charleston, Spartanburg and Greenville, S. C., is sponsoring a half-hour Sunday dramatic show, Dragquist's Theatre, and a six-week five-minute weather show on WFBC-TV Greenville and WCSC-TV Charleston, according to Frank O. Ezell, Geer promotion manager.
Mr. Ezell said the wholesale firm will "be playing Santa Claus" to 1,000 drug stores in the coverage area of the two stations, since the television commercials on the shows are credited only to "your favorite drug store," with no mention of the Geer Drug Co. Several leading manufacturers are helping Geer to underwrite the shows, he said.

KTTV (TV) BOOSTS POWER, VISUAL OUTPUT NOW 110 KW
THE POWER race among Los Angeles area tv stations continues with KTTV (TV) (ch. 11) increasing its video signal threefold, from 31 to 110 kw, and audio signal four times from 15 to 68 kw, on April 25. A survey taken in over 3,500 homes of late evening and early morning test patterns, using the increased power and the station's new 200-foot tower antenna on Mt. Wilson, with specially designed antenna, showed 75% of tests received a better picture, according to KTTV executives.

KNXT (TV) that city (ch. 2) increased its video power from 25 to 46.8 kw and audio from 12.5 to 23.4 kw on March 7 [B+T, March 8].

Cover Central Missouri with KFAL
Reach this central Missouri market with 186,323 radio families* and a consumer income of $98,285,000; TV: a 98 county, four city, 1/4 mv area covered by KFAL.

KFAL
900 Kc 1,000 Watts
FULTON, MISSOURI

Reach this central Missouri market with 186,323 radio families* and a consumer income of $98,285,000; TV: a 98 county, four city, 1/4 mv area covered by KFAL.

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Reach this central Missouri market with 186,323 radio families* and a consumer income of $98,285,000; TV: a 98 county, four city, 1/4 mv area covered by KFAL.
**KETX (TV) 'In Black' Despite Strike, Suits**

Owner Newborn says new uhf outlet in Tyler, Tex., is adding new accounts each day. Station is named in suits by creditors, including GE.

KETX (TV) Tyler, Tex., uhf ch. 19 outlet which briefly was off the air about a month ago following a labor dispute, now is operating "in the black" and has every intention of continuing despite pending law suits, owner Jacob A. Newborn Jr. has told B&I. New national and regional accounts are being added nearly every day, he said.

General Electric Co. has filed a foreclosure suit in Federal Court there to recover the KETX transmitter and other equipment on which notes for nearly $345,000 are pending. Tyler Woodworks, John A. McCullers Sheet Metal Works and Layton Engineering Co. have filed an $11,000 involuntary bankruptcy suit against the station while a civil claim for about $1,700 has been filed by a local merchant for alleged unpaid services on station furniture. Mr. Newborn related that KETX was put off the air March 24 by a staff "walk-out" protesting dismissal of five persons who reportedly disagreed with an "economy operation plan" designed to cut losses. KETX resumed operation March 26 under Mr. Newborn's personal management and for the first time since its inception last August is "operating in the black," he said, "including amortization and obsolescence of equipment, plus, perhaps, some extra to pay off debts resulting from extravagant spending by the earlier staff." The station is on a cash basis in all its dealings and proposes to increase spot rates May 1 about 20%, although volume discounts remain the same.

Giving up other business interests to devote full attention to KETX, Mr. Newborn said he inspected the station after the walkout and found the Klystron heat exchange unit damaged, which he reported to FCC. He related that he and James Womack, a former engineer who returned to employment as chief engineer, plus receptionist Mildred Hutson as film room operator, were able by themselves to put KETX back on regular schedule the evening of March 26.

Now on an expanded schedule of 3:11 P.M. instead of the former 3:30-10 P.M., plus additional local live shows featuring area school-age and adult talent, KETX is operating with eight full-time and three part-time people, Mr. Newborn said, contrasted to the former peak staff of 23 persons.

KETX carries kinescopes of top shows on all four major tv networks, he said. There are about 30,000 sets in the area, of which some 20,000 depend solely upon KETX for service, he said. About 10% of the total are vhf-only sets, Mr. Newborn related, of which 2,000 are hooked up to a local community antenna cable system while the others are high locations able to pick up Dallas, about 100 miles away.

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**WNEW Owners Change**

VETERAN broadcaster Richard D. Buckley and associates took over ownership of WNEW New York at 3 p.m. last Tuesday from the William S. Cherry group as all principals attended formal legal transactions in New York. The $2.1 million sale was approved by FCC several weeks ago (B&T, April 19). There is no change in station's local personnel, it was reported: Part owners with Mr. Buckley are Horace L. Lohnes, Washington radio-tv attorney; Harry R. Playford, St. Petersburg banker and former WNEW stockholder, and his two St. Petersburg business associates. WNEW is applicant for ch. 31 in contest with city-owned WNYC New York. Third bid by WHOV-TV Inc., representing joint venture of WOW and WHOM there, was withdrawn last week.

**KPFA (FM) Broadcast Lauds Use of Marijuana**

FIVE members of its board of directors last week condemned the management of KPFA (FM) Berkeley, Calif., an educational station, for broadcasting a tape recording made by four marijuana addicts in which they praised the use of the drug. The members said they would take steps to prevent a repeat of the broadcast.

The controversial tape recording was made in the studios of KPFA (on 94.1 mc) after broadcasting hours by pre-arrangement with the station, according to Wallace Hamilton, program director. The four addicts, three men and a woman, brought a "friend" to operate the tape recorder, Mr. Hamilton said.

Agents of the California Narcotics Bureau had confiscated the tape after the broadcast April 22 on a regular KPFA program, Concepts of Freedom. Later, the agents were reprimanded by State Attorney General Edmund G. Brown for picking up the tape in violation of a restraining order and were ordered to return it to the station, but not before three copies were made in KLX Oakland studios and distributed to the Narcotics Bureau, the FCC 12th District in San Francisco and the Attorney General's Office.

Entering the KPFA studio after the staff had left for the day, the four addicts in making the recording said they could see nothing wrong with smoking marijuana and that its use should be legalized.

Legally Okay

Mr. Hamilton said the program legally could not be suppressed. Attorney General Brown gave his opinion that the program had not done a damaging effect on teen-age, daytime or early evening listening, but withheld judgment on whether the broadcast violated any law.

KPFA is operated by the Pacifica Foundation and is supported by $10 contributions from 3,300 listener-subscribers. It has been on the air nearly five years and carries no commercial advertising. For a time the station had been supported by Ford Foundation funds.

KPFA, which programs for the "intelligent-sia," has covered a wide range of subjects in broadcasts, ranging from cannibalism to unrestricted political discussion. Its political speeches have included Democrats, Republicans, Socialists, anarchists and an occasional Communist.

Frank Sloan, engineer in charge of FCC's 12th District, San Francisco, said he would forward his copy of the tape to Washington for determination of whether any FCC regulation was violated.

According to Mr. Hamilton, most of KPFA's subscribers congratulated the station for the broadcast, with only one letter of criticism.
CANCELED KTLA (TV) SERIES CAUSED LOSS, SUIT ALLEGES

The TV film version of the 10-week Santa Anita racing season was canceled at the half-way mark by advertiser Earl Scheib, proprietor of a Los Angeles auto painting shop chain, because KTLA (TV) Hollywood consistently started the half-hour program several minutes late, according to Mr. Scheib.

Cancellation of the program Feb. 9 caused $3,413.75 loss to Time & Space Inc., Hollywood program packager, T&S charged in a suit filed in Los Angeles Superior Court shortly after Mr. Scheib's statement. The packaging firm, through attorney Robert A. Mendelsohn, said it had a firm contract to show the racing films, plus an interview with racing sportscaster Joe Hernandez, for the entire 10 weeks at $4,000 weekly cost to the auto painting firm. The suit asks compensation for lost commission and uncancelable costs, plus 6% interest on the total from March 6.

WJHL-TV Completes Tower

WJHL-TV Johnson City, Tenn., has reported completion of its new 635-ft. tower. The station has been operating from a temporary 60-ft. tower since it went on the air last November.

Previous attempt to construct a permanent tower resulted in disaster a week before WJHL-TV went on the air. At that time the tower had reached 550 feet when it crashed to the ground, smashing part of the station's studios and narrowly missing employees and tower workers. WJHL-TV operates on ch. 11.

WKNX-TV Gross High

WKNX-TV Saginaw, I Mich., which celebrates its first year of operation tomorrow (Tuesday), on uhf ch. 37 reports that March billings set a high in station sales, 20% above February. Owned and operated by the Lake Huron Broadcasting Corp., WKNX-TV is a primary CBS affiliate and also is affiliated with ABC. It broadcasts 45 live local studio shows per week.

APPOINTMENT of Aubrey Jackson (l) as assistant-general and commercial manager of KGNC-AM-TV Amarillo brings together this team (l to r): Mr. Jackson, former manager of KGNC before spending the past five years at KRGV Weslaco and KEYS Corpus Christi; Bob Watson, KGNC manager; Wes Izzard, KGNC-AM-TV general manager, and Bud Thompson, KGNC-TV manager.

WAVE 'Optimistic'

WAVE Inc., Louisville, "does not believe in the pessimism which some people are touting, deliberately or not, about our present economic situation and outlook." "To the contrary," announces WAVE-AM-TV, "we believe there are definite signs that our economic outlook, both local and national, is sound and promising." Accordingly, the Kentucky outlets are beginning a campaign of radio and TV spot announcements on "those healthy economic conditions." The announcements cite dollar and other statistics "as they exist locally, statewide and nationally," together with a reminder of the WAVE-AM-TV contribution to this state of affairs.

Ad Council Asks Radio-TV To Push Fire Prevention

RADIO, TV and other media have been asked by The Advertising Council to cooperate in carrying a heavy schedule of forest fire prevention messages from now through October. A kit of TV materials is being prepared for release to networks and stations in May, and special discs will be made available to radio stations upon request.

One set of discs contains 13 quarter-hour programs featuring folk singer Billy Johnson and the Sons of the Pioneers, while another stars Mr. Johnson in a 4½-minute featurette plus spot announcements of various lengths. R. Z. Eller, advertising manager of Sunkist Growers Inc., is volunteer coordinator for the campaign, while the advertisements were prepared by Foote, Cone & Belding, Los Angeles, as a public service.

Dennis Joins H-R Tv

APPOINTMENT of Ralph Dennis, formerly an account executive with The Katz Agency, to a similar post with H-R Television Inc., New York, was announced last week. Mr. Dennis will replace Lynn Barnard, who joins ABC Radio as an account executive.

WILBUR M. HAVENS (r), president-general manager of WTVR (TV) Richmond, and Paul M. Hancock of NBC inspect WTVR facilities. WTVR expects to complete installation of color TV broadcasting equipment by early summer.

Curtis Says Paramount TV Copied Program Format

ALLEGED similarity between format and elements of the KTLA (TV) Hollywood Crash the Party program and the former radio Private Party series is based of a $35,000 suit filed in Los Angeles Superior Court by Mel Curtis, writer-producer of the now-discontinued radio program.

Suit, filed by attorneys Arthur J. Crowley and David Paltun, charges that Paramount Television Productions Inc., owner-operators of station, had infringed on Mr. Curtis' literary rights, engaged in unfair competition and violated an implied contract in presenting Crash the Party.


Local Advertisers Keep WMTV (TV) Madison in Black

WMTV (TV), one of two uhf stations in Madison, Wis., has realized a net profit of approximately $65,000 before taxes after about seven months of operation according to Gerald A. Bartell, president and general manager of the station. The ch. 33 outlet went on the air July 19, 1953.

Commenting on the uhf picture generally, Mr. Bartell said WMTV was one of the four or five post-freeze uhf outlets "to go on the air in the black and remain in the black." He said between 400 and 500 advertisers have bought time on WMTV, which he noted had shown a profit without a radio affiliate. He added that WMTV has been building as a local community service station.

WMTV is affiliated with ABC and DuMont and carries some NBC programs. Its sales representative is Meeker TV Inc. Station claims about 44,800 tv receivers in its coverage area.

WKAP Hosts Germans

AS PART of a tour through Allentown, Pa., to observe life in an American city of comparable size to their own, business and civic leaders of Oldenburg, Germany, visited WKAP there. They were escorted through the station while staff members, headed by manager O. R. Davies, described the operation. The delegation later was interviewed on the air.
Bank Cites WLDS

ELLIOTT State Bank of Jacksonville, Ill., ran a display advertisement in the local newspaper promoting WLDS there, "The Voice of West Central Illinois," as a part of its "Our Growing Community" series. The bank, which sponsors sportscasts on WLDS, featured a picture of Gerald Cousins, assistant WLDS manager, and Barney Lewis, sportscaster, at microphones preparing to broadcast the 1954 Illinois State Basketball Tournament. The ad described the steady progress of WLDS since it went on the air in 1941.

STATION PEOPLE

W. K. Ulerich, president of Clearfield (Pa.) Broadcasters Inc., named president of Centre Broadcasters Inc. (WMAJ State College, Pa.) succeeding Richard J. Kennard, who died April 2 in Florida. Mr. Ulerich also named president of Clearfield Progess in place of late Mr. Kennard. Mr. Kennard's widow, Mrs. Frances H. Kennard, named secretary and director of WMAJ and secretary of Clearfield Broadcasters. Clearfield Broadcasters owns WCPA Clearfield; WAKU Latrobe, Pa.; WJCM Sebring, Fla., and controls WDAD Indiana, Pa.

Gene Cuhl, program director, WBCK Battle Creek, Mich., appointed general manager.

Ralph Sacks, formerly sales manager, KSAN-TV San Francisco, appointed San Francisco sales manager, KVSM San Mateo, Hugh H. Smith, KVSM manager, has resigned. Les Malloy, owner-operator, takes over active management.

Gordon Burke, formerly with KULA Honolulu, named program director, KGMB same city. Art Haasen named news editor, KGMB.

George Callison, news director, KVQA-AM-TV Tucson, appointed to same position, WGBS Miami, Fla., effective immediately.

Robert F. Kelley, formerly with Produce Packer, Kansas City, named news director, KVOO Tulsa.

Richard W. Chaplin, formerly assistant manager, Lincoln (Neb.) Chamber of Commerce, named operational manager, KFOR same city.

Will Williams, promotion, advertising and publicity manager, KGO-AM-TV San Francisco, has resigned.

Austin Heywood, associate director of publicity, radio-tv div., Los Angeles Community Chest, to KNXT (TV) Hollywood, as assistant publicity manager.

Jackson M. Fleming, formerly program director, KKL Portland, Ore., to KEX same city, as account executive. (bT, April 19 inadvertently listed both stations as being in Seattle.)

Aaron Britton, studio supervisor, engineering staff, WKY-AM TV Oklahoma City, named coordinator for all color operations.

Curtis C. Jones to sales staff, WAAS Huntington, W. Va.

Dorothy Anderson to WBAP-AM Fort Worth, as television copywriter.

Sid Sukowicz, radio-tv columnist, Polish Daily News, signed for daily series on WAIT Chicago.

Lester H. Weber, to KCOW Alliance, Neb., as salesman-announcer.

Vince Ford, staff announcer, WSNY Schenectady, N. Y., to announcing-production staff, WMGT (TV) Adams, Mass.

Gene Hodges, former staff announcer, WRRF Washington, N. C., to WNCT (TV) Greenville, N. C., in same capacity.

Caroline Sax to WSTV-AM Steubenville, Ohio, as hostess on new Look Ladies program.

Brad Guilford to announcing staff, WTCO-AM Savannah, Ga.

Norman Messer, disc m.c., WHEB Portsmouth, N. H., to WOAI-AM-TV San Antonio.

Johnny Morris, disc m.c., to KSTP Minneapolis-St. Paul in that capacity.

S. R. Sague, president-general manager, WSRS Cleveland, elected a vice president at large, Cleveland Safety Council, in recognition of station campaign for greater safety and bringing about reforms.

Harry Mencilish, president, KFWB Hollywood, and Ralph Edwards, m.c., NBC-TV This Is Your Life, presented special awards by Urban League of Los Angeles for contributing to community betterment and improvement of interracial relations.

Art Ford, account executive, KVOO Tulsa, elected to board, Tulsa Junior Chamber of Commerce.

Arthur L. Riklin, account executive, KPFC-TV Houston, elected vice president of Air Force affairs, Houston chapter of Reserve Officers Assn., and second vice president, Junior Chamber of Commerce, that city.


Cliff Gill, operations manager, John Poole Broadcasting Co., Hollywood, to address series of three mid-Canada BMI clinics this summer.

Henry Gladstone, WOR-AM-TV New York newscaster, has left New York for a month-long tour of Europe, where he will make tape recordings for later broadcast on political and economic conditions in Portugal, Spain, Austria, Germany, Italy and England.

Ray Heatherton, WOR-AM New York personality, received an award from United Cerebral Palsy Assn. of Queens County in appreciation of his work with children of Queens unit.

Nick Reyes, announcing staff, KLYN Amarillo, Tex., named to serve on publicity committee, Amarillo chapter, Mental Health Assn.'s observance of National Mental Health Week.

William F. Thompson, office supervisor, KTTV (TV) Hollywood, father of boy, David Arthur, April 22.

Charles Coleman, pianist and composer, who was known 20 years ago as the "man of a million melodies" on WHN New York (now WMGM) and other radio stations, died April 22 in New York.

STATION SHORTS

WTAM-WNBK (TV) Cleveland was cited by the Marine Corps national office for helping in special local recruiting drive that enlisted two companies of men. The award, reportedly the first of its kind in Ohio, is highest Corps can issue without Congressional approval.

KSLA (TV) Shreveport, La., has increased its space in the Washington-Youuree Hotel to accommodate an additional studio 40 x 50 ft., additional offices and to enlarge the film dept. and storage area, according to Deane R. Flett, station manager.

KPOL Los Angeles has moved executive and sales offices to 4628 Wilshire Blvd., and plans to convert part of the building into studios.

KGA Spokane, Wash., has moved from downtown new quarters in the station's transmitter building outside the city.

SELL THE
"Golden Market"

10 OF AMERICA'S NEGRO POPULATION

WDIA--50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 97% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOVER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORAL-CLAYTON AGENCY, SOUTHEAST

Page 88 • May 3, 1954
DUMONT SETS PRO FOOTBALL FOR '54

Sponsorship plans not yet made for telecasting of more than 60 regular season games of National Football League.

DuMont Television Network will present more than 60 of the regular season games of the National Football League in a series of coast-to-coast and regional lineups, running every weekend from Sept. 25 through Dec. 11. Details were announced jointly last Thursday by Bert Bell, NFL commissioner, and Thomas J. McMahon, DuMont director of sports.

Each weekend four to seven games will be telecast on Saturday night and Sunday afternoon, with a selected "top game of the week" for a coast-to-coast hook-up and the other games on a regional network, arranged to bring home area teams on tour to local audiences.

No information was released by DuMont on sponsorship plans. Westinghouse was the principal sponsor last fall, and a company spokesman told BT Thursday that Westinghouse is in the process of determining its fall promotional campaign, which is expected to include "an outstanding sports program on television, but not necessarily the pro football games."

It was announced that on any one weekend, games will be seen in a total of more than 100 cities, with telecasting reaching virtually every section of the United States from Massachusetts to California. The Saturday schedule of 11 games on ten weekends has been completed and work on the Sunday schedule is now underway.

All games on the tv schedule will be "blacked out" locally in the cities where they are being played. This is in line with the decision of Judge Allan K. Grim of the District Court for the Eastern District of Pennsylvania allowing such blackouts.

The "game of the week" will be for Sunday showing on a nationwide network lineup in as many as 100 cities—mostly non-league cities—and will be selected as the season progresses according to the performances of the teams, the announcement stated. It was pointed out that the Sunday schedule is being worked out so that when a team plays away from home, the road contest will be carried back to tv fans in the home city and over a regional station lineup in the home territory.

This will be the fourth consecutive year that DuMont will carry a regular season schedule of NFL games on a network basis. Last fall 50 contests were telecast on an average of 100 stations each weekend.

Foley to Head Promotion For CBS-Owned Tv Outlets

JOHN DONALD FOLEY, promotion manager of CBS-owned WCBS New York since June 1951, has been named director of CBS-owned television stations promotion service, effective immediately, William Golden, creative director of the CBS-TV advertising and sales promotion department, announced last week.

Mr. Foley succeeds David Luhmann, who has joined the copy staff of Young & Rubicam.

Murray Gross, copywriter in the sales promotion department of CBS Radio Spot Sales since February 1952, was named by Carl Ward, general manager of CBS, to succeed Mr. Foley as promotion manager of the station.

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA!

BIG TIME ADVERTISERS WHO WANT BIG TIME RESULTS IN THE DETROIT AREA SHOULD INVESTIGATE CKLW'S LOW COST COVERAGE FOR THE BEST RESPONSE IN THIS IMPORTANT FIVE STATE REGION!

Soon! This region's Most Powerful TV STATION. CKLW-TV Channel 9 (325,000 watts).

J. E. Campeau, President

Guardian Bldg. • Detroit 26

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ARMY-McCARTHY COVERAGE CUT

NBC-TV joins CBS-TV in presenting filmed excerpts each evening, citing low ratings of hearings which do not justify lost advertising revenue.

LIVE television coverage of the Army-McCarthy hearing was continued last week on ABC-TV and DuMont Television Network, but NBC-TV joined CBS-TV in presenting a nightly filmed digest of the proceedings in addition to presenting excerpts on various news programs.

NBC-TV had carried the first two sessions of the hearing “live” on April 20 and 21, although CBS-TV limited its coverage to a daily film summary from the start at 11:15 p.m.-12 midnight, EDT. Starting with last Monday’s session, NBC-TV presented a daily filmed digest, also at 11:15-midnight, advancing as a reason that the “low ratings” for the first two days did not justify the advertising revenue it had lost in those days. A spokesman said that NBC had cancelled commercial programs regularly scheduled during these periods at a loss of more than $125,000 in revenue.

One development deriving from NBC-TV’s decision was an arrangement for a “feed” from ABC-TV of the telecasts of the hearings to seven stations not affiliated with the latter network. NBC-TV affiliates, which requested the “feed” and were accommodated, starting last Monday, were WLWT (TV Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WSYR-TV Syracuse and KSLA-TV Shreveport. CBS-TV affiliates fed by ABC-TV were WSTV-TV Steubenville and WSEE (TV) Erie.

An NBC-TV spokesman said that few had complained about cancellation of live coverage of the hearings. ABC-TV and DuMont both reported that congratulatory messages had been received at their headquarters in New York for presenting complete coverage of the hearing. An announcement from ABC-TV said that its New York headquarters had received “hundreds of telegrams, telephone calls and letters” thanking the network for “performing an important public service.” DuMont reported that 514 viewers had telephoned the network’s WABD (TV) New York, with all but 13 callers expressing appreciation for carrying the hearings. The dissenters were said to have expressed dissatisfaction with the preemption of the station’s regular daytime shows.

On radio, Mutual and ABC continued to carry the full sessions of the hearing. NBC Radio devoted the 12:30-3 p.m. EDT period to coverage, while CBS Radio presented a half-hour digest nightly.

Newspaper Pays 50%

In Chicago WBKB (TV), the ABC oaks outlet, carried the hearings last week under an arrangement with the Chicago Sun-Times. The newspaper agreed to defray 50% of the cost the station figured to lose by dropping regular commercial programs. Actual sum defrayed by the Sun-Times was understood to be some $7,000.

The telecasts were suggested by Marshall Field Jr., editor and publisher of the Sun-Times, as a public service venture to bring hearings originally expected to be blacked out in Chicago. (WGN-TV carried the hearings Tuesday and Thursday because of no Cubs ball games.)

Both WBKB and the newspaper reported heavy commandment for the public service project, with the station receiving numerous telephone calls and congratulatory letters from public officials, educators and viewers.

Sterling C. Quinlan, vice president in charge of WBKB, gave a conservative estimate of 300,000 home viewers. He said:

“Marshall Field and I both feel that this is a good thing. It might start a pattern for the future. The McCarthy-Army hearings take a lot of time, and the individual stations can’t shoulder the burden of the cost.”

The committee itself was quite conscious of the broadcast media looking and listening in to proceedings. When Acting Chairman Karl E. Mundt (D-S. D.) received telegrams asking about reduced live video coverage, the Senator said any complaints ought to be sent to the broadcasting companies, not the committee.

Mundt also asked photographers to stop getting in the way of cameras when snapping pictures at the hearing. He said they had received complaints from viewers.

One feasible solution was to use camera men when he had to blow his nose (see cut).

At another point early in the hearing, Sen. Mundt directed electricians to turn off or redirect one of the banks of flood lights (needed for new television cameras).

Retraction Problem

A problem of the committee was how to strike from the record remarks already carried to the radio-television audience. At one point, Sen. Mundt ordered stricken several minutes of debate on whether Sen. McCarthy was responsible for newspaper headlines on the secret hearings on Fort Monmouth, N. J. Sen. Henry M. Jackson (D-Wash.) wanted to know how this could be carried out since radio and television had broadcast the remarks over the country. The ruling by Sen. Mundt: “Leave it in the record.”

But one Senator, not on the committee, was not so radio-television excited. Oregon’s independent, Wayne Morse, suggested in telegrams to the program directors of NBC, CBS and MBS, that rebroadcasts of the Geneva Conference “would be placing first things first.” According to Sen. Morse, the Geneva story was more important to the radio audience than the McCarthy-Army controversy.

Three Join DuMont

AFFILIATION of three new stations with DuMont Television Network, raising the affiliate roster to 214, was announced last week by Elmore B. Lyford, DuMont’s director of station relations. New affiliates are KWTV (TV) Oklahoma City (ch. 19), owned by the Oklahoma Television Corp.; KGLO-TV Mason City, Iowa (ch. 3), owned by Lee Radio Inc., and WKBX (TV) La Crosse, Wis. (ch. 3), owned by WKBX-WKBH Television Inc.
ONE LAST LOOK at the plans for NBC-TV's color TV studio at the network's Burbank, Calif., plant, is taken by (l to r) John K. West, vice president in charge of the Pacific division; O. B. Hosen, vice president and chief engineer, and Thomas W. Sarnoff, director of TV production, Hollywood, before breaking ground with their decorative shovels.

**DUMONT RELOCATES FOR MONDAY BOUTS**

SIGNS of a brisk competitive battle between ABC-TV and DuMont Television Network loomed last week as DuMont announced it has signed a two-year contract with the London Sporting Club Inc. for presenting Monday Night Fights weekly from the St. Nicholas Arena in New York, starting on May 17.

Several weeks ago ABC-TV announced it will start presenting Monday night boxing from Eastern Parkway Arena, currently carried on DuMont, on May 17 when the current cycle ends on DuMont [B*TV, April 19]. The bouts over ABC-TV are scheduled to run from 9:30-11 p.m., EDT, and those over DuMont from St. Nicholas Arena from 9-11 p.m., EDT.

Thomas McMahon, DuMont's director of sports, said that the network will pay the London Sporting Club $12,500 for each Monday night card, which will include a main event, a semi-final and a set of preliminary bouts.

The 60 stations which presently are carrying DuMont's bouts from Eastern Parkway will continue to present the upcoming card from St. Nicholas Arena, Mr. McMahon said. The bouts, as in the past, will be fed to local stations for sponsorship on a local or regional basis.

Tex Sullivan, fight promoter and matchmaker, is president of the London Sporting Club. He reported last week he has applied to the New York State Athletic Commission for permission to stage the bouts. He will be assisted by Willie Gilzeenber, Newark betting promoter.

Chris Schenkel, who has described the Monday night bouts from Eastern Parkway for the past year and a half, is expected to handle the St. Nicholas bouts for DuMont.

In a development said to stem from the shift of Eastern Parkway bouts from DuMont to ABC-TV, Emil Lence, promoter, was asked to appear last Friday before the New York State Athletic Commission to explain certain tax complications. Mr. Lence was quoted as having said that charges against him have been inspired by DuMont. He reported that if the commission refuses him permission to stage bouts from Eastern Parkway, he is prepared to present the upcoming series of bouts, starting on May 17, from a locale in New Jersey.

**WISH-TV to Join CBS-TV; KKJB-TV to Be Interconnected**

WISH-TV Indianapolis (ch. 8) will join CBS-TV as a secondary interconnected affiliate on July 1, it was announced last week. The station is owned and operated by Universal Broad-casting Co., with Robert McConnell as general manager. WBFM-TV is CBS-TV's primary affiliate in Indianapolis.

KKJB-TV Valley City-Fargo, N. D., will be interconnected as CBS-TV primary affiliate Oct. 1. The ch. 4 station plans July 1 test pattern and maximum 100 kw from 1,085-ft. tower. It is associated with KCJB-TV Minot, N. D., which began operating year ago on ch. 13.

**Three Buy 'Today' Time**

THREE CLIENTS have purchased a total of 65 participations on Today on NBC-TV (Mon-Fri, 7-9 a.m. EDT and CDT). Wynn Oil Co. through BBDJ, New York, bought 52 participations effective June 1 for 52 weeks. Diamond Crystal Salt Co. ordered 12 participations as of May 6 through Benton & Bowles, New York. Bymart-Taintair, through Erwin, Wasey, New York, purchased one participation on May 1.

**AT&T Links Three**

ADDITION of WDEF-TV Chattanooga, WHITV Des Moines and WSEE (TV) Erie, Pa., to the AT&T nationwide TV facilities network, to receive live network TV programs brings total to 295 TV stations in 187 cities, it was announced last week.

**NETWORK PEOPLE**

Richard Linkroom, formerly associate producer, NBC-TV's Home program, appointed producer of the show, replacing Jack Rayel, who has resigned. John Green, formerly senior unit manager of Home, becomes associate producer; Carl Lindemann, previously associate producer, Kate Smith Show, assumes duties as unit manager of Home, and Jack Fuller, becomes head of special projects for the program.

Dallas F. Townsend Jr., manager of CBS-TV news and formerly director of special events for CBS Radio, to rejoin CBS Radio news with own newscast series, starting today (Monday). The program, Dallas Townsend and the News (Mon-Fri, 11-11:10 p.m. EDT) will replace the first segment of Eric Sevedai's News and News Analysis, with latter program rescheduled at 11:10-11:15 p.m. EDT.

Lou Sauman, former tv producer, Blow Co., N. Y., to ABC-TV Western Div., Hollywood, as production coordinator.

Alan Handley, producer-director, NBC-TV Dinah Shore Show, signs term contract with network as producer-director of own package programs.

Warren Steibel, merchandising plan writer, Young & Rubicam, N. Y., to NBC Film Div., as assistant manager of advertising and promotion.

E. B. Smalley, script department, CBS Radio, Hollywood, named manager of special section, radio mimeograph department.

Ted Cott, operating vice president of NBC Radio, appointed national chairman of "Operation Booklist," plan to supply more than four million books to American service men and women throughout world and to veterans' hospitals.


Johnny Desmond and Sam Cowlings, stars of ABC radio-play Breakfast Club, to participate in 19-hour cerebral palsy telethon conducted by KBTG (TV) Denver May 1-2.

Robert Grebe, MBS, New York, press information staff, father of girl, Robin Anne, April 27.

Willard Waterman, star of NBC Radio Great Gildersleeve, signed to re-create title role in network's TV film version.

Danny Arnold, writer for Dean Martin and Jerry Lewis, takes on similar assignment for NBC-TV Spike Jones Show.

Richard Gray, writer, CBS-TV George Burns - Gracie Allen Show, in addition joins Los Angeles div. of Columbia Television College of Chicago, as instructor in TV writing-production.

Dorothy Gordon, founder and moderator, New York Times Youth Forum on DuMont TV network and WQXR New York, will speak on educational aspects of "rights and responsibilities" at April 27 luncheon during 42d annual meeting of Chamber of Commerce in Washington.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Judy, Gen. Mgr., WIBW-KCKN

May 3, 1954 • Page 91
Manufacturing firm says it will have a 19" color set on the market for $1,000 this fall, and expects the price to be cut in half in two years.

Two new color TV developments were unveiled Wednesday at Allen B. DuMont Labs headquarters plant at Passaic, N. J., at a news demonstration preliminary to their industry showing at the NARTB convention in Chicago at the end of this month.

- For broadcasters, DuMont has put into production a Color Multi-Scanner for telecasting color-16mm films, slides and opaquers.
- For viewers, DuMont has produced a 19-inch color picture tube with a picture area of 185 square inches, nearly as large as that of a 19-inch monochrome tube, and utilizing a design which was described as making possible production of color tubes in the same range of sizes as are now being produced for black-and-white viewing.

The Color Multi-Scanner is an adaptation of DuMont's Monochrome Multi-Scanner which is now part of the equipment of some 30 TV stations, DuMont executives said, noting that the monochrome units can be readily changed for color film use by replacing the single tube in the scanning unit with a three-tube set-up.

Cost of such conversion would be about $4,000, it was said—$2,000 for the three-tube array within the device, and about the same amount for associated equipment—a small sum in comparison to the $31,000 which the Monochrome Multi-Scanner costs.

An unusual feature of the DuMont color film equipment is an electronic masker which permits the strengthening of any of the three primary colors—red, blue or green—without affecting the quality of the whites in the picture or the gray scale. In the demonstration, during which 16mm films of various types were shown, the red of a brick wall, the blue of the sky and the green of the grass and trees were brightened as the viewers watched.

This masking device, which does electronically what a photographic retoucher does physically, would enable a program director to get the best color out of a live pickup when used in connection with TV cameras, it was explained. In connection with the Color Multi-Scanner, it provided color film reproduction which DuMont spokesmen called an improvement on the original pictures and which viewers at the demonstration concurred was of high quality.

90% Use 16mm
While it would be possible to construct a multi-scanner for 35mm film, the present model, which is now in commercial production, was designed for 16mm film because about 90% of all TV stations are equipped to handle that size film, it was explained. The machine "makes possible the satisfactory telecasting of more than 80% of the vast backlog of standard types of 16mm color film shot during the past 10 years." H. E. Taylor Jr., manager of the DuMont Communications Products Division, said.

The 19-inch tube was introduced by Dr. Allen B. DuMont, president of the company, as an interim size on which development may be limited. Its importance is chiefly to prove that large-screen picture tubes for color reception, which Dr. DuMont has long maintained are essential to general public acceptance of color receivers, can be built at a reasonable price.

The cost of materials for his 19-inch tube with 185 square inches of viewing surface today totals $72, contrasted to $152 for the planar, mask type 15-inch color tube with 88 square inches of viewing space and to $181 for the deflection-at-screen type 21-inch tube with 155 square inches of viewing space, Dr. DuMont said. DuMont will price the first 19-inch color tubes somewhere between $150 and $200, he said, predicting that within two years with volume production it could be reduced to under $100.

The tube, called a "Chroma-Sync Teletron," was described as "shadow mask type of tube using a new DuMont mono-convergence three-beam electron gun." Color phosphors are applied directly to the curved face of the tube envelope by a photographic process which produces more than 1,300,000 red, blue and green phosphor dots on the screen in triad form, he explained. Behind the screen and curved in conformity to it, is a thin metal disk, perforated with thousands of small holes, positioned in such a manner as to assure that electrons passing through the disk will strike the correct phosphors on the screen.

The design permits a shortening of the tube to less than the length of present 15-inch color tubes, Dr. DuMont said, so that sets containing the 19-inch DuMont tubes can be housed in cabinets no larger than those for 21-inch black-and-white sets. First sets utilizing these tubes will be put on the market this fall, priced at about $1,080, he said. He predicted that within two years compatible color sets will be available at about half that price.

McDonald Blasts RCA
For Pushing 3-Gun Tube
Development of a single-gun tube will render color TV sets now on the market obsolete, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., declared last week.

Addressing Zenith's annual stockholders meeting Tuesday, Comdr. McDonald also charged that RCA has been attempting to "strong arm" the introduction of color television "with the present inadequate three-gun color tube" because "it is having trouble signing up other manufacturers for renewal of patent licenses." He added that RCA "doubts considers it has wide patent control over the three-gun tube."

The Zenith president described the present tube as a "Rube Goldberg contraption if there ever was one. It is costly and difficult to build, and its many imperfections make it the one major obstacle to development of practical and economical receivers."

Comdr. McDonald commented: "The heart of every color television set is the color tube. The color television industry—and remember, I said the whole industry—has heart trouble."

Comdr. McDonald said that the industry doubtless is putting in more work on color tubes today than it has ever before on any other one radio-TV product. He said when such a workable tube is found, Zenith will be in the forefront, and go "all out in producing and selling color receivers." But, he added, "in the meantime we do not intend to use the American people as Guinea pigs in order to help RCA sign up its patent pool licensees for another term."

Transmitting Equipment

**TRANSMITTER SHIPMENTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
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<tbody>
<tr>
<td>WEPI</td>
<td>1 kw</td>
<td>new station</td>
<td></td>
</tr>
<tr>
<td>KPGC</td>
<td>1 kw</td>
<td>new station</td>
<td></td>
</tr>
<tr>
<td>WFOG</td>
<td>1 kw</td>
<td>power increase</td>
<td></td>
</tr>
<tr>
<td>WHOL</td>
<td>1 kw</td>
<td>power increase</td>
<td></td>
</tr>
<tr>
<td>WEXL</td>
<td>1 kw</td>
<td>power increase</td>
<td></td>
</tr>
<tr>
<td>KAYS</td>
<td>3 kw</td>
<td>new station</td>
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</tbody>
</table>
BELL LABS EXHIBITS NEW SOLAR BATTERY

The sunlight-to-electricity device might have some application for certain broadcast operations, Bell spokesmen say. ALTHOUGH developed chiefly for use on rural telephone lines, the Bell Telephone Labs' new solar battery might have some application as a power source for broadcaster's small remote pickup units or microwave radio relays, Bell representatives pointed out last week at the demonstration of the battery in Washington.

The device was on exhibit at the 91st annual meeting of the National Academy of Sciences after its unveiling in New York the previous weekend [BPT, April 26]. However, broadcasters probably would prefer conventional batteries or some other more constant power source both day and night, the Bell spokesmen said, even in those cases where the solar battery would work.

The solar "battery" actually is not a battery, they explained, because it does not store electrical energy but instead converts sunlight directly into electrical energy. Made of thin silicon strips sensitive to light, the solar battery when used on a telephone line powers the transistor amplifier in the line during the day and also charges a battery which runs the amplifier at night. The transistor and its low power requirement makes the solar battery practical, it was pointed out.

The solar battery will be tested in telephone use on an experimental line in Georgia with transistors being used, Bell officials said. The silicon strips, when linked together, can deliver power from the sun at about 50 w per square yard of surface, but in telephone use the battery is only a fraction of this size.

The 5 x 7 in. demonstration battery powered a transistor fm transmitter, the size of a package of cigarettes, which broadcast speech and phonograph music on 100 mc to a standard fm receiver on the opposite side of the room. A table lamp simulated sunlight. Spokesmen pointed out that in the earlier New York demonstration, the unit worked almost as well on a rainy day as in direct sunlight. Out-of-doors the unit can range two to three miles, they said.

The National Academy of Sciences meeting ran Monday through Wednesday and featured technical papers on a wide range of subjects, including "Electronic Reproduction of Wide-Range Signals" by Harry F. Olson of RCA and "The Morphology of Ionospheric Storms" by H. G. Bookler of Cornell U. The ionosphere affects radio propagation.

MANUFACTURING SHORTS


Shallcross Manufacturing Co., Collingsdale, Pa. (wirewound resistors), announces new line of $1/2, 1 and 2 watt boro-carbon resistors, called Borohm (R). Dimensions, specifications and laboratory performance data are given in Bulletin L-33, available from the company on request.

Flying Salesman

DESCRIBED as television's "first known flying representative," Lyon Weir this week joins Television Specialty Co., New York, manufacturers and distributors of rear-screen projectors and tv production equipment, as western representative. Mr. Weir, a licensed pilot, will cover his 3½-million-square-mile territory west of the Mississippi River in his own Cessna. He was scheduled to take off last week to cover several thousand miles to service and sell 23 television stations in cities in Texas and Mexico. A company spokesman said that such a trip ordinarily would take about three months, but that Mr. Weir expected to be back in New York in less than four weeks. Mr. Weir will continue as head of Leonard Weir & Assoc., New York, tv program packager.

WEC to Close Sunbury Plant, Consolidate at Metuchen, N. J.

DECISION by the Westinghouse Electric Corp. to close its tv and radio assembly plant in Sunbury, Pa., on Aug. 27 and consolidate all production operations in the headquarters plant at Metuchen, N. J., was announced last week by R. J. Newcomb, manager of Westinghouse's Television-Radio Division.

In making the announcement to Sunbury employees, union representatives and local business and civic groups, Mr. Newcomb and other company spokesmen explained that the move was adopted because the division has been operating "two major plants at partial production for many months." Mr. Newcomb added that "no appreciable upswing in consumer demands for radio and television sets is forecast in the near future . . . therefore, to operate efficiently we must consolidate our production at one location and take full advantage of its capacity and more modern facilities."

Mr. Newcomb also said: "Our present lease of the plant runs until February 1956, and in line with that desire, we will permit any other employer who is willing and able to provide 1,000 or more jobs for Sunbury people to lease the plant rent-free for the balance of the lease period, providing legal details for such an arrangement can be worked out. No such prospective employer has been located to date, but Westinghouse will work actively toward this objective."

Martin Gets Special Duty For RCA Tube Div. Sales

PROMOTION of Ted Martin Jr., manager of the RCA Tube Division's southeastern distributor sales district, to a "special assignment" sales post by the division was announced last week by Harold F. Berche, distributor sales manager. Lydie O. Shanafelt, an RCA sales representative in the Atlanta area, has been named to succeed Mr. Martin.

In his new post, Mr. Martin will operate out of the division's home office in Harrison, N. J., devoting himself to special sales assignments involving distributors of RCA products. Mr. Shanafelt will headquarters in the company's Atlanta office and will be responsible in his area for sales, distributing, advertising and sales promotion of the division's products.

Standard Electronics Opens Pacific, Midwest Offices

STANDARD Electronics Corp., subsidiary of Claude Neon Inc., has established Pacific Coast and Midwest branch offices for equipment sales and service to tv stations in those areas, William H. Zillger, Standard vice president, announced.

The new sales engineering district managers and offices are:

Midwest—Including Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin: Edward W. Stone, 1839 W. Hollywood St., Chicago 12.


North Dakota south to and including Texas, and all states not covered between the Midwest and Pacific Coast offices: Lew Pett, 425 S. Curson St., Los Angeles.

RCA Opens Public Showings Of Its Color in New York

FIRST public demonstrations of RCA's compatible color television system was scheduled to open yesterday (Sunday) at the RCA Exhibition Hall in New York. Participating in the exhibit, which will run throughout May, will be RCA Victor and NBC's WNBT (TV) New York.

Titled "Festival of Color," the exhibit will be open from 10 a.m. to 10 p.m., and will present WNBT (TV) personalities in closed circuit color telecasts. A heavy promotional campaign is planned by WNBT (TV) during the "Festival of Color."
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
April 22 through April 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp—synchro-
nous amplifier. vhf—very high frequency. uhf—ultra-high frequency. ant—antenna. aur—aural. vis—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. L—local sub-
mod.—modification. trans.—transmitter. unr.—unlimited hours. kc—kilocycles. sra—special service authorization. STA—special temporary authorization. (FCC file and hearing dorct numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
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<td>530</td>
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<tr>
<td>CPs on air</td>
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<td>Total applications pending</td>
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<td>108</td>
</tr>
<tr>
<td>Licenses deleted in March</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

*Does not include noncommercial educational fm and tv stations.

Am and Fm Summary through April 28

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<table>
<thead>
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<tbody>
<tr>
<td>On</td>
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<tr>
<td>Licensed</td>
<td>2,548</td>
<td>3,239</td>
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<tr>
<td>Pending</td>
<td>141</td>
<td>161</td>
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<tr>
<td>In Hearing</td>
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<td>129</td>
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<td>2,548</td>
<td>2,339</td>
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<tr>
<td>Fm</td>
<td>507</td>
<td>532</td>
</tr>
</tbody>
</table>

32% by KSTP Inc. and 3% by St. Louis residents. KSTP-AM-TV Minneapolis-St. Paul and St. Louis residents comprise Missouri Valley. FCC order requires divestiture of KXOK. Granted April 23.

Applications Amended

Boston, Mass.—Matheson Radio Co. amends bid for new tv station on vhf ch. 5 to change ERP to 20.2 kw visual, 33.6 kw aural; transmitter location to Chestnut St., Newton Upper Falls, Newton, Mass.; antenna height above average terrain 1,138 ft. Filed April 27.

Bristol, Va.—Appalachian Bstg. Co. amends old tv station on vhf ch. 5 to change ERP to 100 kw visual, 23.5 kw aural; transmitter location to Holston High Knob, 700 ft. NE of Triangulation Station, 11 miles SE of Bristol; antenna height above average terrain 1,973 ft. Filed April 23.

Seattle, Wash.—Pacific Sound Bstg. Co. amends bid for new tv station on vhf ch. 7 to change ERP to 256 kw visual, 144 kw aural; transmitter location to approximately 4 miles NW of Bissell, Wash.; antenna height above average terrain 1,350 ft. Filed April 23.

APPLICATIONS DISMISSED

New York, N. Y.—WGOV-TV Inc. FCC dismissed application for new tv station on vhf ch. 31 at request of attorney. Dismissed April 23.

Existing TV Stations...

ACTIONS BY FCC

KQED (TV) Berkeley, Calif.—Bay Area Educational TV Assn. granted STA to operate on reserved educational channel for the period ending Sept. 30. Granted April 16; announced April 21.

KFKJ-TV Grand Junction, Colo.—Western Broadcasting Co. granted modification of CP for vhf ch. 5 to change ERP to 1.29 kw visual, 0.776 kw aural; antenna height above average terrain 10 min: ft.; completion date Nov. 22. Granted April 23; announced April 27.

WDRO-TV Orlando, Fla.—Orlando Bstg. Co. granted modification of CP for vhf ch. 6 to change ERP to 1.29 kw visual, 0.776 kw aural; completion date Nov. 22. Granted April 23; announced April 27.

WTVF-TV Nashville, Tenn.—Premier TV Inc. granted modification of CP for tv ch. 8 to ERP to 0.2 kw visual, 0.3 kw aural; completion date Oct. 15. Granted April 16; announced April 23.

WENY-TV Kingston, N. Y.—WKNY-TV Corp. granted STA to operate commercially on vhf ch. 65 on the period ending July 22. Granted April 21; announced April 27.

WOB-TV New York, N. Y.—General TeleRadio Inc. granted modified STA to operate on vhf ch. 7 on experimental basis, using call letters W2KZK, to test a coding television system plus developed by Zenith Radio Corp. in connection with the Phoenix test for vhf ch. 7, for period May 15 through Aug. 15. Conditions: Action April 21.

WFME-TV Altoona, Pa.—Pen-Bellenn Bstg. Co. granted modification of CP for vhf ch. 67 to change ERP to 2.7 kw visual, 0.2 kw aural; transmitter location to 0.2 mile NE of Bauer Rock, about 12 miles SSE of Altoona; antenna height above average terrain 790 ft. Granted April 21; announced April 27.

WHEE (TV) Erie, Pa.—Great Lakes TV Co. granted STA to operate commercially on vhf ch. 41 on the period ending Sept. 19. Granted April 22; announced April 27.

WOR-TV Chaumont, Tenn.—WDRF Corp. granted STA to operate commercially on vhf ch. 15 on the period ending Sept. 28. Granted April 19; announced April 27.

WTRK-TV Norfolk, Va.—WTRK Radio Corp. granted STA to operate commercially on vhf ch. 3 (formerly on ch. 4) for the period ending June 1. Granted April 21; announced April 27.

NEW TV STATIONS

APPLICATIONS

KCCV-TV Sacramento, Calif.—Capital City TV Corp. seeks modification of CP for vhf ch. 40 to change ERP to 161.11 kw visual, 51.7 kw aural; antenna height above average terrain 486 ft. Filed April 22.

KTVO (TV) Kirkville, Mo.—KHZB Inc. seeks modification of CP for vhf ch. 3 to change studio and transmitter location to 4% miles SE of Lancaster on U. S. Hwy. 136. Filed April 22.

WBDL (TV) Bloomington, N. Y.—Great Northern TV Inc. seeks modification of CP for vhf ch. 5 to change ERP to 75.5 kw visual, 22.8 kw aural; transmitter location to Mt. 7.2 miles W of Peru, N. Y.; antenna height above average terrain 1,396 ft. Filed April 22.

WYTV Rochester, N. Y.—Premier Bstg. Co. seeks modification of CP for time-share on vhf ch. 10 to change ERP to 20.2 kw visual, 0.76 kw aural; antenna height above average terrain 477 ft. Filed April 22.

WYTV Rochester, N. Y.—Veterans Bstg. Co. seeks modification of CP for share-time on vhf ch. 10 to change ERP to 39 kw visual, 0.76 kw aural; antenna height above average terrain 477 ft. Filed April 22.

WYTV Allentown, Pa.—Penn-Bellenn Bstg. Co. seeks modification of CP for uhf ch. 67 to change ERP to 171 kw visual, 10 kw aural; antenna height above average terrain 334 ft. Filed April 23.

WCHA-TV Chambersburg, Pa.—Chambersburg Bstg. Co. seeks modification of CP for vhf ch. 46 to change ERP to 7.75 kw visual, 3,875 kw aural; antenna height above average terrain 1,316 ft. Filed April 23.

(Continued on page 99)

BROADCASTING • TELECASTING
**Classified Advertisements**

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum

*Display ads $15.00 per inch*

*No charge for blind box number. Send box replies to Box 1752, B.T.*

**Help Wanted**

**Managerial**

Sales manager—Excellent financial opportunity with growing company. Record of training and leading men in competitive market. Large salary. Some travel. Salary, commission and traveling expenses. Chicago headquarters. Box 2072, B.T.

**Salem**

Looking? Ready for high income? Fast growing metropolitan station in southern New England. Staff and management will work closely with you in every operation where you can be successful. Let's have a free discussion of things in interest to you. Box 1939, B.T.

Salesman—Announces high watt daytime. 30 hours announce time pays $125 per month. Initial sales guarantee drawn at $5.75. See管局 at 12% commission. Total income $400. Interview necessary. Please send list of all sales and all personal references first letter. Box 1710, B.T.

Sales manager for metropolitan market, in early 30's, married. Unusual opportunity for promotion. Box 1930, B.T.

Hard hitting street or phone salesman. Some inside work allowed. Sports calling fine. Guarantors with substantial commission. Applicant needs long experience in 3 or more station market. California. Box 2250, B.T.

Experienced salesman. 30% commission. Immediate list of excellent active accounts. Individual contacts. Chance for advancement in radio conditions. Write to WBSN, WBBY-TV, Battle Creek, Michigan.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WNEX, Muskegon, Michigan.

60,000 watt California station needs top experienced talent. Sales assignment, job with future potential. Salary plus car allowance. Write Personnel Department, McClatchy Broadcasting Co., 525 Dearborn, Chicago, Ill., 60610.

Experienced salesman to sell competitive market. Must be strong on sales and ideas. Send all replies to Box 59, Anchorage, Alaska.

**Announcers**

Combo-program director-morning personality: Local radio personality with enthusiasm for infusing new life into bread-and-butter side of programming. Must also anticipate doing personal morning DJ show. Salary and talent. Temperature problems and drifters not considered. Box 568, B.T.

Salesmen or announcers with 1st tickets. Western Ohio. Box 770, B.T.


Announcer-operator with 1st class ticket. Ac- cent—West Coast. Some am-band. Excellent. Well trained, experience. Must also have ambition. Box 770, B.T.


Knepping for experienced personnel for kw day- timer In agricultural area. KCNI, Broken Bow, Nebraska.

Announcers: 30,000 watt, am-tv, CBS, south Texas. ATOLL. Looking for boke-minded morning man. Combination am and tv schedule. Must be personable, with gift for selling, and events of paramount interest. Send picture tape, salary, etc., to KGHT, Box 711, Harlingen, Texas.

**Help Wanted—(Con'd)**

Hillbilly disc-jockey, salesman, real rustic char-acter strong on sales. Phone, write, wire KOGT, Texarkana, Texas.

Program director-announcer. Good salary com- mensurate with experience. Play-by-play work would bring extra money. Car necessary. Send photo, full information, salary requirements, references and audition to KSCB, Liberal, Kansas.

Immediate opening for two salesmen on WABF-radio and television. Write, wire or phone full particulars to Program Department, WABI, Bangor, Maine.

Announcer with production ability for WMSG, Washington's "Good Music Station," Run board. Must be able to produce style, sales, jingles, classical music. Ability to voice selling without punchline. A good future for the right man. Base and talent now $450, monthly, for experienced man. Write full experience, including earnings and references, to Terry Rogers, WGMS, Washington 4, D.C. Do not telephone or come in person until we give you an appointment.

Technical

Ohio network affiliate of more than 25 years standing has opening for Junior engineer with first class license. Age 21-35, experience unnecessary. Must be good go-getter and individual who are stable, willing and interested in their work. Looking for permanent employment. Must apply. Full complete information and salary requirements in your application. Box 82D, B.T.

Opening for licensed first class engineer. Experience not necessary. Good opportunity for right Pennsylvanian. Send qualifications. Box 1932, B.T.

First engineer announcer daytime kidd outbreak. Good future. Box 1930, B.T.

Chief engineer to take complete charge of technical operation. Forty hour shift. Excellent opportunity in Maryland. Write or phone radio station WCMK, Cambridge, staff qualifications and starting salary.

First phone combo man with car needed immediately. Contact P. B. Burbirt, WCSI, Columbus, Indiana.

First engineer, network station. Apply WSYB, Rutland, Vermont.

**Production-Programming, Others**

Good local newspaper. Progressive news, special events minded, announcing ability essential. Besides news "know-how" real showman will have eagerness to sell, and ability to present news for maximum effectiveness. Salary open. Good working conditions. Opportunity. Box 6185, B.T.

Women's director, 25-24, attractive for regional Pacific FM station, good market. Must have sales experience, good voice, to handle present account. Large station job with opportunity for growth and promotion. Airmail resume, photo, disc or tape to Box 1920, B.T.

Wanted: Young woman for sales promotion in major market. Be aggressive, ambitious, well dressed. Good sales ability. Salary. Box 2220, B.T.

Experienced continuity writer—preferably young, with strong voice, who can write strong copy. Good salary, good future. Send samples, photo, background material to Program Director, WPFD, Flint, Michigan.

**Television**

**Help Wanted**

**Salem**

Salesman: Experienced in tv, hard worker, able to take on local accounts in growing western North Carolina market. Write stating qualifications, etc., to Box 2140, B.T.

**Production-Programming, Others,** etc.

Production or operations manager wanted by NBC affiliated midwest vhf station. Must have experience as director and producer and ability to handle shows personally as well as supervise others. Excellent opportunity. Box 1930, B.T.

**Situations Wanted**

**Managerial**

Successful, thoroughly experienced, mature man-ager available because of tv merger. Top refer-ences, nationally respected. Worth investigating. Box 5615, B.T.

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 1925, B.T.

I have faith in am. Eleven years engineering and studio executive experience. $3,000 to invest. Box 1975, B.T.

Experienced journalist seeking responsible position outside government. Broadcast manage-ment, news, writing, public relations. Extensive professional experience in Europe, and U. S. Highest recommendations. Box 203D, B.T.

**Announcers**

Baseball announcer, Seven years experience. Fine voice. Best of references. Box 341C, B.T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Write now if favorable opportunity seems to promise. Best reference is current employer. Write Box 9164, B.T.

Experienced, mature announcer wishes summer vacation or immediate work. Taught radio. Experienced production, direction, copy, movie narration. Tape 911C, B.T.

Staff announcer, newscaster specialty, DJ, control board reliable. Married. Box 361C, B.T.

Experienced radio-tv staff announcer. Fine voice with excellent selling ability. Locate anywhere. Box 1930, B.T.

Experienced DJ, indie station. Prefer work 1000 mile radius New York. Tape, references. Box 1930, B.T.

Experienced, indie station. Young, reliable. Excellent references. Tape will travel. Box 1930, B.T.


Young negro announcer and DJ with light ex-perience. 3rd ticket. Will travel. Available now. Box 1930, B.T.

Announcer, deejay. Employed middle Atlantic major-market top-rated independent. College graduate, 26, veteran. Wants northeast. Box 1605, B.T.

Young man wants job with future. Radio or tv. Available immediately. Box 1930, B.T.

Top negro woman DJ and "Girl Friday." Versa-atile, good air personality. Can work board. Box 1740, B.T.

Young single announcer desires position in mid-west. Strong on DJ, sales management. Disc tape sent on request. Box 1730, B.T.

Lend me an ear. Have fine voice, thorough training, ambition—no experience. Midwestern Broadcasters, graduate, "500 mile radius of Chi-cago. Audition disc. Box 1714, B.T.
Announcer—7 years experience all phases. Desires position on Big Four. Excellent voice. Available. Box 196D, B-T.

Specialty: ribbit, jazz and pop DJ. Wants all-night. Young, experienced, news. 3rd ticket. Knows music! Box 178D, B-T.

NEGRO DJ w/3 newspapers: Daily. Tape, ticket, reference. Light experience. Box 182D, B-T.


Presently working as staff announcer sports. Good copy skills. Knowledge of controls. Desire relocate. Personable, willing dependable worker. References. Box 181D, B-T.

Staff announcer, recent broadcasting school graduate. On news, DJ, and sports. Married. Veteran, control board. No experience. Box 188D, B-T.

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B-T.

Announcer-copy writer (27) 2 years experience radio commercials. 2 years college. Fine news, DJ, imaginative copy. Western states. $70.00. Box 192D, B-T.

Announcer. Eager to specialize in newscasting, willing to cover新股. College graduate. Prefers industrial firm. Box 194D, B-T.

No feeling—announcer with a voice. Now available. Write Box 199D, B-T.

Announcer—6 years experience all phases including play-by-play sports. Hold first class license. Box 200D, B-T.


Recent Midwestern Broadcasting School graduate wishes job as staff announcer. Available immediately. Have knowledge of board and can run same. Box 210D, B-T.


Ulcers—frustrated-neurotic. My psychiatrist recommends enlarged barkley. Experienced, personality does not relax delivery, big voice. Ready for bigger things. Let's go! Box 214D, B-T.

Announcer, light experience, recent radio broadcast- ing school graduate. Commercial voice. DJ, news, sports, board, tape available now. Box 218D, B-T.


Announcer—graduate SRT, wishes position with stations. Good references. Available. Box 219B, B-T.

Agency suggests you map up this enterprise into your own! He's a reliable, intelligent, possessive fine references. Willing to travel and learn as long as light. Excellent potential—diligent, ambitious with a mature voice. Desires position with experience. Young, experienced, interested. Further details included in resume. Box 220D, B-T.

N.C. DJ, sportscaster, newscaster seeks good station. Excellent midwest experience. Deep voice, fine delivery. Tape. Hickory 5-5955 or Box 221D, B-T.

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Situations Wanted—(Cont'd)

Announcer—3rd class permit, college graduate. Experience on Big Four. Does all voice-over work and baseball. Car, can travel. Strong news, sports, commercials. Box 224D, B-T.

Need an experienced sports director? 1½ years experience in TV, and TV experience including play-by-play and all sports coverage plus staff and DJ work. 29, single. Must move. Available immediately. Box 230D, B-T.

Newscaster-announcer, experienced radio, tv. Sober, mature. Desires news director's position in news minded station. Box 225D, B-T.

Experienced all phases, young, preferring Alabama or Central region. Age 22. Box 226D, Marion, Alabama.

Staff light experience. Strong on commercials. DJ, sports. Available immediately. Willing to travel. Single. Immediate. 80 s/db, 76 N. 6th Street, Newark, N.J.

Announcer, DJ, news, commercials, sports, control board operator. Some experience. Recent broadcasting school graduate. Restricted third ticket. Veteran. Tape on request. Will travel. Jerry Case, 26 Hazel Place, Union, New Jersey.

Announcer—continuity writer—four months experience. Dependable. Draft exempt. $40.00. Charlie Doll, 201 Clinton Street, Hoboken, New Jersey. 201-4-0976.


Combo, first phone. 6 years experience. Draft exempt. Married with car, reliable. Call 2-5913 or write W. McKinnney Street, South Boston, Virginia.

Announcer-staff, news, commercials—strong sports interest. Control board, DJ, smooth with ad-lib. Permanent or seasonal. Reference upon request. Resume, tape. Gary Martin, 230 Berkeley Avenue, Newark, New Jersey.


Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Has 2 years 2831 Lakeview Drive, Minneapolis, Minnesota.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School. 8 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0112.


Desires change about May 10. Presently employed as chief of 250 am—full announcing shift. Experienced, versatile, popular, military, news and sports shows. Veteran, family, two children. Age 27. Excellent references. $70.00 minimum. Prefer Virginia, North Carolina, Washington, or Tennessee. Tape upon request. Box 197D, B-T.


Engineer—1st class license, 12 years experience, studio, transmitter, recording and remotes for stations from 250 w to 5 kw. Prefer northeast. Box 172D, B-T.

1st phone—½½ years experience, over 4 as chief of 1½ kw. Have car. Box 204D, B-T.


Chief engineer—age 33, 12 years radio, married. All phases. Desires change. At present chief-assistant manager. Box 239D, B-T.

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Situations Wanted—(Cont'd)

College graduate and former Navy radioman with first class license. Young, energetic, available early June. Ray Luttrell, 503 Fifth Ave., Huntington, Ala.

Engineer, first phone, veteran, car, directional engineer station. Wishes permanent position. Please no phone. Call Karl Vanni, 16 7th Westmoreland, Beckley, W. Va., 96977.

First class license. Over eight years electronic experience. Will work anywhere. P.O. Box 1541, Logan, W. Va.

Production-Programming, Others

Free lance or permanent radio-television writing, broadcasting, D. C. area. M.A. 11 years industry experience. Box 229D, B-T.

No doubt, Minneapolis Brave had to go. Promotion director combined radio-television station mid- west. 5 years varied experience. 26, single. Michael Rippe, 82 South 9th, Milwaukee, Wis.

Television

Situations Wanted

Managerial

TV merger—am sale makes available top refer- ence, economy minded, totally respected man- ager. Will welcome opportunity to discuss your present or future needs and our qualifications. Not above accepting lesser capacity with good compensation. Write for facts. Box 189D, B-T.

Technical

Experienced tv maintenance and transmitter en- gineer. Presently employed. Will consider bet- ter opportunity. Western U.S.A. Box 81D, B-T.

Experienced television network station operator. First class license. Knowledge other phases tele- vision. Box 181D, B-T.

Experienced cameraman. Network affiliated. All studio operations. Desires permanent position. Box 212T, B-T.

Production-Programming, Others

TV production. Four years major Los Angeles stations. Desire relocation anywhere with future. If its in production, I'm trained to do it—pro- gram managing, production coordinating, directing. Top references. Box 217D, B-T.

TV program director, producer, director, news and sports announcer available. Presently employed top tv station. Florida, California. Gulf Coast connection desired. 12 years radio manage- ment, 15 years cars. Best reference. Consid- er radio station manager spot. Box 220D, B-T.

Present production manager. N.Y.C. firm making slides, triops, art for tv stations, advertising agencies. Desires position new tv station, handle all kinds art, photography. Have most equiva- lent experience. Write for references. Will consider samples on request. R. A. Christie, 38 Hathaway Drive. Garden City, L. I.

For Sale

Stations

1 kw daytime independent. City of 10,000. Price $8,500. Box 130D, B-T.

One of the nicest spots on the Florida coast. Profitable streamlined daytime. Only principle is cash need reply. Box 165D, B-T.

Midwest fulltime local station making good profit with low overhead and increasing busi- ness for sale. Will sell to experienced radio manager on terms. Box 170D, B-T.

(Continued on next page)
For Sale—(Cont'd)

Rocky Mountain indie, 1 kw. $65,000. Down $15,000. Box 19RD, B-T.

Active partner: Important California indie. $15,000 to $25,000 down. Some financing available. Qualified applicants with successful radio background and experience needed. Call or write for information. Box 6318, B-T.


Equipment, etc.

Gates 250 C-1 transmitter; RC-11 Raytheon console; Raytheon limiter RT-10 and RCA-68B modulation monitor. All for $1,300. Box 183D, B-T.

78 rpm "Ultratone" portable electric record player. Ideal for display or for sale. Used. Box 183D, B-T.


5 new Weston meters, model 2425. 5-6 amps rf. Will sacrifice for quick sale. Also, 1 Gates 250 watt tuning unit. used. J. Eric Williams, WGAT; Utica, N. Y.

No longer needed, guaranteed excellent condition shipping paid post-paid and insured. 1. General Radio type 1170-F frequency and modulation monitor 97.7 mc. $700.00. 2. Presto TL-10 tape deck 78, and 3. RCA type BE-1A variable line equalizer. $85.00. 4. Westinghouse FM 250 watt transmitter. $97.7 mc. Low bidder gets it. WISH, Paul Rex, Butler, Pennsylvania.

One 600 foot Tower Construction Co. tower to mount vhf or uhf tv antenna. Also 600 feet 8½ inch Andrews coax, 600 feet 5 inch Andrews dehydrator, 5000' coax. Equipment drop shipped. Box 225D, Dayton, Ohio.

Uhf equipment for sale. General Radio 11927z frequency monitor, test equipment, lights, 3½ and 8½ transmission lines and 4 bay Andrews dehydrator, etc. All items $255.00. Write for complete list. Skyland Broadcasting Corp., 360 W. 1st Street, Dayton, Ohio.

Wanted to Buy

WANTED VHF-TV STATION MANAGER CALIFORNIA

Must have record of successful accomplishment in similar capacity, and be able to run first class operation on an economical and efficient basis. A strong sales background, on local and national levels, is a prime prerequisite. We expect to go on the air by September 1st. An unusual opportunity awaits the right man. To be considered for a personal interview, please tell your company story in first letter, and be sure to include recent snapshot, past earnings, complete company and reference, which will not be contacted without your permission. Information given will be treated strictly confidential.

Box 153D, B-T

Production-Programming, Others

TV PROGRAM DIRECTOR

Immediate opening on University Television Station. Excellent salary. If you are interested in the exciting opportunity which this opportunity presents, send immediately to Program Director, KOMU-TV, Columbia, Missouri.

Situations Wanted

EXPERIENCED ENGINEER

Mature radio engineer with B.S.E.E. degree; experience in broadcast communications systems. Excellent in supervision project and construction engineering; capable of handling complex job. Many industry references. Write to Claude M. Harris, Director of Radio and TV Services, Fairbanks Radio & Electronics, 116 West 57th St., New York 19, New York.

Technical

EXPERIENCED STATION MANAGER

Top-flight Station Manager-Commercial Manager seeks opportunity in South or Southwest. Prefer market of 50,000 or smaller, operating independently, strong on news, music and sports. Have top industry references. Box 182D, B-T.

ANNOUNCER ENGINEER AM-TV
FIRST PHONE MEMBER I.R.E.

Emphasis on Announcing

For Tape and Resume Write to:
FRANK GRAHAM
86 Carlton Ave., Brooklyn 1, N. Y.

Theodore

WANTED: VHF-TV STATION MANAGER CALIFORNIA

EXPERIENCED TV EXECUTIVE

with thorough knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director, ability to establish complete program from scratch. Excellent salary but available with reasonable notice. Will work with colleges education and excellent references. Full details upon request. Box 365, B-T.

For Sale

Situations Wanted—(Cont'd)

ANNUCER

WANTED: VHVT SYMANAGER CALIFORNIA

with through knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director, ability to establish complete program from scratch. Excellent salary but available with reasonable notice. Will work with colleges education and excellent references. Full details upon request. Box 365, B-T.

For Sale

FOR SALE

3KW Federal FM transmitter complete. One section Federal square loop antenna. GE frequency modulation monitor 505 @ 36. Package deal $1,500, uncrated. F.O.B. Elkridge, Indiana. Contact Paul O’Neil, Phone 630, Bronx, Michigan. Also have 15kw Westinghouse FM transmitter priced for quick sale.

TOWERS

Radio—Television Antennas—Coxial Cable

Tower Sales & Erection Co.

610 N. E. Columbia Blvd., Portland 11, Oregon.

Wanted to Buy

Equipment Etc.

We Are Interested In 1, 3, 5, and 10 KW Transmitter

Both FM and AM

Please specify mf.r., model no., age, condition in detail, and price.

AMBER ENGINEERING CO.
393 Greenwich St., New York 13, N. Y.
Johnson
KTNM
year operating
time. Estimated
Panhandle
$15,700,
Webster
1500
T.
(66%
Broadcasting
fulltime or
Box
We render
PERSONNEL PROBLEMS?
resumes welcomed from qualified people.

BROADCASTS

Employment Service

EXECUTIVE PERSONNEL SERVICE

Executive Personnel for Television and Radio Effective Service to Employer and Employee

H. F. FRANKS
TY & TV Personnel Consultants 708 Bond Blvd., Washington, D. C.

PERSONNEL PROBLEMS?

owe a complete and confidential service to Radio & TV Stations (near and far) as well as

FOR THE RECORD

May 3, 1954  Page 99
C A R O L I N A S

Fulltime Network
$53,500.00

Regional station with nice gross in need of creative owner-manager.
$20,000.00 down will handle for right party.

Appraisals • Negotiations • Financing
BLACKBURN • HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
3001 15th Street, N.W.
Washington, D.C. 20005

CHICAGO
Ray V. Hamilton
Blackburn-Hamilton Company
121 South Wabash Avenue
Chicago 3, Ill.

SAN FRANCISCO
Lester M. Smith
Blackburn-Hamilton Company
1233 Market Street
San Francisco 19, Calif.

FORT WORTH, TEXAS
Charles E. Bartley
Blackburn-Hamilton Company
5300 W. 7th Street
Fort Worth 3, Tex.

Daytime Independent
$37,500.00

Single station market with good payroll, 10,000 population. Current earnings over $10,000 per month. Combined operation. Excellent potential.

FOR THE RECORD

Jenison Amusement Co., Port Arthur, Tex., as ineligible for consideration in the consolidated proceeding with the standard Royalty Co. and Port Arthur College, both Port Arthur, Tex., for new tv station on ch. 4. Action April 22.

OTHER ACTIONS
Flt. Smith, Ark.—Vhf ch. 5 proceeding. FCC granted application for a new tv station at Flt. Smith, Ark., for new tv station in the area.

Ft. Smith, Ark.—Vhf ch. 13 proceeding. By order, the Commission directed petitioner to file March 2 by KARM, the George Hart Station, requesting reconsideration of the Commission's action granting petition of Feb. 18, 1965, for new tv station in the Fort Smith, Ark., area.

Ft. Smith, Ark.—Vhf ch. 13 proceeding. By order, the Commission directed petitioner to file March 2 by KARM, the George Hart Station, requesting reconsideration of the Commission's action granting petition of Feb. 18, 1965, for new tv station in the Fort Smith, Ark., area.

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WEVF Steubenville, Ohio, WEVF Inc.—Mod. of (BP-8986) which authorized erection of a new antenna and tower, and change location 415 feet for extension of completion date (BMP-8851).

Renewal of License

KLAN Atlantic, Iowa, George Basil Anderson (BR-3015).

License for CP

KWS-TV Roswell, N. M., John A. Barnett—License to convert as modified, which authorized new tower and antenna (BLCST-197).

APPLICATION DISMISSAL

Julian M. McClure—Permit to transmit TV programs from apparatus located at 8321 Park Blvd., San Diego, Calif., to TV station KXTV Mount San Antonio, Tijuana. Mex. (BFP-663).

April 27 Decisions

BROADCAST ACTIONS

Actions of April 23

Modification of CP

KBKL Phoenix, Ariz., James T. Owney—Grant Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6469).

The following were granted Mod. of CP's for extension of completion dates as shown:


Actions of April 21

Remote Control

The following grants were authorized to operate under new CP's:

WBIS Bristol, Conn.; WMPE Punxsutawney, Pa.; WLJN-Dublin, Ohio; KNEA-Jonesboro, Ark.; WHMN Memphis, Tenn.; WBYA Green Bay, Wis.; WEMP Northampton, Mass.; KAVX Arvada, Colo.; KXOL Kansas City, Mo.; KQSK Spring, Tex.; KDUB Lubbock, Tex.; WKEI Re- kawnee, Ill.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:


Actions of April 20

Modification of License

WAVI Springville, Utah, Westboro Corp.—Grant Mod. of license to change name to WAWI Bestg. Corp.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:


Actions of April 19

Granted License

WOWL Florence, Ala., Radio Muscle Shools Inc.—Granted license covering changes in the antenna and tower (BCL-3246).

WGMK Gmu, Walton Bestg., Co—Granted license for am broadcast station: 1490 Kc, 250 w, U (BCL-352).

Modification of CP

KSL-TV Salt Lake City, Utah, Radio Service Corporation—Grant Mod. of CP for extension of completion date to 11-1-54.

April 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Claire L. Hardy

WCHI Chicago, Ill., Bestg. Co.—Came notice of pre-hearing conference; to be held on May 10, 1954, in proceeding re (Docket 6064: BR-697).

By Hearing Examiner H. Gifford Irion

Desert TV Scottsdale, Ariz.—Grant joint petition of Richmond Newspapers, Inc., and Richmond TV Corp., applicants set for oral hearing. May 12 in Richmond, Va. to respond for CP in this proceeding (Dockets 8964, 10868), for the purpose of determining the possibility of conveying a certain material attached to petition, and the hearing will commence on April 27 for this sole purpose.

By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Herbert Sharrman

Given notice of a hearing to commence April 27 in re applications of KFTH Broad- casters and Klamath Falls TV Inc., for (BFP-8744), shall con- vence on May 15 for the taking of oral testimony and all parties to said proceeding shall be present and ready on that date to present such evidence as they may have.

By Hearing Examiner William G. Butts

Gave notice of a conference to be held on April 27 in re applications of Columbia Amuse- ment Co. and Paducah Newspapers Inc., for ch. 6 in Paducah, Ky. (Dockets 6755-76), for the purpose of considering procedures to be followed in the hearing, etc.

TV BROADCAST ACTIONS

WITV (TV) Fort Lauderdale, Fla., Gerico In- vestment Co.—Denied request for waiver of Sec. 3651(c) of the rules and for special temporary authority to broadcast the public hearings being held before the Senate Investigating Subcommittee on Radio and TV; hearing on motion to license TV station WITV (ch. 17), while a test pattern is being carried on the visual facilities. Comm. Sterling dissented and voted for a grant.

McFarland Letters

WFPF Fort Payne, Ala., George A. Gothenburg—Grants joint petition of miners and mount tv (BML-6505).

WITW Medford, Mass., Conant Bestg. Co.—Is being advised that application for renewal of license (BR-2706) indicates the necessity of a hearing.

Renewal of License

WNEO New Orleans, La., James A. Noe—Granted renewal of license on regular basis (BR-463).

* Non-exclusively licensed by BMI.
GET YOUR EXTRA—extra proof of your extra market, that is. Extra market—extra customers—extra sales!

Do we have viewers viewing and listeners listening in a great new area? We've told you about our mail since the new WHIO-TV tower went on the air—mail from all over our projected new service area and from well outside it too. Now 50 newspapers outside of Dayton carry our program listings daily. Four of them are metropolitan papers—two in a city over 100 miles west—two in a city nearly 150 miles northwest. 16 of these papers are in areas representing bonus audiences!

Why does a paper carry a program listing? Because it's a service to the great big chunk of its circulation that wants it! And uses it! Ask George P. Hollingbery representatives to give you the new story on WHIO-TV, one of America's great AREA stations.

whio-tv
CBS ABC DUMONT

Channel 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATIONS
**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. Where set estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-C estimate. Stations in italics are grantees, not yet operating.

**ARIZONA**

Mesa (Phoenix)--
- KTVI (13) CBS, ABC, DuM; CBS Spot Sl.; 52,000
- WBNR-TV (16) NBC, KAT; 216,504
- WJTV (48) 10/18/54-U=Unknown
- WSGN-TV (42) 12/18/54-U=Unknown

Decatur--
- WMEL-TV (22) Walker; 12/24/54-6/1/54

Mobile--
- WALA-TV (10) ABC, CBS, NBC: Headley-Red, 7,000
- WKAB-TV (48) CBS, DuM; Forje; 80,000
- The Mobile TV Corp. (5) Initial Decision 12/14/54

Montgomery--
- WOOG-TV (20) ABC, CBS, NBC, DuM; Ramsey; 25,700
- WSFA-TV (12) Headley-Rede; 3/25/54-9/15/54

Selma--
- WSLA (8) 2/24/54-U=Unknown

**TEXARKANA**

El Dorado--
- KRRB (10) 2/24/54-U=Unknown

Fort Smith--
- KFSA-TV (22) ABC, NBC, DuM; Pearson; 10,500

Hot Springs--
- KTVR (8) 1/20/54-U=Unknown

**ARKANSAS**

Little Rock--
- KARK-TV (4) NBC; Petry
- KATV (7) (See Pine Bluff)
- KETV (14) 10/8/53-U=Unknown

Pine Bluff--
- KATV (7) ABC, CBS; Avery-Knodell; 64,321

**CALIFORNIA**

Bakersfield--
- KBKB-TV (29) ABC, DuM; Forje; 55,000
- KEKL-TV (10) ABC, CBS, NBC; Avery-Knodell; 109,562

Berkeley (San Francisco)--
- KQED (39) 7/14/53-6/15/54 (granted STA April 15)

Chico--
- KCHEL-TV (12) CBS, NBC; Grant; 34,725

Corona--
- KCOA (52) 6/1/53-U=Unknown

El Centro--
- KPCE-TV (16) 1/20/54-U=Unknown

Eureka--
- KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno--
- KRED-TV (35) Meeker; 92,052
- KFRO-TV (47) ABC, CBS; Brannum; 106,568


ewest Starters

Listed below are the newest stations that have started commercial operation:

WHO-TV Des Moines, Iowa (ch. 13), April 25.
KVAL-TV Eugene, Ore. (ch. 13), April 15.
WSEE (TV) Erie, Pa. (ch. 35), April 25.
WDEF-TV Chattanooga (ch. 12), April 25.

**TEXARKANA**

- KCMC-TV See Texarkana, Tex.

**NEW STARTERS**

Listed below are the newest stations that have started commercial operation:

WHO-TV Des Moines, Iowa (ch. 13), April 25.
KVAL-TV Eugene, Ore. (ch. 13), April 15.
WSEE (TV) Erie, Pa. (ch. 35), April 25.
WDEF-TV Chattanooga (ch. 12), April 25.

**TEXARKANA**

- KCMC-TV See Texarkana, Tex.
COLORADO

- KDKV (11) ABC, CBS, DuMont; Hollingsbery; 45,176
- KRDQ-TV (13) NBC; McGilvra; 35,000

Denver
- KRVD (8) ABC, Free & Peters; 209,306
- KFEL-TV (2) DuMont; Blair; 200,360
- KLZ-TV (7) CBS; Kat; 200,360
- KGO-TV (4) ABC, NBC; Petry; 200,360
- KRMA-TV (*6), 7/15/53-Unknown

Grand Junction
- KFXJ-TV (3) Holman; 2/26/53/5/20/54

Pueblo
- KCCS-TV (5) NBC; Avery-Knodel; 40,360
- KDZA-TV (3) McGilvra; 40,000

CONNECTICUT

Bridgeport
- WCBR (*7), 1/29/53-Unknown
- WCLC-TV (43), 3/12/53-Unknown
- WCLD-TV (43), ABC, DuMont; Young; 59,127
- WDSL (40), 8/16/52-Unknown

Hartford
- WBDH (*24), 12/25/53-Unknown

New Britain
- WNKB-TV (30) CBS; Holberg; 119,222

New Haven
- WFTL-TV (59) H-R; 8/24/53-Unknown
- WNHIC-TV (8) ABC, CBS, NBC, DuMont; Katz; 205,925
- WNLC-TV (25) 12/31/53-Unknown

Norwich
- WCCT (7) ABC, NBC, DuMont; Kat; 61,030

Stamford
- WSTF (37), 5/7/53-Unknown

Waterbury
- WATR-TV (53) ABC, DuMont; Stuart; 124,800

DELAWARE

Covent
- WHRN (40), 3/11/53-Unknown

Wilmington
- WDEL-TV (12) NBC, DuMont; Meeker; 201,630
- WILM-TV (43), 10/16/53-Unknown

DISTRICT OF COLUMBIA

Washington
- WMAL-TV (7) ABC; Katz; 565,600
- WBNW (4) NBC; NBC Spot Sis.; 606,000
- WPTV (23) NBC; Spot Sis.; 580,860
- WTTG (5) DuMont; Blair; 568,000
- WQOK-TV (50), 1/2/54-Unknown

FLORIDA

Clearwater
- WPVT (32) 12/3/53-Unknown

Fort Lauderdale
- WFTL-TV (53) NBC; Wead; 116,116
- WTLY (17) ABC, DuMont; Vanard; 107,200 (also Miami)

Fort Myers
- WINK-TV (11) ABC; Weed

Jacksonville
- WJXT-TV (38) ABC, CBS, NBC, DuMont; Perry; 42,416
- WMBR-TV (4) CBS; CBS Spot Sis.; 241,857
- WOBD-TV (30) Star National; 10/3/53-9/6/54

Miami
- WTLY (17) See Fort Lauderdale
- WMBR-TV (4) Star National; 12/3/53-3/20/54
- WTBS (4) (*4), 11/15/53-Unknown
- WTLY (17) ABC, DuMont; Free & Peters; 241,550

Ft. ML (33), 12/9/53-Unknown

Orlando
- WDBO-TV (8) CBS, ABC, NBC, DuMont; Blair; 10/14/53-5/15/54

Panama City
- WDLM (7) CBS; Hollingsbery

Pensacola
- WEAR-TV (3) ABC; Hollingsbery; 92,500
- WPFFA (15) ABC, DuMont; Young; 14,760

St. Petersburg
- WUSN-TV (38) ABC, CBS, NBC, DuMont; Weed; 71,500

Tampa
- Tampas Times Co. (13), Initial Decision 11/5/53 WPLA-TV (4) ABC, DuMont; Blair; Initial Decision 7/15/53-June '54

West Palm Beach
- WAPB-TV (4) ABC, NBC, DuMont; Meeker; 585,000

WFTV-1 (12) Walker; 2/18/54/7/1/54
- WJKD-TV (21) ABC, NBC, DuMont; Wead; 23,050
- WJNO-TV (5) ABC; Meeker; 11/14/53-1/1/54

GEORGIA

Albany
- WALB-TV (10) NBC; Burn-Smith

Atlanta
- WAGA-TV (5) CBS, DuMont; Katz; 30,819
- WTV (11) ABC, DuMont; Craig; 240,810
- WSB-TV (2) NBC; Petry; 413,235
- WOIT (38), 11/15/53-Summer '54

Augusta
- WJBF-TV (8) ABC, CBS, DuMont; Hollingsbery; 19,000
- WLOV (12) CBS; Headley-Read; 78,000

Columbus
- WDAK -TV (10) ABC, CBS, NBC, DuMont; Headley-Read; 61,894
- WRLS-TV (4) CBS; Hollingsbery; 61,471

Macon
- WNEX-TV (47) ABC, NBC; Brannah; 24,602
- WMIA-TV (13) ABC, CBS, DuMont; Avery-Knodel; 15,755

Romel
- WBDO-TV (9) Weed; 94,380

Savannah
- WTOC-TV (11) ABC, CBS, NBC, DuMont; Katz; 30,000
- WSAV Inc. (3) Initial Decision 3/31/54

Thomasville
- WCYT (6), 12/15/53-Unknown

Vaidosat
- WGOV-TV (37) Star National; 2/26/53-5/15/54

IDAHO

Boise (Meridian)
- KBOI (3) CBS; Free & Peters; 31,300
- KIDO-TV (7) ABC, NBC, DuMont; Blair; 28,500

Pocatello
- KIDO-TV (3) CBS, NBC, DuMont; Gil-Perma; 20,000
- KITF (4) ABC; Hollingsbery; 2/26/53-Nov. '54

Twin Falls
- KKLX-TV (11) ABC; Hollingsbery; 3/19/53-

ILLINOIS

Belleville (St. Louis, Mo.)
- WTVI (54) DuMont; Weed; 205,000

Bloomington
- WBLN (15) McGilvra; 122,342

Champaign
- WCIA (3) CBS, NBC, DuMont; Hollingsbery; 250,000
- WCDO (21) ABC, NBC, DuMont; WTLC (*18), 11/4/53-Unknown

Chicago
- WBBM-TV (2) CBS; CBS Spot Sis.; 1,618,145
- WBBM (7) ABC; Blair; 1,618,145
- WGN-TV (9) DuMont; Hollingsbery; 1,618,145
- WHFC-TV (24), 7/8/53-Unknown
- WGN-TV (20), 12/9/53-Unknown
- WNBRQ (5) NBC; NBC Spot Sis.; 1,618,145
- WHPA-TV Inc. (44), 1/25/54-Unknown
- WTTW (11) 11/5-55-Fall '54

Danneil
- WDBN (20) ABC; Everett-McKinney; 30,000

Decatur
- WTVF (17) ABC, DuMont; George W. Clark; 126,500

Evanton
- WJLE (33), 8/13/53-Unknown

Harristburg
- WBLF-2 (22) ABC; Walker; 30,000

Joliet
- WJOL-TV (41) Holman; 8/31/53-Unknown

Peoria
- WEEK-TV (43) ABC, CBS, NBC, DuMont; Headley-Read; 142,997

WTVH (19) ABC, DuMont; Petry; 106,405

Quincy (Hannibal, Mo.)
- KGKA-TV (7) (See Hannibal, Mo.)
- WTVH-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford
- WBEX-TV (13) ABC, CBS; H-R; 123,000
- WTVO (39) ABC, CBS, NBC, DuMont; Weed; 78,800
- WKTV (15) ABC, CBS, NBC, DuMont; Hollingsbery; 204,611

Springfield
- WICS (30) ABC, NBC, DuMont; Young; 67,000

INDIANA

Bloomington
- WTVY (4) ABC, CBS, NBC, DuMont; Meeker; 584,003

Evansville
- WQEB (92) ABC, NBC, DuMont; Venard; 58,000
- WTVY (16) See Henderson, Ky.

Fort Wayne
- WJJK (15) ABC, CBS, NBC, DuMont; Ray-Anthony. Wayne Bost Co. (69), Initial Decision 10/27/53

BROADCASTING Telecasting
- WFEM-TV (6) ABC, CBS, NBC, DuM; Kat: 15,000
- WLEK-TV (8) Bolling; 1/28/54-7/1/54 (granted STA April 5)
- WJBF (26), 3/26/53-Unknown
- LaFayette—
- WPAM-TV (59) Rambeau; 46,700
- Medicine—
- WLBK-TV (49) ABC, CBS, NBC, DuM; Holman; Walker; 69,500
- Princeton—
- WRAJ-TV (52) Walker; 55,400
- South Bend—
- WSBT-TV (54) ABC, CBS, NBC, DuM; Raymer; 105,655
- Terre Haute—
- WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
- Waterloo—
- WINT (15) 4/5/53-6/15/54
- Iowa
- WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
- Cedar Rapids—
- WABC-TV (9) ABC, DuM; Venard; 114,444
- WMNT-TV (2) CBS; Katz; 217,594
- Davenport (Moline, Rock Island)—
- WQC-TV (5) NBC; Free & Peters; 264,811
- Des Moines—
- KGTV (17) Hollingbery; 46,713
- WHO-TV (13) NBC; Free & Peters
- Fort Dodge—
- KGTV (21) Pearson; 42,100
- Mason City—
- KCRG-TV (3) CBS, DuM; Weed; 10/14/52-5/15/54
- Sioux City—
- KCTV (35), 10/30/52-Unknown
- KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
- KTIV (4) Hollingbery; 1/21/54-8/16/54
- Waterloo—
- KWWL-TV (7) NBC, DuM; Headley-Reed; 101,416
- Kansas
- Great Bend—
- KCTV (2) 3/3/54-Unknown
- Hutchinson—
- KTVH (12) CBS, DuM; H-R; 99,043
- Manhattan—
- KSAC-TV (*8), 7/24/55-Unknown
- Pittsburg—
- KCOM-TV (7) ABC, CBS, NBC, DuM; Katz; 20,000
- Topeka—
- KTKA (42), 11/5/53-Unknown
- WDIV-TV (13) ABC, CBS, DuM; Capper Sia; 49,000
- Wichita—
- KAKE-TV (10) 4/1/54-July '54
- KXEDD (18) ABC, NBC, Petry; 80,497
- Kentucky
- Ashland—
- WPTV (39) Petry; 9/14/52-Unknown
- Henderson (Evansville, Ind.)—
- WEHT (50) CBS; Meeker; 42,969
- Lexington—
- WLAP-TV (17) 13/3/53—See footnote (c)
- WLEX-TV (18) 4/15/54-Unknown
- Louisville—
- WLKY-TV (8) ABC, NBC, DuM; NBC Spot Sia; 589,054
- WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
- WLEX-TV (11) See footnote (4)
- WQXL-TV (41) Forje; 1/15/53-Summer '54
- Newport—
- WNOP-TV (74) 12/24/53-Unknown
- Paducah—
- WPTL (48), 9/16/53-Unknown
- Louisiana
- Alexandria—
- KALB-TV (5) Weed; 12/20/53-9/1/54
- Baton Rouge—
- WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 3,900
- WRHZ (2) Hollingbery; 1/28/54-9/1/54

Directory information is in following order: call letters, channel, network affiliation, national representatives, market set count for operating stations, date of grant and commencement target date for grants.
FOR THE RECORD

Detroit—
WXIO-TV (62), 11/18/53-Unknown
► WJKB-TV (2) CBS, DuM; Kats; 1,430,500
► WWJ-TV (4) NBC; Hollingerby, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing—
► WKAR-TV (*60)
Flint—
► WPFD-TV (12), Initial Decision 5/11/53
► WATC-TV (18) ABC; Raymer; 52,500
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Kats; 380,580
Kalamazoo—
► WXZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,900
Lansing—
► WLS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700
Marquette—
Peninsula TV Inc. (8) 4/7/54-Oct. '54
Muskegon—
► WTVM(39), 12/23/53-Unknown
Saginaw (Bay City, Midland)—
► WYXN-TV (51), 10/29/53-Unknown
Traverse City—
► WPBN-TV (7) Holman; 11/53-Unknown
MINNESOTA
Austin—
► KM KT (6) ABC, CBS, DuM; 78,625
Dubuque (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WPTV (50) ABC, CBS, NBC, DuM; Young; 38,000
 Hibbing—
► KHTV (10), 11/13/53-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 462,200
► WTCN-TV (11) ABC; Blair; 427,000

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National Representative
THE GEORGE F. HOLLINGERBY CO.

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NEW HAMPSHIRE
Keene—
► WNLK-TV (65), 6/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC; Weed
Mt. Washington—
► WMTR (8) See Poland, Me.
NEW JERSEY
Asbury Park—
► WRTV (58) 107,000
Atlantic City—
► WCFC-TV (66) ABC, CBS, NBC, DuM; Pearlson; 18,128
WOCN (52), 1/18/53-Unknown
Camden—
► WDKN-TV (17), 1/18/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick—
► WDNN (61), 4/3-Unknown
WTLV (91), 12/24/53-Unknown
Trenton—
► WTTM-TV (41), Forjos; 7/18/53-Unknown

NEW MEXICO
Albuquerque—
► KGGM-TV (13) CBS; Weed; 42,000
► KOAT-TV (7), ABC; Holleringby; 40,000
► KOTV (4) NBC, DuM; Brannam; 60,548
Roswell—
► KSWS-TV (3) ABC, CBS, NBC, DuM; Meeker; 20,425
NEW YORK
Albany (Schenectady, Troy)—
► WPTR-TV (25) 6/10/53-Unknown
► WNYW-TV (41) ABC, CBS, DuM; Bolling; 77,682
WTVZ (91), 7/8/53-Unknown
Binghamton—
► WBEF-TV (13) ABC, CBS, NBC, DuM; Bolling; 299,800
WVTW (*) 42; 8/14/53-Unknown
Bloomington (Lake Placid)—
► WHLD (5) 12/3/53-Summer '54
Buffalo—
► WBNF-TV (4) ABC, CBS, DuM; Harrington, Ritter & Parsons; 209,000
► WKBV (41), 12/24/54-Unknown
WHEC TV (32) 7/26/53-Unknown
► WGRF (2) NBC; Headley-Redd; 4/7/54-Unknown
Cicero—
► WCNY-TV (7) ABC, CBS, Weed; 3/3/4-Aug. '54
Elmira—
► WECT (18) NBC; Everett-McKinney; 38,465
► WTVG (34) ABC, CBS, DuM; Forjos; 39,000
Ithaca—
► WCQA-TV (20) CBS; 1/8/53-November '54
WEXT (*) 14; 1/1/53-Unknown
Jamestown—
► WJTN-TV (58), 1/23/53-Unknown
Kingston—
► WNYW-TN (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/11/54 (granted 27A; April 21)
New York—
► WABC-TV (2) ABC, Petry; 4,150,000
► WABD (3) DuM; Avery-Knodel; 4,150,000
► WATV (18) See Newark, N. J.
► WCINS-TV (2) CBS; CBS Spot Sla; 4,150,000
► WJBT (4) NBC; NBC Spot Sla; 4,150,000
► WNYT (9) WCX; WBNF-TV Sla; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
WGTW (97), 11/4/32-Unknown
Rochester—
► WCIRP-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Holleringby; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
► WNYN-TV (27), 4/22/3-Unknown
► WRGB (21), ABC; CBS Spot Sla; 300,400
► WXXI (35) ABC; Headley-Redd; 76,188
Syracuse—
► WSYR-TV (8) ABC, CBS, NBC, DuM; Kats; 340,000
WHTY (97), 9/18/53-Unknown
► WSYR-TV (9) NBC; Headley-Redd; 339,855
Utica—
► WPBS (19), 7/11/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 157,500

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May 3, 1954 • Page 107

NORTH CAROLINA

Asheville—
  ▶ WISE-TV (62) ABC, CBS, NBC, DuM; Bolling: 16,595
  ▶ WLOS-TV (13) 12/15/53-Aug. '54
Chapel Hill—
  ▶ WIZNC-TV (*4) 9/30/53-September '54
Charlotte—
  ▶ WAYS-TV (30) ABC, NBC, DuM; Bolling: 42,000
  ▶ WKTU (25) CBS, NBC, DuM; CB Spot Slia: 396,391
Durham—
  ▶ WTKY (11) Headley-Reed; 1/21/54-6/1/54
Fayetteville—
  ▶ WFLB-TV (18) 4/19/54-Unknown
Gastonia—
  ▶ Air-Pte Corp. (48) 4/7/54-Summer '54
Goldboro—
  ▶ WTVE (94) 9/30/53-Unknown
Greensboro—
  ▶ WQCG-TV (57) ABC; Bolling; 11/10/53-Unknown
   ▶ WPFW-TV (2) ABC, CBS, DuM; Harrington, Ringer & Parsons; 222,741
Greenville—
  ▶ WNCT (9) ABC, CBS, NBC, DuM; Pearson: 45,000
Raleigh—
  ▶ WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel: 37,840
Wilmingot—
  ▶ WMFD-TV (6) NBC; Weed
Winston-Salem—
  ▶ WSJS-TV (12) NBC; Headley-Reed: 109,289
   ▶ WTVQ (8) ABC, CBS, NBC, DuM; Katz: 65,500
NORTH DAKOTA

Bismarck—
  ▶ KFYR-TV (5) CBS, NBC, DuM; Blair: 6,125
Fargo—
  ▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters: 45,250
Grand Forks—
  ▶ KNOX-TV (10) 3/10/54-Unknown
Minot—
  ▶ KXJB-TV (13) ABC, CBS, NBC, DuM; Weed: 20,150
Valley City—
  ▶ KXJB-TV (4) CBS; Weed; 6/5/53-July '54
OHIO

Akron—
  ▶ WAKR-TV (40) ABC; Weed; 49,431
Ashland—
  ▶ WICA-TV (15) 18,000
Cincinnati—
  ▶ WCET (*48) 12/2/53-May '54
  ▶ WCPO-TV (9) ABC, DuM; Brantman: 450,000
  ▶ WCGT (12) CBS; Katz: 450,000
  ▶ WAVE (5) NBC; WLW Slia: 450,000
Cleveland—
  ▶ WEXL-TV (85) 6/13/53-Unknown
  ▶ WEWS (5) CBS; Brantman: 1,000,000
  ▶ WINK (8) NBC; NBC Spot Slia: 800,429
  ▶ WKEL (8) ABC, CBS, DuM; Katz: 823,629
  ▶ WJWX (19) 11/25/53-Unknown
Columbus—
  ▶ WANN-TV (8) CBS; Blair: 397,000
  ▶ WLCX (16) NBC; WLW Slia: 207,000
  ▶ WOSU-TV (*44) 2/19/53-Unknown
  ▶ WTVN (8) ABC, CBS, DuM; Katz: 338,177
Dayton—
  ▶ WHIO-TV (7) ABC, CBS, DuM; Hollbergley: 627,330
  ▶ WJFO (28) See footnote (1)
  ▶ WLWD (2) NBC; WLW Slia: 310,000
Elyria—
  ▶ WJOD-TV (21) 11/14/54-Poll '54
Emporia—
  ▶ WIMA-TV (23) Weed; 12/4/53-Spring '54
  ▶ WLOX-TV (13) NBC; R. H. 19: 4/17
Mason—
  ▶ WMAC-TV (23) Petry; 9/4/53-Unknown
Stevensville—
  ▶ WSTV-TV (9) CBS; Avery-Knodel: 1,083,500
Toldeo—
  ▶ WSPD-TV (12) ABC, CBS, NBC, DuM; Katz: 320,060
Youngstown—
  ▶ WPMJ-TV (73) NBC; Headley-Reed; 110,000
  ▶ WMBN-TV (27) ABC, CBS, DuM; Raymen; 317,777
  ▶ WUYT (21) Petry; 9/5/52-Unknown
Zanesville—
  ▶ WHZM-TV (50) ABC, CBS, NBC, DuM; Pearson: 31,250
OKLAHOMA

Adair—
  ▶ KTEW (93) 12/16/53-6/1/54 (printed STA April 6)

BROADCASTING • TELEGCASTING
Corpus Christi—
  KVDO (22) 1/15/53-6/15/54
  KLYG (42) 12/9/53-Unknown
Dallas—
  KDFX (2) 1/15/53-Unknown
  KLIF-TV (20) 12/12/53-1/6/54
  KRTL-TV (4) CBS; Branham; 366,900
  WPAA-TV (8) ABC; NBC; DuM; Petry; 397,000
  El Paso—
  KROD-TV (4) ABC; CBS; DuM; Branham; 31,643
  KXSM-TV (9) NBC; Hollingerby; 32,460
  KELP (15) (Forjoe; 3/10/53-4/20/54
  Fort Worth—
  WBAP-TV (5) ABC; NBC; Free & Peters; 211,400
Galveston—
  KGBT (4) ABC, CBS, DuM; Spot Sla; 278,000
Hartlington—
  KGDI-TV (4) ABC, CBS, DuM; Pearson; 33,600
Houston—
  KNUZ-TV (39) DuM; Forjoe; 58,144
  KPRC-TV (3) ABC, CBS, NBC, DuM; Petry; 232,000
  KTVF (23) 1/8/53-Unknown
  KXUY (38) 8/18/53-Unknown
  KXTL (15) 2/24/53-Unknown
Longview—
  KYKE (32) Forjoe; 20,560
Lubbock—
  KBOD-TV (11) ABC, NBC; Pearson; 53,804
  KDBS-TV (13) DuM; Cisco; Avery-Knodell; 50,004
  KFYO-TV (3) Katz; 5/7/53-Unknown
Lufkin—
  KETR-TV (8) Vendar; 3/11/53-Fall '54 Marshall—
  KMRL (16) 2/25/53-Unknown
Midland—
  KMDT (2) ABC, CBS, NBC, DuM; Vendar; 11,900
  San Angelo—
  KTXL-TV (8) CBS; Vendar; 28,035
San Antonio—
  KALA (32) 2/25/53-Unknown
  KGGS-TV (5) ABC; CBS; DuM; Katz; 188,181
  WAOA-TV (4) NBC; Petry; 188,181
Sweetwater—
  KPAR-TV (12) CBS; Avery-Knodell; 8/28/53-Unknown
  Temple—
  KCEN (6) NBC; Hollingerby; 7,335
  Texarkana also Texarkans, Ark.—
  KCMC-TV (6) ABC, CBS, DuM; Vanen; 66,523
Tyler—
  KETX (19) CBS, NBC, DuM; Pearson; 29,405
  KLTV (7) 1/27/54-Unknown
Victoria—
  KNVL (19) Best; 3/26/53-Unknown
  Wesco—
  KANG-TV (54) ABC; Pearson; 28,000
Weslaco—
  KRVG-TV (5) NBC; Raymer
Wichita Falls—
  KFDPX (3) ABC; NBC; Raymer; 58,800
  KXWT-TV (6) CBS, DuM; Blair; 85,300
UTAH
Provo—
  KVOO-TV (11) 12/3/53-Unknown
Salt Lake City—
  KDSY-TV (4) NBC; Blair; 157,080
  KSL-TV (5) ABC, CBS, DuM; CBS Spot Sla; 155,080
  KUTV (2) ABC; Hollingerby; 3/20/53-8/15/54
VERMONT
Montpelier—
  WMVT (3) CBS; Weed; 3/12/54-8/15/54
VIRGINIA
Danville—
  WDVT-TV (34) ABC; Hollingerby; 18,114
  Hampton (Norfolk)—
  WVEC-TV (10) NBC; Rambeau; 43,300
Directory information is following order: call
letters, channel, network, affiliation, national repre-
sentative; market set count for operating sta-
tions; date of grant and commencement target
date for grants.
ALASKA
Anchorage—
➤ KFIA (2) ABC, CBS; Weed
➤ KTVA (11) NBC, DuMont; Fairbanks
➤ KFIF (3) ABC, CBS; 1/15-15/Spring '54

HAWAII
Honolulu—
➤ KGMB-TV (9) CBS, Free & Peters; $3,000
➤ KONA (11) NBC; NBC Spot Slas.: $0,000
➤ KULA-TV (4) ABC; Headley-Reed

PUERTO RICO
San Juan—
➤ WAPA-TV (4) ABC, NBC, DuMont; Caribbean Networks
➤ WKAQ-TV (2) Inter-American; 6,900

CANADA
London—
➤ CFPL-TV (10) CBS; 35,000
Montreal—
➤ CBC-T (2) 145,000
➤ CHUM (2) 140,000
Ottawa—
➤ CBOT (4) 16,100
St. John's—
➤ CHIS-L-TV (4) CBS Saltwater
Sudbury—
➤ CCNS-L-TV (5) ABC, CBS, NBC; All-Canada; 5,714

UPCOMING

MAY
May 3-4: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IEE Seventh Region Conference & Electronic Exhibit, Multinemah Hotel, Portland, Ore.
May 7: Advertising Conference, U. of Michigan, Ann Arbor.
May 15: Indiana Radio-TV Seminar, WISH studios, Indianapolis.
May 17-20: Electronics Part Show, Conrad Hilton Hotel, Chicago.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 19-21: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill, Room G-46, Senate Office Bldg., 10 a.m. Washington.
May 19-21: House Interstate & Foreign Commerce Committee, hearing on HR 1257, Bryan bill to bar alcoholic beverage advertising in interstate commerce, Room 153, New House Office Bldg., 10 a.m. Open.
May 23-24: NABT Convention, Palmer House, Chicago.
May 24: Daytime Broadcasters Assn., governing board, Palmer Hotel, Chicago.

JUNE
June 1: National Assn. of TV & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: National Assn. of TV & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 11-18: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.
June 16: American Bar Association, U. of Michigan law school, study on official control vs. self-regulation in the field of TV, radio, motion pictures and publishing.
June 17-19: D. C.-Maryland Broadcasters, Ocean City, Md.

UPCOMING

June 20-23: Advertising Federation of America, Hotel Statler, Boston.
June 21-July 31: National TV Institute, Pasadena (Calif.) Community Playhouse.
June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.
June 28-Aug. 6: Summer Institute of Radio & TV, co-sponsored by NBC and Barnard College, New York.

JULY
July 1-2: North and South Carolina Broadcasters Assns., joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

AUGUST
Aug. 2-31: Summer TV Workshop, Michigan State College, East Lansing.
Aug. 9 (week of): International Alliance of Theatrical Stage Employees, Nethersells Plaza Hotel, Cincinnati.

SEPTEMBER
Sept. 1-14: British Columbia Assn. of Radio & TV Broadcasters, Harrison Hot Springs, B. C.

OCTOBER

NOVEMBER
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING
BMI Program Clinics
June 7: Winnipeg, Man.
June 8: Regina, S. D.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Pullman, Wash.; Salt Lake City
June 23: Huron, S. D.
June 30: (city unnamed) Indiana

MEXICO
Juarez (El Paso, Tex.)—
➤ XJZ-TV (3) National Time Sales; 5/17/54
➤ XATV (7) ABC, CBS, NBC, DuMont; Young: 3,250
➤ Tijuana (San Diego)—
➤ KXTV (5) Weed; 34,000

Total stations on air in U. S. and possessions: 382; total cities with stations on air: 231. Both totals include stations XEKL-TV and XEYT Mexico as well as educational outlets that are operating. Total sets in use: 3,871,789.

• Indicates educational stations.

Cities NOT interconnected with AT&T.

(a) Figure does not include 197,375 sets which WHBN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-
(c) President Gilmore N. Nunn announced that construction of WLAG-TV has been temporarily suspended [B-T, Feb. 22], CP has not been surrendered.
(d) WKLO-TV Louisville, Ky.; KACY (TV) Festus, Mo.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va. have suspended regular operation, but have not turned in CP's.
(e) WEIZ (TV) Battle Creek, Mich., told FCC it has suspended regular operation until June 1.

FIRE away...at less cost per viewer than with any other Texas TV.
The TV Show Will Go On

WAS THE “final” television allocation bungled two years ago, and so, what can be done about it?

That question comes as close as any to being the issue thrust before the Senate Potter subcommittee, which has now postponed its scheduled hearings until May 19-21. It was provoked by the hard going encountered by interst uhf stations in intermixed markets.

It is the kind of enigma that will take the wisdom of a dozen Solomons. There is no easy solution, unless it be found in the often ruthless interplay of competition.

But the problem is more complex than merely pinning responsibility. Is there a solution that can be achieved without impairing existing service which pleases the public?

Talk of another freeze a few weeks ago would have been unthinkable. Today it is being given more than lip-service in important quarters, even though the FCC abhors the thought. Some of the very people who demanded a quick end to the 1948 freeze, which lasted three-and-one-half dreary years, are now insisting that Congress enjoin the FCC from making any further grants until an answer is found to the dilemma.

The “ins”—those who have their stations or construction permits—want a new freeze (or a hiatus as they choose to term it), whether or not they will admit it. They argue, with some merit, that there is adequate service almost everywhere and that new stations can only bring new distress. They disclaim responsibility, contending that promises have not been kept. But all this does violence to the American concept of free competitive enterprise.

The major complaint is over intermixture. Uhf operators plead for relief through a reallocation separating uhf from vhf markets. Or they want to eliminate vhf altogether and shift all tv to uhf—not overnight, but perhaps through a five-year transition during which investments, public and private, could be written off. They argue that the un-intermixing process could be accomplished in 90 days, through an engineering realignment.

In 1948—before the Great Freeze—the then FCC Chairman, Wayne Coy, sent up a trial balloon on a full shift to uhf, contending it was the only ultimate solution to tv’s “scarcity” problem. Then there were 108 vhf’s, and less than 5 million receivers, with the public’s investment about $500 million. It got nowhere fast. What chance would a shift have now, with 380 stations in operation, and with nearly 30 million sets that cost around $6 billion?

There’s nothing fundamentally new in these plans. Low power radio stations had trouble competing with regionals and clears not too many years ago. There were many reallocation proposals. If we want to eliminate vhf altogether and shift all tv to uhf—

...work under predetermined engineering standards. But the FCC, persuaded by its New Deal-Fair Deal lawyers, who wanted to “control” tv (and who largely had run fm into the ground through the same techniques) bought the planned economy and threw in the palpably illegal educational “reservations.”

Once the final allocations were approved, broadcasters had to make the best of it. The public wanted more tv.

Television will come out of this crisis without destroying existing service. The public, now getting acceptable programs, isn’t concerned with behind-the-scenes manipulations. Color is moving fast too.

This, fundamentally, is a dollar crisis, premised perhaps upon faulty planning, a phoney philosophy and misguided engineering. Yet with it all, television has made the most remarkable strides of any art and industry in history. In so gigantic a development mistakes were bound to be made, but they are microscopic in contrast with what has been accomplished.

Whatever the outcome, the public will not tolerate interruption to the tv service. Both Congress and the FCC understand that.

Up Pops ‘Big Ed’ With Another Ban

IN WHAT appears to be his Senatorial swan-song, Sen. Edwin C. Johnson (D-Colo.) wants to ban newspaper ownership of radio and television in markets of over 100,000. In this illusory venture he joins his New Deal colleague, Sen. Harley Kilgore of West Virginia, who wants every news-conveying entity divorced from all others.

Sen. Big Ed, who has decided not to run again as Senator but has announced for Governor, over the years alternately has been the darling or the demon in communications legislation. It’s hard to figure where he stands.

In his latest venture he would consider 10% ownership of a newspaper as “control” for purposes of divestiture. His bill follows a round-robin instituted by Sen. Kilgore asking the Senate Interstate Commerce Committee to look into what he describes as the trend toward “monopoly” through identical ownership of radio and tv.

What these legislators fail to recognize is that the public depends as much upon radio (and to a lesser degree tv) as it does upon newspapers for its news. We know of no situation in a market of over 100,000 where all radio stations, television stations and newspapers are “controlled” by the same entity.

It’s the old story of trying to make second-class citizens out of newspaper publishers and broadcasters. Indeed, this same philosophy, carried over from the New Deal-controlled FCC, persists among staff attorneys, notably those in the Broadcast Bureau. A half-dozen recent oppositions to initial decisions use this discredited argument, preferring non-newspaper over newspaper applicants, even when all other things are not equal. It’s a vicious application of the discredited “diversification” theory first espoused by President Roosevelt.

Page 110 • May 3, 1954
Our "May" Basket is a "Market" basket...

here in the Heart of America!

In accordance with that grand old tradition, The KMBC-KFRM Team and KMBC-TV of Kansas City is out hanging May baskets again this year. But our May basket is more than just that. The KMBC-KFRM - KMBC-TV "May" basket is a "MARKET BASKET" — the market basket of the Heart of America, equally well known as the great Kansas City Primary trading area.

And this year's "basket" is a mighty interesting one and extremely important. Last year, the Heart of America experienced another happy increase in population, retail sales and in buying power. In fact, buying power increased almost 400 million dollars in Kansas and Missouri in 1953 over 1952. Of this increase, the Kansas City Metropolitan Area enjoyed 10%. HOWEVER, 67.7% of the total increase in Retail Sales in the two states occurred in Metropolitan Kansas City — proof of the tremendous pulling power of Kansas City as a major trading center!

And, according to that same old May basket tradition, it is the custom for the recipient of the token to pursue the giver and bestow a large buss upon his cheek. Casey, Kansan and Channel 9 are blushing wildly at the pleasure of being able to hang this "May basket-Market basket" combination on the door of KMBC-KFRM - KMBC-TV advertisers. Call the KMBC-KFRM Team, KMBC-TV, Kansas City, or your nearest Free & Peters Colonel today, so that we can hang the Kansas City Market Basket on your doorknob.
KEX dominated mornings (7 a.m.-12 noon) WITH LEAD IN 16 OF 20 QUARTER HOURS

KEX tops in total daytime (7 a.m.-6 p.m.) WITH LEAD IN 23 OF 44 QUARTER HOURS

KEX has 10 of the top 12 daytime programs

*19-county Portland Area Pulse — including 4-county Metropolitan Portland. Jan-Feb. 1954

Only KEX reaches the BIG PORTLAND market
See Free & Peters or KEX Sales for details

W WESTINGHOUSE BROADCASTING COMPANY, INC.
KDKA • WBZ • WBZA • KYW • WOWO • KEX • WPTZ • WBZ-TV

KEX PORTLAND
Oregon's Only 50,000 Watt Station